

BBA NEP 2024
Principles of Management

Course Objectives	
1.	To understand basic concept regarding organization Business Administration
2.	To examining application of various management principles
3.	To develop managerial skills among the students
4.	To develop managerial thinking and cultivate business acumen.
5.	To identify new systems and trends in modern management.

Course Outcome	
C01	Express themselves effectively in routine and special real business interactions and principles of management
C02	Demonstrate appropriate use of administration, management.
C03	Ability to organize various programs, meetings and events
C04	Apprise the pros and cons of major managerial functions
C05	Create and deliver effectiveness of quality management

Principles of Finance

Course Objectives	
1.	To cultivate right approach towards money, finance, and their role in business
2.	To develop right understanding regarding various sources of finance and their role and utility in business.
3.	To develop basic skills as to concept of capital structure and concept of capital structure
4.	To understand basics of recent concepts in finance
5.	To basic business operations in finance department

Course Outcome		Blooms Taxonomy
C01	Remembering traditional, modern, role of finance manager	Remembering
C02	Understand the sources of Finance, recent trends in business finance	Understanding
C03	Identify the capital structure and factors affecting capital structure	Applying
C04	Analyzing the difference between shares, debentures	Analyzing
C05	Evaluate consequences of over- capitalization and Under Capitalization.	Evaluating

Principles of Marketing

Course Objectives	
1.	To develop understanding regarding marketing environment in the country.
2.	To develop appropriate conceptual background.
3.	To help understand recent trends in marketing.
4.	To understand basic business operations in marketing department

Course Outcome	
CO1	Remembering traditional, modern, role of marketing manager
CO2	Understand the recent trends in business marketing
CO3	Identify the various marketing strategies
CO4	Analyzing the P's of marketing
CO5	Evaluate marketing segmentation

Principles of Human Resource Management

Course Objectives	
1.	To cultivate right approach towards human resource, and their role in business
2.	To develop right understanding regarding various sources of acquiring human resources and their role and utility in business.
3.	To develop basic skills of human resource management
4.	To understand basics of recent concepts in HRM
5.	To basic business operations in HRM department

Course Outcome	
CO1	Remembering traditional, modern, role of HR manager
CO2	Understand the sources of acquiring human resources
CO3	Identify the skills of HR Manager
CO4	Analyzing the difference between Personnel and HRM
CO5	Evaluate career planning process

Business Communication Skills-I

Course Objectives:

1. To understand what the Need and Significance of communication in personal and business world
2. To understand system of communication and their utility
- 3.

Course Outcome:

Student will able

CO1	To understand the concept, process, and importance of communication
CO2	To apply gain knowledge of media of communication in businesses
CO3	To develop skills of effective communication - both written and oral

Fundamentals of Computers/IT For Business

Course Objectives:

1. To understand the Role of Information Technology in Business:
2. To apply acquired IT skills to solve real-world business problems.

Course Outcome:

Student will be able to

CO1	Understand the evolution of IT and its use in Business
CO2	Understand the basics of e-commerce
CO3	Understand advanced IT tools used in business

OE - Business Mathematics – I

Course Objectives	
1.	To provide solid Mathematical Foundation for BBA Students in Business and Finance.
2.	To help the students for various mathematical topics with Practical Business Application.
3.	To enhance problem - solving Skills and ability for Academic and Professional Success.
4.	To make students understands mathematics behind commerce and Management.
5.	To foster conceptual Clarity and Confidence in Mathematical Competence.

Course Outcome The student will be able to	
CO1	understand the Concepts of Ratio, Proportion, Percentage and Partnership.
CO2	apply the mathematical concepts to solve real-world financial problems.
CO3	understand the equated monthly instalments (EMI) for loans and mortgages.
CO4	apply the simple and compound interest for various financial instruments.
CO5	analyze models related to Finance and can solve them.
CO6	remember the computation of Dividend and Return on Investment in shares.

OE- Business Statistics – I

Course Objectives	
1.	To understand role and importance of statistics in various business situations
2.	To develop skills related with basic statistical technique
3.	To learn some elementary statistical methods for data collection, presentation and analysis of data.
4.	To develop right understanding regarding data interpretation
5.	To familiarize the students with applications of Statistics in Business and Management

Course Outcome	
C01	understand basic concepts in statistics
C02	collect, present, analyze and interpret the data and graphs
C03	deal data in business problems
C04	evaluate feasibility business problems using statistical techniques
C05	prepare business report using various statistical techniques