



Managed By Shri Ramkrishna Seva Mandal, Anand
ANAND COMMERCE COLLEGE
Affiliated to Sardar Patel University
Opp. Town Hall, Anand - 388001, Gujarat, India
Re-Accredited by NAAC with 'B++' Grade



B.B.A

Program Outcome, Program Specific Outcome
and Course Outcome

B.B.A. (General)

Programme Outcome

- To understand business functions and management practices leading to development of business acumen among students.
- To develop critical and analytical thinking abilities
- To improve Communication and interpersonal skills
- To develop social sensitivity and ethical considerations leading to sustainable business practices
- To demonstrate global perspective and entrepreneurship acumen
- To get exposure of industrial world through company visits and interaction with experts
- To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc

Programme Specific Outcome

- Acquire conceptual clarity of all the functional areas of management
- Analyze and interpret data for better decision making
- Demonstrate effective communication skills and ability to work in groups
- Apply ethical practices and sustainability issues in business
- Understand the ecosystem of start up in the country and will be able to prepare business plans
- Prepare better for competitive exams in Management such as CAT, CMAT, etc.

Courses: Course Outcomes (Cos) are available in individual syllabus files which can be accessed by clicking on the respective Course Name.

https://www.spuvvn.edu/students_corner/syllabi/bba/general/

Course Objectives

B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
Communication Skills for Management – I UM01ABBA71	<ul style="list-style-type: none"> • To make the learner proficient in the use of the English language. • To develop the skills of independent reading and writing with comprehension. • To introduce learner is to the basic concepts of business communication.

B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
Principles of Management UM01CBBA71	<ol style="list-style-type: none"> 1. Principles of management have mainly objective of Coordination and proper administration of businesses. 2. Management is an essential function of Businesses. 3. It allows for ensuring that the work done by the individual elements of the firm are combined for the furtherance of the collective objective of the firm. 4. Most management principles aim at ensuring smooth functioning in Business Organisation.

B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
COMPANY MANAGEMENT–I UM01CBBA72	<ul style="list-style-type: none"> • To expose the student to the theory and overview of the Business. • To familiarize students with types of companies and forms of Business Organisation.

B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
ACCOUNTING FOR MANAGEMENT. UM01DBBA71	<ol style="list-style-type: none"> 1. To give an insight into the basics of Accounting Concepts and Principles 2. To help the students to develop cognizance of the importance of accounting in organization financial statements. 3. To enable students to describe how people analyze the corporate financial statements under different conditions and

	understand why people describe the financial statements in different manner.
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B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
BUSINESS MATHEMATICS-I. UM01DBBA72	1.To develop and enhance analytical ability in students for processing and interpreting statistical data. 2 To familiarize students with applications of Mathematical and Statistical methods in business management decision making problems

B.B.A.(General) Semester: I	
Title of the Course	<u>Course Objectives</u>
MICRO ECONOMICS. UM01GBBA71	1 To familiarize the students with the basic concept of microeconomics. 2. The students identify and interpret basic economic concepts/variables 3. The Students learn to apply these theoretical models to address real-world problems. 4. The students can analyse how individual decision-makers, both consumers and producers, behave in a variety of economic environments. 5. Students will be able to appraise their role in the global economic environment. 6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.

B.B.A Sem-II

B.B.A.(General) Semester: II	
Title of the Course	<u>Course Objectives</u>
Communication Skills for Management-- IIUM02ABBA71	<ul style="list-style-type: none">• To further acquaint the learner with creative use of the English language.• To introduce the learner to the objectives of business communication and the modern forms of communicating.• To improve proficiency in business communication in the areas of inquiries and orders is also developed.

B.B.A.(General) Semester: II	
Title of the Course	<u>Course Objectives</u>
Practices of Management. UM02CBBA71	<ol style="list-style-type: none">1. To understand how to imply management principles into different practices of business organization.2. To help the students to get aware towards various departments and its practices.3. To understand functions and responsibilities of different area's manager.4. To understand the latest trend in different departments of organization.

