



ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous - Affiliated to Osmania University

Re - accredited by NAAC with 'A' Grade with a CGPA of 3.49

King Koti Road, Hyderabad.

PROGRAM OUTCOMES AND COURSE OUTCOMES

BBA – Bachelor of Business Administration

Program Code: 406

PROGRAM OUTCOMES (POS) AT THE END OF THE BBA, BBA (IT) & BBA (BA) PROGRAMME

After completing three years for Bachelors in Business Administration (BBA) program, a graduate will

- PO1. Acquire adequate knowledge **in** the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- PO 2. Develop **managerial, behavioral, strategic thinking, commercial awareness and mentoring skills.**
- PO 3. Analyze and comprehend the **applicability** of management principles in solving complex **business problems**
- PO 4. Identify, describe, propose, synthesize and present business reports through SPSS, Tally and MS-Office as per the industrial needs
- PO 5. Demonstrate English proficiency for Business Communication for effective and Professional business management.
- PO 6. Obtain the ability to lead a **team and develop group behavior** in achievement of individual, group and organizational goals.
- PO 7. Develop appropriate **entrepreneurial skills** so as to become competent business entrepreneurs.
- PO 8. **Recognize and solve business problems** in an **ethical manner** for continuous development of business venture.
- PO 9. Develop **lifelong learning skills with inter disciplinary approach** towards **sustainable development.**

PROGRAM SPECIFIC OUTCOMES (PSO's) OF BBA

At the end of the Programme

PSO1: Students will **acquire and demonstrate analytical and problem solving skills** with in various disciplines of management, business, accounting, economics, finance, marketing, English and Languages.

PSO 2: Students will **attain proficiency in analyzing the opportunities and challenges** of global and dynamic business environment

PSO 3: Communicate in a business context in a clear, concise, coherent and professional manner.

PSO 4: Ability to **design, develop and apply** business models and strategies to address business problems and the needs and interest of various stakeholders.

PROGRAM EDUCATIONAL OUTCOMES OF BBA

PEO1: Graduates can pursue PG and Research (**Higher studies**)

PEO2: Graduates can join professional career in field of FMCG, retail, banking, pharma , financial and mortgage organizations and allied industries (**Employability**)

PEO 3: Graduates should be able to start their own business venture or exhibit entrepreneurial skills for their employer organization (**Entrepreneurship**)

PEO 4: Graduates will develop positive attitude and life skills which will enable them to become a multi facet personality with a sense of Environmental consciousness and responsible Citizen with moral and ethical values (**Ethical and committed citizen**)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)**COURSE STRUCTURE****ACADEMIC YEAR 2018-19****I SEMESTER**

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
GS.05.701.11T	AECC1	Human Values and Gender Sensitisation	1	1		2	40	60	100	2
EN.05.501.11T	CC1	English-I	4		2	5	40	60	100	3
SL.05.60X.11T 1-ARABIC 2-FRENCH 3- HINDI 4-SANSKRIT 5-TELUGU	CC2	Second Language	2	1		3	40	60	100	3
BM.05.301.11T	DSC 1	Principles of Management	4	1		5	40	60	100	3
BC.05.101.113T	DSC 2	Fundamentals of Accounting (T+P)	4		2	5	40	60	100	3
BC.05.101.114T	DSC 3	Fundamentals of Business Economics	4	1		5	40	60	100	3
		Total	19	4	4	25			600	
			27 hrs			25 credits				

II SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
GS.05.701.21T	AECC2	Environmental Studies	1	1		2	40	60	100	2
EN.05.501.21T	CC 3	English-II	4		2	5	40	60	100	3
SL.05.60X.21T 1-ARABIC 2-FRENCH 3- HINDI 4-SANSKRIT 5-TELUGU	CC4	Second Language	2	1		3	40	60	100	3
BM.05.301.21T	DSC 4	Principles of Marketing	4	1		5	40	60	100	3
BC.05.101.214T	DSC 5	Advanced Financial Accounting	4	1		5	40	60	100	3
BM.05.301.22T	DSC 6	Principles of Organizational Behavior	4	1		5	40	60	100	3
BM.05.301.23T	DSC 7	Business Ethics & Corporate Governance	4	1		5	40	60	100	3
		Total	23	6	2	30			700	
			31 hrs			30 Credits				

