

BBA-IB 2019 CBCS Pattern

Program Outcomes (PO)

PO1. To understand the process of international business and its influences domestic economy.

PO2. To develop and prepare competent commerce graduates who can work as business managers, entrepreneurs and even consultants to various domestic and international firms.

PO3. To provide aright understanding about the present scenario of and international trade and relationship of domestic trade with international trade.

PO4. To provide knowledge and understanding as to how business decisions are taken while conducting international trade transactions.

PO5. To give knowledge about institutional and regulatory framework governing international trade

PO6. To inculcate skills useful to analyze various international business situations.

Program Specific Outcomes (PSO)

PSO1:To provide right understanding about scope, mode of functioning and process of decision making in international scenario.

PSO2:To acquire necessary skills and insights to analyze various international events and business decisions.

PSO3:To explain modalities, functions and activities related with various aspects of international trade.

PSO4:To emphasizing on global research, cross cultural training, entrepreneurial skills, and global aspects of managerial careers throughout the curriculum.

Course Outcomes (CO)

101 Principles of management

1. To understand basic concept regarding org. Business Administration
2. To examining how various management principles
3. To develop managerial skills among the students



102 Business Communication skills

1. To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications required in business

103 Business Accounting

1. To develop right understanding regarding role and importance of monetary and financial transactions in business
2. To cultivate right approach towards classifications of different transactions and their implications
3. To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

104 Business Economics – Micro

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue etc

105 Business Mathematics

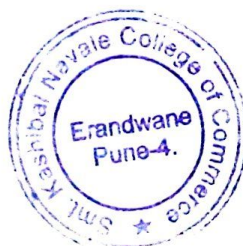
1. To develop appropriate understanding as how to use mathematic like computation interest, profit etc
2. To cultivate right understanding regaining numerical aptitude
3. To develop logical approach towards analytical approach data

106 Business Demography

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

201 Basics of cost accounting

1. To develop rational understanding regarding concept of cost expenditure in business



2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a product

202 Origin and Development of Global Business

1. To provide an understanding of the concepts of Global business and Trade
2. To understand the practical applications of trade theories and its contribution
3. To study the role of International Institutions in the development of modern trade.

203 Commercial Geography

1. To acquaint the students with the knowledge of Industrial resources of the world
2. To know about the determination and location of various industries in the world and its commercial prospects.
3. To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

204 Principles of Marketing

1. To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services , rural marketing and new trends in marketing

205 Business Statistics

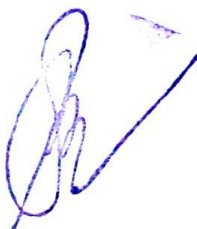
1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

206 Fundamentals of Computers

1. To develop concept of information and their role in modern businesses
2. To develop rational approach as to how computers can be used in data process analysis in business
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service

301 Elements of Human Resource Management.

1. To introduce fundamental concepts of Human Resource Management.
2. To introduce the processes pertaining to different functions of HRM.



3. To introduce the recent trends with respect to global HRM

302 Global Competencies and Personality Development

1. To understand the importance of personality leading to self-development.
2. To help the students to build positive personality traits.
3. To enhance one's Employability and life skills.
4. To ensure all topics are taught not just for creating personality adaptable in domestic work environment but also globally

303 International Economics

1. To provide a comprehensive understanding of the concepts of International Economics.
2. To develop theoretical tools to understand current international issues their impact on business.
3. To analyze and test International trade models.
4. To analyze the International Investment and risks associated with it.
5. To understand financial crisis in world economies, their causes and solutions

304 Production and Operations Management

To enable the students to have a comprehensive understanding of the subject.

To understand key concepts and issues of Production and Operations Management.

To understand Production Management and its role in developing Business Strategy

305B Foreign Language –German

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.



306A Supply Chain Management

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

401 :Import Export Procedure

1. To understand in detail concepts of Import and Export
2. To introduce the procedure to be followed for import and export of goods.
3. To introduce various schemes related to foreign trade.

402 Research Methodology

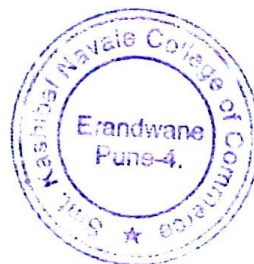
1. To Develop appropriate understanding of Research
2. To understand the process of Research Designing
3. To make the students familiar to undertake small research projects.

