



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.

And Sheila Gopal Raheja College of Management

Affiliated to University of Mumbai

Autonomous

Bachelor of Commerce (BBA in Business Administration)

Semester I

Course Code: CBBA101	Course Title: Financial Accounting
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Learning Objectives:

1. To make students recognize economic events that need to be recorded in the accounting records
2. To make students understand the fundamental concepts and principles of accounting, such as the accounting equation, double-entry bookkeeping, and the accrual basis of accounting.
3. To teach students to prepare and interpret the primary financial statements

Learning Outcomes:

1. Select economic events that are needed in accounting records.
2. Explain the fundamental concepts and principles of accounting, such as the accounting equation, double-entry bookkeeping, and the accrual basis of accounting.
3. Prepare and interpret the primary financial statements

Semester I

Course Code: CBBA102	Course Title: Business law
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Learning Objectives:

1. To exposed students to the objects & broad framework of legislative enactments within which business operates
2. To make students understand the structure and sources of law, including constitutional law, statutory law, administrative law, and common law.
3. To sensitize students with the role and function of the judiciary in interpreting and enforcing laws.

Learning Outcomes:

1. Recognize the objects & broad framework of legislative enactments within which business operates
2. Comprehend the structure and sources of law, including constitutional law, statutory law, administrative law, and common law.
3. Justify the role and function of the judiciary in interpreting and enforcing laws.

Semester I

Course Code: CBBA103	Course Title: Business Statistics
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Learning Objectives:

1. To familiarize students with the basic concepts of statistics and its application in relation to business
2. To make students understand the role of statistics in business decision-making.
3. To introduce students to the tools to summarize data using measures of central tendency (mean, median, mode) and measures of dispersion (range, variance, standard deviation).

Learning Outcomes:

1. Give an account of the basic concepts of Statistics and its application in relation to business
2. Explain the role of statistics in business decision-making.
3. Summarize data using measures of central tendency (mean, median, mode) and measures of dispersion (range, variance, standard deviation).

Semester I

Course Code: CBBA104	Course Title: Business Communication
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Learning Objectives:

1. To develop a foundation for designing effective communication, both written and oral, from concept to delivery, including vocabulary and body language
2. To make students identify the key components of the communication process and barriers to effective communication.
3. To teach students to use appropriate tone, style, and formatting for different types of business correspondence.

Learning Outcomes:

1. Communicate effectively, both written and oral, in terms of delivery, vocabulary and body language
2. Identify the key components of the communication process and barriers to effective communication.
3. Use appropriate tone, style, and formatting for different types of business correspondence

Semester I

Course Code: CBBA105	Course Title: Foundation Course
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Learning Objectives:

1. To develop an understanding of life skills and Life skills education in students.
2. To make students anticipate the challenges and opportunities faced in Life skill education
3. To teach students to apply logical reasoning to identify and solve problems in academic and real-world contexts.

Learning Outcomes:

1. Exhibit life skills and Life skills education.

2. Anticipate the challenges and opportunities faced in Life skill education
3. Apply logical reasoning to identify and solve problems in academic and real-world contexts

Semester I

Course Code: CBBA106	Course Title: Principle Management
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Learning Objectives:

1. To Introduce students to the fundamentals of business management.
2. To inculcate in students the values of practical management, including the ability to work in teams, to communicate clearly, both for managerial and scientific purposes.
3. To equip students with managerial skills alongside with their knowledge of the subject, making them better leaders

Learning Outcomes:

1. Use fundamentals of business management effectively
2. Work in teams, communicate clearly, both for managerial and scientific purposes.
3. Comprehend the knowledge of the subject, making them better leaders

Semester I

Course Code: CBBA107	Course Title: Principles of Marketing
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Learning Objectives :

1. To introduce students to the basics of marketing concepts.
2. To familiarize students to the opportunities and threats of conducting business in a world with fewer barriers
3. To make students understand the importance of market research in decision-making.

