

2.6.1 Teachers and students are aware of the stated programme and course outcomes of the programmes offered by the institution.



**LPCPS**  
LUCKNOW PUBLIC COLLEGE  
OF PROFESSIONAL STUDIES

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**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**(SESSION 2022-2023)**

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## BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAMME OUTCOMES

At the end of this course, students should be able to:

- Ensure and understand professional augmentation taking place in the global as well as domestic business arena.
- To reduce the gap between industry and academia, with the right blend of theory and practice.
- To nurture their talent for becoming good leaders and assets for an organization.
- To achieve an in-depth knowledge and analytical skills which will enable them to effectively and efficiently carry out various Trade and Marketing operations of an organization in the emerging globalized environment.
- Develop Critical attitude necessary for “life-long learning” through this course.

### SYLLABUS

SYLLABUS			
COURSE	PAPER No	PAPER NAME	MARKS
B.B.A. I SEMESTER	P1	PRINCIPLES OF MANAGEMENT	75
	P2	BUSINESS ORGANISATIONS	75
	P1	FINANCIAL & MANAGEMENT ACCOUNTING-I	75

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	P2	BUSINESS COMMUNICATION	75
	P1''	COMPUTER & IT APPLICATIONS-I	75
	CC-1	PERSONALITY DEVELOPMENT & GROOMING	75
B.B.A. II SEMESTER	P3	ORGANIZATIONAL BEHAVIOUR	75
	P4	MANAGERIAL ECONOMICS	75
	P3	FINANCIAL & MANAGEMENT ACCOUNTING - II	75
	P4	BUSINESS ENVIRONMENT	75
	P2''	QUANTITATIVE TECHNIQUES - I	75
	VC-1	RESUME WRITING & CORPORATE COMMUNICATION	75
B.B.A. III SEMESTER	P5	FINANCIAL MANAGEMENT	75
	P5'	MARKETING MANAGEMENT	75
	P6	OPERATIONS MANAGEMENT	75
	P6'	HUMAN RESOURCE MANAGEMENT	75
	P3''	COMPUTER & IT APPLICATIONS II	75
	CC2	INTERVIEW PREPARATION & PLANNING	75
B.B.A. IV SEMESTER	P7	TAXATION & LAWS	75
	P7'	CUSTOMER RELATIONSHIP MANAGEMENT	75
	P8	LOGISTIC & SUPPLY CHAIN MANAGEMENT	75
	P8'	INDUSTRIAL RELATIONS MANAGEMENT	75
	P4''	QUANTITATIVE TECHNIQUES	75
	VC2	ROLE PLAY AND SIMULATION	75
B.B.A. V SEMESTER	BBA 501	E-COMMERCE	70
	BBA 502	FINANCIAL SERVICES	70
	BBA 503	INSURANCE AND RISK MANAGEMENT	70
	BBA 504	RETAIL & RURAL MARKETING	70
	BBA 505	TAXATION LAWS	70
	BBA 506	MANAGING PERSONAL FINANCE	70
B.B.A. VI SEMESTER	BBA 601	BUSINESS POLICY	70
	BBA 602	COMPANY LAW	70
	BBA 603	ENTREPRENEURSHIP	70
	BBA 604	INTERNATIONAL BUSINESS	70
	BBA 605	MARKETING OF SERVICES	70
	BBA 606	PROJECT MANAGEMENT	70

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### Course outcomes

## SEMESTER I

### THEORY

#### PRINCIPLES OF MANAGEMENT:

##### Paper One: P1`

- The objective for this course to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.

### THEORY

#### BUSINESS ORGANIZATIONS:

##### Paper two: P2`

- The objective of this course is to develop an understanding on several important aspects of an organization, not just from an economic point of view but also considering organizations as part of society. It also includes analysis of the source of wealth creation, with a brief description of the environment and the key internal factors of an organization. The course introduces the students with the most important concepts of the dynamic framework of an organization.

### THEORY

#### Financial & Management Accounting – I:

##### Paper three: P1`

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- The aim of the course is to build knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. Along with successfully applying the techniques and methods practically in order to analyze business performance, planning , decisions making and controlling the outcomes.

**THEORY**

**BUSINESS COMMUNICATION:**

**Paper four: P2'**

- This course aims to develop communication skills in equip students with a broad based knowledge business communication.

**THEORY**

**Computer & IT Applications - I: (Minor)**

**Paper five: P1''**

- The course aims to familiarize the students with computers & its applications in the field of business.

**THEORY**

**PERSONALITY DEVELOPMENT AND GROOMING:**

**Paper six: CC1**

- The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personality and teaches

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the basic techniques of how an organization manages and develops its people.

## **SEMESTER II**

### **THEORY**

#### **ORGANIZATIONAL BEHAVIOR:**

##### **Paper One: P3**

- To provide knowledge about Organizational Behavior, individual and group behavior and give an overview about change in organization and QWL.

