

**ILAHIA COLLEGE OF ARTS AND SCIENCE, PEZHAKKAPPILLY,  
MUVATTUPUZHA**

**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:**

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

<b>BA1CMT03</b>	<b>FUNDAMENTALS OF BUSINESS MATHEMATICS</b>	<b>On completion of course the students should be able:</b> <ul style="list-style-type: none"> <li>➤ To develop scientific ability</li> <li>➤ To critically evaluate mathematical problems</li> <li>➤ To have fundamental touch with industrial and commercial</li> </ul>
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		problems <ul style="list-style-type: none"> <li>➤ To know about modern trends in mathematics</li> <li>➤ To prepare them for management studies</li> </ul>
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<b>BA1CMT04</b>	<b>FUNDAMENTALS OF BUSINESS STATISTICS</b>	<b>On completion of course the students should be able to:</b> <ul style="list-style-type: none"> <li>➤ Present a broad overview of statistics as a subject</li> <li>➤ Organize a statistical survey</li> <li>➤ Understand the importance of summary measures to describe the characteristics of data set</li> <li>➤ Analyze the relationship between two variables</li> <li>➤ Use various forecasting techniques</li> </ul>
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<b>BA1CCT05</b>	<b>ENGLISH PAPER 1</b>	<p><b>On completion of course the students should be able to:</b></p> <ul style="list-style-type: none"> <li>➤ Get familiarized with the speech sounds of English in order to enable them to listen to English and speak with global intelligibility</li> </ul> <p>Speak English confidently and effectively in a wide variety of situations</p> <ul style="list-style-type: none"> <li>➤ Improve their reading efficiency by refining their reading strategies</li> </ul>
<b>SECOND SEMESTER</b>		
<b>BA2CRT06</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	<p><b>On completion of course</b> the students should be able to get an idea about the cost concepts, methods and techniques of cost and management accounting</p>
<b>BA2CRT07</b>	<b>BUSINESS COMMUNICATION</b>	<p><b>On completion of course</b> the students should be able to understand the nuances of business communication</p>
<b>BA2CMT08</b>	<b>MATHEMATICS FOR MANAGEMENT</b>	<p><b>The course intends to</b> develop analytical and critical thinking skills in students and to analyze managerial problems in the light of mathematics and solving in such situations</p>
<b>BA2CMT09</b>	<b>STATISTICS FOR MANAGEMENT</b>	<p><b>To provide</b> a general outlook of certain statistical test which are useful to researchers in various fields</p>

<b>BA2CCT10</b>	<b>ENGLISH PAPER II</b>	<b>To develop</b> the students' ability to use English language accurately and effectively by enhancing their communication skills
<b>THIRD SEMESTER</b>		
<b>BA3CRT11</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>To make aware</b> the students about concepts, forms of theories, approaches of HRM and their evolving dynamics in the emerging business scenario
<b>BA3CRT12</b>	<b>MARKETING MANAGEMENT</b>	<b>To provide</b> the students with a conceptual base on marketing management and also equip them with the necessary skills for employment in the middle level cadre
<b>BA3CRT13</b>	<b>RESEARCH METHODOLOGY</b>	<b>To enable</b> the students to be familiar with procedural aspects of research
<b>BA3CMT14</b>	<b>BUSINESS LAWS</b>	<b>On completion of course the students should be able to:</b> <ul style="list-style-type: none"> <li>➤ Identify the principles behind law of contract</li> <li>➤ Get equipped to identify the validity of contracts</li> <li>➤ Understand various special contracts</li> </ul>

<b>BA3PRP15</b>	<b>MINOR PROJECT: PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS</b>	<b>The students</b> 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
<b>FOURTH SEMESTER</b>		
<b>BA4CRT16</b>	<b>FINANCIAL MANAGEMENT</b>	<b>To acquaint</b> the students with the fundamental concept theories and techniques of the financial management with reference to the Indian context
<b>BA4CRT17</b>	<b>MANAGERIAL ECONOMICS</b>	<b>To acquaint</b> the students with the micro and macroeconomic bases of business decisions in a business organization
<b>BA4CRT18</b>	<b>ENTREPRENEURSHIP</b>	<b>To develop</b> the entrepreneurial abilities in the students and help them to prepare a project report
<b>BA4CMT19</b>	<b>BASIC INFORMATICS FOR MANAGEMENT</b>	<b>To make</b> a student handle and scientifically analyze the various aspects of business while he commence a business
<b>BA4CMT20</b>	<b>CORPORATE LAWS</b>	<b>To build</b> a general awareness about the principles behind, companies and partnerships
<b>FIFTH SEMESTER</b>		

<b>BA5CRT21</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>On completion of course the students should be able to:</b> <ul style="list-style-type: none"> <li>➤ Manage conflict amongst groups in business environment</li> <li>➤ Comprehend and apply motivational theories in the workplace</li> <li>➤ Identify changes within organizations and power and politics in organizations</li> </ul>
<b>BA5OPT22</b>	<b>OPEN COURSE- INFORMATICS AND CYBER ETHICS</b>	<b>To familiarize</b> with cyber ethics

<b>BA5CRT23</b>	<b>ENVIRONMENT SCIENCE AND HUMAN RIGHTS</b>	<b>On completion of course the students should be able to:</b> <ul style="list-style-type: none"> <li>➤ Understand multidisciplinary nature of environmental studies</li> <li>➤ Be aware of bio diversity and its conservation</li> <li>➤ Relate Environment and business</li> <li>➤ Understand the concepts and ideas behind Green Entrepreneurship</li> <li>➤ Understand Human Rights</li> </ul>
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<b>BA5CMT24</b>	<b>INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS</b>	<b>To build</b> a general awareness about the principles behind, intellectual property legislations and three important industrial laws
<b>BA5CRT25</b>	<b>OPERATION MANAGEMENT</b>	<b>To make the students aware</b> of various concepts and principles behind managing productions /operations in a firm
<b>BA5CRT26</b>	<b>INDUSTRIAL RELATIONS</b>	<b>To make an awareness</b> about relations between labour and management in an industry
<b>SIXTH SEMESTER</b>		
<b>BA6OCT27(a)</b>	<b>OPTIONAL I HEALTH CARE MANAGEMENT</b>	<b>The aim of the subject is to create awareness among students and equip them with the necessary skills for employment in the middle level cadre.</b>
<b>BA6OCT28(a)</b>	<b>OPTIONAL 2 ADVERTISING AND SALESMANSHIP</b>	<b>The aim of the subject is</b> <ul style="list-style-type: none"> <li>➤ <b>To orient students in marketing management</b></li> <li>➤ <b>Encourage entrepreneurial skills</b></li> <li>➤ <b>Meet the demand of the various industrial sectors</b></li> </ul>



<b>BA6CRT29</b>	<b>STRATEGIC MANAGEMENT</b>	<b>On completion of course the students should be able to understand different strategies used by different organisations, formulation of strategies and how to implement these strategies</b>
<b>BA6CRT30</b>	<b>COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT</b>	<b>On completion of course students should be able to understand the nuances of communication and help them to develop their personality</b>
<b>BA6RP31</b>	<b>MANAGEMENT PROJECT</b>	To enable the students to be familiar with procedural aspects of research