

Course Objectives of BBA Program (Syllabus w. e. f. 2017- 18)

Course Code	Course name	Course Objectives
A1.1	Principles of Management	1. To provide a basis of understanding to the students with reference to working of business organization through the process of management. 2. To familiarize the students with the basic Management concept & process
A1.2	Principles of Economics	To develop a basic understanding about the Principles of Economics
A1.3	Professional Communication	1. To impart the basic communication skills among students. 2. To improve the English Language Proficiency of the Students. 3. To develop confidence in Speaking English.
A1.4	Fundamentals of Accounting	1. To study the fundamental Accounting concepts, terms, jargons and learn the process of recording of financial transactions in the books of Accounts. 2. To develop the foundation for higher studies in the field of accounting.
A1.5	Information Technology for Business	To develop a basic understanding about the Information technology & its applications
A1.6	Practicals on Professional Communication	1. To impart the practical aspects of communication skills among students. 2. To improve the English Language proficiency of the Student 3. To develop confidence in Speaking English
A1.7	Practicals on Office Automation	To impart practical knowledge & applicability of theoretical concepts with routine examples

Course Code	Course name	Course Objectives
A2.1	Organizational Behaviour	1. To study Human behavior at work 2. To get knowledge of Individual & Interpersonal perspectives 3. To get in depth knowledge of motivation, leadership and organizational change
A2.2	Managerial Economics	To develop a basic understanding about the Managerial Economics.
A2.3	Business Ethics and Corporate Governance	To make the students more clear about the importance of ethics in business and practices of good corporate governance.
A2.4	Financial Accounting & Costing	1. To give the practical knowledge of accounting to the students. 2. To make the students competent in preparation of Accounts for the Business Entities
A2.5	Marketing Management	To develop a basic understanding about the Marketing Management
A2.6	Practicals on Web Designing & Publishing	To understand the basics of web designing with the help of small real life examples
A2.7	Practicals on Learnings from Business Leaders	To provide an opportunity to the students to 'learn by example' from great leaders belonging to the business world

Course Code	Course name	Course Objectives
A 3.1	Mathematics and Statistics for Managers	To impart the required knowledge of Mathematics and statistics for managerial activities among students
A 3.2	Corporate Accounting & Costing	<ol style="list-style-type: none"> 1. To give the Basic understanding of Corporate Accounting and Costing. 2. To make familiarize with the knowledge of Issue of shares, Redemption of preference shares and redemption of debentures. 3. To understand how to prepare the cost sheet, store ledger and calculation of Material and Labour remuneration
A 3.3	Business & Corporate Laws	<ol style="list-style-type: none"> 1. To acquaint the students with the Fundamental Acts of Business Law such as Contract Act, Sales of Goods Act and Negotiable Instruments. 2. To give the knowledge about Incorporation, Procedures, documentation & Management of company
A 3.4	Management of Small Scale Industries	To enable the students to understand various aspects in the management of small scale industrial units
A 3.5	Management Information System & ERP	To create an awareness of the role of information systems in business and to get an introduction to management information system
A 3.6	Practicals on Management of Small Scale Industries	To enable the students to understand the practical aspects of working in DIC, MIDC and Banks
A 3.7	Practicals on Advanced Excel	To study the formatting and practical applications of Microsoft Office Excel by using different features

Course Code	Course name	Course Objectives
A4.1	Business Research Methods	To develop a sound conceptual framework for understanding research in management
A4.2	Direct and Indirect Taxes in India	<ol style="list-style-type: none"> 1. Awareness about basic concepts of Total Income Tax Calculations 2. Ability to calculate Income from Salary, House Property and Business/Profession. 3. Basic understanding of indirect taxation including VAT (Sales Tax) and Service Tax and recently adopted GST
A4.3	Human Resource Management	To provide inputs to the students regarding importance of HRM and its concepts, principles and various functions
A4.4	Production and Materials Management	To develop understanding of production and materials management
A4.5	Financial Management	<ol style="list-style-type: none"> 1. To understand the Concept of Financial Management. 2. To enable the students to acquire necessary skills to deal in Financial and Managerial Techniques
A4.6	Practicals on Tally ERP	To make the student competent in Business Accounting and Preparation of Financial statement in Tally ERP
A4.7	Practicals on Tax Base Software	To study how to calculate the tax by using Tax Base Software and use it actual business

