



TRINITY INSTITUTE OF PROFESSIONAL STUDIES

Sector-9, Dwarka, New Delhi-110075

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi &

Approved by Bar Council of India, New Delhi)

“A+” Ranked Institution by SFRC, Govt. of NCT of Delhi

Recognized under section 2(f) of the UGC Act, 1956

Accredited “B++” by NAAC

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Course Outcome

FIRST SEMESTER

BBA 101 MPOB

- Provides basic knowledge & clarity of the business/ Management concepts.
- Gives the exposure to the students about the applicability of different management concepts in real business situations prevailing in any company.
- Different case studies, examples & theories which are discussed in class provide the knowledge, understanding & learning about how it can be applied practically.
- After studying the organizational behavior concepts in detail, students personality, perception, attitude, learning abilities improve by applying them practically in their life
- Overall development of students is enhanced by studying the concepts & practically applying them.

BBA 103 BUSINESS MATHEMATICS

- Students will be able to understand the concepts of Factorial, Counting, Functions, Mathematical Induction and Arithmetic and Geometric progression. All such concepts will help them in basic business activities.
- Students will be able to understand the concepts of matrix and apply them in solving business problems like input output analysis.
- Students will be able to understand the concepts of Differentiation and apply them for the purpose of optimization.
- Students will be able to understand the concepts of Integration and apply them in business applications like Consumer’s surplus problems.

BBA 105 FINANCIAL ACCOUNTING

- Familiarize students with basic theory, concepts and practice of financial accounting.

- Enable students to explain and apply accounting principles, concepts, conventions and standards.
- Record basic accounting transactions in journal, post them to ledger and prepare and analyze annual financial statements.
- Understand the concept and application of various depreciation methods.
- Understand the basic concept of company accounts such as share capital and debentures.

BBA 107 BUSINESS ECONOMICS

- Students will understand how principles of economics can be applied to business situations.
- Students will understand what is economics, economic activity and macro and micro economics.
- Students will understand what factors influence consumer choice and demand.
- Students will understand decision making under risk and uncertainty.
- Students will understand production function and producers equilibrium.
- Students will understand how price and quantity demanded is determined under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly.

BBA 109 COMPUTER APPLICATIONS

- Those who are thinking to setup their own business and other types of work related to it are also appropriate for this course.
- Student will be able to create and invent things, a good knowledge of technology and interest in applications of computer.
- They have good analytical skills, sustained attention and the ability to solve problems.
- They will be proficient in analyzing and evaluating data and have the skill to make decisions.
- Seek employment in public and private sectors, banking, insurance, accounting and marketing areas.

SECOND SEMESTER

BBA 102 COST ACCOUNTING

- Students will be able to outline and be able to explain the conceptual framework of Cost Accounting
- Students will be able to explain the basic concept of cost and will be able to demonstrate elements of cost in real life financial statements of company.
- Students will be able to define Cost Accounting Standards (CAS)
- Students will be able to demonstrate unit cost accounting, process cost accounting, job cost accounting, contract cost accounting to determine cost.

BBA 104 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH IN MANAGEMENT

- To be able to infer the applications of basic Statistics in decision making.
- To develop proficiency to analyze statistical data using measures of central tendency, dispersion and location.
- To be able to deduce the applications of Correlation and Regression analysis in solving day-to-day business problems.
- To articulate and apply the concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex and Graphical method.
- To comprehend the concept of a Transportation Model and develop the initial solution for the same.

BBA 104 E-COMMERCE

- Understanding the concepts of various application issue of E-Commerce like Internet Infrastructure.
- Understanding the concepts of HTML and HTML Tags.
- Understanding the concepts of Electronic Payment System and knowledge about the Electronic funds Transfer.
- Understanding and Concepts of E-Commerce Applications.
- Understanding the use of E-commerce in India.
- Understand about the application and social and Ethical Consideration.

BBA 110 BUSINESS COMMUNICATION

- To outline and explain the basic concepts of Business Communication and ways to make communication effective
- To highlight the challenges in cross cultural communication and use of technology in making communication effective
- To develop understanding among students for persuasive, sales, interview letters.
- To identify the barriers of communication and how to overcome these barriers.