TOTAL CREDITS AT THE END OF FIRST YEAR: 25+30=55CREDITS

TOTAL MARKS AT THE END OF FIRST YEAR: 1300

III SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BM.06.301.11T	SEC 1	Business Statistics	1		2	2	20	30	50	2
EN.06.501.11T	CC5	English-III	4		2	5	40	60	100	3
BM.06.301.12T	DSC 8	Principles of Human Resource Management	4	1		5	40	60	100	3
BC.06.101.114T	DSC 9	Management Accounting	4	1		5	40	60	100	3
BM.06.301.13T	DSC10	Legal Aspects of Business	4	1		5	40	60	100	3
BM.06.301.14T	DSC 11	Business Environment	4	1		5	40	60	100	3
		Total	21	4	4	27			550	
			29 hrs			27 Credits				

IV SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BS.06.201.29T	SEC 2	Introduction to Information Technology	1		2	2	20	30	50	2
EN.06.501.21T	CC 6	English-IV	4		2	5	40	60	100	3
BM.06.301.22T	DSC 12	Research Methodology	4	1		5	40	60	100	3
BM.06.301.23T	DSC 13	Fundamentals of Financial Management	4	1		5	40	60	100	3
BM.06.301.24T	DSC 14	Management Science	4	1		5	40	60	100	3
BM.06.301.25T	DSC 15	E-Business	4	1		5	40	60	100	3
		Total	21	4	4	27			550	
			29 hrs			27 Credits				

TOTAL CREDITS AT THE END OF SECOND YEAR=55+54=109 CREDITS
TOTAL MARKS AT THE END OF SECOND YEAR: 2400

V SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
BM.07.301.11T	SEC3	Event Management	1		2	2	20	30	50	2
BM.07.301.12T	GE 1	Entrepreneurial Development	1	1		2	40	60	100	3
BM.07.301.13T	DSC 16	Business Policy & Strategy	4		2	5	40	60	100	3
BC.07.101.119T	DSC17	Cost Accounting	4	1		5	40	60	100	3
MARKETING ELECTIVE										
BM.07.301.14AT	DSE 1	1. Advertising & Brand Management	4	1		5	40	60	100	3
BM.07.301.14BT		2. Distribution & Supply Chain Management								
BM.07.301.14CT		3. Marketing of Services								
FINANCE ELECTIVE										
BM.07.301.15AT	DSE 2	1.Financial system and institutions	4	1		5	40	60	100	3
BM.07.301.15BT		2.International Finance								
BM.07.301.15CT		3.Investment Management								
HR ELECTIVE										
BM.07.301.16AT	DSE 3	1.HRD:Systems & Strategies	4	1		5	40	60	100	3
BM.07.301.16BT		2.Training & Development								
BM.07.301.16CT		3.Management of Industrial Relations								
			22	5	4	29			650	
			31 Hrs	29 credits						

