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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 (4<sup>th</sup> 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	FUNDAMENTALS OF ORGANIZATION	B109	<ul style="list-style-type: none"><li>To impart to the students an understanding of business concepts with a view to prepare those to face emerging challenge of managing business.</li><li>To Comprehend different forms of organization and ethical issues in business.</li><li>To create awareness about trade associations.</li></ul>	<ul style="list-style-type: none"><li>To Adapt the basic Concepts in Commerce, Trade and Industry and How they apply in the real world</li><li>To Construct the Ethical and Social Responsibility of Business</li><li>To Analyze about Positive and Negative aspects in the forms of Sole trader, Partnership and Joint Hindu Family System</li><li>To Compare and assess the functions of company and Cooperative societies</li><li>To Evaluate the features of Trade Associations</li><li>Categorize and appraise the basic concepts in business organization and social responsibilities of business</li></ul>	National needs
2	COST & MANAGEMENT	B321	<ul style="list-style-type: none"><li>To enable the students to acquire the knowledge on</li></ul>	<ul style="list-style-type: none"><li>List the basic knowledge of Cost and Costing</li></ul>	National needs

	ACCOUNTING		<p>cost and management Accounting</p> <ul style="list-style-type: none"> <li>• Import the knowledge of cost accounting</li> <li>• To help the student to apply cost accounting practice.</li> </ul> <p>Apply basic ratio of a company.</p>	<ul style="list-style-type: none"> <li>• Construct the cost sheets and practice in the industries</li> <li>• Examine the basic concepts of management accounting and interpret the different financial statement of a company</li> <li>• To know what is Ratio? And combine the different methods of Ratio</li> <li>• Understand and relate the concept of marginal costing.</li> </ul> <p>To decide and formulate the working knowledge of the principles of practices of cost and management accounting</p>	
3	LEGAL ASPECTS OF BUSINESS	B323	<ul style="list-style-type: none"> <li>• To give an exposure to important commercial laws, the knowledge, that is essential for an understanding of the legal implications of the general activities of a modern business organization.</li> <li>• To understand the legal frame work related to contract</li> </ul> <p>To learn the basic business law concepts and apply in the practice in the business</p>	<ul style="list-style-type: none"> <li>• To take part in the students to understand the essential elements of Indian Contract Act 1872</li> <li>• To decide the discharge of contract and contingent contract</li> <li>• Interpret the contract of indemnity and guarantee</li> <li>• Construct the basics of Joint stock company</li> <li>• Recall the procedures of formation and winding up of joint stock company</li> </ul> <p>Examine the relevance of business law and company law to individuals and businesses and the role of law in an economic, political and social context</p>	<b>National needs</b>

4	FINANCIAL MANAGEMENT	B424	<ul style="list-style-type: none"> <li>To familiarize oneself with the techniques used in financial management.</li> <li>Knowledge about capital structure, cost of capital, impact of dividend decisions in the corporate world</li> <li>Understand the different financing decision and estimate the value of different financial instruments</li> </ul>	<ul style="list-style-type: none"> <li>To decide the student to know the importance and objectives of financial management</li> <li>To choose the students to know the capital structure</li> <li>To make use of the students to enable them to know leverage</li> <li>To recall and discover the decision making for Capital budgeting</li> <li>To Interpret the theories of dividend</li> <li>To compile the financial plans for practical decision making for manager</li> </ul>	<b>National needs</b>
5	ELECTIVE - I: PAPER - III: SERVICES MARKETING	B522C	<ul style="list-style-type: none"> <li>To understand the role of Service Marketing in the Society</li> <li>To make the students understand the uniqueness of Services Marketing</li> <li>To know about the Marketing of Services, Services sector contribution in the area of marketing</li> <li>Better exposure to students about the evolution and growth of service marketing sector</li> <li>They gain expert knowledge on marketing of the wide variety of service also available</li> </ul>	<ul style="list-style-type: none"> <li>Recall the Concepts of service design and expanded service marketing mix becomes familiar to students offer better employability skills to students</li> <li>Summarize and Plan the Emerging Business sector like Healthcare, Hospitality, Tourism, Education, Logistics and Entertainment Industries</li> <li>Examine the challenges and opportunities in banking and financial service sector</li> <li>To Evaluate and Examine the students to gain knowledge on marketing on various services</li> <li>To motivate and estimate the Delivery Quality Service</li> <li>Formulate the Basic concepts of</li> </ul>	<b>National needs</b>

