

Programme Objectives of Bachelor of Business Administration (BBA)

1. To provide knowledge regarding the basic concepts, principles and functions of management.
2. To develop business and entrepreneurial aptitude among the students.
3. To provide knowledge and requisite skills in different areas of management like human resource, finance, operations and marketing to give a holistic understanding of a business system.
4. To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
5. To develop IT skills in the areas of information search, word processing, office management softwares, and presentation software needed to excel in business.
6. To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
7. To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.
8. To inculcate global view of the industrial and organizational establishments and their functions for taking viable decisions in international business setting.

DAYALBAGH EDUCATIONAL INSTITUTE
DEPARTMENT OF MANAGEMENT (FACULTY OF SOCIAL SCIENCES)
Bachelor of Business Administration (2018-19)

Course No.	Course Title	Objectives/Outcomes of the Course
BBW101	INTRODUCTION TO COMPUTERS & OPERATING SYSTEMS	To familiarize the students with computer softwares, hardwares, operating systems, network applications and tools and techniques for a secured system.
BBH101	BUSINESS ORGANISATION	To introduce the concepts and forms of business organization and provide insights into advertising and stock exchange .
BBH102	BASIC MANAGEMENT	The course is specifically meant for students who do not have a background in business or commerce. The key objectives of the course is to develop an appreciation of what a business is and the role of management in planning, decision making, organizing, directing, communicating, motivating, controlling and co-ordinating.
BBM101	FINANCIAL ACCOUNTING	The objective of this course is to acquaint the student with the basic knowledge of maintaining the books of accounts. This helps in learning and implementing the procedures to record and interpret the transactions occurring in the business. It also enables the learner to compute the profits and losses in the firm. In addition to this, they learn the basis of taking decisions to enhance profits and control or eliminate the losses from the firm.

BBM102	BUSINESS ORGANISATION	The objective of this course is to learn about the various forms of business organization and the process of setting a new venture entity under a country's legal-economic structure, to explore the international prospects of trade and business under globalization and understand the working of different functionaries of business organizations
BBM103	BUSINESS COMMUNICATION I	To provide the students with the knowledge and the skills of effective communication in a business environment.
BBM104	BASIC MATHEMATICS	To introduce the concepts of basic mathematics to make the students understand how to put numbers to work to excel in business environment.
BBM105	PRINCIPLES OF MANAGEMENT	To acquaint the students with basic tenets of management with special focus on human resource management.
BBM106	SEMINAR & GROUP DISCUSSION	To hone the students' communication, presentation and skills by conducting discussions and seminars on relevant and emerging management topics.
BBC201	PRACTICAL TRAINING	The objective of this course is to make students understand the functioning of business. It also aims at knowing the vision, mission, objectives and quality policies of an organization. It also enables students to study the organization design and how different functional areas of an organization work together to reach the common goal.
BBW201	OFFICE MANAGEMENT SOFTWARE	To acquaint the students with detailed concepts of office management software to enable them excel in their work area.
BBH251	BUSINESS ORGANISATION	To introduce the basic concepts, forms of business organization and provide insights into advertising and stock exchange.
BBH252	BASIC MANAGEMENT	To acquaint the students with the concepts and functions of management.
BBH291	BUSINESS ORGANISATION	To acquaint the students with the forms of business organization
BBH292	BASIC MANAGEMENT	The course is specifically meant for students who do not have a background in business or commerce. The key objectives of the course is to develop an appreciation of what a business is and the role of management in planning, decision making, organizing, directing, communicating, motivating, controlling and co-ordinating.
BBM201	COST ANALYSIS & CONTROL	This course helps the learner to determine the value of sales for its products. The basic idea lies in the determination of the cost of the product, process, contract, job and any other form of business, which involves the tangible or intangible offering to the customer. Along with this, this course outline enables the learner to focus on the elements of cost which are needed to be controlled in order to maintain the competitive edge in the market
BBM202	ECONOMIC ANALYSIS	To make students understand the economic principles behind all managerial activity.