VI SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDI TS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
BA.07.402 .28T	SEC 4	Social Media Marketing	1		2	2	20	30	50	2
BC.07.101 .222T	GE 2	Personal Taxation	1	1		2	40	60	100	3
BM.07.301 .21T	DSC 18	International Business	4	1		5	40	60	100	3
(STUDENTS HAVE TO SELECT ONE PAPER EACH FROM MKT/FIN/HR ELECTIVES)										
MARKETING ELECTIVE										
BM.07.301 .22AT	DSE 4	1. Customer Relationship Management	4	1		5	40	60	100	3
BM.07.301 .22BT		2. Consumer Behaviour								
BM.07.301 .22CT		3.International Marketing								
FINANCE ELECTIVE										
BM.07.301 .23AT	DSE 5	1 Financial Services	4	1		5	40	60	100	3
BM.07.301 .23BT		2. International Financial Management								
BM.07.301 .23CT		3.Security Analysis & Portfolio Management								
HR ELECTIVE										
BM.07.301 .24AT	DSE 6	1.Leadership Development	4	1		5	40	60	100	3
BM.07.301 .24BT		2. Management of Change								
BM.07.301 .24CT		3.Compensation Management								
BM.07.301 .25 P	DSE 7	Project Report & Viva				5	40	60	100	
			18	5	2	29			650	
		Total	25 hrs	29 cre dits						

COURSE OUTCOMES

BBA I YEAR – SEMESTER I

COURSE NAME: Principles of Management

C01	To comprehend the Concept of Management & Administration and Evolution of Management thought.
C02	To understand and apply the process and functions of management: planning, organizing, leading, and controlling in practice
C03	To evaluate and anticipate the consequences of Organization.
C04	To evaluate and anticipate the consequences of each leadership style.
C05	To Identify and evaluate ethical issues involved in business situations and logically articulate own position on such issues.

COURSE NAME: Fundamentals of Accounting

C01	To understand the mechanics of Systematic recording of books of accounts.
C02	To Understand the concept of Recording the Transactions of Accounting
C03	To gain the basic skills in developing subsidiary books and BRS
C04	To gain the basic skills in developing the financial Statements
C05	To apply the application of Accounting using Tally.

COURSE NAME: Fundamentals of Business Economics

C01	To apply method of economic analysis (Supply, Demand, Price.etc) to behavior and social Phenomena.
C02	To develop in-depth competency in the Microeconomic & Macroeconomic Theory.
C03	To Understand the Different types of markets & how prices are determined under those markets.
C04	To Understand the concepts of Demand and supply Laws
C05	To Analysis the price structure in different market conditions

BBA I YEAR – SEMESTER II

COURSE NAME: Principles of Marketing

C01	To understand the marketing, concepts, role in economy, combination of 4 P's
C02	To analyze the Marketing environments & its impact on business
C03	To understand the different Stages of Developing new product
C04	To impart the basic skills of managing business by understanding the Importance of Segmentation, Targeting and Positioning, Branding
C05	To understand the Role of Distribution channels in marketing

COURSE NAME: Advanced Financial Accounting

C01	To understand the accounting treatment for Deprecation accounting.
C02	To Apply the Concept of Accounting methods for Consignment.
C03	To Analyse the Financial Statements for Single entry Accounting
C04	To Understand the treatment of Partnership account for Admission of Partners
C05	To Understand the treatment of Partnership account for Retirement of partners

COURSE NAME: Principles of Organizational Behavior

C01	To realise the importance of concept of Organisation Behavior in organizations.
C02	To gain knowledge on Learning, motivation and leadership theories
C03	To devise appropriate & meaningful motivational factors to encourage team or individual performance to the desired standards.
C04	To understand the principles of effective leadership and communication for the success of the organization.
C05	To Create and sustain Organization culture and manage conflict & change

COURSE NAME: Business Ethics & Corporate Governance

C01	To understand the concepts and purpose of Business Ethics.
C02	To understand the theories and ethical issues in the functional areas of business.
C03	To understand theory and practice of Corporate Governance.
C04	To develop good governance necessary for long term survival of business.
C05	To analyze ethical dilemmas in business and resolve practical problems.

