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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 (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	FUNDAMENTALS OF MANAGEMENT	B108	<ul style="list-style-type: none"> The objective of this course is to expose the students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical and pragmatic perspective. Acquire the knowledge of Functional Management To learn about the managerial idea in the field of Management 	<ul style="list-style-type: none"> The students should be able to apply the concepts of management to various kinds of organizations Learn the concepts and formulate the planning Relate and assess the knowledge of Organization and & Staffing Outline the importance of effectiveness of directing & coordination Analyze the importance, process & types of controlling Demonstrate and apply the elements of management 	Global developmental needs
2	ACCOUNTING FOR MANAGERS	B208	<ul style="list-style-type: none"> To Provide an in depth understanding of the Accounting Principles To learn fundamental aspects of accounting 	<ul style="list-style-type: none"> The students should be able to apply all accounting concepts in various real-life situations. To acquire and evaluate the accounting knowledge from Journal 	Global developmental needs

			To develop the financial management skills and to become a finance manager in future	<p>to Final accounts</p> <ul style="list-style-type: none"> To formulate the latest updates on financial knowledge and practice Categorize the accounting skills in rectification of errors Students also learn how to prepare financial statements and relate with single and double entry system <p>Decide and build the procedures and principles of accounting</p>	
3	BUSINESS CORRESPONDENCE	B209	<ul style="list-style-type: none"> Understand the critical and important role of Business Letters Imbibe meaning of Business Communication and the general principles of communication. Identify different types of organizational communications. Learn the mechanical structure of letters and drafting of others forms of communications. 	<ul style="list-style-type: none"> Knowledge about Trade Communication and choose the types of letters Understand and classify the different Trade letters Build Export and Import Letters Interpret and develop the Letters of application by the students Understand and compare the mechanism of writing reports <p>Formulate and Evaluate the different Letters and applications</p>	Global Developmental needs
4	HUMAN RESOURCE MANAGEMENT	B319	<ul style="list-style-type: none"> This subject provides the platform to the students of management to appreciate the critical managerial functions, processes and tasks of HRM in an organization. 	<ul style="list-style-type: none"> To Find out the basic knowledge in the areas of Human Resource Management Construct and examine the career planning process To Evaluate the Methods of Job Evaluation and How Wages and 	

			<ul style="list-style-type: none"> To appreciate the methods and mechanics to bring out the best in people directing their energies towards corporate goals with personal satisfaction. To impart knowledge in Human resource planning and Development 	<p>Incentives are implemented in the organizations</p> <ul style="list-style-type: none"> To Illustrate about the performance appraisal, grievance redress measures etc. Ensure and construct the human resources at International Level To Learn and create the basic ideas of Human Resource Management 	
5	PRINCIPLES OF MARKETING	B320	<ul style="list-style-type: none"> To understand the conceptual foundations of Marketing Management as a functional area of business. To understand the application of marketing concepts in making strategic decisions Students gain better understanding of modern approaches in marketing To identify the concepts of marketing research 	<ul style="list-style-type: none"> Students gain knowledge and interpret the basic concepts of marketing Familiarize with marketing mix and build the awareness of buyer's behavior becomes better among students To understand what is product and price and it develop skills to analyze, decide the various products and methods of pricing Outline the concepts of Branding and Promotion To demonstrate and categorize the various distribution channels, channel partners and services offered by middlemen <p>Students develop analytical skills to tackle the challenges and latest development in Marketing Management</p>	

6	ECONOMICS FOR MANAGEMENT	B322	<ul style="list-style-type: none"> This course is intended to provide a basic foundation on the principles of managerial economics & to demonstrate the application of economic theory to business decisions. Knowing the role & responsibilities of Managerial Economists. Import the knowledge of forecasting. Application of cost control & cost reduction. 	<ul style="list-style-type: none"> Analyze and apply the basic economic concepts Analyze market demand and appraise the supply patterns through forecasting Compare the different categorize of market structure To adapt the price and output decisions in the market Acquire and appraise the knowledge of Business Cycle and Identify the concept and methods of National Income The students will be in a position to examine the importance of economics in the current business scenario 	Global developmental needs
7	RESEARCH METHODS	B422	<ul style="list-style-type: none"> To understand the concept of research and to have an insight on mode of doing research Students can integrate the research concepts and tools to make the managerial decision problems Students can get adequate theoretical and practical background of Business research 	<ul style="list-style-type: none"> Outline the basic concepts of research Appraise the sampling design Examine the different measurements and scaling techniques in research Construct the methods of data collection and data analysis Recall and demonstrate the techniques of Interpretation and Report writing Students can get examine and estimate the theoretical and practical background of business research 	Global developmental needs
8	ORGANIZATIONAL BEHAVIOUR	B426	<ul style="list-style-type: none"> This course will enable students to describe specific 	<ul style="list-style-type: none"> To identify and choose the fundamental concepts of 	Global developmental