BBM203	BUSINESS COMMUNICATION II	To provide students with the knowledge and skills needed for effective communication in business environment.
BBM204	BUSINESS MATHEMATICS	To introduce tenets of mathematics applicable to make the students understand how to put numbers to work in a business environment.
BBM205	MANAGEMENT THOUGHTS & PHILOSOPHY	To acquaint the students with schools of management thoughts and philosophies of various management thinkers.
BBM206	SEMINAR & GROUP DISCUSSION	To hone the students' presentation skills and increase their knowledge on latest managerial issues.
BBW301	COMPUTER PROGRAMMING	To make students understand the fundamentals of computer programming and its uses and applications.
BBM301	MANAGEMENT ACCOUNTING	To provide theoretical and practical knowledge for preparing and analyzing fund flow, cash flow statements and other financial statements.
BBM302	BUSINESS LAW	To acquaint the students with laws needed to run their business enterprises as per current laws and business ethics.
BBM303	BUSINESS COMMUNICATION III	To hone business communication skills with special focus on written communication.
BBM304	MACRO ECONOMIC ANALYSIS	The objective of this course is to sensitize business management graduates about the broader economic perspectives. This course not only aims to provide a theoretical orientation of macro economics but also broadens their horizon about the market mechanisms under which business are operationalised
BBM305	PRINCIPLES OF MARKETING I	To provide students with an extensive understanding of marketing concepts, and, to orient them with the role and relevance of the marketing function, with a focus on product and price decisions.
BBM306	RURAL MANAGEMENT	To provide basic knowledge on farm management including rural finance and rural marketing.
BBM307	SEMINAR & GROUP DISCUSSION	To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas.
BBW401	DATABASE MANAGEMENT SYSTEMS	The objective of this course is to focus on the enhancing the knowledge of maintaining records and data in a more organized and systematic way. Apart from the use of MS Excel, this course enables the use of various other database management software which are available like MS Access, primarily. Learner acquaints himself with the understanding of Structured Query Language in addition to various other forms of DBMS.
BBM401	PRINCIPLES OF MARKETING II	To impart basic knowledge on strategies of marketing and emerging issues on marketing, which mainly focuses on distribution strategies, communication strategies, selling strategies, competitive strategies which enables the

		management students to understand the real marketing techniques adopted by organizations
BBM402	INTRODUCTION TO FINANCIAL MNGT.	The objective of this course is to impart the concepts of finance and basic financial decision making to students
BBM403	BUSINESS COMMUNICATION IV	To hone report writing and meeting skills of the students required to excel in business.
BBM404	QUANT. TECHN. FOR DECISION MAKING I	The objective of this course is to focus on developing the analytical skills of students. Further, it aims to help them appreciate the intricacies of collection, analysis, presentation and interpretation of the statistical data for managerial decision making.
BBM405	HUMAN RESOURCE MANAGEMENT	To make the students understand the principles and processes of human resource management.
BBM406	SEMINAR & GROUP DISCUSSION	To enhance brainstorming, analytical and presentation skills of students by organizing seminars and discussions on emerging management areas.
BBC501	PRACTICAL TRAINING	To provide industrial exposure to the students to sharpen their management and leadership competencies while attaining a holistic understanding of a business/industry.
BBW501	THE INTERNET & E-COMMERCE	To acquaint the students with basics of computer network and concepts and applications of e-commerce and related ethical issues.
BBM501	OPERATIONS RESEARCH	The objective of this advanced course at the undergraduate level is to sharpen the analytical skills of students. Further, it aims to help them appreciate the application of research, analytical techniques and algorithms to various operations of an organisation for more efficient and effective decision making.
BBM502	RESEARCH METHODOLOGY	To equip the students with step-by-step process and techniques of research methodology and make them understand the importance of research ethics.
BBM503	INDUSTRIAL LAW	To provide knowledge on various industrial laws for enabling sound worker employer relation in any industry.
BBM504	QUANT. TECHN. FOR DECISION MAKING II	To equip the students with the necessary knowledge, tools and techniques of decision making in an uncertain business environment.
BBM505	BUSINESS ENVIRONMENT	To acquaint the students with socio-political, legal, economic, natural and technological environment for smooth running of any business.
BBM506	SEMINAR & GROUP DISCUSSION	To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
BBW601	MANAGEMENT INFORMATION SYSTEM	To impart knowledge related to systems concept, knowledge management and MIS for decision making.
BBM601	OPERATIONS MANAGEMENT	To provide the students with requisite knowledge for wide range of decision making tasks such as forecasting, supply chain management, inventory, maintenance, and quality management.

BBM602	INTERNATIONAL BUSINESS MANAGEMENT	To acquaint the students with international business environment to equip them to effectively strategize to operate in an international environment.
BBM603	MODERN BANKING SYSTEMS	To provide knowledge on central banking, commercial banking and international banking processes and functioning.
BBM604	ORGANISATIONAL BEHAVIOUR	The objective of this course is to throw light on various aspects of organizational behavior, organizational models, behavioral dynamics, organizational culture and climate, organizational processes, organizational change and organizational development. Since human resource is the most important resource in any organization, the prime objective of the course is to make the students aware of some important aspects of human nature so that in future they can manage their colleagues in the best possible way
BBM605	PROJECT	To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.

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B. TECH. IN FOOTWEAR TECHNOLOGY (FOOTWEAR DESIGN) INTEGRATED WITH B.B.A.

