

SPACES DEGREE COLLEGE, PAYAKARAOPETA

BACHELORS OF BUSINESS ADMINISTRATION

(HUMAN RESOURCES, OPERATIONS, MARKETING AND FINANCE DISCIPLINES)

Affiliated to the ANDHRA UNIVERSITY

The College is affiliated to Andhra University. Thus, the college follows the guidelines and syllabus prescribed by the Affiliated University.

The BBA programme aims at creating transformed, future ready individuals who can take up any business challenge head-on, with a continuous emphasis on practical knowledge. The BBA course syllabus entails an immersive approach towards subjects like ACCOUNTS, ECONOMICS, MANAGEMENT, BEHAVIOUR and BUSINESS LAWS.

Here, we aim to teach them nuances of interplay between various factors in the business sphere. The students are taught to analyze the impact of the economy, laws and technology on business. In the latter half of the programme, BBA subjects are extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media and digital marketing—all are imbibed in the students with theoretical study and practical application.

Skill development subjects are inserted in the syllabus for the students to learn the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.


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SEMESTER WISE COURSE DETAILS

BBA-Semester I

Course 1A: PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVES:

- To enable the students to study the evolution of Management
- To study the functions and principles of management
- To learn the application of the principles in an organization.
- To focus and stress on current approaches and emerging concepts

COURSE OUTCOMES

- Student will acquaint himself with the management process, functions and principles.
- Students will also get the idea about new developments in management.
- Describe the social responsibility of Business towards the society.
- Critically examine the various organizations of the business firms and judge the best among them.
- It will focus on the theory and fundamental concepts of management including
 - Planning
 - Organization
 - Leadership
 - Control



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Course 1B: MANAGERIAL ECONOMICS

COURSE OBJECTIVES:

Managerial economics provides students with the knowledge, tools, and techniques to make effective economic decisions under conditions of risk and uncertainty. Demand, cost and pricing decisions are emphasized.

COURSE OUTCOMES:

- Students develop an economic way of thinking to individual decisions and business decisions.
- Learn the nature of economics in dealing with the issues of scarcity of resources.
- Apply economic models for managerial problems, identify their relationships and formulate the decision making tools to be applied for business.
- Use economic analysis to evaluate controversial issues and policies.
- Recognize market failure and the role of the government in dealing with those failures.
- Analyze supply and demand analysis and its impact on consumer behavior
- Evaluate factors such as production and costs affecting a firm's behavior.


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COURSE 1C : QUANTITATIVE METHODS FOR MANAGERS

COURSE OBJECTIVES

Statistics is used to make inferences related to situations. Various Statistical methods can be applied to different situations to arrive at meaningful results. This subject aims to familiarize students towards perceiving and analyzing modern business & economic numerical and apply statistical techniques for arriving at sound management decisions.

COURSE OUTCOMES:

- Understand the importance of statistics in real life.
- Formulate complete, concise and correct mathematical proofs.
- Frame problems using multiple mathematical and statistical tools, measuring relationships by using standard techniques.
- Build and assess data-based models.
- Learn and apply statistical tools in day life.
- Create quantitative models to solve real world problems in appropriate contexts.


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BBA SEMESTER II
COURSE 2A: ACCOUNTING FOR MANAGERS

COURSE OBJECTIVES: Subject has basic concepts underlying the accounting practices and its techniques with special reference to Sole-proprietorship, Trading and Non trading concerns .

- To understand the basic concept of accounting, bookkeeping process and preparation of ledger.
- The subject also includes computerized accounting using the software TALLY.

COURSE OUTCOMES

On the completion of the course ,students can:

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of the accounting process and preparation of final accounts of sole traders.
- Develop the skill of recording financial transactions and preparation of reports.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organizations.


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COURSE 2B : FUNDAMENTALS OF MARKETING

COURSE OBJECTIVES

- To study and critically analyze the basic concepts in marketing and to cater the needs of marketing.
- Develop an idea about marketing and the marketing
- Formulate new marketing strategies for a specific new product.
- environment

COURSE OUTCOMES

- Understand the consumer behavior and marketing environment.
- Comprehend the product life cycle and product line decisions.
- Know the process of packaging and labeling to attract the customers.
- Develop new product lines and sales promotion techniques for a given product.
- Design and develop new advertisements for given products.


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COURSE 2C: E-COMMERCE

COURSE OBJECTIVES

- To demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations.
- To demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats.
- To Build an understanding of various concepts related to E-Payment Systems and Internet Banking.

COURSE OUTCOMES

- Students develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing.
- students are aware about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats.
- students gain knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations.
- Students understand various concepts related to E-Payment Systems and Internet Banking.
- Students gain the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce.


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SEMESTER III

COURSE 3A : ORGANIZATIONAL BEHAVIOR

COURSE OBJECTIVES

- To understand the concepts of organizational behavior and its models
- To Identify the roles of managers in organizational behavior ,along with challenges and opportunities.
- To induce and enhance individual behavior and group behavior
- To make effective leaders by addressing the human side of enterprise.

