

## **II. Bachelor of Business Administration (BBA)**

### **Introduction**

Gone are the days when people used to enroll for conventional undergraduate programs such as BA, B.Com and B.Sc. These days' youngsters have moved towards professional and vocational courses which gives them an extra edge over other graduates. BBA is one of such program, which has now become quite popular with the students.

After completing class XII board exam, students can apply to various private and government colleges offering BBA programs. BBA course aims at exploring management skills in the students. The course curriculum is designed in such a way so as to develop basic business and management skills in the students.

### **Outline of the Course**

University of Calicut is conducting the BBA programme which has 3 years duration with 6 semesters. The course aims at explaining the business environment in which the public and private sectors operate. It helps students to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors. The students are required to choose a specialization of their interest in the last year of the program, which further facilitates them to develop their management skills in a particular sector.

### **Objectives of the Course**

The course is designed with the following objectives in mind:

1. To develop Critical Thinking and Decision Making abilities in students,
2. To develop analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions,
3. To develop the ability to identify and analyze ethical conflicts and social responsibility issues involving different stakeholders,
4. To develop the ability to identify and analyze relevant global factors that influence decision making,
5. To develop the ability to apply appropriate quantitative and qualitative techniques in solving business problems,
6. To develop good communication Skills,
7. To develop the skill to formulate viable alternatives and make effective decisions relating to business ethics and social responsibility,
8. To develop the skill to formulate viable alternatives and make effective decisions in an international business setting,

9. To develop positive attitude and interest towards the concept of entrepreneurship and administration, and
10. To develop the ability to appreciate and admire the practice of business administration.

### **Learning Outcomes**

After the completion of the BBA course, following learning outcomes are expected:

1. The learner starts to think critically,
2. The learner takes effective decisions through analytical and reflective thinking,
3. The learner becomes socially responsible person with great ethical values,
4. The learner is aware of the global factors that affects his/her decisions,
5. The learner solves the business problems by applying appropriate quantitative and qualitative techniques,
6. The learner presents his/her concepts in an attractive way with good communication skills,
7. The learner identifies viable alternatives and make effective decisions relating to business ethics and social responsibilities,
8. The learner becomes confident in making effective decisions in an international business settings,
9. The learner shows interest and attitude towards starting and administering a business enterprise, and
10. The learner makes further studies to acquire deeper knowledge in the concepts, persons, or institutions related to business administration.

## Subject-wise Learning Outcome

### Semester I

Sl.No.	Course	Title	Learning Outcomes
1	Core	BBA1B01 Management  Theory and Practices	<ul style="list-style-type: none"> <li>• The learner develops the understanding about the process of business management, its functions and current management practices.</li> <li>• The learner realizes the importance of ethics in business and also acquires the capability to develop ethical practices for effective management.</li> </ul>
2	Complementary	BBA1C01 Managerial  Economics	<ul style="list-style-type: none"> <li>• Develops the understanding regarding the micro and macro economic concepts and ability to apply the economic principles in business management.</li> </ul>

### Semester II

Sl.No.	Course	Title	Learning Outcomes
1	Core	BBA2B02 Financial  Accounting	<ul style="list-style-type: none"> <li>• The learner develops the skill for recording the business transactions and for preparing the financial statements.</li> </ul>
2	Core	BBA2B03 Marketing  Management	<p>On completing the course students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand and develop insights and knowledge base of various concepts that driving marketing strategies.</li> <li>2. Develop skills in organizing for effective marketing and in implementing the market planning process</li> </ol>

### Semester III

Sl.No.	Course	Title	Learning Outcomes
1	Common	BBA3A11 Basic Numerical Methods	On completing the course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.
2	Common	BBA3A12 Professional Business Skills	The learner updates and expands basic Informatics skills and develops the skill to utilize the digital knowledge resources.
3	Core	BBA3B04 Corporate Accounting	On completing the course students will be able to:  1. Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets  2. Prepare annual financial statements for companies and compute accounting ratios.  3. Record accounting transactions in respect of redemption of preference shares and debentures
4	Core	BBA3B05 Financial Management	On completing the course students will be able to:  1. Understand and develop insights and knowledge base of various concepts of finance

			2. Develop skills for effective Financial, Investment and Dividend decisions making,
5	Complementary	BBA3C02 Business Regulations	<p>On completing the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse statutory provisions and the core concepts in business laws</li> <li>2. Analyze legal issues arising in day-to-day business operations prevalent in India</li> <li>3. Discuss possible solutions to issues in organisations in the frame work of business laws</li> </ol>

#### Semester IV

Sl.No.	Course	Title	Learning Outcomes
1	Common	BBA4A13 Entrepreneurship Development	<ul style="list-style-type: none"> <li>• The learner develops the entrepreneurial skills and the ability to generate innovative business ideas in the emerging industrial scenario.</li> </ul>
2	Common	BBA4A14 Banking and Insurance	<ul style="list-style-type: none"> <li>• The learner develops knowledge about basics of banking and insurance.</li> </ul>
3	Core	BBA4B06 Cost & Management Accounting	<ul style="list-style-type: none"> <li>• The learner is capable of designing and Implementing cost control, cost reduction programme and different cost systems, and</li> <li>• The learner gets adequate knowledge on cost accounting and management accounting practices.</li> </ul>

4	Complementary	BBA4C03 Corporate Regulations	<p>On completing the course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the features and different types of companies</li> <li>2. Aware as to the formation of companies and also as to different documents of companies</li> <li>3. Understand the share capital and other relevant provisions of the same</li> <li>4. Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and</li> <li>5. Understand the provisions of conducting meetings and also the winding up procedure of companies.</li> </ol>
5	Complementary	BBA4C04 Quantitative Techniques for Business	<p>On completing the course students will be able to</p> <ol style="list-style-type: none"> <li>1. Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.</li> <li>2. Develop skills for effectively analyse and apply Quantitative Techniques in decision making.</li> </ol>

## Semester V

Sl.No.	Course	Title	Learning Outcomes
1	Core	BBA5B07 Human resources Management	<ul style="list-style-type: none"><li>The learner develops understanding regarding the human resource practices in organizations.</li></ul>
2	Core	BBA5B08 Business Research Methods	<ul style="list-style-type: none"><li>The learner develops the skill in conducting survey researches and case studies.</li></ul>
3	Core	BBA5B09 Operations Management	<ul style="list-style-type: none"><li>The learner develops necessary skills related to operations in management in a business firm.</li></ul>
4	Core	BBA5B10 Income Tax	<ul style="list-style-type: none"><li>On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total income and tax liability.</li></ul>
5	Core	BBA5B11 Financial Market and Institutions	<ul style="list-style-type: none"><li>The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.</li></ul>
6	Open	E-Commerce	<ul style="list-style-type: none"><li>On completing the course the students will be able to Understand the practice of Ecommerce, e-payment and also the security issues.</li></ul>

## Semester VI

Sl.No.	Course	Title	Learning Outcomes
1	Core	BBA6B12 Organisational Behaviour	On learning the course the students will be able to-  3. Understand the different concepts of Organisational Behaviour  4. Analyse individual and group behaviour  5. Understand and deal with organisational change, development and stress
2	Core	BBA6B13 Management Science	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.
3	Core	BBA6B14.Project Management	On learning the course the students will be able to-  1. Understand the different concepts of managing a project  2. Analyse the viability of a project.
4	Core	BBA6B15 Financial Services	On completion of the course students will be able to aware of various financial services available in Indian financial system
5	Core	BBA6B16 Investment Management	By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.