



**Villa Marie Degree College for Women**  
 6-3-1089, Raj Bhavan Road, Somajiguda, Hyderabad-500082  
 Affiliated to Osmania University, Management Program Approved by AICTE  
 Recognised by UGC u/s 2(f), an ISO 9001:2015 Certified Institution  
 Accredited by NAAC with B++ Grade

**DEPARTMENT OF BUSINESS MANAGEMENT**

**BBA (BUSINESS ADMINISTRATION)**

**ACADEMIC YEAR 2025 – 2026**

**COURSE OBJECTIVES AND COURSE OUTCOMES**

S. No	Course Title	Course Code	Course Objective	Course Outcome
1	<b>Principles &amp; Practices of Management</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>Comprehend a broad and integrative introduction to the theories and practices of management.</li> </ul>	<ul style="list-style-type: none"> <li>Apprehend a broad and integrative introduction to the theories and practices of management.</li> </ul>
			<ul style="list-style-type: none"> <li>Realize on the basic areas of the management process and functions from an organizational viewpoint.</li> </ul>	<ul style="list-style-type: none"> <li>Grasp the basic areas of the management process and functions from an organizational viewpoint.</li> </ul>
			<ul style="list-style-type: none"> <li>Enable the students to understand the role, challenges, and opportunities of management.</li> </ul>	<ul style="list-style-type: none"> <li>Understand the role, challenges, and opportunities of management.</li> </ul>
			<ul style="list-style-type: none"> <li>Gain exposure to Line and Staff management concepts.</li> </ul>	<ul style="list-style-type: none"> <li>Exposed to Line and Staff management concepts.</li> </ul>
			<ul style="list-style-type: none"> <li>Absorb emerging managerial issues</li> </ul>	<ul style="list-style-type: none"> <li>Imbibe emerging managerial issues.</li> </ul>
2	<b>Basics of Business Economics</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>To define business, profession, and employment, and evaluate various forms of business organizations such as sole proprietorship, partnership, cooperatives, and companies.</li> </ul>	<ul style="list-style-type: none"> <li>Distinguish between business, profession, and employment, and evaluate different forms of business organizations.</li> </ul>
			<ul style="list-style-type: none"> <li>To outline the scope and nature of business economics and explain key concepts such as scarcity, choice, opportunity cost, and marginalism.</li> </ul>	<ul style="list-style-type: none"> <li>Apply economic principles such as scarcity, choice, opportunity cost, and marginalism in managerial decision-making.</li> </ul>

			<ul style="list-style-type: none"> <li>To analyze demand, its determinants, the law of demand, different types of elasticities, and forecasting methods.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate demand patterns using elasticity concepts and forecasting techniques.</li> </ul>
			<ul style="list-style-type: none"> <li>To examine production functions, cost classifications, and break-even analysis for managerial decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze production and cost relationships and perform break-even analysis.</li> </ul>
			<ul style="list-style-type: none"> <li>To study various market structures, pricing strategies, and the causes and effects of inflation.</li> </ul>	<ul style="list-style-type: none"> <li>Identify and assess market structures, pricing strategies, and inflationary impacts on business decisions</li> </ul>
<b>3</b>	<b>Fundamentals of Marketing</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>To define marketing, its core concepts, and distinguish it from selling while addressing the concept of marketing myopia.</li> </ul>	<ul style="list-style-type: none"> <li>Define and explain marketing concepts, its evolution, and differentiate it from selling while addressing marketing myopia and value creation.</li> </ul>
			<ul style="list-style-type: none"> <li>To evaluate the micro and macro marketing environments and apply consumer market segmentation, targeting, and positioning strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze micro and macro marketing environments and apply segmentation, targeting, and positioning (STP) strategies effectively.</li> </ul>
			<ul style="list-style-type: none"> <li>To analyze product classifications, life cycle management, and pricing methods for effective marketing decisions.</li> </ul>	<ul style="list-style-type: none"> <li>Design product strategies across various life cycle stages and implement pricing methods for competitive advantage.</li> </ul>
			<ul style="list-style-type: none"> <li>To assess integrated marketing communications, distribution channel design, and logistics management.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate integrated marketing communications, distribution channels, and logistics to enhance value delivery.</li> </ul>
			<ul style="list-style-type: none"> <li>To examine online marketing, social media engagement, customer and partner relationship management (CRM and PRM), and green marketing practices.</li> </ul>	<ul style="list-style-type: none"> <li>Examine and integrate digital marketing, social media, CRM/PRM systems, and sustainable marketing practices into business strategies.</li> </ul>
<b>4</b>	<b>Financial Accounting</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>To define financial accounting, its scope, users, qualitative characteristics, and principles under GAAP and IFRS.</li> </ul>	<ul style="list-style-type: none"> <li>Define financial accounting, explain its scope, users, qualitative characteristics, and core accounting principles (GAAP/IFRS)</li> </ul>