COURSE OUTCOMES

On the completion of course students will ,

- Attain attitudes, perception ,Individual decision making and problem solving.
- Become effective leaders by addressing the human side of enterprise.
- Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.
- Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
- Understand the organizational system, including organizational structures, culture, human resources, and change.



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COURSE 3B : HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES

- To give students the knowledge, understanding and key skills that are required by today's HR professionals
- To enable students to effectively contribute to dynamic organizations.
- To develop the understanding of the concept of human resource management and to its relevance in organizations.
- To Integrate the knowledge of HR concepts to take correct business decisions

COURSE OUTCOMES

- Students become proficient in the key functions of Human Resource Management, Human resource planning, Recruitment and selection, Performance management.
- Student understands the importance of Learning and development, Career planning, Function evaluation, Rewards and Recognition, Industrial relations, Employee participation and communication, Health and safety, Personal wellbeing and Administrative responsibilities
- Students inculcate the essential skill sets required to function as an HR manager.
- Students will be able to analyze the strategic issues and strategies required to select and develop manpower resources.
- Students contribute to the implementation and evaluation of HR plans.


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COURSE 3C : FINANCIAL MANAGEMENT

COURSE OBJECTIVES:

- The objective of the course is to familiarize students with basic fundamentals and tools and techniques of corporate Financial management in a changing, challenging and competitive global economic environment.
- To Improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
- To develop knowledge on the allocation, management and funding of financial resources.

COURSE OUTCOMES On the completion of the course student will

- Understand the concept of fundamental financial concepts, especially time value of money.
- Efficiently use tools and techniques of corporate Financial management
- Understand the role of a financial manager in the current competitive business scenario.
- Apply capital budgeting projects using traditional methods.
- Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances..
- Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.


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SEMESTER 4

COURSE 4 A : TRAINING AND DEVELOPMENT

COURSE OBJECTIVE

- To develop an understanding of the evolution of training & development from a tactical to a strategic function.
- To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training.
- To understand the concept of training audit & training evaluation.
- To Understand basic concepts associated with the learning process, learning theories, training and development.

COURSE OUTCOMES On the completion of the course student will

- Understand various strategies used by organizations to measure performance & reward for the same
- Understand the concept of Learning Organizations & its benefits
- Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;
- Emerging trends in training and development.


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COURSE 4 B : BUSINESS LAWS

COURSE OBJECTIVES

- To understand the legal environment of business and laws of business.
- To highlight the security aspects in the present cyber-crime scenario.
- To understand the various provisions of company law.
- To integrate the concept of business law with foreign trade .

COURSE OUTCOMES On the completion of the course student will

- Understand the legal environment of business and laws of business.
- Understand the security aspects in the present cyber-crime scenario.
- Apply basics of legal knowledge to business transactions.
- Understand the various provisions of company law.
- Engage critical thinking to predict outcomes and recommend appropriate action on issues relating to business associations and legal issues.
- Integrate concept of business law with foreign trade .


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COURSE 4C: MICRO, SMALL AND MEDIUM ENTERPRISES

MANAGEMENT

COURSE OBJECTIVES

- To understand the basic concepts of SME and challenges of MSMEs.
- Outline the opportunities to Set-Up SSI/SME Units and role of rural & women entrepreneurship.
- To illustrate roles of various institutions supporting MSMEs.
- To Manage of MSME, NPA & sickness units
- To evaluate the role of the Government in Promoting Entrepreneurship.

COURSE OUTCOMES On successful completion of this course, the students will

- Understand concepts of SME and challenges of MSMEs.
- Be able to Set-Up SSI/SME Units and role of rural & women entrepreneurship.
- Be able to play roles in various institutions supporting MSMEs.
- Learn Management of MSME, NPA & sickness units.
- Clearly understands the role of Government in Promoting Entrepreneurship.


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COURSE 4D : INTERNATIONAL BUSINESS

COURSE OBJECTIVES

- To explain the concepts in international business with respect to foreign trade/international business
- To apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
- To analyze the principle of international business and strategies adopted by firms to expand globally

COURSE OUTCOMES

On successful completion of this course, the students will

- Understand the concepts in international business with respect to foreign trade/international business.
- Be able to apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
- understand the principle of international business and strategies adopted by firms to expand globally.
- Integrate concept in international business concepts with functioning of global trade.
- Be aware of the global business environment and its impacts on businesses.


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COURSE 4E COST AND MANAGEMENT ACCOUNTING

COURSE OBJECTIVES

- To Understand various costing methods and management techniques.
- To Prepare a cost sheet, quotations and tenders to the organization for different works.
- To Analyze cost volume profit techniques to determine optimal managerial decisions.
- To Prepare analysis of various special decisions, using relevant management techniques.