			<p>theories related to Perception, Group and Organizational Change.</p> <ul style="list-style-type: none"> Students can demonstrate effective team work behaviors. <p>It will help them evaluate methods of motivating and rewarding individuals and group and integrate individual, group and organizational level concepts</p>	<p>Organization Behaviour</p> <ul style="list-style-type: none"> 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 <p>After the completion of this course the student shall be able to determine the nature, scope, importance of Organizational Behaviour</p>	needs
9	EXPORT MANAGEMENT	B520	<ul style="list-style-type: none"> To make the students well aware about the formalities associated with export trade. To make the students aware of the external environmental factors having a bearing on the export trade. 	<ul style="list-style-type: none"> To identify and aware the basic concepts of export stimulation To relate and knowing the price system and payment terms in export transactions To construct the promotion for products to export Discover and create the awareness of export policy Recall and knowing the Export documents Assess the various Export Procedures and quality issues 	Global developmental needs
10	BUSINESS ENVIRONMENT	B521	<ul style="list-style-type: none"> Provide an understanding of the role of business in society. To relate the Impact of 	<ul style="list-style-type: none"> To appraise and Recall the basic concepts of Business and its environment To Interpret and Construct the 	Global developmental needs

			Environment on Business in an integrative manner	<p>economics systems</p> <ul style="list-style-type: none"> • Develop and Discuss about MRTTP Act • Recall and identify the Macro Economic Parameters • Examine the Five Year Plans • To construct and Compile the overall Factors of Business Environment 	
11	SUBJECT SKILL - I: PAPER - I: SALES & DISTRIBUTION MANAGEMENT	B523A	<ul style="list-style-type: none"> • The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels. 	<ul style="list-style-type: none"> • Relate and Translate the Nature and Scope of Sales Management • Identify and Examine the role of Sales Personal • Evaluate the Sales Programme • Originate the different channels • Summarize and discuss the Channel information systems • Imagine the role of Sales Personnel 	Global developmental needs
12	ELECTIVE PAPER - II: PAPER - V: LOGISTICS & SUPPLY CHAIN MANAGEMENT	B626B	<ul style="list-style-type: none"> • To understand the role of logistic and supply chain management in the modern society • To make the students understand the uniqueness of logistic and supply chain management 	<ul style="list-style-type: none"> • To adapt the basic logistics management to the students • To Evaluate the basic logistic network and resources • Choose the basic logistic demand and forecasting • Interpret the models of supply chain management • Organize the supply chain management strategy • Extend the supply chain management to ERP 	Global developmental needs
13	SUBJECT SKILL -II: PAPER - V:	B627A	<ul style="list-style-type: none"> • To understand the role of financial institutions and 	<ul style="list-style-type: none"> • Infer the basic Indian Financial System 	Global developmental

	FINANCIAL SERVICES		<ul style="list-style-type: none"> Stock exchanges 	<ul style="list-style-type: none"> Construct the concept NBFI Decide the role of financial institutions in Financial Markets Examine the Functions of NSE Organize to invest the money into financial institutions List out the basic inputs of financial systems 	needs
14	SUBJECT SKILL - II: PAPER - VII: BUSINESS TO BUSINESS MARKETING	B627C	<ul style="list-style-type: none"> The Course attempts to expose the various concepts of Industrial marketing to students who have had a foundation course in marketing 	<ul style="list-style-type: none"> Construct the concept of Industrial Marketing Compare the Segmentation of Marketing Illustrate the Product Management Concept List out the methods of Pricing Organize and Examine the Marketing Strategy Determine the various Levels of B2B marketing 	Global developmental needs
15	SUBJECT SKILL - II: PAPER - VIII: CORPORATE SOCIAL RESPONSIBILITY	B627D	<ul style="list-style-type: none"> The Course attempts to expose the various concepts of Ethics and CSR activities 	<ul style="list-style-type: none"> To know about the various events of CSR To understand and Infer the techniques and competencies required to plan for events To Identify the Consumer Protection Issues To Determine and Demonstrate the Eco System Construct the Role of Government Deduct the basic inputs of CSR 	Global developmental needs

16	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 	Global developmental needs
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