

## **Bachelors in Business Administration –International Business BBA - (IB)**

### **Program outcomes (PO)**

- PO1-To Understand and know the methods and techniques of managing complexities of business.
- PO2-To start business and become self-reliant and self employed.
- PO3-To develop soft skills, communication skills and social skills to communicate fluently, meet and convince people on various occasions and to develop wide public relations
- PO4-To make students familiar with various functional areas of management and business.
- PO5-To concentrate on various financial aspects of business.
- PO6-To create awareness of international logistic, supply chain management, storage, transportation and distribution.
- PO7-To understand and know phases and documentation of import export procedure.
- PO8-To tackle the difficulties and discrepancies in import export trade practically.

### **Course Outcome CO**

#### **Course Code: 101 Indian Business Environment.**

1. To develop knowledge base of environmental factors affecting business.
2. To make students aware to environmental problems related to business and commerce.
3. To inculcate values of Environmental ethics amongst the students.

#### **Course Code: 102 Communication Skills And Personality Development**

1. To understand the concept, process and importance of communication.
2. To gain knowledge of media of communication.
3. To develop skills of effective communication - both written and oral.
4. To help students to acquaint with application of communication skills in the world of business.

5. To understand the concept of personality and personality development and its significance.
6. To understand and develop various traits required for personality development.

### **Course Code - 103 Micro Economic Analysis**

1. To expose basic microeconomic concepts to students of international business
2. To provide a method/ approach to help draw correct conclusions/ solve economic problems.
3. To understand, explain and quantify the mechanism by which the total amount of resources possessed by society is allocated among alternative uses.

### **Course Code - 104 Business Accounting**

1. To enable the students to acquire sound knowledge of basic concepts of accounting
2. To impart basic accounting knowledge
3. To impart the knowledge about recording of transactions and preparation of final accounts
4. To acquaint the students about accounting software packages

### **Course Code No. 105 Principles and Practice of Management**

1. To provide a basis of understanding to the students with reference to working of business organization through the process of management.
2. On completion of the syllabi, the student will understand the basic principles of management -will acquaint himself with management process, functions and principles.
3. Students will also get the idea about new developments in management.

### **Course Code : 106 Business Mathematics**

1. To understand the concepts of ratio , proportion and percentage.
2. To understand the concept and application of profit and loss in business.
3. To use the concept of EMI.
4. To understand the concept of stock exchange and to calculate Dividend.
5. To understand applications of matrices in business.
6. To understand useful functions in business and economics.

### **Course Code – 202 Elements of Human Resource Management**

1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.
2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.
3. To develop an understanding amongst the students regarding international trends in human resource management.

### **Course Code – 203 Macro Economic Analysis**

1. To study the behaviour of the economy as a whole.
2. To study relationships among broad aggregates.
3. To apply economic reasoning to macro economic policy.

### **Course Code – 204 Principles of Marketing**

1. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.
2. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.
3. To develop basic and essential skills related to marketing.
4. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.
5. To study & critically analyze the basic concepts in marketing & to cater the needs of marketing industries.

### **Course Code – 205 Business Statistics**

1. To understand the concept of population and sample.
2. To use frequency distribution to make decision.
3. To understand and to calculate various types of averages and variation.
4. To use regression analysis to estimate the relationship between two variables .

5. To solve LPP to maximize the profit and to minimize the cost.

### **Course Code No. 206 Information Technology In Business Operations**

1. To Know the Fundamentals of Computers
2. To Understand how to use Computer applications in Business.

### **Course Code No. 301 International Business Environment**

1. To make the students aware about globalization and environmental consequences.
2. To create awareness about dimensions of eco-friendly environment.
3. To gain knowledge about global warming and environmental ethics.

### **Course Code No. 302 Production & Operations Management**

To impart knowledge regarding the process of production.

1. To understand manufacturing technology and its role in developing business strategy.
2. To identify the role of operation function.
3. To understand the external and internal effects of five operation performance objectives.

### **Course Code No. 303 International Economics**

1. To provide a comprehensive understanding of the concepts of international economics.
2. To develop theoretical tools to understand current international issues and their impacts on business.

### **Course Code No. 304 International Marketing**

1. To familiarize the student to understand the international environment and policies
2. To enable the students to acquire necessary skills to deal in international market.