COURSE OUTCOMES On successful completion of this course, the students will

- Be able to Understand various costing methods and management techniques.
- Apply Cost and Management accounting methods for both manufacturing and service industry.
- Prepare a cost sheet, quotations and tenders to the organization for different works.
- Analyze cost volume profit techniques to determine optimal managerial decisions.
- Compare and contrast the financial statements of firms and interpret the results.
- Prepare analysis of various special decisions, using relevant management techniques.


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COURSE 4F : FINANCIAL SERVICES

COURSE OBJECTIVES :

- To understand the role and function of the financial system in reference to the macro economy.
- To demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
- To evaluate and create strategies to promote financial products and services.
- To examine and discuss various financial services. They would evaluate Leasing and Hire Purchase service and critically differentiate between leasing, hire purchase and Housing finance services.

COURSE OUTCOMES : After completion of this course, the student will be able to

- Understand the role and function of the financial system in reference to the macro economy.
- Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
- Evaluate and create strategies to promote financial products and services.
- Students will examine and discuss various financial services. They would evaluate Leasing and Hire Purchase service and critically differentiate between leasing, hire purchase and Housing finance services.
- Students would discuss different types of consumer products, growth of plastic money and the growing popularity of credit rating.


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SEMESTER 5

COURSE 5A : TALENT MANAGEMENT (HR)

COURSE OBJECTIVES

- To familiarize the Students with Talent Management
- To help them understand the Acquisition, Retention, Development and Compensation practices
- To enhance understanding of the talent Management practices
- To Understand Talent Management Practices in India.

COURSE OUTCOMES : By the end of the course the student will be able to:

- Understand and explain talent Management practices in India and Global level.
- Understand and explain How to Acquire and retain talent.
- Understand the interplay between various aspects of Talent Acquisition, retention and development of talent.
- Understand and appreciate the role manager to manage talent
- Develop the competence required to work effectively by Star employees
- Appreciate the organizational context and apply relevant contemporary organizational practices to connect the talent
- Differentiate between the various challenges and issues to manage young talented employees.
- Analyze and appreciate the role of HR Manager for managing the star performers context.


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COURSE 5 B : GLOBAL HUMAN RESOURCE MANAGEMENT(HR)

COURSE OBJECTIVES

International Human Resource Management (IHRM) gives students the knowledge, understanding and key skills required by HR professionals working in an international context with multinational organizations and to enable students to effectively contribute to dynamic organizations

COURSE OUTCOMES On the completion of the course students will be able to:

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM
- Appreciate the implications of increasing globalization for the management of human resources, with particular reference to IHRM in multinational corporations
- Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e. dissertation)
- Identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.


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COURSE 5C:EXPORT AND IMPORT(OM)

COURSE OBJECTIVES

- To understand the concepts in custom clearance in international business with respect to foreign trade.
- To apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.

COURSE OUTCOMES On the completion of the course students will be able to:

- Handle documentation procedures during International business.
- Understand the concepts in custom clearance in international business with respect to foreign trade.
- Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
- Familiarize students with the process of international and domestic trade procedures.
- Form a base of policy framework in International Trading with special emphasis on India.
- Carry out documentation procedures and its sanctity in International Business.


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COURSE 5 D BRAND MANAGEMENT (OM)

COURSE OBJECTIVES

- To understand how a new product is developed and maintained.
- To develop a strategic brand equity business plan based on an accurate analysis of a business situation.
- To evaluate the customer environment for new and existing brands and build this customer focus into brand strategy in unpredictable and complex contexts.
- To evaluate the feasibility of a new brand launch.
- To develop and execute a new brand launch plan.
- To evaluate the performance and situation of a brand for the purpose of recommending future strategies.

COURSE OUTCOMES On the completion of the course students will be able to:

- Enhance students' ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.
- Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.
- Understand and analyze the Brand Portfolio of the companies.
- Map out areas where the firm need brand extension
- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.


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Course 5E FOREIGN EXCHANGE MANAGEMENT(FM)

COURSE OBJECTIVES

- To create an understanding on foreign exchange Management in India
- To understand how the foreign Exchange Market operates
- To understand the principles of Currency valuation
- To explain techniques that can be used to hedge foreign exchange risk

COURSE OUTCOMES

On the completion of the course students will be able to:

- understand how the foreign Exchange Market operates.
- understand the principles of Currency valuation.
- acquire knowledge about currency swaps.
- understand the different types of exchange rate risks.
- create an understanding on foreign exchange Management in India.
- explain techniques that can be used to hedge foreign exchange risk.


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COURSE 5F E-PAYMENTS SYSTEM(FM)

COURSE OBJECTIVES

- To understand the different forms of electronic money and how money moves through the world's banking systems
- To understand how electronic banking works and how security is achieved in payment systems
- To select and even design an appropriate payment method to fit a particular business model such as mobile platforms, undergo rapid change.

COURSE OUTCOMES

On the completion of the course students will be able to:

- Understand the different forms of electronic money and how money moves through the world's banking systems
- Understand about the electronic payment system
- Know the difference between Payment system and Electronic Payment system;
- Know how the government regulates the payment system.
- Understand the need for security and risks involved in the payment system.


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