B.B.A.(General) Semester: I I	
Title of the Course	<u>Course Objectives</u>
CORPORATE ACCOUNTING. UM02DBBA71	<ol style="list-style-type: none">1. To understand knowledge of new trends in corporate accounting, issue of share and redemption of shares.2. To enable the students to acquire the basic knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

B.B.A.(General) Semester: I I	
Title of the Course	<u>Course Objectives</u>
MACRO ECONOMICS. UM02GBBA71	<ol style="list-style-type: none">1. The students can interpret the functioning of the economy at macro level.2. The students will be able to analyse the income determination through classical and Keynesian economics.3. Students will be able to appraise their role in the global economics environment.4. Students will critically elaborate the consequences of basic macroeconomic

	<p>policy options under differing economic conditions within a business cycle.</p> <p>5. Students will be able to formulate the linkages between financial markets and the real economy, the influence the impact of economic policies over differing time horizons.</p>
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B.B.A.(General) Semester:II	
Title of the Course	<u>Course Objectives</u>
TIME MANAGEMENT. UM02CBBA72	<ol style="list-style-type: none"> 1. The Course is designed to understand the importance of Time Management. 2. It is helpful to establish priorities based upon values and goals. 3. It helps to demonstrate self-management by setting reasonable boundaries. 4. It also exposes the students to analyse and evaluate how they spend their time. 5. It helps the students to identify time wasters and discover ways to overcome it.

B.B.A.(General) Semester:II	
Title of the Course	<u>Course Objectives</u>
BUSINESS MATHEMATICS-II. UM02DBBA72	<ol style="list-style-type: none"> 1 To develop and enhance analytical ability in students for processing and interpreting statistical data. 2 To familiarize students with applications of Mathematical and Statistical methods in business management decision making problems.

B.B.A.(General) Semester:II	
Title of the Course	<u>Course Objectives</u>
COMPANYMANAGEMENT-II. UM02CBBA72	<ul style="list-style-type: none"> • To expose the student to the theory and overview of the Companies • To impart knowledge about company management and Documentation. • To familiarize students with company meeting and other legal aspects.

B.B.A.(General) Semester:II	
Title of the Course	<u>Course Objectives</u>
INNOVATION MANAGEMENT. UM02CBBA74	<ol style="list-style-type: none"> 1. The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.

	<ol style="list-style-type: none">2. The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.3. It will help to develop and recognize students own creativity and carry out innovative work in an effective way.4. It also exposes and motivates the students to apply problem solving steps and tools for carrying out creative and innovative work.5. The course helps the students to get into and out of the technologies faster and more efficiently.
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B.B.A.-Sem-III

B.B.A.(General) Semester:III	
Title of the Course	<u>Course Objectives</u>
Corporate Communication- I. UM03ABBA71	<ul style="list-style-type: none">• To acquaint the learners with creative use of the English language and make them attain excellent command of the English language, and imbibe core values that build strength of character• To acquaint the learners with reading comprehension strategies and skills that facilitate their understanding and analyzing of written texts effectively and easily• To explain the facets of various formal communication channels operating in different business models; the various methods of communication and the barriers to effective communication• To develop skills in drafting effective business letters in the area of Sales Promotion.

B.B.A.(General) Semester:III	
Title of the Course	<u>Course Objectives</u>
Human Resource Management-I. UM03CBBA71	<ol style="list-style-type: none">1. To develop understanding of how to effectively manage people and basics of human resource management.2. To make the students aware regarding different managerial and operative functions of HRM.3. To make learner conversant with recruitment, selection and employee training.4. To make students familiar with concept of promotion, transfer, absenteeism, compensation and performance appraisal.

B.B.A.(General) Semester:III	
Title of the Course	<u>Course Objectives</u>
Cost Accounting. UM03DBBA71	<ul style="list-style-type: none">• To provide students relevant and actual knowledge of cost accounting.• Get foundational understanding and clarity of basic principles and core concepts of cost accounting.