Learning Outcomes:

1. Summarize the basics of marketing concepts.
2. Enlist the opportunities and threats of conducting business in a world with fewer barriers
3. Appreciate the importance of market research in decision-making.

Semester II

Course Code: CBBA201	Course Title: Business Mathematics
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Learning Objectives

1. To make students understand the basic concepts of Mathematics.
2. To impart a proper understanding of mathematical applications in Economics, Finance, Commerce and Management
3. To make students apply algebraic expressions, formulas, and functions in business contexts.

Learning Outcomes

1. Give a brief account of the basic concepts of Mathematics.
2. Elaborate on mathematical applications in Economics, Finance, Commerce and Management
3. Apply algebraic expressions, formulas, and functions in business contexts.

Semester II

Course Code: CBBA202	Course Title: Business Environment
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Learning Objective:

1. To prepare future entrepreneurs & intrapreneurs to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment
2. To develop the understanding in students about business and its integration and synthesis of various functions within the complex environmental settings.

3. To develop analytical skills in students for better understanding of the business environment that they operate in, with a special emphasis on stakeholders needs and interests.

Learning Outcomes

1. Become entrepreneurs & intrapreneurs to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment
2. Appreciate business and its integration and synthesis of various functions within the complex environmental settings.
3. Analyze the business environment that they operate in, with a special emphasis on stakeholders needs and interests.

Semester II

Course Code: CBBA203	Course Title: Industrial Law
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Learning Objective:

1. To make students understand the practical aspect and uses of Industrial Law by the Organisation
2. To develop in students legal research skills & legal reasoning.
3. To train students to analyze the rights and obligations of employers, employees and unions

Learning Outcome:

1. Comprehend the practical aspect and uses of Industrial Law by the Organisation
2. To develop in students legal research skills & legal reasoning.
3. Analyze the rights and obligations of employers, employees and unions

Semester II

Course Code: CBBA204	Course Title: Business economics
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Learning Objectives

1. To familiarize the students with the basic concept of microeconomics.
2. To make student understand the demand and supply analysis in business applications
3. To familiarize students with the production and cost structure under different stages of production.

Learning Outcome

1. Explain the basic concept of microeconomics.
2. Enlist the demand and supply analysis in business applications
3. Calculate the production and cost structure under different stages of production.

Semester II

Course Code: CBBA205	Course Title: Cost Accounting
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Learning Objectives

1. To teach the concept and role of cost accounting in the business management of manufacturing and nonmanufacturing companies.
2. To familiarize students with the terms like costs and its impact on value creation in the manufacturing and non-manufacturing companies.
3. To train students to use accounting methods of cost calculation

Learning Outcome

1. Explain the concept and role of cost accounting in the business management of manufacturing and nonmanufacturing companies.
2. Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.
3. Use accounting methods of cost calculation

Semester II

Course Code: CBBA206	Course Title: Information Technology in Business management
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Learning Objectives

1. To introduce students to the basic concepts and terminologies of information technology
2. To prepare students meet their needs within an organizational and societal context through the selection, creation, application, integration and administration of computing technologies.
3. To prepares the student to become skilled in networks and communications systems, databases, Internet and Web technologies, and have a strong grasp of business concepts and technical communications

Learning Outcome

1. Define the basic concepts and terminologies of information technology
2. Meet their needs within an organizational and societal context through the selection, creation, application, integration and administration of computing technologies.
3. Use networks and communications systems, databases, Internet and Web technologies, and have a strong grasp of business concepts and technical communications

Semester II

Course Code: CBBA207	Course Title: Environmental Science
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Learning Objectives

1. To familiarize students with the basic principles of ecology, biology, chemistry and physics as they relate to environmental science

2. To understand the complexity of ecosystems and the relationships between humans and the environment
3. To make the students aware about the major environmental problems including their causes and consequence