BBA II YEAR – SEMESTER III

COURSE NAME: Business Statistics

C01	To develop the necessary statistical competence to undertake quantitative analysis of data.
C02	To apply knowledge of SPSS software for data analysis.
C03	To analyze and draw inferences from business data using appropriate statistical methods and Computer software.
C04	To design, evaluate and apply regression analysis.
C05	To critically evaluate statistical results using SPSS

COURSE NAME: Principles of Human Resource Management

C01	To understand the concepts, problems and techniques applicable to the human resource functions in organizations.
C02	To analyze and Understand the complexities involved in getting qualitative workforce into the organisation
C03	To develop an understanding of the requirements of national and global workforce
C04	To apply the techniques of HRM in managing personnel in organizations

COURSE NAME: Management Accounting

C01	To Understand the Concept of Management Accounting
C02	To Analysis the Financial Statement using Comparative and Common size Statement.
C03	To Apply the Ratios for better understanding of the financial Statements
C04	To understand the uses of Application Funds Flow Statements in Business
C05	To understand the uses and Application of Cash Flow Statements Business

COURSE NAME: Legal Aspects of Business

C01	To understand the concept of Indian Contract Act.
C02	To understand the technicalities of basic legal concepts of Discharge of Contract.
C03	To Understand the concepts of Sales of Goods Act and Companies Act
C04	To Understand the concept of Consumer Protection Act and IPR
C05	To Know the Practical application of law concepts to business.

COURSE NAME: Business Environment

C01	To understand the impact of economic environment on business
C02	To understand the Government role in improving public and private sector industries
C03	To analyse Taxation, Budget, Economic plans and their role in Indian economic system
C04	To understand the economic policy of India
C05	To impart basic knowledge Fiscal Policy and Taxation in India

BBA II YEAR – SEMESTER IV

COURSE NAME: Research Methodology

C01	To learn how to collect, analyze, present and interpret research data.
C02	To understand some basic concepts of research and its methodologies
C03	To identify and define appropriate research problem and parameters
C04	To develop understanding of the basic framework of research process.
C05	To develop an understanding of various research designs and techniques

COURSE NAME: Fundamentals of Financial Management

C01	To Develop analytical skills in the application of theory and tools essential to financial planning.
C02	To Understand their roles in accurate record keeping collect information regarding the client's assets and liabilities.
C03	How to Analyze a stream of cash flows & Prepare statements of the client's net worth, cash flow and budget.
C04	To understand the important concepts used in Cost of Capital and Financial Decisions.
C05	To Understand the Application of Dividend decisions in Financial Management

COURSE NAME: Management Science

C01	To identify the location to set up a plant and layout with required process technologies.
C02	To apply Quality control tools and techniques.
C03	To analyse, take decision, and implement problem solving approach using linear programming.
C04	To apply tools and techniques to aid decision-making and planning.
C05	To define the roles and responsibilities of operations managers and the challenges they face.

COURSE NAME: E-Business

C01	To understand the foundations and importance of E-commerce
C02	To Analyze the impact of E-commerce on business models and strategy
C03	To understand the Internet trading relationships including Business to Consumer, Business-to-Business.
C04	To impart basic knowledge of legal issues and privacy in E-Commerce
C05	To Understand and Assess electronic payment systems

BBA III YEAR – SEMESTER V
COURSE NAME: Event Management

C01	To define all the components and various roles involved in planning, organizing, running and evaluating an event.
C02	To apply the theory and skills necessary to professionally plan, organise and run a business event.
C03	To understand the importance of strategic planning for an event and evaluating the impacts on the wider community.
C04	To design events planning and execution of planning.
C05	To analyse the various measures which an event organizer should follow to stop problems in an event

COURSE NAME: Entrepreneurial Development

C01	To analyse the business environment opportunity recognition and the business idea generation.
C02	To know how to acquire necessary resources and organizational matters of new venture creation process.
C03	To develop the ability to discern distinct entrepreneurial traits.
C04	To identify the parameters to assess opportunities and constraints for new business ideas.
C05	To identify the opportunities provided by the institutions and financial organizations to start up an entrepreneurship.