B.B.A.(General) Semester:III	
Title of the Course	<u>Course Objectives</u>
Economic Analysis-I. UM03GBBA71	<ul style="list-style-type: none">• To familiarize the students with the advanced concept of Economics.

	<ul style="list-style-type: none"> • To identify and interpret the advanced economic concepts/variables. • To learn application of theoretical models to address real-world problems. • To understand the behavior of an individual and market in a variety of economic environments. • To invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.
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B.B.A.(General) Semester:III

Title of the Course	<u>Course Objectives</u>
MARKETING MANAGEMENT-I. UM03CBBA72	<ul style="list-style-type: none"> • To give insight about marketing management. • To outline key marketing concepts and its application to different markets. • To analyse and examine the implementation of marketing concepts and strategy to firms. • To attain of organisational marketing goals

B.B.A.(General) Semester:III

Title of the Course	<u>Course Objectives</u>
Financial Management I. UM03CBBA73	<ul style="list-style-type: none"> • To offer students relevant and actual knowledge of Financial Management. • To make students aware about taking financial decisions. • To expose the students for the financial issues of determining the monetary resources, the sources and uses of funds. • To understand the benefits, risks and costs associated with different types of resources and financing. • To understand fundamental concepts and tools to the decisions faced by a manager in investment decisions.

B.B.A.(General) Semester:III

Title of the Course	<u>Course Objectives</u>
STATISTICS FOR MANAGEMENT – I. UM03DBBA72	<ul style="list-style-type: none"> • This course aims to furnish the students with the Mathematical and Statistical requirements for business management and to know the function of Mathematics and Statistics in the Management field. • To provide students with reinforcement of Mathematical and Statistical computations

Title of the Course	<u>Course Objectives</u>
Industry Exposure. UM03SBBA71	<ul style="list-style-type: none">• Industrial training is requires to overcome the hurdles in the academic curriculum and in the industry.• This will help the students create and develop specific skills and competencies they require to become operable.• • It gives the students a feel of how their work environment will be when they join the company

B.B.B Sem-IV

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
Corporate Communication—II. UM04ABBA71	<ul style="list-style-type: none">• To acquaint the learners with the skills necessary to draft effective Press Reports with precision and clarity• To demonstrate the impact of nonverbal aspects of communication in the process of communication• To acquaint the learners with the skills necessary to draft effective speeches and make short Presentations/Speeches using proper body language• To equip the learners with the skills necessary to draft effective Business Reports; Notices, Agendas and Minutes of Corporate Meetings.

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
Human Resource Management-II. UM04CBBA71	<ol style="list-style-type: none">1. To help students understand recent trends in HRM.2. To enable students develop their understanding of various topics of human resource management and understand its relevance in organizations.3. To provide knowledge and skills necessary for HR managers to work competently in changing business environment.4. To make the students aware regarding Employee Safety and Health, Industrial Relations and Industrial Disputes, Trade union and Collective bargaining and HRM in Global scenario.

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
MARKETING MANAGEMENT-II. UM04CBBA72	<ol style="list-style-type: none">1. TO GIVE INSIGHT ABOUT MARKETING MANAGEMENT.2. TO OUTLINE KEY MARKETING CONCEPTS AND ITS APPLICATION TO DIFFERENT MARKETS.3. TO ANALYSE AND EXAMINE THE IMPLEMENTATION OF MARKETING CONCEPTS AND STRATEGY TO FIRMS.4. ATTAINMENT OF ORGANISATIONAL MARKETING GOALS

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
Cost Accounting. UMO4DBBA71	To Improve knowledge in students regarding various costing methods and its calculations. - To understand the operating process in the industry - To understand the production process in the industry

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
Economic Analysis-II. UM04GBBA71	1. To familiarize the students with the fundamental concept of Economics. 2. The students identify various kinds of market and their competition. 3. The students learn to apply these theoretical models to address realworld problems. 4. The students can understand the behavior of monopoly firm and competitive firm in various period. 5. Students will be able to appraise their role in the global economic environment. 6. Students will be able to invent fundamental techniques to adopt the change as it occurs, and to take the lead in creating a number of policy questions related to the operation of the real economy.

