



Ready for
Every Good Work

SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: BBA

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1	ELECTIVE - I: PAPER - I: CONSUMER BEHAVIOUR	B522A	<ul style="list-style-type: none"> To impart to the students an understanding the importance of consumer behaviour in marketing, its models and influence <p>To understand the models of consumer behavior</p>	<ul style="list-style-type: none"> Relate the Knowledge of Consumer Behaviour Examine the Psychological influences of consumer behavior Determine & Interpret the Socio Cultural influences of consumer behavior Rephrase the Purchase Decision Behaviour Determine and Defend the Online Decisions <p>Originate the consumer behavior models</p>	Local needs
2	ELECTIVE – I: PAPER II: RETAIL MANAGEMENT	B522B	<ul style="list-style-type: none"> To impart to the students an understanding the importance of Retail management in the existing marketing field. <p>Know various forms of retailing business techniques in India.</p>	<ul style="list-style-type: none"> To impart to the students an understanding the importance of Retail management in the existing marketing field. Know various forms of retailing business techniques in India. 	Local needs

3	NON MAJOR ELECTIVE: PAPER - II: ORGANIZATIONAL BEHAVIOUR	NBB604	<ul style="list-style-type: none"> To establish knowledge in the areas of Personality, Perception and attitudes. 	<ul style="list-style-type: none"> To identify and choose the fundamental concepts of Organization Behaviour Construct and decide the Perception and Attitude of Human Behaviour To relate and compare groups and construct their development by motivation and power Discover and create effective leaders to manage the stress Recall and learn the fundamentals of organization and climate After the completion of this course the student shall be able to determine the nature, scope, importance of Organizational Behaviour 	local, regional ,national and global developmental needs
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