### **Course Code No. 305/405 French.**

1. Students should get acquainted with the basic sentence patterns of French language so that they can communicate in French if required.
2. The students should be able to read, write, understand and speak French with limited vocabulary.

### **Course Code -: 305 /405 German.**

Students should get acquainted with the basic sentence patterns of German language so that they can communicate in German if required.

The students should be able to read, write, understand and speak German with limited vocabulary.

### **Course Code No. 306 Management Accounting**

To impart basic knowledge of Management Accounting.

1. To know the implications of various financial ratios in decision making.
2. To study the significance of working capital in business.
3. To understand the concept of budgetary control and its application in business.
4. To develop the calculating ability of various techniques of management accounting.

### **Course Code No. 401 Foreign Exchange Operations**

1. To provide a comprehensive understanding of the concepts of foreign exchange rates.
2. To provide practical procedural aspects of banks and other institutions connected with foreign exchange.

### **Course Code No. 402 International Business in Services Sector**

1. The main objective of the course is to highlight the distinctive features, operations of the services in the context of international business.
2. To give an understanding as to analyze the opportunities involved in trade in services at the international level.

### **Course Code No 403 International Agricultural Business**

1. To make the students aware of the national and international agricultural scenario.
2. To develop an awareness among students about EXIM policy and agri marketing.

### **Course Code No 404 Business Taxation**

1. To understand the basic concepts and definitions under the Income Tax Act,1961 & basic clarifications regarding Indirect Taxation
2. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act,1961.
3. To Acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
4. To make students Competent enough to take up to employment as Tax planner.

### **Course Code No 406 Business Exposure**

1. To introduce to the students to the general nature and structure of international business.
2. To enhance the awareness of the students towards study and use of Trade and Industry directories, business websites and published data and information relating to Indent House, International Business Transactions, Foreign Exchange Department of the Bank, Foreign trade Brokers, Agents, Agri business etc.

### **Course Title -: Business Ethics Course Code -: 501**

1. To impart knowledge of Business Ethics to the Students.
2. To impart knowledge of various Business Ethics practices.

**Course Title -: Business Law. Course Code -: 502**

1. To gain Understanding of basic legal terms and concepts used in law pertaining to management of Business.
2. To comprehend applicability of legal principles to situations in business by referring to few decided leading cases.
3. To bestow confidence in students to deal with situations involving legal issues in commercial Transactions.

**Course Title -: International Relations. Course Code -: 503**

1. To know and understand foreign affairs & global issues with international business system.
2. To help students understand the background for conducting international trade in the constantly changing global market.

**Course Title -: International Banking & Finance. Course Code -: 504**

1. To acquaint students with Global Banking Practices & various methods for financing International trade.

**Course title -: Business Reporting & Analysis. Course Code -: 505**

1. To develop among students abilities to analyze & interpret various Economic Factors that affect Business decision making. Similarly to understand reporting pattern followed in corporate sector as a part of MIS.

**Course title -: E- Commerce Technology Course Code -: 506.**

1. To give basic relating French as a commercial language.
2. To create awareness of prospects of learning French for International Trade.

**Course Title -: Import Export Procedure. Course Code -: 601**

1. To create awareness among the students regarding the import export procedures.
2. To study in detail the various documents, duty drawbacks, STCand export measures.

**Course Title -: International Business Law. Course Code -: 602**

1. To study in detail international measures regarding legal provisions for business.
2. To study International Institutions, their functions & Role in International Economic Law.
3. To understand International Dispute Settlement Machinery.

**Course Title -: Study of Global Economics. Course Code -: 603**

1. To understand Challenges confronting the global economy.
2. To gain in depth knowledge of International Monetary Fund [IMF] And World Bank.
3. To study about Global Human Resource Management.

**Course Title -: International Project Management Course Code -: 604**

1. To give an Introduction to International Project Management.
2. To understand about time, cost and quality planning, project delivery & control.

**Course Title -: Supply Chain & Logistics Management Course Code -: 605**

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management.

**Course Title -: Research Methodology (50 Marks) & Project (50 Marks)  
Course Code -: 606**

1. To provide the students with basic understanding of research process and tools for the same.
2. To provide an understanding of the tools and techniques necessary for research and report writing.
3. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure.
4. The student shall write a project report on the topics selected under the guidance of a faculty.