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
Financial Management II. UM04CBBA73	1. To Develop the Knowledge of Students about the Significance of cash management in Business. 2. To Enhance the Knowledge of Students about the Debt and Equity Matrix in organization. 3. To Study about the concept of leverages and its types.

B.B.A.(General) Semester:IV	
Title of the Course	<u>Course Objectives</u>
STATISTICS FOR MANAGEMENT – II. UM04DBBA72	1. This course aims to furnish the students with the Mathematical and Statistical required for business management and to

	<p>know the function of Mathematics and Statistics in the Management field.</p> <p>2. To provide college students with reinforcement of Mathematical and Statistical computations.</p>
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B.B.A.(General) Semester:IV

Title of the Course	<u>Course Objectives</u>
Disaster Management. UM04SBBA72	<p>1. To develop understanding among students towards approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction.</p> <p>2. To enhance awareness of Disaster Management institutional processes and to build skills to respond to disasters.</p>

B.B.B-Sem-V

B.B.A.(General) Semester:V	
Title of the Course	<u>Course Objectives</u>
BUSINESS ETIQUETTES AND PRESENTATION SKILLS – I. UM05ABBA71	<ul style="list-style-type: none">• To impart training to the students with a view to developing their communicative competence in English.• To equip students with the skills necessary at the workplace.

B.B.A.(General) Semester: V	
Title of the Course	<u>Course Objectives</u>
Management Accounting. UM05CBBA71	<ol style="list-style-type: none">1. This course provides the students an understanding of the application of accounting techniques for management.2. The concepts and principles underlying the managerial accounting procedures and methods.3. The preparation and uses of accounting information for use within the firm.4. The use of accounting information for business decisions and as a basic language of business.5. To make the students develop competence with their usage in managerial decision making and control.

B.B.A.(General) Semester: V	
Title of the Course	<u>Course Objectives</u>
Business Taxation – I.UM05CBBA72	<ol style="list-style-type: none">1. To understand the basic concepts and definitions under the Income Tax Act, 1961.2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.3. To prepare students Competent enough to take up to employment in Tax planner.4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.

B.B.A.(General) Semester: V

Title of the Course	<u>Course Objectives</u>
Materials Management. UM05CBBA73	1.To understand the basic concepts and definitions of materials management. 2. To Acquire knowledge about industrial purchasing, purchase procedure and buying methods, stores and supply chain management. 3. To prepare students Competent enough to take up to employment in Industrial Sector. 4. To acquire knowledge about the modes of transportation and packaging.

B.B.A.(General) Semester:V

Title of the Course	<u>Course Objectives</u>
ADVANCED MARKETING MANAGEMENT – I. UM05DBBA71	<ul style="list-style-type: none"> • To explain the significance of marketing research in the current scenario. • To develop understanding of sampling designs and data collection methods in market research. • To analyze marketing data using various statistical techniques to gain marketing insights. • To enhance the knowledge of various emerging applications of Marketing research.

B.B.A.(General) Semester:V

Title of the Course	<u>Course Objectives</u>
ADVANCED FINANCIAL MANAGEMENT-I. UM05DBBA72	1.. To explain the fundamentals of valuation as applied to securities. 2. To calculate the component costs of equity, debt and preferred stock and WACOC. 3. To describe the Types of lease Arrangements, Factors relevant in making leasing Decisions and significance. 4. To study the features, Stages & Process of Venture Financing, Methods of Venture Financing, Disinvestment Mechanisms, Development of Venture Capital in India, Future of Venture Capital in India.

B.B.A.(General) Semester:V

Title of the Course	<u>Course Objectives</u>
SOCIAL ENTREPRENEURSHIP. UM05SBBA71	1. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.