Course Title	Course Name	Learning Outcomes
FBM101	BUSINESS ORGANISATION	The objective of this course is to learn about the various forms of business organization and the process of setting a new venture entity under a country's legal-economic structure, to explore the international prospects of trade and business under globalization and understand the working of different functionaries of business organizations.
FBM201	PRACTICAL TRAINING	The objective of this course is to make students understand the functioning of business. It also aims at knowing the vision, mission, objectives and quality policies of an organization. It also enables students to study the organization design and how different functional areas of an organization work together to reach the common goal.
FBM202	SEMINAR & GROUP DISCUSSION	To hone the students' presentation and analytical skills and increase their knowledge on latest managerial issues.
FBM203	BASIC MANAGEMENT	The course is specifically meant for students who do not have a background in business or commerce. The key objectives of the course is to develop an appreciation of what a business is and the role of management in planning, decision making, organizing, directing, communicating,

		motivating, controlling and co-ordinating.
FBM301	BUSINESS LAW	To acquaint the students with laws needed to run their business enterprises as per current laws and business ethics.
FBM302	FINANCIAL ACCOUNTING	The objective of this course is to acquaint the student with the basic knowledge of maintaining the books of accounts. This helps in learning and implementing the procedures to record and interpret the transactions occurring in the business. It also enables the learner to compute the profits and losses in the firm. In addition to this, they learn the basis of taking decisions to enhance profits and control or eliminate the losses from the firm.
FBM303	SEMINAR & GROUP DISCUSSION	To hone the students' communication, presentation and analytical skills by conducting discussions and seminars on relevant and emerging management topics.
FBM401	COST ANALYSIS & CONTROL	To impart knowledge needed for cost ascertainment and cost control for the benefit of the organization.
FBM402	MANAGEMENT THOUGHTS & PHILOSOPHY	To acquaint the students with schools of management thoughts and philosophies of various management thinkers.
FBM403	SEMINAR & GROUP DISCUSSION	To enhance brainstorming, analytical and presentation skills of students by organising seminars and discussions on emerging management areas.
FBM501	MANAGEMENT ACCOUNTING	To make students understand the fundamentals of computer programming and its uses and applications.
FBM502	PRINCIPLES OF MARKETING I	To provide students with an extensive understanding of marketing concepts, and, to orient them with the role and relevance of the marketing function, with a focus on product and price decisions.
FBM503	SEMINAR & GROUP DISCUSSION	To upscale the students' presentation and analytical skills and increase their knowledge on emerging management areas.
FBM601	PRINCIPLES OF MARKETING II	To impart basic knowledge on strategies of marketing and emerging issues on marketing, which mainly focuses on distribution strategies, communication strategies, selling strategies, competitive strategies which enables the management students to understand the real marketing techniques adopted by organizations

FBM602	INTRODUCTION TO FINANCIAL MNGT.	The objective of this course is to impart the concepts of finance and basic financial decision making to students
FBM701	PRACTICAL TRAINING	To provide industrial exposure to the students to sharpen their management and leadership competencies while attaining a holistic understanding of a business/industry.
FBM702	INDUSTRIAL LAW	To provide knowledge on various industrial laws for enabling sound worker employer relation in any industry.
FBM703	BUSINESS ENVIRONMENT	To acquaint the students with socio-political, legal, economic, natural and technological environment for smooth running of any business.
FBM801	SEMINAR & GROUP DISCUSSION	To keep the students abreast of emerging issues in management and at the same time improve their analytical and presentation skills.
FBM802	HUMAN RESOURCE MANAGEMENT	To make the students understand the principles and processes of human resource management.
FBM803	INTERNATIONAL BUSINESS MNGT.	To acquaint the students with international business environment to equip them to effectively strategise to operate in an international environment.
FBM805	PROJECT	To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.

Programme Objectives of B.Voc. Banking and Finance (2018-19)

1. To develop industry-specific skills in students to cultivate them into skilled banking and finance professionals
2. To provide indepth knowledge on aspects related to banking and its allied areas. The program covers topics such as – banking, finance, insurance, investment, risk management, computer application, IT and more.
3. To upscale the skills and techniques for selling banking and financial products through grooming exercises and presentations sessions
4. To widen the knowledge of software used in banking and finance sector and develop IT skills in the areas of accounting and office management
5. To provide practical industrial exposure to the students to hone their managerial competencies

DAYALBAGH EDUCATIONAL INSTITUTE DEPARTMENT OF MANAGEMENT (FACULTY OF SOCIAL SCIENCES)