### **THEORY**

#### **MANAGERIAL ECONOMICS:**

##### **Paper two: P4**

- To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

### **THEORY**

#### **FINANCIAL & MANAGEMENT ACCOUNTING – II:**

##### **Paper three: P3'**

- The aim of the course is to extend and enhance the knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn and explain advanced concepts, principles and techniques of accounting. The practical application of the knowledge will help them in developing the skill of using these advanced methods in effective decision making.

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### **THEORY**

#### **BUSINESS ENVIRONMENT:**

##### **Paper four: P4'**

- The objective of this paper is to give the basic knowledge about the business environment in industry.

### **THEORY**

#### **QUANTITATIVE TECHNIQUES – I:**

##### **Paper five: P2''**

- The Course aims at providing students insight about the mathematical terms and their appropriate usage in business problems.

### **THEORY**

#### **RESUME WRITING AND CORPORATE COMMUNICATION:**

##### **Paper six: P4'**

- The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication. The course will also equip with effective writing skills necessary for resume building and other forms of written corporate communication.

## **SEMESTER III**

### **THEORY**

#### **P5: Financial Management**

##### **Course outcomes:**

- The aim of the course is to build knowledge and understanding of Financial Management among the student.
- The course seeks to give detailed knowledge about the subjectmatter by instilling them basic ideas about Financial Management.

*Asingh*

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- The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions.
- To provide knowledge about financing and dividend decision. To give an overview about working capital.

**THEORY**

**P6: Operations Management**

**Course outcome:**

- The purpose of this course is to develop an understanding of issues and challenges involved in the area of Operation Management among under graduate students.
- The course aims to equip the students with basic management decisions regarding production & operation, designing decisions and designing of a production system.

**THEORY**

**P5: Marketing Management**

**Course outcome:**

- The purpose of this course is to develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services.

**THEORY**

**P6: Human Resource Management**

**Course outcomes:**

- The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Human Resource Management and teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

**THEORY**



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### **P3'': Computer & IT Applications – II**

**Course outcome:**

- Students acquire skills of using end-user software for communication, data transformation and presentation.

### **CC2: INTERVIEW PREPARATION & PLANNING**

## **SEMESTER IV**

### **THEORY**

#### **P7: Taxation and Laws**

**Course outcome:**

- The aim of the course is to build knowledge, understanding about taxation among the student.
- The course seeks to give detailed knowledge about the subject matter by imparting them basic ideas about Income Tax.

### **THEORY**

#### **P8: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course outcome:**

- The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services.

### **THEORY**

#### **P7': Customer Relationship Management**

**Course outcome:**

*Aswini*

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- Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably.
- The objective of this course is to equip the students with a sound foundation of CRM concepts and best practices in Industry.

**THEORY**

**P8': INDUSTRIAL RELATION MANAGEMENT**

**Course Outcome:**

- The objective of the course is to make the students aware and understand about the dynamics of the industrial relations in the rapidly changing environment and also, they will have knowledge about the disciplinary procedure and grievance management process along with their implementation aspect.

**THEORY**

**P4" Quantitative Techniques – II**

**Course outcome:**

- The course aims to build skills for statistical and mathematical inferences of business data and acquaint the students with various quantitative tools and techniques used in business decision making.

**THEORY**

**VC2: Role Play and Simulation**

**Course Outcome:**

- To learn about industry working and daily facing situations in various departments.

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- The subject provide command and knowledge to deal the situation in various hierarchy of management.
- Student will learn situation handling at various levels through simulation.

**SEMESTER V**

**THEORY**

**E- COMMERCE:**

**BBA 501**

**Course Outcome:**

- Students learn the basics of e-commerce in IT and business.
- Learnt about business to business and business to consumer relationship.
- To learn about different networking concepts and type of networks.
- Students learn about TCP/IP protocol and basic components of internet.
- Students learn about marketing strategies, marketing segments.
- Students learn to advertise on web and evaluate e-commerce technologies.
- Introduction to EDI, supply chain management.
- Students learn the advantages and disadvantages of online payments.
- Basic features of internet security policies, type of threat, computer security are covered.
- Learn to communicate effectively using electronics.

**THEORY**

**FINANCIAL SERVICES:**

**BBA 502**

**Course Outcome:**

- To understand the concept of financial services, its types, its utility in a business and its significance. Also understand the concept of NBFCs.
- To understand the details of leasing with theoretical form and its accounting treatment as per AS-19. Concept of hire purchase its uses in business forms. Difference in leasing and hire purchase with instalment system.

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- To understand the concept of factoring and their working, bill discounting concepts and applications. Credit cards its meaning, types and significance for business.
- To understand concept of merchant banking specially in the context of India, different advisory services available to business in India. Initial public offers how they work and how companies collect funds through IPOs.

