



DPG DEGREE COLLEGE

(Affiliated to MDU Rohtak)

Sector-34, Near Marble Market, Gurugram 122001

BBA

PROGRAM SPECIFIC OUTCOMES (PSO's)-

PSO1: Acquire practical knowledge about the corporate world via internships, industrial visits and business plans.

PSO2: Understand and acquire the new dimensions of knowledge through core and open elective areas to foster the need of the industry.

PSO3: To encourage conceptual, critical and analytical thinking abilities required for effective decision making.

PSO4: Understand, analyze and communicate various global, economic, legal, and ethical aspects of business.

PSO5: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PSO6: Understand the drastic changes in financial services as well as in micro and macro marketing environments.

PROGRAM OUTCOMES (PO's)

PO1: Students develop critical thinking skills and are able to define, analyze, and invent solutions for spontaneous business problems using logical reasoning

PO2: Students develop coherent and oral presentation skills

PO3: Students acquire leadership qualities and skills to work in a team.

PO4: Students develop entrepreneurship as well as innovation skills and can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO5: Students exhibit technical competence in worldwide business and develop interpersonal skills.

COURSE OBJECTIVES & COURSE OUT COMES

S. N o.	COURSE OBJECTIVES	COURSE OUTCOMES
1	BBA- Ist SEMESTER	
Paper: BBAN101 Business Organization		
	<p>1.This course will help the students to acquaint with the concept of commerce, trade and industry.</p> <p>2. They would be able to differentiate between various forms of business organizations.</p> <p>3.They would be prepared with the knowledge of financing the business from various sources.</p> <p>4.To encourage students who will become entrepreneur's for social responsibility of business towards various sectors.</p>	<p>After the completion of the course, students will be able to</p> <p>1. Remember and understand the basics of Business and Business Organization. and analyze the role of business in the present-day society, trade, industry and Commerce.</p> <p>2. Remember and understand the concepts of joint Hindu family and Sole proprietorship, the Forms of business organizations: Understand and evaluate Partnership Firm .</p> <p>3. Students will be able to gain deep insight about the concept of Company and its documents like Memorandum of Association, Articles of Association and Prospectus.</p> <p>4. Analyze and apply requisites of an Ideal Form of Business Organization .Analyze and applying sources of Business Finance in small business models</p> <p>5. Understand the importance and role of Business Combinations. Remember and understand Rationalization. Understand and analyses Stock Exchanges</p>

2. **Paper: BBAN 102 BUSINESS MATHEMATICS**

1. To introduce to the students elementary concepts of set theory and to acquaint the students with different

Progressions.

2 To let the students know about the

Permutations and combinations.

3 To make the students understand the

tools and techniques of data

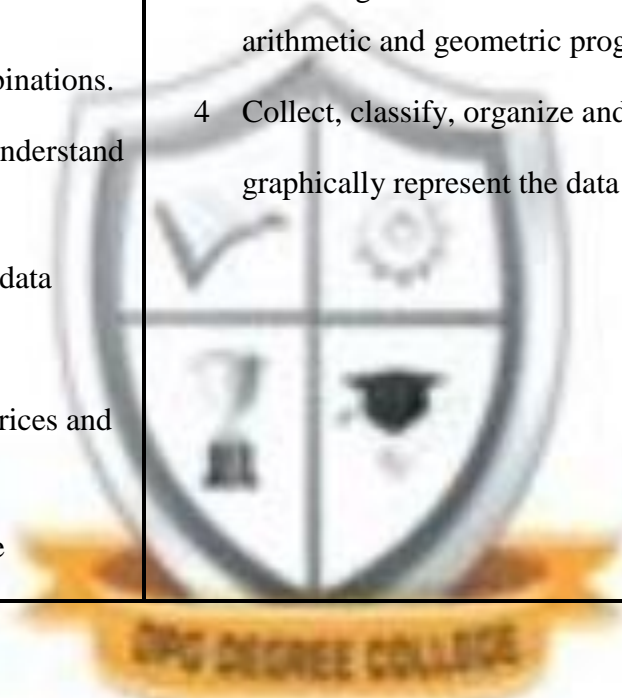
Interpretation.