Learning Outcomes

1. Give an account of the basic principles of ecology, biology, chemistry and physics as they relate to environmental science
2. Elaborate on the complexity of ecosystems and the relationships between humans and the environment
3. Discuss the major environmental problems including their causes and consequence

Semester III

Course Code: CBBA301	Course Title: Entrepreneurship
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Learning Objectives

1. To acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.
2. To develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.
3. To develop the ability of analysing various aspects of entrepreneurship – especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

Learning Objectives

1. Discuss on the skills required for organizing and carrying out entrepreneurial activities.
2. Analyze and understand business situations in which entrepreneurs act
3. Analyze various aspects of entrepreneurship – especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial a

Semester III

Course Code: CBBA302	Course Title: Business Economics
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Learning Objectives:

1. To provide the student with knowledge of basic concepts of macroeconomics.
2. To introduce students to the modern tools of macro-economic analysis and policy framework, including the open economy.

3. To inculcate a temperament of economic theory that is relevant to the real world with real world examples and case studies along with the study of economic models.

Learning Objectives:

1. To provide the student with knowledge of basic concepts of macroeconomics.
2. Discuss and elaborate the modern tools of macro-economic analysis and policy framework, including the open economy.
3. Give an account of economic theory that is relevant to the real world with real world examples and case studies along with the study of economic models.

Semester III

Course Code: CBBA303	Course Title: Digital Marketing & E Commerce
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Learning Objectives

1. To make students understand the increasing significance of E-Commerce and its applications in Business and Various Sectors.
2. To provide an insight on Digital Marketing activities on various SocialMedia platforms and its emerging significance in Business.
3. To familiarize students to the latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

Learning Outcomes

1. Discuss the increasing significance of E-Commerce and its applications in Business and Various Sectors.
2. Elaborate on Digital Marketing activities on various SocialMedia platforms and its emerging significance in Business.
3. Comprehend the latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.

Semester III

Course Code: CBBA304	Course Title: Finance and Accounting for BPS
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Learning Objectives

1. To make students understand about the business processes and the BPS industry.
2. To sensitize students with the skills on various accounting terms and processes used.
3. To acquaint students with the emerging trends in F&A technologies.

Learning Outcome

1. Give an account of the business processes and the BPS industry.
2. Discuss various accounting terms and processes used.
3. Enlist the emerging trends in F&A technologies.

Semester III

Course Code: CBBA305	Course Title: Retail & Market Research
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Learning Objectives

1. To familiarize the basic concepts and terminologies in retail management and marketing.
2. To make students learn about Market Research and how it helps manufacturers and retailers know what consumers buy, and what they see.
3. To make students understand the role and importance of retailing in the economy.

Learning Outcome

1. Define the basic concepts and terminologies in retail management and marketing.
2. Appreciate the market Research and how it helps manufacturers and retailers know what consumers buy, and what they see.
3. Justify the role and importance of retailing in the economy.

Semester III

Course Code: CBBA306	Course Title: Insurance for BPS
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Learning Objectives

1. To provide a brief introduction to the Basics of Insurance, concepts, terminologies, etc.
2. To give an insight into Life Insurance concepts, Annuity concepts & Group Insurance concepts, etc.
3. To give an insight into Property & Casualty insurance, non-life insurance concepts, etc.

Learning Objectives

1. Give a brief account of the Basics of Insurance, concepts, terminologies, etc.
2. Explain Life Insurance concepts, Annuity concepts & Group Insurance concepts, etc.
3. Describe Property & Casualty insurance, non-life insurance concepts, etc.