COURSE NAME: Business Policy & Strategy

C01	To understand the Nature, scope and dimensions of Business Policy and Strategy Management Process.
C02	To make the students understand the Awareness of the impact that external environmental factors have on business strategy.
C03	To understand and Formulate to implement creative and innovative strategies that are conducive to the demands of the firm and the environment in which it resides.
C04	To impart the basic knowledge of managing strategic change, issues in strategy implementation.
C05	To understand how to design the Strategic Control System

COURSE NAME: Cost Accounting

C01	Understand the Concept Cost Accounting
C02	To Understand the Elements of Cost Accounting
C03	To Understand the different costing methods used in business
C04	To Understand the Concept of Standard Coasting and analyze the variances
C05	To apply Marginal Costing concepts for Business Decisions

MARKETING ELECTIVES

COURSE NAME: Advertising & Brand Management

C01	To understand the Concept of Advertising, History, functions of advertising
C02	To analyse the different Types of Advertising, Department, designing advertising copy and strategy used by the marketers
C03	To understand the Concept of Branding, strategies, brand positioning.
C04	To understand the Integration of advertising and Branding in marketing
C05	To make the students understand the Designing and implementing brand strategies

COURSE NAME: Distribution & Supply Chain Management

C01	To understand the Distribution functions as integral part of marketing functions in a business firm.
C02	To analyse the basic elements of supply chain management.
C03	To Develop ability to analyze and solve supply chain related problems.
C04	To understand and Learn how to use IT tools in supply chain management.
C05	To give the basic knowledge on the recent trends in the supply chain management

COURSE NAME: Marketing of Services

C01	To analyze and develop students' understanding of those aspects of marketing of particular relevance to service producing organizations.
C02	To understand the present strategies and approaches for addressing these challenges, and
C03	To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
C04	To impart the basic knowledge on challenges in distribution process
C05	To give an overview and analyze the present scenario on the services in the organized retailing

FINANCE ELECTIVES

COURSE NAME: Financial system and institutions

C01	To Understand the functioning of financial information systems in the context of the broad structure of banks & other financial markets which apply the knowledge gained in communication and collaboration with management in the financial services domain.
C02	To Develop the skills for eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts.
C03	To Understand the Banking System in India
C04	To Apply key financial concepts to value financial securities and products
C05	To Understand the concept of Indian Money Markets and Capital Markets

COURSE NAME:.. International Finance

C01	To Understand the Concept of International Financial Management
C02	To Understand the Concept of International Financial Markets
C03	To Understand the Concept of International Financial Institutions
C04	To Understand the concept of International Financial Instruments and FDI
C05	To analysis multinational corporate decisions in Global Markets

COURSE NAME:..Investment Management

C01	To Understand Investment and elements of investment decisions like factors influencing , risks involved etc.
C02	To Understand different Types of investors and types of speculators
C03	To Develop the Knowledge and Skills about Stock exchanges in India
C04	To analyze investment options like derivatives ,Futures ,forward and swaps
C05	To Understand Regulatory frame work of capital markets in India

HR ELECTIVES

COURSE NAME:..HRD: Systems & Strategies

C01	To explore the emergence of concept of HRD
C02	To evaluate the possible structures and functions for identifying training in organizations
C03	To understand applicable methods of training evaluation, ROI of training, and apply them to the workplace
C04	To understand to design and evaluate the HRD Programs

COURSE NAME:.. Training & Development

C01	To Understand the concepts of training and development
C02	To study how to design and Implement the training program
C03	To gain insights into evaluate a training program
C04	To Analyse the trends in employee and organisation development programs

COURSE NAME:.. Management of Industrial Relations

C01	To Understand the legal framework of Industrial relations
C02	To Analyse and understand the Provisions included in various labour laws
C03	To understand the impact of laws and Acts on industry & labour

BBA III YEAR – SEMESTER VI

COURSE NAME: Social Media Marketing

C01	To understand the Social Media Marketing Strategy
C02	To update and impart basic knowledge on Using Face book as a Marketing Tool, Creating and Sharing Content on Face book
C03	To Design the hanging with Google+ Community, Pinning Down Interest
C04	To give the students a practical understanding of how to drive sales with pint rest
C05	To understand the Socializing in Circles, and Building through Pluses