## **THEORY**

### **INSURANCE AND RISK MANAGEMENT:**

#### **BBA 503**

##### **Course outcome:**

- To Understand the Introduction of Insurance in General and History of Insurance in India. Basic Nature and Definition of Insurance. Comparison of Life Insurance with Other Forms of Insurance.
- To Understand the Principles of Contract and its Applicability to the valid Insurance Contract.
- To Understand the Principle of Life Insurance and its impact on Insurability. Use of Mortality Table and its Constructions with its kinds. Basic Elements in Computation of Premium.
- To Understand the Scope of Coverage of Fire Insurance, Marine Insurance and Motor Insurance.
- To Understand the Provision under Insurance Act 1938 and IRDA Act 1999.
- To Understand the Basic Concept of Risk, Classification of Risk, Process of Risk Management. Identification and Evaluation of Risk- Risk Analysis. Risk Control- Loss Prevention and its Importance. Risk Financing and Transfer of Risk.

## **THEORY**

### **RURAL AND RETAIL MARKETING:**

#### **BBA 504**

##### **Course outcome:**

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- Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area.
- Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
- To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
- Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- Understand the concept and methodology for conducting the research in rural market.

**THEORY**

**TAXATION LAWS:**

**BBA 505**

**Course outcome:**

- Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. Students are taught about the different heads of income with its components. Student learns about computing total taxable salary, annual value of house property and computation under different circumstances.
- Topics related to allowable and non-allowable expenses and provisions relating to income from business / profession are dealt with. Students gain knowledge on assessment of income of individuals, company etc., and filing of income tax return and about revised return procedures.

**THEORY**

**MANAGING PERSONAL FINANCE:**

**BBA 506**

**Course outcomes:**

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- To understand basics of personal finance
- To understand the methods to manage the personal finances
- To know the fundamentals to invest the financial resources
- To understand the methods to insure the resources and control one's financial future

**SEMESTER VI**

**THEORY**

**BUSINESS POLICY:**

**BBA 601**

**Course outcome:**

- The main objective of this course is to let students have an experience of managing a company in the role of a key manager, such as general manager, vice-president, president or CEO, through the versatility of micromatic Simulation computer simulation.
- Micromatic Simulation is a powerful and user-friendly simulation that allows the instructor and his assistant (game administrator) to engage in active intervention to create an industry that can be formulated to become very close to real-life for your training.
- This particular simulation requires a lot of commitment of time and effort on part of the instructor in administering your managing of the company. However, it is worth his time, and you should make it worth yours.
- The aim of this course is to let students integrate and apply what they have learned in previous classes during their stay in the program. There is no emphasis on elaborate lecturing or formal teaching of new material, except where it becomes imperative to cover some concepts that students did not comprehend in their previous classes. Nevertheless, students may ask the professor for a review of any previously learned concept at which they do not feel comfortable.

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### **COMPANY LAW:**

#### **BBA 602**

##### **Course outcome:**

- Students will understand of the concepts Company Law.
- They will come to know the Process of formation and registration of company.
- They will understand the importance and of memorandum of association and Article of association.
- They will understand legal rules related to issue of Prospectus and shares.
- They will come to know the Process of winding up of company.

#### **BBA 603**

- Demonstrate a comprehension of the principles of banking law and its relationship to banks and customers.
- Demonstrate an awareness of law and practice in a banking context.
- Engage in critical analysis of the practice of banking law from a range of perspectives.
- Organize information as it relates to the regulation of banking products and services.

### **THEORY**

### **INTERNATIONAL BUSINESS:**

#### **BBA 604**

##### **Course Outcome:**

- Identify the basic difference between inter-regional and international trade, understand how international trade has helped countries to acquire goods at cheaper cost and explain it through the various international trade theories.
- Show the benefits of international trade in a way how nations with strong international trade have become prosperous and have the power to control world economy and how global trade can be one of the major contributors of reducing poverty.

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- Explain how restrictions to international trade would limit a nation in the services and goods produced within its territories and at the same time explain that a rise in international trade is essential for the growth of globalization.
- Show the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium as well. Be aware of the changes in the composition as well as direction of foreign trade after international trade and know the causes and effects of deficits in the balance of payments, measures adopted to correct the deficits and identify the need for having trade reforms.

**THEORY**

**MARKETING OF SERVICE:**

**BBA 605**

**Course Outcome:**

- The course will help the students take a holistic view of the consumer; it will help equip them with knowledge of various models and frameworks to help understand consumer behavior and align the knowledge with formulation of appropriate marketing strategies.
- To develop an understanding of the theoretical and conceptual concepts of consumer behavior and apply them to real life marketing situations and practices.
- To explain the differences between goods and services and the resulting challenges and opportunities for service businesses.
- To introduce the expanded marketing mix for Services and the philosophy of customer focus for services.

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## **THEORY**

### **PROJECT MANAGEMENT:**

#### **BBA 606**

##### **Course outcome:**

- Generation & screening of project idea. Preliminary screening, project rating Index. Market & demand analysis. Collection of primary & secondary information.
- Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.
- Cost of projects, means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.
- Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.

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