4 To understand the matrices and their

applications in real life

After the completion of the course, students will be able to

- 1 Explain the different set types and operations and application of sets in solving practical problems.
- 2 Solve practical problems based On permutations and combinations.
- 3 Find the general term and sum of any number of terms of arithmetic and geometric progressions.
- 4 Collect, classify, organize and graphically represent the data



3. **Paper: : BBAN 103 FINANCIAL ACCOUNTING**

	<p>1.To understand the conceptual knowledge of financial accounting and apply the process of double entry system in recording and analyzing business transactions.</p> <p>2. To develop an understanding of rectification of errors.</p> <p>3. To get deep insight of the final accounts of a business.</p> <p>4.To understand the accounting procedure for the preparation of bank reconciliation statement, bills of exchange and consignment accounts.</p>	<p>On completion of this course, the students will be able to :-</p> <ol style="list-style-type: none"> 1. Define and Understand the accounting principles and recording of business transactions in Journal. Prepare ledgers and subsidiary books. 2. Understand and Apply the various methods of charging depreciation and valuation of stock. 3. Prepare trial balance and evaluate the different errors in trial balance. 4, Understand the needs of preparing financial statements. Prepare and analyze the financial statements of a business with adjustment entries 5. Prepare and analyze the bank reconciliation statement, bills of exchange, and consignment accounts.
4.	<p>Paper: BBAN 104COMPUTER FUNDAMENTALS</p>	
	<p>1. The students will learn about computer and its various components associated to it.</p> <p>2. The application of Microsoft Office is taught in order to associate the various software tools in Business.</p> <p>3.To analyze the need for data organization in word, power point and excel concept.</p> <p>4To develop the understanding of software concept and basics of Internet.</p>	<p>On completion of this course, the students will be able to :</p> <p>After the completion of the course, students will be able to</p> <ol style="list-style-type: none"> 1. Understand computer hardware, software and computer applications, computer network, internet and office automation tools in business. 2. Learn applications of MS Office and Internet in businesses. 3. Demonstrate the ease to work with MS Word and explain the fundamentals of MS Excel and manipulate various functions and commands; 4. Elucidate the need of MS PowerPoint, design & templates and manipulate records, creating records

	and web designing using PPT.
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5. Paper: BBAN 105 BUSINESS COMMUNICATION	
<p>1. To provide an overview of prerequisites to Business Communication.</p> <p>2. To impart knowledge about listening , reading and speaking skills.</p> <p>3. To provide an outline of business letters, memos , notice and circulars.</p> <p>4. To give deep insight of preparation business reports and M.O.M</p>	<p>On completion of this course, the students will be able to:</p> <p>1. Understand the basic concepts of communication and help them to transform their communication abilities.</p> <p>2. To develop the students to acquire necessary skills of Business Etiquettes for handling day- to-day managerial responsibilities and evaluate the facilitators of business Communication.</p> <p>3. To choose their body language more correctly and impressively in accordance with an organizational requirement and international standards</p> <p>4. To analyze the forms of Communication and make the students to understand the verbal and non-verbal Communication and to design impressive documents.</p> <p>5. The students will illustrate the correct strategies of Effective business letter writing.</p>
6. BBAN106 Micro Economics for Business Decisions	