	<p>2. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social.</p> <p>3. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship.1</p> <p>4. To help prepare you personally and professionally for meaningful employment by• reflecting on the issues of social entrepreneurship.</p>
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B.B.A.(General) Semester:V

Title of the Course	<u>Course Objectives</u>
<p>Indian Business Environment. UM05GBBA71</p>	<p>1.To impart knowledge on the concept of business environment and its interaction with non economic environment.</p> <p>2. To facilitate students to evaluate SWOT methods of environmental scanning and the contemporary issues in business.</p> <p>3. To develop understanding about the various economic policies.</p>

BBA-Sem-VI

B.B.A.(General) Semester: VI	
Title of the Course	<u>Course Objectives</u>
BUSINESS ETIQUETTES AND PRESENTATION SKILLS – II. UM06ABBA71	<ul style="list-style-type: none">• To impart training to the students with a view to developing their communicative competence in English.• To equip students with the skills necessary at the workplace.

B.B.A.(General) Semester: VI	
Title of the Course	<u>Course Objectives</u>
Leadership Skills for Management-II. UM06ABBA72	<ol style="list-style-type: none">1.The course is designed to understand the importance of leadership skills for management.2.It is helpful to understand the managerial traits and skills.3.It helps to understand the competencies for leadership skills.4.It helps to understand the various developmental activities of leadership.5.It helps to understand leadership development process and approach

B.B.A.(General) Semester: VI	
Title of the Course	<u>Course Objectives</u>
ACCOUNTING FOR DECISION MAKING. UM05CBBA71	<ol style="list-style-type: none">1. Explain how Cost-Volume Profit (CVP) analysis is related to planning for a profitable business and describe the relationship between sales volume, costs and profit.2. Learn how to make better decisions, better focus and identify specific decisions3. Identify relevant and irrelevant costs and benefits in a decision.4. Value added accounting indicate the value or wealth created by an enterprise.

B.B.A.(General) Semester: VI	
Title of the Course	<u>Course Objectives</u>
Business Taxation – II. UM06CBBA72	<ol style="list-style-type: none">1. To understand the basic concepts and definitions under the Income Tax Act, 1961.2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.3. To prepare students Competent enough to take up to employment in Tax planner.

	4. To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
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B.B.A.(General) Semester: VI

Title of the Course	<u>Course Objectives</u>
Operations Management. UM06CBBA73	<ol style="list-style-type: none"> 1. To understand the basic concepts and definitions of operations management. 2. To Acquire knowledge about production processes and types of plant layout.. 3. To prepare students Competent enough to take up to employment in operations management area of corporate sector. 4. To acquire knowledge about the production planning and control in industrial sector.

B.B.A.(General) Semester: VI

Title of the Course	<u>Course Objectives</u>
Advanced Marketing Management-II UM06DBBA72	<ol style="list-style-type: none"> 1. To understand forms of Dividend payment, Significance of Dividend Policy and variables influencing Dividend decision. 2. To study different techniques of risk analysis. 3. To study basics of foreign exchange rates and risk management techniques. 4. To know types and benefits of mutual funds.

B.B.A.(General) Semester: VI

Title of the Course	<u>Course Objectives</u>
Advance Human Resource Management – II. UM06DBBA73	The Objectives of the course is to acquaint students with Organizational Behaviour, Group Dynamics and Organizational Change.

B.B.A.(General) Semester:VI

Title of the Course	<u>Course Objectives</u>
Global Business Environment. UM06GBBA72	<ol style="list-style-type: none"> 1. To develop understanding about the Global business environment, the concept of MNE and its impact on Home and Host country. 2. To provide basic knowledge about the working of WTO and few International

	Economic Organizations and Regional Integration or Trade Blocs.
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B.B.A.(General) Semester: VI

Title of the Course	<u>Course Objectives</u>
Advanced Financial Management-II. UM06DBBA72	1. To understand forms of Dividend payment, Significance of Dividend Policy and variables influencing Dividend decision. 2. To study different techniques of risk analysis. 3. To study basics of foreign exchange rates and risk management techniques. 4. To know types and benefits of mutual funds.




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