

Gauhati Commerce College
Department of BBA

COURSE OUTCOME

Program and Course Outcomes of BBA (Under CBCS)			
1st Semester			
BBA-AE-1014	BUSINESS COMMUNICATION (LANGUAGE : ENGLISH)	AECC-1	Developing skills for correct and effective communication in business presentation like writing clear and concise business documents.
BBA-HC-1026	PRINCIPLES OF MANAGEMENT	CORE COURSE -1	Understanding the basic concepts of Management which will help in building the foundations for other papers such as HRM, Strategic Management in subsequent semesters.
BBA- HC-1036	MANAGEIAL ECONOMICS	CORE COURSE-2	Understanding and applying basic concepts of economic theory and tools for various business decisions.
BBA- HG-1046	MATHEMATICAL TECHNIQUES IN BUSINESS	GE- 1	Developing mathematical skills for solving business and research problems by attaining the power of reasoning and critical thinking.
2nd Semester			
BBA-AE-2014	ENVIRONMENTAL SCIENCE	AECC-2	Understanding how the natural world works and also study human interaction with the environment. Help find ways to deal with environmental problems and live more sustainably.
BBA-HC-2026	FINANCIAL ACCOUNTING	CORE COURSE-3	To help study the procedure for preparation of financial reports of different business and non-business firms to provide various informations relating to performance in business.
BBA- HC-2036	STATISTICS FOR BUSINESS DECISIONS	CORE COURSE- 4	Acquire skills for solving statistical problems with relevance to business problems.
BBA- HC-2046	INDIAN ECONOMIC SCENARIO	CORE COURSE- 5	To understand the basic dimensions of the Indian economy/business environment and also in relation to the international environment.
BBA- HG-2056	COMPUTER FUNDAMENTALS	GE-2	To enhance skills of the students in various IT applications.
3rd Semester			
BBA-HC-3016	COST AND MANAGEMENT ACCOUNTING	CORE COURSE-6	Understanding of various methods and procedures relating to managing, managing, controlling and eliminating cost expenses of a business organisation with the motive to improve a company's profitability margin.
BBA-HC-3026	HUMAN RESOURCE MANAGEMENT	CORE COURSE-7	To help understand the function, systems, policies and applications of HRM in an organisation and to give an overview of theoretical foundation of key areas of human resource in an organisation.
BBA-HC-3036	PERSONALITY AND PERSONAL SKILL DEVELOPMENT	CORE COURSE- 8	To help in understanding various aspects of personality, acquire personal skills for improving interpersonal communications.

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BBA- HG-3046	OPERATIONS MANAGEMENT AND CONTROL	GE-3	Help in understanding basic concepts of operation management in improving overall productivity and profitability.
BBA- SE-3054	COMPUTER APPLICATIONS	SEC-1	Developing modern computer application skills required for use in organisational setting.
4th Semester			
BBA-HC-4016	ORGANIZATIONAL BEHAVIOUR AND INDUSTRIAL PSYCHOLOGY	CORE COURSE-9	Help understanding the various dimensions of human behaviour in the work place and learning various aspects pf organisational steps for motivating employees for improving their performance.
BBA-HC-4026	FINANCIAL MANAGEMENT	CORE COURSE-10	To understand cash and credit mechanisms, expenses, profitability etc in the financial structure of a business organisation.
BBA-HC-4036	PRINCIPLES OF MARKETING	CORE COURSE-11	Understanding the various marketing concepts and how organisations identify, understand and satisfy the needs of customers and markets.
BBA- HG-4046	BUSINESS RESEARCH	GE-4	Help students understand and apply the various tools and techniques of research for application in actual field.
5th Semester			
BBA-HC-5016	LEGAL ASPECTS OF BUSINESS	CORE COURSE- 12	To introduce students to the various laws concerning business and commerce.
BBA- SE-5024	SUMMER PROJECT	SEC-2	Making students apply the learned theoretical knowledge for practical application
BBA-HE-5036	DSE I /DSEII /DSE III	DSE 1	
BBA-HE-5046	DSE I /DSEII /DSE III	DSE 2	
6th Semester			
BBA-HC-6016	BUSINESS POLICY AND STRATEGY	CORE COURSE-13	Develop the critical thinking skills needed to perform external and internal analysis of organisations and their competitive environment.
BBA-HC-6026	TAXATION LAWS	CORE COURSE- 14	To familiarise students with various concepts and regulations relating to taxation.
BBA-HE-6036	DSE I /DSEII /DSE III	DSE 3	
BBA-HE-6046	DSE I /DSEII /DSE III	DSE 4	

DSE I: Finance	Semester	
International Finance	5th	Help comprehend the fundamentals of the global financial system and its regulations, understanding of various financial markets and different monetary systems.
Investment Banking and Financial Services	5th	To understand the procedure and theories towards creation of capital for various entities and different services provided by the finance industry.
Investment Analysis and Portfolio Management	6th	To learn techniques of investment analysis and portfolio management for an efficient quantitative model of finance.
Business Analysis & Valuation	6th	To help understand various techniques of business valuation services through changes.

DSE II: Marketing	Semester	
Consumer Behaviour	5th	Apply relevant consumer behaviour theories in understanding the impact of marketing strategies and develop critical understanding of the nature of consumption, marketing and culture and also appreciate the complexities of consumer behaviour.
Marketing of Services	5th	To familiarise students with the difference in service -based and physical product-based marketing activities and develop an understanding of marketing planning and control systems appropriate to service-based activities.
Advertising and brand Management	6th	To familiarise students with the various tools, techniques and strategies of advertising and brand management. They will also understand the relevance of advertising communication and its effectiveness.
Personal Selling and Sales Force Management	6th	Understand concepts of personal selling and various techniques of managing the sales force and equip the students with the knowledge of various theories of selling.

DSE III: Human Resource	Semester	
Human Resource Development : Systems and Strategies	5th	To help understand HRD and its theories and find the relationship between Organisational Development and HRD as well as apply and evaluate learning process starting with training need analysis to assessment and evaluation process.
Management of Industrial Relations	5th	To help understand the significance of industrial relations for better managing people in an organisation and broaden the knowledge of legal and policy framework that exist in the area of employer-employee relationship.
Performance and Compensation Management	6th	To understand the concept of performance management and describe the multiple purposes of the system including strategic, administrative, developmental and organisational purposes.
Training and Management Development	6th	Helps students comprehend the different training methods and its relation with organisational development. They will also grasp knowledge about the various management development programs and its impact upon individuals and organisations.