				service	
6	SUBJECT SKILL - I: PAPER II: BUSINESS TAXATION	B523B	<ul style="list-style-type: none"> <li>To provide an understanding of the theory taxation for business.</li> <li>To gain a theoretical knowledge about taxation.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Contrast the Tax System in India</li> <li>Evaluate the Classification of Taxes</li> <li>Interpret and Make use of GST</li> <li>Develop the SWOC of GST</li> <li>Recall the Types of GST</li> <li>Formulate the Basic information related to tax</li> </ul>	<b>National needs</b>
7	SUBJECT SKILL - I: PAPER - IV: INVESTMENT MANAGEMENT	B523D	<ul style="list-style-type: none"> <li>The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a investment</li> </ul>	<ul style="list-style-type: none"> <li>To enable and extend to the students to understand the nature, scope and structure of Investment Management</li> <li>To impart and organize the basic knowledge and skills on Investment</li> <li>To Apply and learn and understand the foreign Direct investment concepts</li> <li>Recall and Appraise Stock Exchange</li> <li>Originate Portfolio Management</li> <li>Formulate the Fundamental Analysis of different indicators</li> </ul>	<b>National developmental needs</b>
8	ENTREPRENEURIAL DEVELOPMENT	B624	<ul style="list-style-type: none"> <li>To introduce basis of Entrepreneurship</li> <li>To familiar with concepts and process of Entrepreneurship</li> <li>Acquire the knowledge of current business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>To Interpret and induce entrepreneurial thoughts to the students</li> <li>To Construct ensure the qualities of entrepreneurs in the mind set of the students</li> <li>To predict, Judge and motivate the students to become entrepreneur</li> <li>To Utilize to start up the business plan and project</li> </ul>	<b>National needs</b>

				<ul style="list-style-type: none"> <li>To organize the business, how to create and assist</li> <li>To interpret the project and project formulation</li> </ul>	
9	SOCIAL SENSITIVITY SKILLS	B625	<ul style="list-style-type: none"> <li>This course intends to facilitate coexistence in a rapidly changing world characterized by diversity and exponential new development in social structure. The course aims create ability to practice harmonious living and develop necessary skills to enrich each other in society. The skills covered will be social adaptability, Environmental adaptability, legal adaptability.</li> </ul>	<ul style="list-style-type: none"> <li>After the completion of the course, the students will be:</li> <li>More aware about their duties and responsibilities towards their society and fellow beings and will be able to assess the impact and consequences of their actions on the society.</li> <li>Able to understand the procedures to file FIRs and RTIs, applying for their driving licenses, PAN card, VISA and other legal documentations.</li> <li>Able to understand and exercise their rights and duties better and will have the knowhow of what to be done during the time of emergencies.</li> <li> <ul style="list-style-type: none"> <li>Possessing the skills to examine environmental problems with a critical approach and will be able to develop sustainable models to help resolve and environmental issue.</li> </ul> </li> </ul>	<b>National needs</b>
10	ELECTIVE PAPER – II PAPER - IV: BANKING & INSURANCE	B626A	<ul style="list-style-type: none"> <li>Understand the role of Banking and Insurance sector in the changing environment</li> <li>To know about the Banking Functions &amp; Insurance Policies</li> </ul>	<ul style="list-style-type: none"> <li>To develop the basic concepts of banking</li> <li>To rephrase the different types of deposits</li> <li>To Construct and defend the negotiable instruments</li> <li>To Recall the basic principles of</li> </ul>	<b>National needs</b>

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