



Villa Marie Degree College for Women

Somajiguda, Hyderabad - 500082

Affiliated to Osmania University, Management Programs Approved by AICTE

Recognized by UGC u/s 2(f), an ISO 9001:2015 Certified Institution

Accredited with B++ Grade by NAAC

Department of Business Management – BBA (Business Analytics)

Course Objectives & Outcomes – 2024-2025

S. No	Course Title	Course Code	Course Objective	Course Outcomes
1.	Environmental Studies	AECC 1	To gain knowledge about the key concepts of environment related to the Ecosystem, Biodiversity & Natural Resources	Understand & appreciate the ecosystem, natural resources & the rich biodiversity of India
			To create awareness amongst the people about the different types of pollution along with the associated legislation for conservation of the environment	Become sensitive towards the need for conservation of the environment & also become proactive towards sustainable development
2.	Principles of Management	DSC 101	Comprehend a broad and integrative introduction to the theories and practices of management.	Apprehend a broad and integrative introduction to the theories and practices of management.
			Realize on the basic areas of the management process and functions from an organizational viewpoint.	Grasp the basic areas of the management process and functions from an organizational viewpoint.
			Enable the students to understand the role, challenges, and opportunities of management.	Understand the role, challenges, and opportunities of management.
			Gain exposure to Line and Staff management concepts.	Exposed to Line and Staff management concepts.
			Absorb emerging managerial issues	Imbibe emerging managerial issues.
3.	Business Mathematics	DSC 102	To learn mathematical function	Apply mathematical concepts for business decision making



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			To learn set theory and differentiation	Solve business problems using mathematical techniques
			To learn the concept of integration and matrix algebra	Have strong conceptual knowledge in business mathematics
			To develop critical thinking skills	Evaluate the validity and reliability of mathematical models
			To use quantitative methods to support decision making	Apply mathematical techniques to analyse and interpret quantitative data relevant to business decision making
4.	Introduction to Information Technology	DSC 103	To familiarise with basic concepts of IT	Understand basic concepts of IT for business.
			To provide knowledge on basic elements of Information systems.	Evaluate the basic concept of IS and how they are used in organisation.
			To comprehend basic Multimedia concepts.	Analyse multimedia applications formats.
			To enlighten with concepts of Internet and security issues.	Appreciate the concepts of internet and security issues.
			To equip with MS-office and MS-excel	Use various options in MS-office and MS-excel
5.	Basic Computer Skills	AECC 2	To impart a basic level understanding of working of a Computer and its usage.	Students are be able to describe hardware and software components, Understanding Operating Systems functions, and work with Word processor.
			To familiarise with concepts of Spreadsheets, PowerPoint, Internet	Uses of spreadsheet, power point applications and should be able to create & write EMAIL's,



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				should be familiar with concepts of internet.
6.	Business Economics	DSC 201	Introduce Business Economics and its applications	Know the concepts and significance of business economics
			Develop concepts of Micro-economics and its applications	Apply micro economics concepts and tools
			Analyse cost-output relationship in the short and long run.	Analyse cost-output relationship in the production function
			Understand optimal factor combination to maximize production	Understand optimal input combination to maximize production.
			Apply decision tools relevant to market structure	Apply price and output decision under different market structure
7.	Financial Accounting	DSC 202	To familiarize the students with the basics of accounting	The students understand the basics of accounting
			To help the students record & classify the business transactions	The students know how to record business transactions in the Journal prepare the Ledger & Trial Balance
			To enable the students to prepare and analyse financial statements	The students can prepare and analyse Final Accounts
			To help the students to interpret accounting statements using Ratio Analysis	The students can interpret the performance of companies using Ratio Analysis
			To enable the students to gain knowledge of Indian Accounting Standards	The students comprehend the need and importance of Accounting Standards
8.	Introduction to Business Analytics	DSC 202	To Understand Business Analytics, its methods, applications.	Apply analytics, model decisions using data.
			To Master descriptive stats, visualize data effectively.	Create dashboards, interpret data visually.