BBA 112 BUSINESS ENVIRONMENT

- Students will be able to identify the functioning of a business environment and explain its relevance in Indian economy. The course will help improve a student's decision-making in light of all environment factors, from a business viewpoint.
- Students will be able to describe the Economic planning process and relate it to the major problems in Indian economy.
- Students will be able to describe the macro-economic framework of a country and demonstrate how National Income is calculated.
- Students will be able to explain the Economic environment of a business organization.

THIRD SEMESTER

BBA 17201 BUSINESS LAW

- Students will be able to identify fundamental legal principles behind Contractual Agreements. students understand and apply
- Students will be able to demonstrate recognition of transactions involving Sales of Good Act.
- Acquaint students with various instruments dealt in Negotiable Instrument Act.
- To provide an overview on laws related to formation and Governance of a company.

BBA 17203 MARKETING MANAGEMENT

- It will facilitate the students understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- It will impart elementary knowledge to the students regarding the various aspects of marketing management.
- It will explain the techniques to conduct market analysis practices including market segmentation and targeting.
- Students will identify the indicators of management thoughts and practices.
- Students will understand the fundamental premise underlying market driven strategies.

BBA 17205 BUSINESS ETHICS & CORPORATE SOCIAL RESPONSIBILITY

- To inculcate a sense of ethical sensitivity and moral obligation in young and existing entrepreneurs.
- To develop a detailed understanding about Indian ethos among the students so that they adopt them in their personal, academic, and eventually professional lives.
- Taking ethical decisions would make them better managers and calmer individuals.
- This subject would also make students aware about their duties towards the society, consumers, and co-workers, from a business viewpoint.

BBA 17207 MANAGEMENT ACCOUNTING

- The business activities are managed better by the application of both budgeting and planning.
- It also helps to improve relations between management and labour.
- It helps to increase the efficiency of the business.
- It helps the management to chalk out future plans of action on the basis of past results.

BBA 17209 INDIAN ECONOMY

- It will help students in familiarizing about the basic structure and characteristics of Indian Economy and national income.
- It will help in learning of various economic problems and their solutions as well as their role in the economic development of the nation.
- It will help in understanding the role of various industries in the progress of the nation and the role they played in the economic growth and development.
- It will help in creating awareness about the financial and planning reforms in the Indian economy.
- Overall to understand the role of Indian economy in the global context and enhancing job opportunities in the government sector.

BBA 17211 EVS

- It will make students understand the importance of sustainable development.
- Studying the subject will make students aware of the environmental issues in the present scenario.
- It will enable students to come up with solutions to tackle the environmental problems from a business perspective.
- Students will understand the different types of pollution and how these can be managed.
- Students will understand the meaning of biodiversity and how to preserve them.

FOURTH SEMESTER

BBA 17202 HUMAN RESOURCE MANAGEMENT

- To outline and explain basic concept of Human Resource management.
- To understand Recent Developments that pose threat towards management of Manpower.
- To highlight how HR Manager contributes towards strategic directions and success of an organization.
- To identify the issues and strategies required to select effective Manpower.
- To develop skills related to various HR concepts so that Students can take correct business decisions in future.
- To articulate welfare and Industrial Relation function that an HR Manager needs to undertake.

BBA 17204 FINANCIAL MANAGEMENT

- To infer the use of finance for decision making.

- To understand Recent Developments that pose threat towards management of Manpower.
- To deduce the concept of time value of money.
- To determine a theoretically appropriate required rate of return of an asset, to make decisions about adding assets to a well-diversified portfolio (CAPM).
- To implement the techniques for estimating the cost of each component of the cost of capital and comprehend how to assemble this information into a cost of capital.
- To be able to outline the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.
- To contrast between the various sources of finance and their pros & cons.
- To be able to do EBIT-EPS Analysis associated with financial data of the firm.
- To be able to apprehend various theories of dividend decision to test whether dividend decision is relevant or irrelevant for corporate valuation.

BBA 17206 RESEARCH METHODOLOGY

- To familiarize the students with Research and inculcate the analytical abilities and research skill among the students.
- To acquaint students with the research process and scientific methodology used in business research domain.
- To gain insight into statistical measurement and also become analytical skillful.
- To get insight into Research Report Preparation and also have hands on experience on different software used for data analysis.

