

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) :

Duration : **Three Years.**

Eligibility : **Any 12th Passed student can take admission to BBA course.**

Medium of Instructions : **English.**

After Completing Bachelors of Business Administration (BBA) Students are able to:

- PO1:** Develop ethical thinking.
- PO2:** Develop functional and general management skills.
- PO3:** Inculcate a global mindset.
- PO4:** Evaluate different business problems using analytical, creative, and integrative abilities.
- PO5:** Build and Demonstrate leadership, teamwork, and social skills.
- PO6:** Communicate effectively in different contexts.
- PO7:** Analyze socio-political-economic environment of business organizations.

The course offers necessary tools to equip a student with the required aptitude to successfully handle various business and management related issues. The other features are :

- a) Use of contingency approach for solving business problems.
- b) Combine the best parts of several solutions into a unique and better solution.
- c) Have a global perspective.
- d) Working with and learning from others.

After successful completion of BBA one can opt for post graduate course i.e. MBA after which they can be absorbed in the corporate companies in following capacities:

- 1) HRM Manager 2) Finance Manager 3) Marketing Manager 4) Strategic Manager
- 5) Apart from that, foreign banks, financial institutions, public sector banking and multinationals absorb them as top level executives.
- 6) For those who take up self employment, BBA/MBA provide, handful of necessary inputs for achieving successful entrepreneurial aims.

FIRST YEAR (SEMESTER-I)

Subjects
1. English 2. Fundamentals of Business Management 3. Computer Application for Business 4. Cost Accounting

FIRST YEAR (SEMESTER-II)

Subjects
1. Principles of Marketing Management 2. Financial & Management Accounting 3. Micro-Economic Fundamentals 4. English

SECOND YEAR (SEMESTER-III)

Subjects
1. Principles of Financial Management 2. Basic Statistical Techniques 3. Evolution of Business & Commercial Geography 4. Environment Management

SECOND YEAR (SEMESTER-IV)

Subjects
1. Principles of Human Resource Management 2. Money, Banking & Finance 3. Introduction to Sociology & Psychology 4. Business Legislation

COMPULSORY COURSE ON ENVIRONMENTAL STUDIES :

- Student will have to pass in the examination of this course in order to obtain degree certificate from the University. In case the student remains absent or fails to clear the course in the second year, he/she will have to clear the course in third year.
- The Course fee is Rs. 100/- as prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University.

THIRD YEAR (SEMESTER-V)

Subjects
1. Entrepreneurship Development 2. Principle of Operations Management 3. International Business Environment 4. Research Methodology

THIRD YEAR (SEMESTER-VI)

Subjects
1. Financial Management 2. Human Resource Management 3. Marketing Management 4. Project Work Elective Subjects (Any one of the following to be selected by the student) : Every student appearing for BBA 6 th Semester Examination has to select any one of the specialization as elective subject before commencement of the academic session. Elective A : Financial Management a) Paper 1 - Fundamentals of Business Finance b) Paper 2 - Advanced Financial Management Elective B : Human Resource Management a) Paper 1 - Fundamentals of Human Resource Management b) Paper 2 - Advanced Human Resource Management Elective C : Marketing Management a) Paper 1 - Fundamentals of Marketing Management b) Paper 2 - Advanced Marketing Management

Note : 1) Dress code is compulsory for students.
2) Changes, if any, in the syllabus will be subject to those made by Rashtrasant Tukadoji Maharaj Nagpur University.

Course Outcomes of Bachelor Of Business Administration (BBA)	
SEMESTER - 1	
Paper-1	ENGLISH
CO1	Develop their intellectual, personal and professional abilities,
CO2	Acquire the knowledge of language skills for effective communication,
CO3	Construct correct sentences by the usage of correct tense and part of speech
CO4	Apply the knowledge of writing various business letters and business manners.
Paper-2	FUNDAMENTALS OF BUSNIESS MANAGEMENT
CO1	Understand the basic concept of management.
CO2	Use the concept of management and administration at different levels of organization,
CO3	Explain the types of plans and objectives of planning,
CO4	Understand the types of organization
Paper-3	COMPUTER APPLICATIONS FOR BUSINESS
CO1	Understand the working of computer and various operating systems,
CO2	Apply the knowledge of MS-Office-WORD, EXCEL, PPT.,

CO3	Understand the concept of e-commerce and web-page designing,
CO4	Use the concept of Business Re-engineering and IT-enabled services,
Paper-4	COST ACCOUNTING
CO1	Understand the concept of Cost and Cost accounting
CO2	Understand the applicability of process costing to avoid cost wastages,
CO3	Apply the knowledge of operating cost for rendering the services,
CO4	To use the concept of managerial costing for cost control and BEP calculation
	SEMESTER - 2
Paper-1	PRINCIPLES OF MARKETING MANAGEMENT
CO1	Understand the core concept of marketing,
CO2	Explain various types of positioning and bases of segmentation, and information system.
CO3	Understand the concept of marketing mix and consumer behavior.
CO4	Apply the knowledge of pricing methods and promotional strategies
Paper-2	FINANCIAL AND MANAGEMENT ACCOUNTING
CO1	Understand the working of accounting principles,

CO2	Understand the working & preparation of Final a/cs of Joint Stock Company with simple entries,
CO3	Apply the knowledge of management accounting in decision making process,
CO4	Explain the various types of budgets and budgetary control.
Paper-3	MICRO-ECONOMICS FUNDAMENTALS
CO1	Understand the concept of Micro & Macro Economics,
CO2	Understand the working of demand-supply in consumer market,
CO3	Explain the types of cost and laws of production function,
CO4	Classify the various market structure and determination of their price-output relationship.
Paper-4	ENGLISH
CO1	Develop their intellectual, personal and professional abilities,
CO2	Acquire the knowledge of spotting error and rewriting sentences correctly,
CO3	Construct correct sentences by the usage of correct tense and part of speech(advanced)
CO4	Apply the knowledge of writing various business memorandums, notices etc. and business manners.
SEMESTER - 3	
Paper-1	PRINCIPLES OF FINANCIAL MANAGEMENT

CO1	Apply the knowledge of business finance,
CO2	Describe the types of various long term and short term sources of finance
CO3	Classify various costs and leverages,
CO4	Understand the concept of working capital and its management
Paper-2	BASIC STATISTICAL TECHNIQUES
CO1	Understand the basics of statistics and its role in business,
CO2	Understand the working principle of Mean, Median and Mode,
CO3	Understand various methods of measuring dispersion,
CO4	Use the concept of Correlation and probable errors
Paper-3	EVOLUTION OF BUSINESS AND COMMERCIAL GEOGRAPHY
CO1	Understand the concept of evolution of business and industrial revolution with the impact of first world war and second world war,
CO2	Explain the concept of business in post WWII scenario,
CO3	Understand the concept of commercial geography and its relation with commerce,
CO4	To familiarise the students with the concept of industries and the role of industries in economic- development.

Paper-4	ENVIRONMENT MANAGEMENT
CO1	Understand the concept of environment management and to apply the knowledge of renewable and non-renewable resources,
CO2	Explain the types of pollution, their causes, effects and solution,
CO3	Determine the solution of population explosion, causes and impact, and concept of family welfare program,
CO4	Apply knowledge of environmental ethics and need for gender equality.