403 Business Ethics

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyse the role of Ethics on business, Government and Society.
4. To analyse the Ethical scenario with respect to Environment and consumer protection

404 Management Information System

1. To understand the concepts of Information System
2. To study the concepts of system analysis and design
3. To understand the issues in MIS



405B German.(II)

1. Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.
2. The students should be able to read, write, understand and speak German with limited vocabulary.

406 A International Warehouse and Supply Chain Management

1. To identify and relate to the concepts of supply chain and warehousing globally and to be able to understand the process differences
2. To understand international Warehouse management and supply chain in depth

501 International Relations

1. To know and understand foreign affairs & global issues with international business system
2. To introduce various regional groupings their contributions to strengthening of international relations.
3. To know about the various dispute settlement machineries involved in international relations.
4. To know at length about the socio-cultural and trade relations.

502 International Business Law

1. To understand basic concepts related to international business laws
2. To introduce various institutions and their contributions to internal economic laws.
3. To know about the various dispute settlement machineries involved in international trade.
4. To know at length about the role of various Indian government bodies in international trade law.

503 Business Reporting and Analysis

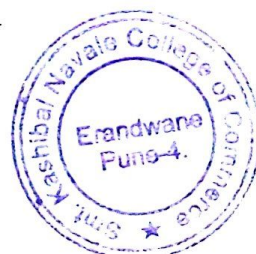
1. To develop student's abilities to analyse & interpret various Economic
2. Factors that affect Business decision making.
3. Similarly, to understand reporting pattern followed in corporate sector as a part of MIS.

504 Foreign Exchange Management

1. To understand various financial terminologies and transactions involved in FOREX market.
2. To understand operations of foreign market.
3. To understand the principles of currency values.

505A International Marketing Management (I)

1. To develop Disciplinary Knowledge in International Marketing.



2. To encourage entrepreneurial spirit in students; to make them effective in International Business.
3. To acquire Analytical reasoning necessary to understand International Marketing.

506 A Legal Dimensions in International Marketing (I)

1. To acquaint students with the legal dimensions of international business.
2. To acquaint with the importance of legal/political aspects in global marketing.
3. To enable students to formulate strategies as compatible with laws and treaties governing international business operations

505B International Financial Management (I)

1. To understand the basic factors of international financial system.
2. Understand the working and the sources of finance in the International Capital markets.
3. Be aware about international financial reporting standards.

506 B Legal Dimensions in Financial Management

1. To understand the legal framework of business and industry.
2. To gain knowledge about finance related laws under Companies Act 2013.
3. To understand the legal framework of international trade.

601 New Venture Creation and Start-ups

1. To understand basic concepts related to entrepreneurship
2. To introduce the methods tools and techniques for new venture creation and start-ups
3. To know about the process of creation of a start-up and business plan preparation.
4. To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups

602 International Project Management

1. To know and understand basic concepts regarding project management
2. To introduce various tools and techniques for project management.
3. To know in detail about project delivery and control.
4. To understand the effect of cultural factors on project management in the global context.

603 Decision Making and Risk Management

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. To find the best alternative in a decision with multiple objectives and uncertainty.



3. To describe the process of decision making.
4. To analyse an organization's decision-making system.
5. To develop a risk management process.

604 Management of Agribusiness and Agri Exports

1. To develop adequate conceptual base in different areas of Agribusiness
2. To encourage entrepreneurial spirit in students; to make them effective in the Agri-enterprise sector.
3. To acquire sufficient operating skill in using modern management tools and techniques in different functional areas of Agribusiness.

605A International Service Management

1. To develop adequate conceptual base in International Service Management.
2. To develop an understanding of the "state of the art" of International Service Management thinking.
3. To appreciate and acquaint students with the entrepreneurial opportunities in services.

605 B International Human Resource Management

1. To understand basic concepts related to international business laws
2. To introduce various institutions and their contributions to internal economic laws.
3. To know about the various dispute settlement machineries involved in international trade.
4. To know at length about the role of various Indian government bodies in international trade law.

606 A Brand Management

1. To develop adequate conceptual base in Brand Management.
2. To empower students with knowledge and capacities to understand and analyse Brand and Brand Management.
3. To achieved and analyze carefully the key concepts of Brand Management.

606 B Cross Cultural Relationship

1. To be able to adapt to the work cultures of different countries.
2. To be able to establish healthy professional relationships in a global scenario