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			To Learn predictive modelling, regression.	Apply regression, predict trends accurately.
			To Understand linear optimization, decision analysis methods.	Apply optimization, handle risk effectively.
			To Learn R programming, data manipulation skills.	Effectively use R for data management.
9.	Professional Skills	SEC 1	Help students acquire career skills to fully pursue and partake in a successful career path.	Acquired suitable career skills to establish a successful career.
			Prepare good resume, prepare for interviews and group discussions.	Prepared good resumes without grammatical errors, gained confidence to face interviews and actively participated in group discussions.
10.	Advanced Computer Skills	SEC 2	To provide basic understanding of Data and its importance in understanding information.	Expertise and will have knowledge of Data Analysis techniques
			To equip the students with different types of data analysis techniques.	Attain proficiency in MS-Excel
11.	Basics of Marketing	DSC 301	Provide with a broad introduction to marketing concepts.	Identifying evidence of marketing concepts in everyday life
			Understand the customer segments to target for marketing activities.	Selecting customer segments to target for marketing activities
			Develop qualities and characteristics of products.	Evaluate process for quality in new products
			Have a firm understanding of pricing strategy.	Apply pricing strategy that affects the value products or services value
			Examine the product impacts the selection of a promotional mix	Developing effective messaging for promotion
12.	Management Science	DSC 302	To understand role of relationship between	Express Operations as important business function.



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			Operations as business function, PPC and process technologies	
			To understand concepts of Plant Location and Layout, maintenance management, capacity planning, Work Study	Develop an idea about concepts of Plant Location and Layout, maintenance management.
			To understand concepts of purchase management & Stores Management	Identifying insights about purchase management and stores management
			To determining the Optimum solution to the LPP by using Graphical Method.	Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics by graphical method
			To able to build and solve Transportation Models and Assignment Models. Summarize different queuing situations	Build and solve Transportation Models and Assignment Models and Summarize different queuing situations.
13.	Descriptive Business Analytics (Practical EXCEL)	DSC 303	To comprehend the nuances of data analysis and use MS-Excel to undertake various descriptive analysis.	Spreadsheets & their Applications
			To learn the usage of measures of central tendency	Calculations through Excel
			To understand measures of dispersion and its importance	Usage of Descriptive statistics in Data analysis
			It leads the way for better understanding and viewing of data.	Interpretation of Data
			To visualise and understand data with the help of statistical tools	Conceptual and Practical knowledge of Data Mining
14.	Universal Human Values	SEC 3	Create awareness and motivation among learners	Learnt the importance of Universal Human Values.



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			about the importance of Universal Human Values.	
			Develop respect for the dignity of individual and society among learners.	Learnt to appreciate individual differences.
			Inculcate the essence of good manners.	Motivated to practice good manners in their personal and professional life.
			Train the learners adequately through exposure of case studies for different values and provide understanding of the attitudes, motivation and behaviours.	Inculcated human values as an integral part of personality and increase their employability quotient.
			Understand the significance of one's potentials.	Identified their strengths.
			Develop the understanding for the forms of service through stimulated situations.	Developed confidence to serve others.
15.	Business Laws	SEC 4	Introduce the concepts of contract, agreement, valid contract and void contracts	Comprehend the concepts of contract, agreement, valid contract and void contracts
			Familiarize Indian Companies Act 2013 with reference to Formation of a Company, Documentation, Meetings, Directors and their qualifications and powers	Apply the concepts of Companies Act, formation of company, documentation, meetings, directors & their qualifications and powers in companies
16.	Human Resource Management	DSC 401	To make them understand the HR Management system.	Understand of basic human resource concepts
			To focus on and analyse the issues and strategies required to select and develop manpower resource	Develop necessary skill set for application to plan, select and acquire human resources
			To learn and earn relevant skills necessary for application of training and	Analyse the strategic issues and strategies required to select and



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			career planning human resource development	develop manpower resources.
			To know the knowledge of labour relation and disputes and effective ways of handling disputes	Integrate the knowledge of HR concepts with techniques to maintain peaceful industrial relations
			To enable students to develop strategies for rewarding human resources	Plan reward management system
17.	Financial Management	DSC 402	To introduce Financial Management and the finance function.	Know the concepts of Financial Management & the finance function
			To understand Time Value of Money & its application	Apply Capital Budgeting techniques using Time Value of Money
			To know the different sources of finance & calculate the Cost of Capital	Calculate the Cost of Capital and understand the different sources of finance
			To acquaint the concepts of Working Capital Management and Cash Management	Estimate Working Capital requirement & prepare a Cash Budget
			To comprehend Inventory & Receivables Management	Understand Inventory & Receivables Management
18.	Predictive Business Analytics (Practical EXCEL)	DSC 403	Develop a foundational understanding of Dimensionality Reduction in Predictive Analytics	Application of PCA and Principal Factor Axis to extract features through SPSS
			Learn to solve Hypothesis Testing for products and marketing scenarios.	Formulate Hypothesis tests and interpret them with quality metrics
			Gain knowledge in clustering and its application in businesses	Uses of clustering groups to segment consumers, markets and their behaviours
			Grasp the concepts of time series and its components to segregate effect of the components in the data	Graphing time series to understand trends and seasonality in data



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			Understand Regression and its core assumptions	Build regression models for prediction of numerical attributes
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