



# P.P.N. (P.G.) College, Kanpur

96/12 Mahatma Gandhi Marg, Kanpur -208001

• Telefax: (0512)2361924 • Mob.: 8707538344•

• Website: [www.ppncollege.org](http://www.ppncollege.org) • email: [ppncollegekanpur@gmail.com](mailto:ppncollegekanpur@gmail.com)•

## BACHELOR OF BUSINESS ADMINISTRATION

### COURSE OUTCOMES

#### BBA 1ST SEMESTER:

##### BUSINESS ECONOMICS:

The aim of the course is to build knowledge and understanding business economics among the student.

The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about

business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.

##### BASIC ACCOUNTING:

The aim of the course is to build knowledge and understanding principles of accounting among the

students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas

about Accounting. The outcome of the course will be as follows – To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.

##### BUSINESS STATISTICS :

The aim of the course is to build knowledge and understanding of Business Statistics among the

student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows –

To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.

##### PRINCIPLES OF MANAGEMENT :

The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.

##### BUSINESS ETHICS AND GOVERNANCE :

The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics



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and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.

## COMPUTER APPLICATIONS :

The aim of the course is to build knowledge, understanding Computer Applications among the student. The

course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer

Applications. The outcome of the course will be as follows – To provide knowledge about computer and its application.

To provide knowledge about components and working on computer.

To give an overview about software system and Data base management.

## BBA 2ND SEMESTER :

### ORGANIZATIONAL BEHAVIOUR :

The aim of the course is to build knowledge and understanding of Organizational Behavior among the

student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas

about Organizational Behavior. The outcome of the course will be as follows – To provide knowledge about Organizational Behavior. To provide knowledge about individual and group behavior. To give overview about change in organization and QWL.

### BUSINESS FINANCE :

The aim of the course is to build knowledge and understanding of Business Finance among the student.

The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about

Business Finance. The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. To give an overview about working capital.

### HUMAN RESOURCE DEVELOPMENT :

The aim of the course is to build knowledge and understanding of Human Resource Development among the

student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas

about Human Resource Development. The outcome of the course will be as follows – To provide knowledge about HRD concepts and other aspects.

To provide knowledge about potential appraisal. To give an overview about Job Enrichment and Quality circles.

To make aware with human resource accounting.

### MARKETING THEORIES AND PRACTICES :

The aim of the course is to build knowledge and understanding of Marketing management among the



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student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows – To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.

## BUSINESS MATHEMATICS :

The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business. To make able about mathematical calculations. To learn about the use of set theory and calculus in business.

## ADVERTISING MANAGEMENT :

The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in business.

## BBA 3RD SEMESTER :

### MANAGEMENT AND COST ACCOUNTING :

The objective of this paper is to give the basic knowledge about the Management and cost accounting.

### BUSINESS LAW :

The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business.

### PRODUCTION MANAGEMENT :

The objective of this paper is to give the basic knowledge about the Production Management in industry.

### BUSINESS POLICY :

1. To understand the nature of top management functions and their imperatives.
2. To deduce strategy
3. To perform SWOT analysis
4. Recommend strategy
5. Perform analysis of corporate business portfolio and recommend changes.

### BUSINESS COMMUNICATION :

The objective of this paper is to give the basic knowledge about the Business Communication.



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## BUSINESS ENVIRONMENT :

The objective of this paper is to give the basic knowledge about the business environment in industry.

## BBA 4TH SEMESTER :

### SUPPLY CHAIN MANAGEMENT :

The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services.

### RESEARCH METHODOLOGY :

The objective of this paper is to give the basic knowledge about the Research Methodology.

### SPECIALIZED ACCOUNTING :

The objective of this paper is to give the basic knowledge about the specialized Accounting.

### CONSUMER BEHAVIOUR :

The objective of this paper is to give the basic knowledge about the consumer behaviour.

### INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT :

The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management subject.

### COMPANY LAW :

The objective of this paper is to give the basic knowledge about the Company Law.

## BBA 5TH SEMESTER :

### INCOME TAX :

The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax. The outcome of the course will be as follows – To provide knowledge about Income Tax Act. To provide knowledge about gross income and taxable income. To give an overview about different deductions and exemptions.

### MARKETING COMMUNICATION :

The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over all promotion strategies of the firm. The outcome of the course will be as follows – Apply an IMC approach in the development of an overall advertising and promotional plan. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign.

### ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT :



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The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows – To provide knowledge about entrepreneurial concept. To provide knowledge about entrepreneurship development, EDPs and support system. To give an overview about project and project report preparation. To give an overview about the small business.

## SALES MANAGEMENT :

The aim of the course is to build knowledge, understanding and skills in sales management among the student.

The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows – To provide knowledge about sales personnel and salesmanship. To provide knowledge about personal selling and focus light on the different perspectives of managing sales force. To give an overview about importance of sales force in organization. To give an overview about concept of distribution channels.

## INDUSTRIAL RELATIONS AND LABOUR LAWS :

This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws. Knowledge of Industrial Relation framework. Competency to understand the importance of Employee Relation within the perspective of Industrial Relation. Knowledge about relevant Laws of HR management. Competency to interpreted and implement the Labour Laws within organization. Competency to use Collective Bargaining and Grievance redressal Mechanism.

## COMPANY ACCOUNTS :

The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies. The outcome of the course will be as follows – To understand joint stock companies and knowledge about shares and debentures. To have understanding about final accounts and accounting practices related to amalgamation.

## BBA 6TH SEMESTER :

### PROJECT MANAGEMENT :

Students will be able to understand the characteristics of Project and Project Management Knowledge. The students will understand the managerial process along with tools & techniques used in Project management Knowledge. Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling. Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.

### GOODS AND SERVICE TAX :



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The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST. To give an overview about tax exemptions. To give an overview about filing of GSTR.

## AUDITING :

The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows – To provide knowledge about Auditing and its different types. To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit recent trends in auditing.

## INTERNATIONAL TRADE :

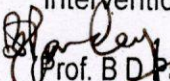
The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows –To provide knowledge about different methods of international trade. To provide knowledge about international economic institutions. Students will get an overview about India foreign trade and India's trade policy.

## STRATEGIC MANAGEMENT :

The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows – To develop analytical and administrative skills required for implementation of strategy. To understand the Strategic management process and variables to address in change process. To relate the considerations involved in designing organizational structure. To assess organizational culture and apply best practices to develop strategy supportive culture. To appreciate the importance of values and ethics in organizational culture. To exercise strategic leadership in effecting change.

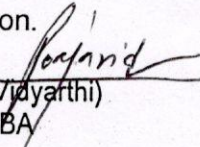
## TRAINING AND DEVELOPMENT :

The field of Training and Development and its role in optimizing performance. Applying theoretical concepts and models to training design. Designing training interventions using a variety of methodologies. Evaluating the effectiveness of training & development interventions. Assessing whether training & development is a viable career option.

  
(Prof. B D Pandey)  
Coordinator

(Prof. Suman Singh)  
NAAC Coordinator

(Prof. Abha Singh)  
IQAC Convener

  
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(Prof. Anoop Singh)  
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