

B.B.A

Programme: B.B.A (BUSINESS ADMINISTRATION)

Year:2020-2023 Batch

Course Code	Course Title	Need				Rationale
		Local	National	Regional	Global	
20 UBM 101	CORE- I: Principles of Business Management and Business Organization				✓	To know the types of Business organizations and principles of management
20 UBM 102	CORE- II: Business Communication				✓	To analyze the usage of current technology related to the communication field and communicates ethically
20 UBM 1A1	ALLIED- I: Mathematical Techniques-I				✓	To analyze Mathematical and statistical tools used to business
20 UBM 203	CORE- III: Organizational Behavior				✓	To understand organizational behavior issues in the context of principle, concepts, theories and models
20 UBM 204	CORE- IV: Financial Accounting		✓			To impart knowledge to the students for the preparation of various accounting

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20 UBM 2A2	ALLIED- II: Business Economics				✓	To recognize the economic behavior of the society
19 UBM 305	CORE- V: Taxation		✓			To get idea about Direct and indirect taxes and various sources of incomes.
19 UBM 306	CORE- VI: Financial Management				✓	To analyse and make decision regarding cash inflows and outflows of the business.
19 UBM 307	CORE- VII : Marketing Management				✓	To impart knowledge to the students to recollect the various concepts of marketing.
19 UBM 308	CORE- VIII : Mercantile Law		✓			To understand the ethical and professional framework of business law & company law
19 UBM 3A3	ALLIED- III: Mathematical Techniques - II				✓	To formulate complex mathematical decision making models in management
19 UBM 3N1/ 19 UBM 3N2	NME: Intellectual Property Rights/ Rural Consumer Behavior		✓			To recognize patents, trademarks, copyrights and industrial designs rights. To understand consumer profile and pattern of buying



						behavior.
19 UBM 409	CORE- IX : Personnel Management &Industrial Relations		✓			To study the concepts of human resource management.
19 UBM 410	CORE- X : Production & Materials Management.		✓			To study the various principles and practices involved in production and materials management.
19 UBM 411	CORE- XI : Cost & Management Accounting				✓	To evaluate the concepts of costing systems
19 UBM 412	CORE- XII : Banking Theory Law & Practice		✓			To learn the legal procedures and policies of banking in business transactions
19 UBM 4A4	ALLIED- IV: Management Information system		✓			To study the various ethical and social issues in using Information system
19 UBM 4N3/ 19 UBM 4N4	NME: Retail Management/ Supply Chain Management			✓		To understand retail trends and challenges. To legal the legal aspects in Supply Chain Management
18 UBM513	Core-: XIII : Entrepreneurship Project Management		✓			To execute entrepreneurial skills and knowledge in project identification and its selection process
18 UBM514	Core-: XIV : Research Methods for				✓	To apply the knowledge's of research



	Management					through various tests.
18 UBM515	Core-: XV : Insurance Principles & Practices		✓			To know various kinds of insurance plans
18 UBM516	Core-: XVI : International Business & Export Management				✓	To analyse the issues and challenges in the global trade
18 UBM517	Major Elective-I : PC Software(MS Office) Theory				✓	To know the various applications of MS Office
18 UBM518	Major Elective-II: PC Software(MS Office) Practical				✓	To execute know the various applications of MS Office
18 UBM5S1/ 18 UBM5S2	SBE: (Major)Ser Marketing/ Concepts of Marketing Manag		✓			To recognize the strategies for managing and marketing of services. To analyze the marketing strategies that are unique to Rural india
18 UBM619	Core-XVII : Investment and Portfolio Management				✓	To impart the knowledge about the functions and importance of Portfolio management.
18 UBM620	Core-XVIII : Consumer Behaviour		✓			To execute the knowledge obtained to innovate the product.



18 UBM621	Core-XIX : Advertising and Sales Promotion		✓			To evoke idea about advertising and sales promotion
18 UBM622	Core-XX : Business Environment				✓	To analyze the differences between business and government
18 UBM623	Core-XXI : Project Work and Viva-Voce					
18 UBM624	Major Elective-III : Internet and E-Commerce & Information Security				✓	To recognize the application and significance of e-business.
18 UBM6254	Major Elective-I HTML Practical	✓				To execute markup language in web page designs
18 UBM6S3/ 18 UBM6S4	SBE: (Major)Logistics Management/ Agricultural Marketing Management			✓		To apprehend the logistics methods storage systems and material handling. To evaluate the knowledge of students in agricultural marketing, role of credit agencies in India


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Chairman

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