Course Code	Course name	Course Objectives
A5.1	International Business Management	To develop a basic understanding about the International Business Management
A5.2	Entrepreneurship Development	To make the student understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs
A5.3	Case Studies in Management	<ol style="list-style-type: none"> 1. To enhance analytical skills of students and to depict thorough knowledge of the subject and develop decision making abilities. 2. To Increase the understanding of what managers should and should not do in guiding a business to success. 3. To identify strategic issues that need to be addressed, evaluating strategic alternatives, and formulating workable plans of action. 4. To gain in-depth exposure to different industries and companies, thereby acquiring something close to actual business experience
A5.4A	Banking and Insurance	<ol style="list-style-type: none"> 1. To develop the capability of students for knowing banking concepts & operations 2. To give through knowledge of banking operations 3. To introduce the concepts of Life & General Insurance, Transport Travel & Tourism
A5.4B	Customer Relationship Management	To develop a basic understanding about the Customer Relationship Management
A5.4C	Recruitment and Selection	To develop a basic understanding about the Human Resource Planning, Designing Jobs, Recruitment process and Induction of Employees in Human Resources Management
A5.5A	Capital, Money & Commodity Market	To develop a basic and working knowledge of the student about Stock Market, Money Market and Commodity Market
A5.5B	Retail Management	To provide a theoretical input of retail management
A5.5C	Industrial Relations	<ol style="list-style-type: none"> 1. The objective of this subject is to develop a basic understanding about the Industrial Relation 2. Know the provisions related the act. 3. Know the laws related to Industrial Disputes and Machinery to resolve it
A5.6	Practicals on Employability Skills-I	To make a final year students capable of obtaining jobs.
A5.7	Practicals based on e-Commerce	To make acquainted the students with Indian e-Commerce industry

Course Code	Course name	Course Objectives
A6.1	Management of Services	To develop a basic understanding about Management of Services
A6.2	Family Business Management	Develop a working knowledge in addressing concerns in management, governance and relational dynamics in family firms
A6.3	Cyber Security & Laws	1. To introduce the student with information security, security threats and control 2. To study and understand the basic concepts of cryptography, network security and cyber laws.
A6.4A	Auditing Practices	1. To study the various concept of Audit, Auditing Techniques and tools to the students. 2. To understand the compliance requirement of Auditing & Assurance Standards. 3. To study Auditing procedure of company & other entities and understand the importance of Audit Report.
A6.4B	Marketing Management	To acquaint the students with E-Business in competing International markets
A6.4C	Training and Development	To develop a basic understanding about the Training and Development in Human Resources Management
A6.5A	Investment Banking	1. To develop the basic and working level knowledge of the students regarding stock market in India and across the world. 2. To provide the knowledge about Issues of Shares ,Mechanism and also about Financial and trading Institutions and regulatory body in Stock Market ,Stock Market History in World and In India
A6.5B	Product and Brand Management	1. To increase understanding of the important issues in Product Policy and Brand Management 2. Learning how to develop, maintain and grow product and Brand
A6.5C	Performance Management	To develop a basic understanding about the Performance Management of Employees in Human Resources Management
A6.6	Practicals on Employability Skills-II	To make a final year students capable of obtaining jobs
A6.7	Project Report based on elective	1. To enhance analytical skills of students and to depict thorough knowledge of the domain subject and develop decision making abilities through study of various types of issues that need to be addressed, evaluating strategic alternatives and formulating remedial plans of action as recommendations. 2. To Increase the understanding of what managers should and should not do in guiding a business to success