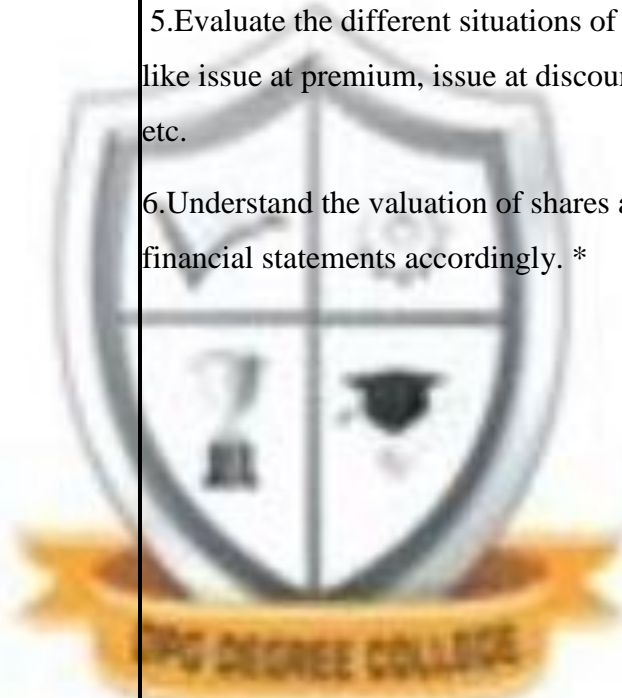
<p>1. To understand the scope and basic concepts of economics.</p> <p>2. To understand the concept of supply and demand.</p> <p>3. To evaluate the features of different kinds of markets and also analyze the relationship between price and output determination in different market structure.</p> <p>4. Analyzing consumer behavior and their utility for their consumption through utility, consumer equilibrium, and indifference curve & demand concept.</p> <p>5. Demonstrate marginal productivity theory, concepts of Rent and quasi rent</p>	<p>1. Remember, Understand, and analyze the link between business economics and business decision, the economic environment in which business entities operate.</p> <p>2. Develop the understanding of how managerial decisions can be vary under different constraints that each economic environment places on a manager's pursuit of its goals, focusing on analyzing the functioning of markets and the economic behavior of firm.</p> <p>3. Realizing the importance of demand forecasting and method of demand forecasting analyze the real aspects of managerial decision making process.</p> <p>4. Evaluating and demonstrate various production theories and explain the meaning of Marginal, average, total revenue, and Marginal, average and total cost and its implication</p>
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	SEMESTER II	
1.	BBAN201 PRINCIPLES OF MANAGEMENT	
	<p>1.To familiarize the students with the conceptual framework of Management. its levels and functions.</p> <p>2. To enable students to understand the concept of planning and decision making.</p> <p>3. To outline the various methods of performance appraisal and training.</p> <p>4. To provide an insight about conflict and controlling.</p> <p>5. Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.</p> <p>models.</p> <p>6. Ascertain the nature of organization structure</p>	<p>On completion of this course, the students will be able to:</p> <p>1. Gain insight about various management styles and apply them in real business conditions and understand their implications.</p> <p>2. Understand the process of staffing, performance appraisal and training. Analyze and apply the best management practices in the organization.</p> <p>3. Analyze and evaluate the various issues and challenges arises due to organizational conflict. And making the decision effectively and efficiently for achieving organizational goal.</p> <p>4. Determine and Construct various controlling measures to solve various problems.</p>
2.	Paper :BBAN202 Macro economic Analysis and policy	

<p>1. To understand the functioning of economy at the macro level so that they can apply these concepts to their lives and to the world in which they live.</p> <p>2. Understanding of different school of thoughts of Macro economics ,concept of credit creation and multiplier.</p> <p>3 Demonstrate a way to measure concepts of national income and its related measure</p> <p>4. Examine the gap between theory of money and the present concepts of money along with concepts of supply of money</p> <p>5 Analyze determinants of consumption and investment in the macro economic environment</p> <p>6. Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy</p>	<p>On completion of this course, the students will be able to:</p> <p>1) Explain GDP by income, value added, and expenditure approach and the basic concept of budget deficit and source of financing. Evaluate economic variables used in economic context. . Analyze GDP, inflation, and unemployment, unemployment rate, consumer price index, inflation rate using basic methods.</p> <p>2) Explain the sources of economic growth in long-run including government policies to raise living standard. Analyze the income determination through classical and Keynesian economics.</p> <p>3) Illustrate the basic concepts of consumption, saving, investment in closed and open economy which affects to the international finance and balance of payment. Communicate the results by data collection and synthesis.</p> <p>4) Examine the role of financial market in economy. Assess the effects of policies and economic issues on domestic and foreign economy to make decision; and the use of economic policies on business cycle.</p>
<p>3. Paper: BBAN 203 COMPANY ACCOUNTS</p>	

