

MTM COLLEGE OF ARTS SCIENCE AND COMMERCE, VELIANCODE
DEPARTMENT OF MANAGEMENT STUDIES

OBJECTIVES

To advance knowledge through high quality academic programs, training activities, research facilities and opportunities supported by continuous industry-institute interaction aimed at entrepreneurship, leadership and employability

PROGRAMME SPECIFICATIONS

Programme Title	BBA FINANCE
Pattern of Delivery	Full Time
Programme Length	3 years

Program Outcome:

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 especially finance, operations etc. 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 prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.

Program specific outcome:

1. To provide adequate basic understanding about management education among the students.
2. To prepare students to exploit opportunities being newly created in the management profession.
3. To inculcate Entrepreneurial skills.
4. To understand finance and other core business content.
5. To provide an environment that facilitates all-round development of the student personality.
6. Develop ethical practices and imbibe values for better corporate governance.

Course outcome

Delivery pattern	Paper	Paper code	Learning outcome
Semester - I	Management Theory and Practices	BBA1B01	Understand apply the concepts of planning, organizing, staffing and controlling for effective management To Aware and apply the ethically and socially

			responsible behaviour in Management, and To Aware and pursue the modern management practices in business
Semester - I	Managerial Economics	BBA1C01	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions. Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
Semester - II	Financial Accounting	BBA2B02	Discuss and apply fundamental accounting concepts, principles and conventions. Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business Record accounting transactions in respect of hire purchase and instalment system and branches
Semester - II	Marketing Management	BBA2B03	Understand and develop insights and knowledge base of various concepts that driving marketing strategies. Develop skills in organizing for effective marketing and in implementing the market planning process
Semester – III	BBA3A11 Basic Numerical Methods	BBA3A11	On completing the course ,the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications
Semester – III	Professional Business Skills	BBA3A12	effective business writing effective business communications skills that maximise team effectiveness good time management effective problem solving
Semester – III	Corporate Accounting	BBA3B04	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets Prepare annual financial statements for companies and compute accounting ratios. Record accounting transactions in respect of redemption of preference shares and debentures
Semester – III	Financial Management	BBA3B05	Understand and develop insights and knowledge base of various concepts of finance Develop skills for effective Financial, Investment and Dividend decisions making,
Semester – III	Business Regulations	BBA3C02	Analyse statutory provisions and the core concepts in business laws Analyze legal issues arising in day-to-day business operations prevalent in India

			Discuss possible solutions to issues in organisations in the frame work of business laws
Semester – IV	Entrepreneurship Development	BBA4A13	Have the ability to discern distinct entrepreneurial traits Know the parameters to assess opportunities and constraints for new business ideas Understand the systematic process to select and screen a business idea design strategies for successful implementation of ideas
Semester – IV	Banking and Insurance	BBA4A14	Exposes the students to existing law and practice of banking in India. Provides information about the Financial system prevailing in India its operations.
Semester – IV	Cost & Management Accounting	BBA4B06	Understand cost and management accounting concepts and its application for decision making. Aware as to cost consciousness and the various methods and techniques of costing
Semester – IV	Corporate Regulations	BBA4C03	Aware as to the types and formation of companies and also as to different documents of companies Understand the share capital and other relevant provisions of the same Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and Understand the provisions of conducting meetings and also the winding up procedure of companies.
Semester - IV	Quantitative Techniques for Business	BBA4C04	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques. Develop skills for effectively analyze and apply Quantitative Techniques in decision making.
Semester - V	Human resources Management	BBA5B07	Develop insights on various concepts and Functions of Human Resource Management Learn the latest trends in Human Resource Management.
Semester - V	Business Research Methods	BBA5B08	Understand and develop insights and knowledge base of various concepts in Research. Develop skills for conducting business research
Semester - V	Operations Management	BBA5B09 O	Understand the different concepts of operation Management.

	nt		Acquire the knowledge to make plans at the operational level of an industry
Semester - V	Income Tax	BBA5B10	On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total income and tax liability.
Semester - V	Financial Market and Institutions	BBA5B11	The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.
Semester - V	Open Course E-commerce	BBA5D01	On completing the course the students will be able to Understand the practice of Ecommerce, e-payment and also the security issues.
Semester - VI	Organisational Behaviour	BBA6B12	Understand the different concepts of Organisational Behaviour Analyse individual and group behaviour Understand and deal with organisational change, development and stress
Semester – VI	Management Science	BBA6B13	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.
Semester – VI	Project Management	BBA6B14	Understand the different concepts of managing a project Analyse the viability of a project.
Semester - VI	Financial Services	BBA6B15	On completion of the course students will be able to aware of various financial services available in Indian financial system
Semester - VI	Investment Management	BBA6B16	By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.
Semester - VI			