

MES COLLEGE MARAMPALLY

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: BBA

Programme Outcome:

The Bachelor of Business Administration programme is a judicious mix of all functional elements of Business studies which provide participants with foundational knowledge on different aspects of the administration of a business concern. It includes at one end the need to realize why an organization exists while the other shows the new frontiers to which it can be developed.

The programme intends to train the students to become competent enough for entry level management professionals. Its basic aim to impart basic and operational knowledge on all functional areas of management makes the programme convergently unique. The core objective of the programme is to make young BBA's a change agent in the society by fostering values which self proclaim that "Turn to enterprising serves the society and the nation".

Programme Specific Outcome:

This programme is designed to develop knowledge on the functional parlour of business administration. The disciplines it covers include management, commerce, banking, economics, industrial psychology, law, mathematics, statistics, accounting, communication, computer application and accounting software.

At the under graduate level no other programme provides the student a feel and basic understanding on such a variety of disciplines. These disciplines are not merely touched upon but are dealt taking the serious contributions it can provide to running business enterprises.

The programme is designed in such a fashion to provide ample scope for practical exposure to the problems and opportunities of real business. The two project studies one theoretical (Minor) and the other practical (Major) as well as the mandatory requirements of three industrial visit and resultant report presentation will provide a cutting edge to this under graduate programme over the other similar ones.

Course Outcome:

FIRST SEMESTER		
COURSE CODE	COURSE	COURSE OUTCOME
BA1CRT01	PRINCIPLES AND METHODOLOGY OF MANAGEMENT	To provide fruitful insights into: <ul style="list-style-type: none">➤ Methodological Perspective of Management as a discipline➤ Principles and functions of Management➤ Process of decision making➤ Modern trends in management process
BA1CRT02	BUSINESS ACCOUNTING	On completion of course the students should be able to: <ul style="list-style-type: none">➤ Understand the basics of accounting➤ Identify the basic principles of accounting➤ Understand the systems/process for recording transactions➤ Prepare the final accounts of sole trader➤ Give a general awareness about depreciation accounting➤ Know about the concept of bill of exchange in business
BA1CMT03	FUNDAMENTALS OF BUSINESS MATHEMATICS	On completion of course the students should be able: <ul style="list-style-type: none">➤ To develop scientific ability➤ To critically evaluate mathematical problems➤ To have fundamental touch with industrial and commercial

		<p>problems</p> <ul style="list-style-type: none"> ➤ To know about modern trends in mathematics ➤ To prepare them for management studies
BA1CMT04	FUNDAMENTALS OF BUSINESS STATISTICS	<p>On completion of course the students should be able to:</p> <ul style="list-style-type: none"> ➤ Present a broad overview of statistics as a subject ➤ Organize a statistical survey ➤ Understand the importance of summary measures to describe the characteristics of data set ➤ Analyze the relationship between two variables ➤ Use various forecasting techniques
BA1CCT05	ENGLISH PAPER 1	<p>On completion of course the students should be able to:</p> <ul style="list-style-type: none"> ➤ Get familiarized with the speech sounds of English in order to enable them to listen to English and speak with global intelligibility ➤ Speak English confidently and effectively in a wide variety of situations ➤ Improve their reading efficiency by refining their reading strategies
SECOND SEMESTER		
BA2CRT06	COST AND MANAGEMENT ACCOUNTING	<p>On completion of course the students should be able to get an idea about the cost concepts, methods and techniques of cost and management accounting</p>

BA2CRT07	BUSINESS COMMUNICATION	On completion of course the students should be able to understand the nuances of business communication
BA2CMT08	MATHEMATICS FOR MANAGEMENT	The course intends to develop analytical and critical thinking skills in students and to analyze managerial problems in the light of mathematics and solving in such situations
BA2CMT09	STATISTICS FOR MANAGEMENT	To provide a general outlook of certain statistical test which are useful to researchers in various fields
BA2CCT10	ENGLISH PAPER II	To develop the students' ability to use English language accurately and effectively by enhancing their communication skills
THIRD SEMESTER		
BA3CRT11	HUMAN RESOURCE MANAGEMENT	To make aware the students about concepts, forms of theories, approaches of HRM and their evolving dynamics in the emerging business scenario
BA3CRT12	MARKETING MANAGEMENT	To provide the students with a conceptual base on marketing management and also equip them with the necessary skills for employment in the middle level cadre
BA3CRT13	RESEARCH METHODOLOGY	To enable the students to be familiar with procedural aspects of research
BA3CMT14	BUSINESS LAWS	On completion of course the students should be able to: <ul style="list-style-type: none"> ➤ Identify the principles behind law of contract ➤ Get equipped to identify the validity of contracts ➤ Understand various special contracts

BA3PRP15	MINOR PROJECT: PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS	The students will have the opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management
FOURTH SEMESTER		
BA4CRT16	FINANCIAL MANAGEMENT	To acquaint the students with the fundamental concept theories and techniques of the financial management with reference to the Indian context
BA4CRT17	MANAGERIAL ECONOMICS	To acquaint the students with the micro and macroeconomic bases of business decisions in a business organization
BA4CRT18	ENTREPRENEURSHIP	To develop the entrepreneurial abilities in the students and help them to prepare a project report
BA4CMT19	BASIC INFORMATICS FOR MANAGEMENT	To make a student handle and scientifically analyze the various aspects of business while he commence a business
BA4CMT20	CORPORATE LAWS	To build a general awareness about the principles behind, companies and partnerships
FIFTH SEMESTER		
BA5CRT21	ORGANIZATIONAL BEHAVIOUR	On completion of course the students should be able to: <ul style="list-style-type: none"> ➤ Manage conflict amongst groups in business environment ➤ Comprehend and apply motivational theories in the workplace ➤ Identify changes within organizations and power and politics in organizations
BA5OPT22	OPEN COURSE- INVESTMENT	To familiarize with various investment avenues

	MANAGEMENT(OLD SYLLABUS) OPEN COURSE-ENTREPRENEURIAL LEADERS (NEW SYLLABUS)	To familiarize with various successful entrepreneurial leaders
BA5CRT23	ENVIRONMENT SCIENCE AND HUMAN RIGHTS	On completion of course the students should be able to: <ul style="list-style-type: none"> ➤ Understand multidisciplinary nature of environmental studies ➤ Be aware of bio diversity and its conservation ➤ Relate Environment and business ➤ Understand the concepts and ideas behind Green Entrepreneurship ➤ Understand Human Rights
BA5CMT24	INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS	To build a general awareness about the principles behind, intellectual property legislations and three important industrial laws
BA5CRT25	OPERATION MANAGEMENT	To make the students aware of various concepts and principles behind managing productions /operations in a firm
BA5CRT26	INDUSTRIAL RELATIONS	To make an awareness about relations between labour and management in an industry
SIXTH SEMESTER		
BA6OCT27(b)	OPTIONAL I INTRODUCTION TO RETAIL MANAGEMENT	The course is designed to let students know how a logistic strategy fits into an organization's broader decisions, understand the role of logistic providers and realize the meaning of