			<ul style="list-style-type: none"> <li>To outline the accounting cycle, explain the double-entry system, and construct a trial balance with error identification and correction.</li> </ul>	<ul style="list-style-type: none"> <li>Illustrate the accounting cycle, apply the double-entry system, prepare trial balances, and detect and correct accounting errors.</li> </ul>
			<ul style="list-style-type: none"> <li>To apply accrual accounting principles, record adjusting entries, and prepare core financial statements — Trading, Profit &amp; Loss, and Balance Sheet.</li> </ul>	<ul style="list-style-type: none"> <li>Apply accrual accounting concepts, record adjusting entries, and prepare fundamental financial statements — Trading, Profit &amp; Loss, and Balance Sheet.</li> </ul>
			<ul style="list-style-type: none"> <li>To analyze cash management, depreciation methods, provisions, reserves, and the fundamentals of company accounting.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze cash management techniques, depreciation methods, provisions, reserves, and basic company accounting procedures.</li> </ul>
			<ul style="list-style-type: none"> <li>To evaluate regulatory reporting requirements, prepare bank reconciliations, analyze cash flow and financial ratios, and understand computerized accounting systems.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate regulatory reporting requirements, perform bank reconciliations, analyze cash flow and ratio results, and utilize computerized accounting systems (AIS).</li> </ul>
<b>5</b>	<b>Business Statistics</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>To introduce the fundamentals, scope, and applications of statistics in managerial decision-making.</li> </ul>	<ul style="list-style-type: none"> <li>Explain the meaning, scope, and limitations of statistics in business contexts.</li> </ul>
			<ul style="list-style-type: none"> <li>To develop the ability to summarize, present, and interpret business data effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Organize, summarize, and present business data using frequency distributions, tables, and graphical methods.</li> </ul>
			<ul style="list-style-type: none"> <li>To compute and analyze measures of central tendency, dispersion, and correlation for business insights.</li> </ul>	<ul style="list-style-type: none"> <li>Compute and interpret measures of central tendency and dispersion for decision-making.</li> </ul>
			<ul style="list-style-type: none"> <li>To apply regression analysis, time series methods, and index numbers to solve business problems.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze relationships between variables using correlation and simple regression techniques.</li> </ul>
			<ul style="list-style-type: none"> <li>To explain probability concepts and sampling techniques relevant to business research and data analysis</li> </ul>	<ul style="list-style-type: none"> <li>Identify components of time series and apply simple trend estimation and index number methods.</li> </ul>

<b>6</b>	<b>Organizational Behaviour</b>	<b>Major Core</b>	<ul style="list-style-type: none"> <li>To define organizational behaviour, its scope, and apply key models — autocratic, custodial, supportive, collegial, and system-oriented.</li> </ul>	<ul style="list-style-type: none"> <li>Define the nature and scope of organizational behaviour and apply key behavioural models — autocratic, custodial, supportive, collegial, and system-oriented.</li> </ul>
			<ul style="list-style-type: none"> <li>To examine personality traits, attitudes, perception, cognitive biases, and attribution theories influencing workplace behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>Assess personality traits, attitudes, perceptions, biases, and attribution theories affecting individual behaviour.</li> </ul>
			<ul style="list-style-type: none"> <li>To analyze major motivation theories, leadership styles, and ethical leadership approaches.</li> </ul>	<ul style="list-style-type: none"> <li>Apply motivation theories and leadership styles to enhance individual and group performance.</li> </ul>
			<ul style="list-style-type: none"> <li>To evaluate group dynamics, communication processes, and conflict management techniques.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze group dynamics, communication barriers, and conflict resolution techniques in organizational settings.</li> </ul>
			<ul style="list-style-type: none"> <li>To assess organizational culture, change management strategies, workforce diversity, and the impact of digital transformation on OB.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate organizational culture, change management practices, diversity, and the influence of digitalization and remote work on behaviour.</li> </ul>

