

DHARMANAND UNIYAL GOVERNMENT DEGREE COLLEGE
NARENDRANAGAR, TEHRI- GARHWAL UTTARAKHAND

Department of BBA

BACHELOR OF BUSINESS ADMINISTRATION-

PROGRAMME OBJECTIVE:

PO 1- Upon completion of BBA students should demonstrate professionalism and implement managerial principles in their professional background.

PO 2- They should encourage and develop creative thinking, analytical and initiative ability.

PO 3- Students should apply various concepts, theories and models of different modules of Management like Marketing, Human Resource Management, Finance, Production etc.

PO 4- Students should develop leadership and communication skills to become successful business managers.

PROGRAMME LEARNING OUTCOMES:

PLO-1-Management Knowledge: Students acquire adequate knowledge of various domains of management like HR, Marketing, Finance, Production and Operations, Information Technology etc.

PLO-2- Technical Knowledge: Acquire employability skills by getting practical exposure of technical aspects of management.

PLO-03- Problem Solving Abilities: Students will be capable of analyzing, investigating and solving critical business problems.

PLO-04-Sustainability: Building a broader perspective about environment and implementing sustainable business ideas.

SEMESTER 1ST-

S.No	Course Code	Course Name	Course Outcome
1	101	Principles and Practices of management	<p>CO-1- Understand the concepts and principles of management</p> <p>CO-2-Determine the managerial roles and skills along with managerial responsibilities required for attainment of organizational goals.</p> <p>CO-3-Understand and evaluate the five major functions of Management.</p> <p>CO-4-Understand the importance of leadership in management.</p>
2	102	Computer application in Business	<p>CO-1-Students should understand the basic working of computers.</p> <p>CO-2Applying word processing concepts, Power point concepts for presentations and analyze animation features and components.</p> <p>CO-3-Understand spreadsheet environment and analyze chart and table data. Applying formula to sort and filter data.</p> <p>CO-4-Understand and implement the principles of communication systems, types of networks etc.</p>
3	103	Business Communication	<p>CO-1-Students will understand the basic fundamentals of English Grammar required for effective communication.</p> <p>CO-2-Students will be able to demonstrate professionalism through soft skills, body language and presentation skills.</p> <p>CO-3- Enhanced confidence in English writing skills.</p> <p>CO-4- Grooming for Corporate etiquettes, Group discussions, Interviews. Etc.</p>

4	104	Financial Accounting	<p>CO-1-Demonstrate practical understanding of the basic concepts of Accounting</p> <p>CO-2-Apply critical thinking and problem solving skills for preparation of trading and profit and loss account and balance sheets.</p> <p>CO-3-Understand the needs of preparing financial statement and preparing and analyzing them.</p> <p>CO-4-Prepare and analyze the bank reconciliation statement, bills of exchange and consignment accounts.</p>
5	105	Business Economics	<p>CO-1-Develop Understanding to take Business Decisions using theories and concepts of Economics.</p> <p>CO-2-Students will accomplish the identical short run and long run equilibrium of a firm and learn about various market structures and pricing techniques.</p> <p>CO-3-Learners will be able to describe the influence of demand and supply factors in the market.</p> <p>CO-4-Students will be able to describe key characteristics and consequences of different forms of market.</p>