

# **St. Xavier's College, Burdwan**

## **Department of Business Administration**

### **SEMESTER-I**

#### **Major Course (Core)**

#### **(BBA 1011) Principles of Management**

#### ***Course Learning Outcomes***

On successful completion of the course, students will be able to:

- a) Assess and examine the global context/scenario for the purpose of taking managerial actions based on the aspects of planning, organizing, staffing, directing, coordinating and controlling and also the operative realms of the management process such as procurement, development, compensation, integration and maintenance.
- b) Comprehending the global situations and identify strengths, opportunities, threats and weaknesses that may affect the organization positively or negatively.
- c) Bringing the principles of management in alignment with the management practices, which becomes more pragmatic in nature.
- d) Evaluate the choices and practices of management in tandem with the ethical standards, principles and code of conduct.
- e) Determine the best possible alternative for various situations and choosing the best alternative for specific situations.
- f) As the underlying concept of management in itself is having a diverse connotation, the course will prepare the students to analyze multiple approaches for the purpose of conveying issues related to diversity.

**Minor Elective Course**

**(BBA 1021) Fundamentals of Business Economics**

***Course Learning Outcomes***

On successful completion of the course, students will be able to:

- a) Comprehend the working pattern of the markets and the concept of demand and supply that have impact on the consumers, industries, companies and the market as a whole.
- b) Understand the rational decision making of the consumers and various aspects that have an impact and influence on the purchasing decisions of the consumers.
- c) Gain an understanding on the relationship and association between two important parameters – production and costs.
- d) Know about the various types of market, its characteristics, consequences and the intricacies revolving around the markets.
- e) To fathom the economy of the country and its related aspects, which will shed some light on how the economy of a country works.
- f) Comprehend how economy as a discipline influences and maneuvers the entire process of a business organization.
- g) Contemplate about allied subjects and domains such as – statistics, mathematics, accountancy and management.

## **Inter/Multi-Disciplinary Courses**

### **(BBA 1031) Management Principles & Organization Behaviour**

#### ***Course Learning Outcomes***

On successful completion of the course, students will be able to:

- a) Comprehending the global situations and identify strengths, opportunities, threats and weaknesses that may affect the organization positively or negatively.
- b) Assess and examine the global context/scenario for the purpose of taking managerial actions based on the aspects of planning, organizing, staffing, directing, coordinating and controlling and also the operative realms of the management process such as procurement, development, compensation, integration and maintenance.
- c) Bringing the principles of management in alignment with the management practices, which becomes more pragmatic in nature.
- d) Determine the best possible alternative for various situations. Thus, choosing the best alternative for specific situations.
- e) Evaluate the choices and practices of management in tandem with the ethical standards, principles and code of conduct.
- f) As the underlying concept of management in itself is having a diverse connotation, the course will prepare the students to analyze multiple approaches for the purpose of conveying issues related to diversity.
- g) Gain an understanding of the behaviours exhibited by individuals and groups in an organizational setting.
- h) Realize the concepts of personality, motivation, perception and leadership, which forms pivotal ingredients of organizational setting and behaviour.

**Skill Enhancement Course (SEC)  
(BBA 1051) IT Skills for Business**

**Course Learning Outcomes**

After successful completion of the Course a student will be able to:

- a) Get an understanding of the basic structure and functioning of computer, software, hardware, number system, algorithm and flow charts.
- b) Know about the intricacies of MS-Word, MS-PowerPoint and MS-Excel which will help the students to perform formal works (either related to business activities or studies or jobs) through the help of these software triads.
- c) Gain an understanding of computer programming world through “C Programming” which will enable the students to learn about the various aspects of “C Programming” and coding process.
- d) Delve right into the world of Google and learn about the myriad of tools, techniques and softwares related to Google such as – Google Search, Google Classroom, Google Docs, Google Forms, Google Finance, Google Alert, Google Assistant, Google Playbooks, Google Scholar and many more.