<p>1. To develop an understanding of share capital concepts, its alteration and buy back of shares</p> <p>2 .Develop understanding about issue and redemption of debentures</p> <p>3. to acquire detailed knowledge of accounting standards</p> <p>4. Calibrate the procedure involved in liquidation of companies</p> <p>5. To demonstrate the accounting procedures followed in banking and insurance companies.</p> <p>6. Explain the implication of unethical accounting practices on the society</p>	<p>After completion of the course the students will be able to</p> <p>1. Construct the financial statements of company within the frame work of accounting standards</p> <p>2. Devise a plan for Redemption of Debentures</p> <p>3. Reconstruct the capital structure in the financial statement of Joint stock company ltd</p> <p>4..Develop the procedure involved in liquidation of companies.</p> <p>5.Evaluate the different situations of capital issue to public like issue at premium, issue at discount, forfeiture of shares etc.</p> <p>6.Understand the valuation of shares and goodwill and prepare financial statements accordingly. *</p>
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<p>4. Paper: BBAN 204 COMPUTER APPLICATIONS IN MANAGEMENT</p>	
<p>1. To familiarize students with importance of Computers and IT in Business management.</p> <p>2. To provide them skills and knowledge of computes and information technology for business operations.</p> <p>3. To make them familiar with various applications of computers which are integral part of business activities, such as use of database in collection, storage and extraction of business data.</p> <p>4 . To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.</p> <p>5. To learn how to use and apply Excel and Excel add-ins to solve business problems</p>	<p>After completing this course students should be able to 1. Develop basic technical understanding of Computes and its importance in business management. 2 Understand the use of database, Spreadsheet, Word, Power Point etc. and prepare effective presentations for different purposes.</p> <p>3. Understand the importance of data driven decisions to optimize the business process and address issues in business administrations.</p> <p>4. Understanding of excel and its usage.</p>
<p>5. Paper :BBAN 205 ORGANISATIONAL BEHAVIOUR</p>	

<p>1.To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.</p> <p>2. To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.</p> <p>3.To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.</p> <p>4.To develop creative and innovative ideas that could positively shape the organizations.</p> <p>5.To accept and embrace in working with different people from different cultural and diverse background in the workplace.</p> <p>1.</p>	<p>On completion of this course, the students will be able to:</p> <p>1. Become effective leaders by addressing the human side of enterprise.</p> <p>2. Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.</p> <p>3. Develop deep understanding about group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.</p> <p>4.Students will be familiar with the organizational system, including organizational structures, culture, human resources, and change</p> 
<p>6. Paper :BBAN 206 BUSINESS STATISTICS</p>	

<ol style="list-style-type: none"> 1. Understand the meaning of statistical terms used in business statistics. 2. Analyze statistical data using measures of central tendency and dispersion. 3. To Evaluate the relationship between variables by correlation and regression. 4. Construct Index numbers and its use. 5. Test the adequacy of Index number formulae. 	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop a clear understanding of Concepts of statistical population and sample, variables and attributes, Tabular and graphical representation of data based on variables.. 2. Deep insight of .Measures of central tendency, Dispersion and their usage to solve real life problems. 3. Analyse the Concept of correlation, various correlation coefficients- Pearson's correlation coefficient, Spearman's rank correlation coefficient, partial correlation coefficient and Multiple correlation coefficient. 4. Deep understanding of the Concept of Principle of least squares for curve fitting and regression lines. 5. Test the adequacy of index numbers and time series analysis.
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