B.Voc. Banking and Finance

Semester I		
Course Title	Course Name	Learning Objectives/Outcomes
VCC101	COMMUNICATION TECHNIQUES ENGLISH	To hone communications and inter-personal skills of the students and instill business values and ethical practices.
VCC102	FUNDAMENTALS OF ACCOUNTING & FINANCE	To impart theoretical and practical knowledge of aspects of Financial Accounting so that students learn to accurately prepare and analyse an organization's final accounts.
VCC103	IT FUNDAMENTALS	To provide knowledge for building business oriented mobile applications, digital art and interactive portals and through theoretical knowledge and case studies.
VCC104	BASIC MATHEMATICS	To introduce the concepts of commercial mathematics, geometry and algebra to make the students understand how to put numbers and shapes to work.
VCC105	IMPORT, EXPORT AND LICENSING	To help understand the concept of international marketing and foreign exchange process.
VCC106	ENTREPRENEURSHIP	To develop business and entrepreneurial aptitude among the students and requisite skills needed for entrepreneurship.
ESC131	ENVIRONMENTAL STUDIES	Introduce the concept of environment/ecosystem and educate the students about the ways business operations may affect the environment, environmental laws, and how operations can be improved to minimize those effects

GKC131	SC.METH.,G.K. & CURRENT AFFAIRS	To increase the knowledge of the students on Indian history, geography, politics, films, sports and games and update them about current themes.
RDC131	RURAL DEVELOPMENT	To provide detailed knowledge on agriculture farming and different types of instruments used for land surveying.
RDC132	SOCIAL SERVICE I	To familiarize the students regarding activities related to agricultural operations and sensitize them about the need to keep the surroundings clean by carrying cleanliness drive in and around the campus and create responsible citizens.
CEC131	CULTURAL EDUCATION	Educate the students about the facets of Indian culture including cultural heritage, languages, arts, community, etc. and build a sense of consciousness towards our culture.
VFS101	INVESTMENTS PRODUCTS	To give an overview of investment industry including different types of investment products and regulatory bodies.
VFS102	SEMINAR AND GROUP DISCUSSIONS	To enhance brainstorming, analytical and presentation skills of students by organizing seminars and discussions on emerging themes.

Semester II		
Course Title	Course Name	Learning Objectives/Outcomes
VCC201	APPRECIATION OF ART I	To teach designing-based on ornamental geometrical, and abstract motifs or traditional art-copy from old masters to the students.
VCC202	APPRECIATION OF ART II	To introduce art, culture, civilization and architecture and forms of art prevalent in different periods to the students.
GKC231	SC.MATH. G.K. & CURRENT AFFAIRS	To give detailed knowledge on political science, Indian and world economics and ecosystem.
CRC231	COMPARATIVE STUDY OF RELIGION	To give detailed knowledge on various religions prevalent in India and their best practices and values and modern religion movements in India.
RDC231	AGRICULTURE OPERATIONS	To give theoretical and practical knowledge on agricultural land management with special reference to harvesting, crop protection and nutritional management.
RDC232	SOCIAL SERVICE	To give practical experience of agricultural operations and cleanliness of surroundings through field work.
CAC231	CO-CURRICULAR ACTIVITIES	To encourage students' participation in cultural activities, literary activities, games & sports for the holistic development of the students.

VFS201	FINANCE LAB I	To impart both theoretical and practical knowledge on data management, data analysis and financial analysis through statistical softwares and financial econometric techniques.
VFS202	SEMINAR AND GROUP DISCUSSIONS	To hone the students' presentation and analytical skills through seminars and group discussions.
VFS203	FINANCIAL MANAGEMENT	To introduce the concepts of financial management for raising finance and making investment decisions.
VFS204	FOUNDATIONS OF MANAGEMENT	To familiarize the students with the concepts and functions of management.

Semester III		
Course Title	Course Name	Learning Objectives/Outcomes
GKC331	SC.MATH. G.K. & CURRENT AFFAIRS	To impart knowledge to the students on subjects such as IT, Human Physiology and Environmental Science.
VFS301	MANAGEMENT ACCOUNTING	To provide theoretical and practical accounting knowledge to the students for preparing and analyzing fund flow, cash flow statements and other financial statements.
VFS302	INVESTMENT STRATEGY	To introduce the concept of investment and provide detailed knowledge on valuation and analysis of financial assets, portfolio management to make investment decisions.
VFS303	BUSINESS COMMUNICATION AND SOFT SKILLS	To provide students with the knowledge and soft skills needed for effective communication in business environment.
VFS304	INSURANCE AND RISK MANAGEMENT.	To provide an overview of insurance, risk management and role of related regulatory bodies.
VFS305	ACCOUNTING APPLICATIONS-1	To provide theoretical and practical knowledge on accounting and tally, taxation, inventory management and field experience.
VFS306	AUDITING PRACTICES	To introduce the concepts of auditing, audit documentation, audit management through lectures and case studies.
VFS307	SEMINAR AND GROUP DISCUSSIONS	To hone problem solving, analytical and presentation skills through seminars and group discussions.