COURSE NAME: Personal Taxation

C01	To Understand the Basic Concepts of Income Tax
C02	To Develop the knowledge in Income from Salaries
C03	To Analyze the Income from Salaries and Business Professions
C04	To Understand the Concept of Capital Gains and Income from Other sources
C05	To analyze the Tax Liabilities of the Individual

COURSE NAME: International Business

C01	To examine the elements of societal cultural , especially ethics and social responsibility.
C02	To analyze the stages of internationalization.
C03	To develop an understanding of global perspectives.
C04	To identify the critical aspects of the external environment that must be modified when expanding from a domestic to an international market.
C05	To apply models for analyzing competitive positioning in order to develop international market opportunities.

MARKETING ELECTIVES

COURSE NAME:. Customer Relationship Management

C01	To understand the nuances of customer relationship
C02	To analyze the CRM link with the other aspects of marketing
C03	To impart the basic knowledge of the Role of CRM in increasing the sales of the company
C04	To make the students aware of the different CRM models in service industry
C05	To make the students aware and analyze the different issues in CRM

COURSE NAME:. Consumer Behavior

C01	To make the Students understand the factors affecting consumer behavior
C02	To design the business models which explains the Students the process which helps the customers buy product and services.
C03	To analyze the consumer decision process
C04	To understand the consumer segmentation and its examples
C05	To impart the basic knowledge of consumer protection rights

COURSE NAME:. International Marketing

C01	To understand the Concept and scope of International marketing
C02	To impart the basic knowledge of Dynamic Environment of International marketing, International STP
C03	To understand the International Product, pricing, place and promotional strategies
C04	To design International Market channels & Documentation required in international marketing
C05	To impart the basic knowledge on the international institutional infrastructure and documentation.

FINANCE ELECTIVES

COURSE NAME:. Financial Services

C01	To comprehend and analyze the operations of financial service in India
C02	To Understand the Concepts of Leasing and Hire Purchasing
C03	To Develop the Knowledge in Factoring and Forfeiting
C04	To Understand the role of Venture Capital Financing in India
C05	To Apply the skills used for crediting rating of Organization

COURSE NAME:. International Financial Management

C01	To Understand the Concept of Foreign Exchange Markets
C02	To Apply the Concept of International Parity Relations
C03	To analyze the Risk and Management of Risk in international Financial Management
C04	To apply the derivatives for Risk Management with special Reference to Currency
C05	To Understand the Concept of International Tax Management

COURSE NAME: Security Analysis & Portfolio Management

C01	To Understand the Process of investment management and Analyze Risk and Return.
C02	To analyze the Valuing equity and debt instruments.
C03	To Develop skills in Measuring the portfolio performances.
C04	To Understand the Concept of CAPM
C05	To analyze the performance of Portfolio and Mutual Funds

HR ELECTIVES

COURSE NAME: Leadership Development

C01	To demonstrate an understanding of the current leadership theories and how they apply to the modern organisation
C02	To Analyze the impact of effective leadership perspectives on organisational performance
C03	To Reengineer the mindset of students which will help them to become effective leaders
C04	To analyze the current issues in leadership.

COURSE NAME: Management of Change

C01	The need to bring change, how to design change in the organizations
C02	Role of leadership in change management,
C03	Change communication and resistance to change and
C04	The role of HR in change management.

COURSE NAME: Compensation Management

C01	To understand the importance, objectives , principles , and compensation trends in India.
C02	To understand the components of compensation, Compensation Planning & Bases of Compensation.
C03	To Gain basic skills in developing job descriptions, pay structures and performing job analysis
C04	To Understand the concepts of Incentive Pay & Other pay systems and design effective Incentive Pay Programmes.
C05	To Analyze Present trends in compensation and Design a Market Competitive Compensation system for any organisation.