

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
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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(SESSION 2023-2024)

Asmita

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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

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COURSE	PAPER No	PAPER NAME	MARKS
B.B.A. I SEMESTER	P1	PRINCIPLES OF MANAGEMENT	75
	P2	BUSINESS ORGANIZATIONS	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-II	75
	VC2	ROLE PLAY AND SIMULATION	75
B.B.A. V SEMESTER	P9	ENTREPRENEURSHIP AND FAMILY BUSINESS-I	75
	P9'	BUSINESS ETHICS	75
	P10	BUSINESS POLICY AND STRATEGIC MANAGEMENT - I	75
	P10'	BUSINESS LAWS	75
	P11X	FINANCIAL INSTITUTIONS	75
	P11Y	CONSUMER BEHAVIOUR	75
		INTERNSHIP	
B.B.A. VI SEMESTER	P12	ENTREPRENEURSHIP AND FAMILY BUSINESS-II	75
	P11'	CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY	75
	P13	BUSINESS POLICY AND STRATEGIC MANAGEMENT-II	75

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	P12'	MANAGEMENT INFORMATION SYSTEM	75
	P14X	E-COMMERCE	75
	P14Y	TALENT MANAGEMENT & HRIS	75
		MAJOR PROJECT	

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

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**Financial & Management Accounting – I:
Paper three: P1'**

- 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

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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 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

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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.

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: VC1

- 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:

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- 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 subject matter by instilling them basic ideas about Financial Management.
- 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

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Management and teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

THEORY

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

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Course outcome:

- 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

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departments.

- 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

P9: ENTREPRENEURSHIP & FAMILY BUSINESS-I

COURSE OUTCOMES

- This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

THEORY

P10: Business Policy & Strategic Management – I

COURSE OUTCOMES

- The purpose of this course is to develop an understanding of underlying concepts, tools, frameworks, issues and challenges involved in the area of Business Policy & Strategic Management - I for Under-graduates. The course aims to achieve development of an understanding of the increasing competition as well as not for profit business policies, strategies and the practice in organizations to be aware of the different circumstances and situations arising from ever changing strategic situation.

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THEORY

P 11 X: FINANCIAL INSTITUTIONS

COURSE OUTCOMES

- To understand the nature and functions of various financial markets, institutions and instruments.

THEORY

P11 Y: CONSUMER BEHAVIOUR

Course outcomes:

- The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy

THEORY

P9': BUSINESS ETHICS

Course outcomes:

- The aim of the course is to develop basic understanding about Business Ethics among the students. It also seeks to establish the importance of adopting ethical practices in business organizations.

THEORY

P10': BUSINESS LAW

Course outcomes

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- The objective of the course is to familiarize the participants with legal perspective of the business and to give the basic knowledge about the rules and regulation of execution of Business.

INTERNSHIP PROJECT

SEMESTER VI

THEORY

P12: ENTREPRENEURSHIP & FAMILY BUSINESS-II

Course outcomes

- The course is designed as a broad overview of entrepreneurship, including identifying a winning business opportunity, gathering funding for and launching a business, growing the organization and harvesting the rewards. It is an integrative course—one that combines material introduced to the students in core courses and applies it to the design and implementation of new ventures. The students are expected to have completed courses in Management Principles, Marketing, HRM, Productions & Operations, Economics, Accounting & Finance.

THEORY

P13: Business Policy & Strategic Management – II

Course outcome

- The purpose of this course is to develop an understanding of issues and challenges involved in the area of Business Policy & Strategic Management – II for Under graduates. To comprehend strategic management process, understand interrelationship between formulation and implementation and apply administrative and leadership skills for successful implementation of strategies.

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THEORY

P14 X: E-commerce

Course outcomes

- Understand the fundamental principles of e- Business and e-Commerce; Learn the technologies enabling e-commerce.

THEORY

P14Y TALENT MANAGEMENT & HRIS

Course outcomes

- Students will be able to understand and articulate advanced concepts of human resource placements within organization. Apply talent positioning within the subsidiaries and business units.

THEORY

P11': CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

Course outcomes

- The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Corporate Governance and teaches the basic techniques of how an organization manages its people to contribute for the society through Corporate Social Responsibility.

THEORY

P12': Management Information System

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Course outcomes

- Students will be able to understand and articulate fundamental concepts of information systems management. Apply IT to solve common business problems. Plan and implement effective IT solutions to business problems. Apply the ethical aspects of information technology use in the organization.

MAJOR PROJECT