Semester III

Course Code: CBBA307	Course Title: Corporate Finance
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Learning Objectives

1. To make students understand a conceptual framework of finance function
2. To acquaint the students with the tools techniques and process of financial management in the realm of financial decision making
3. To provide students with the understanding of nature, importance, structure of corporate finance related areas

Learning Outcomes

1. Depict a conceptual framework of finance function
2. Use tools techniques and process of financial management in the realm of financial decision making
3. Comment on nature, importance, structure of corporate finance related areas

Semester IV

Course Code: CBBA401	Course Title: Brand Management
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Learning Objectives

1. To make students understand the meaning and significance of Brand Management.
2. To teach students how to build, sustain and grow brands.
3. To familiarize students with the various sources of brand equity.

Learning Outcomes

1. Brief on the meaning and significance of Brand Management.
2. Build, sustain and grow brands.
3. Enlist the various sources of brand equity.

Semester IV

Course Code: CBBA402	Course Title: Strategic Management
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Learning Objectives

1. To inculcate students with conceptual skills in different areas as well as their application in the corporate world.
2. To provide students a professional framework for case analysis in terms of external & internal factors.
3. To familiarize students through the generation of strategic alternatives and implementation.

Learning Outcomes

1. Give an account of conceptual skills in different areas as well as their application in the corporate world.

2. Depict a professional framework for case analysis in terms of external & internal factors.
3. Comprehend the generation of strategic alternatives and implementation.

Semester IV

Course Code: CBBA403	Course Title: Managing Business Process-I
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Learning Objectives

1. To provide understanding of Business processes, BPS Industry,
2. To familiarize students with process Mapping Techniques and customer needs /Expectations.
3. To provide an overview about Quality Management, QCVsQA, Need for First Pass Yield, Components of Cost of Quality.

Learning Outcomes

1. Describe Business processes, BPS Industry,
2. Elaborate on process Mapping Techniques and customer needs /Expectations.
3. Comment on Quality Management, QCVsQA, Need for First Pass Yield, Components of Cost of Quality.

Semester IV

Course Code: CBBA404	Course Title: Capital Markets
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Learning Objectives

1. To provide basic understanding of how capital markets work & the various participants in Capital Markets.
2. To give a detailed understanding of Investment Banking from BPS perspective.
3. To familiarize students with an understanding of risk management in capital markets.

Learning Outcomes

1. Justify how capital markets work & the various participants in Capital Markets.

2. Describe Investment Banking from BPS perspective.
3. Explain risk management in capital markets.

Semester IV

Course Code: CBBA405	Course Title: Taxation-I
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Learning Objectives

1. To get the students acquainted with the functioning of the Direct Tax Law in India.
2. To educate students on how to calculate their income and to help them understand fundamental tax principles
3. To increase their understanding of the various tax deductions and incomes.

Learning Outcomes

1. Explain the functioning of the Direct Tax Law in India.
2. Calculate the income and analyze fundamental tax principles
3. Brief on the various tax deductions and incomes.

Semester IV

Course Code: CBBA406	Course Title: Banking for BPS
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Learning Objectives

1. To give an overview of Banking and an understanding of various asset and liability products.
2. To give an understanding of Retail banking and its various aspects of account opening, account servicing and payment processing.

3. To give a complete overview of Cash management, Funds Transfer, Loan Structure, Underwriting, Trade Finance and handling of International Trade transactions.

Learning Objectives

1. Give an account of Banking and various asset and liability products.
2. Describe Retail banking and its various aspects of account opening, account servicing and payment processing.
3. Elaborate on Cash management, Funds Transfer, Loan Structure, Underwriting, Trade Finance and handling of International Trade transactions.

Semester IV

Course Code: CBBA407	Course Title: Strategic Cost Management
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Learning Objectives

1. To make students develop skills of analysis, evaluation and synthesis in cost and management accounting.
2. To teach students the complex modern industrial organizations
3. To sensitize students with the various facets of decision-making and controlling operations within the complex modern industrial organizations

Learning Outcome

1. Analyze, evaluate and synthesize in cost and management accounting.
2. Appreciate the complex modern industrial organizations
3. Describe various facets of decision-making and controlling operations within the complex modern industrial organizations