BBA 17210 INFORMATION SYSTEMS MANAGEMENT

- To make students understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making. Knowledge of various roles management information systems have toward advancing strategic goals and the operational success of an organization
- Analyze, design, manipulate, and implement relational databases on which most IS are built upon.
- Provide students with comprehensive knowledge of different types of System and System development life cycle which helps in evaluating, scheduling and estimating deliverables. It provides a framework for a standard set of activities. It ensures correct and timely delivery to the client.
- Annotating the knowledge of Various IT tools and technologies that are needed to successfully participate in and support the increasingly applied role of information technology in corporate decision making.

FIFTH SEMESTER

BBA 17301 INCOME TAX LAWS AND PRACTICES

- Students will be able to understand about provisions of direct tax with regard to IT Act, 1961 and IT Rules, 1962.

- Students will be able to understand the provisions and procedure to compute total income under five heads of income i.e. salaries, house property, profits & gains from business & profession, capital gains and other sources, the provision and procedure for clubbing & aggregation of incomes and set-off & carry forward of losses and various deductions to be made from gross total income U/s 80-C to 80-U in computing total income.
- Students will be able to compute total income and define tax complications and structure.
- Students will be able to file IT return on individual basis.

BBA 17307 ENTREPRENEURSHIP DEVELOPMENT

- This subject will give exposure to students to the entrepreneurial culture.
- Students can understand the various concepts like foundation, launching, formulation of entrepreneurship in a simpler manner.
- This subject helps the students to know how to invest time and effort if they will about to start a new venture.
- Students will get to know how to design business plan that guide them in initial years of their entrepreneurship development.

BBA 17309 GST

1. To enable the students to learn the concepts of Indirect tax and GST from the pre-GST period to post-GST period.
2. To understand the importance of Indirect Taxes (GST) in the Indian and global economy and its contribution to the economic development.
3. To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market oriented economy.
4. To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

SIXTH SEMESTER

BBA 17302 PROJECT MANAGEMENT

- Students will be able to understand & explain the concepts of project management for planning to execution of projects along with the roles & responsibilities of the project team.
- Students will be able to understand and implement technical & market analysis along with network analysis tools for cost and time estimation.
- Student will be able to comprehend and explain the fundamentals of capital structure along with sources of financing.

- Students will be able to analyze, apply and appreciate contemporary project management tools and methodologies along with its evaluation and social cost benefit analysis.

BBA 17304 DIGITAL MARKETING

- Students would be able to demonstrate and understand the basic techniques of digital marketing to exploit the opportunities of this medium to support marketing activities.
- Student would be able to highlight the basic concepts, theories tools and techniques relating to the subject.
- Students would be able to get an insight about the content, planning, designing and decision making in respect of designing the structure of website.
- Students would be able to discuss about integrated internet marketing communication, its objectives and measurements.

BBA 17306 INTERNATIONAL BUSINESS MANAGEMENT

- Students will be familiarized with the concepts of international business with respect to foreign trade/international business.
- Students will be able to apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
- Students will be able to analyze the principle of international business and strategies adopted by firms to expand globally.
- Students will be able to integrate concept in international business concepts with functioning of global trade.

BBA 17308 BUSINESS POLICY & STRATEGY

- Understanding of Business Policy and its various types for business world. Learning the concepts of Vision, Mission, Strategy and Strategic management for making strategies in the dynamic environment.
- Understanding of Business environment factors through scanning and models. Understanding of competition and various forces of competition through Michael porter's model
- Understanding parameters to decide Strength & Weakness. Learning of various methods & matrix for understanding internal capability of the organization.
- Learning various types of grand strategies and its implementation. Analysis of strategy and business through different models. Learning leadership and resource allocation skills.

BBA 173110 SALES AND DISTRIBUTION MANAGEMENT

- Students will be able to elaborate the concept of Sales Management
- Students will be able to interpret the basis on which Salesforce is hired and managed.
- Students will be able to describe the classification and functioning of various Distribution Channels.

- Students will be able to classify the basis on which the design of a distribution channel is selected and select an appropriate logistics.