

COURSE OUTCOMES OF BBA

COURSE CODE	SEMESTER	COURSE TITLE	CREDIT	OBJECTIVES
UBBTC101	1st	FUNDAMENTALS OF MANAGEMENT	6	The objective of the course is to make the learners to understand the fundamentals of management in the diverse business scenario.
UBBTC102	1st	STATISTICS FOR BUSINESS DECISIONS	6	To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.
UBBTE105	1st	ETHICS & CSR	4	The objective of this paper is to make the students understand the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.
UESTS 104	1st	EVS	2	The objective of this paper is to aware the students about various concepts of ecosystem, biodiversity and natural resources and their conservation.
UCETS 101	1st	COMMUNICATION ENGLISH	2	The aim of the course is to inculcate the four basic communication skills in the students, that of listening, speaking reading and writing. This aim is to equip the students with basic communication competencies that would serve to enhance their ability to handle interpersonal communication as well as academic and professional communication.
UBBTC201	2nd	ORGANISATIONAL BEHAVIOUR	6	The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.
UBBTC202	2nd	FINANCIAL ACCOUNTING	6	The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.
UBBTE205	2nd	INDIA'S DIVERSITY AND BUSINESS	4	The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at

				its implications for the business.
UESTS 204	2 nd	ENVIRONMENTAL STUDIES	2	The objective of the paper is to understand the Environmental Pollution, Disaster Management and various Environmental treaties, laws and ethics
UCETS 201	2 nd	COMMUNICATION ENGLISH	2	The aim of the course is to give the student an advanced understanding of the communication skills not only in the personal domain but also in the public domain.
UBBATIC301	3 rd	Cost Accounting	6	To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.
UBBATIC302	3 rd	Macro Economics	6	To introduce the concepts of Macro Economics in the developing Indian economy
UBBATIC303	3 rd	Human Resource Management	6	The objective of this course is to sensitize the students with the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management.
UBBATIC304	3 rd	Personality Development & Communication Skills	4	To impart knowledge about basic communication skills and enhance their personality.
UBBATGE305	3 rd	Production and Operations Management	6	To understand the production and operation function and familiarize students with the technique for planning and control.
UBBATIC401	4 th	Financial Management	6	The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance.
UBBATIC402	4 th	Principles of Marketing	6	To introduce the concepts, principles, and techniques of Marketing Management
UBBATIC403	4 th	Business Research	6	The objective of the course is to introduce the concept of business research and its applications for effective decision making in the business organizations.
UBBATIC404	4 th	IT Tools in Business	4	The objective of the course is to make students understand the fundamentals of computers and equip them with requisite skills required in business environment by training them on s/w packages used for word

				processing, worksheets, power point and databases
UBBATGE40S	4 th	Entrepreneurship Development	4	The course aims to introduce the fundamental concepts of issues and challenges in context of entrepreneurship to encourage and promote entrepreneurship among the young business leaders who aspire to be successful business entrepreneurs
UBBATC501	5 th	Management Science	6	To acquaint the students with basic concepts used in management science and how various tools can help in decision making.
UBBATC502	5 th	Management Accounting	6	To develop knowledge and understanding of management accounting techniques to support management in planning, controlling, and monitoring performance in a variety of business context
UBBATE511	5 th	Consumer Behaviour & Marketing Research	6	The objective of the course is to help the students to understand and apply the concepts of consumer behaviour in the business organizations
UBBATE512	5 th	Advertising & Promotion	6	To acquaint the students with the concepts and application of various tools of Advertising and Promotion.
UBBATC601	6 th	Business Policy & Strategic Management	6	To acquaint the students with basic concepts used in business policy and strategic management and understand the role of strategy in gaining competitive advantage of business.
UBBATE611	6 th	Services Marketing	6	To acquaint the students with basic concepts used in services marketing and introduce the principles of marketing the services
UBBATE612	6 th	Rural Marketing	6	To acquaint the students with importance of rural markets in overall business strategy and how rural marketing is unique. The student will be able to apply rural marketing approaches that integrate product, service, pricing, communications, and channel decisions aiming at satisfying the rural consumers.
UBBAPV651	6 th	Project Report and Viva Voce	6	To expose the students to Practical application of theoretical concepts, which they have learnt during the course

Principal
 Dogra Degree College
 Bassi Kalan, Bari Brahmana
 Jammu-181133