



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

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.	Basics of Marketing	DSC 102	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



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			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
4.	Business Economics	DSC 103	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
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, should be familiar with concepts of internet.
6.	Organizational Behavior	DSC 201	Introduce basic concepts of Organizational Behaviour and its applications	Know conceptual framework of OB and its practical application
			Understand how interpersonal relations impact organizational effectiveness and efficiency.	Appreciate interpersonal relations in achieving organizational goals effectively and efficiently
			Explore theories of leadership & motivation.	Analyse theories of leadership and motivation
			Acquaint cultural and diverse backgrounds in the workplace.	Embrace working with different people from different cultural and diverse backgrounds in the workplace



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			Describe people behaviour	Understand people behaviour
7.	Business Statistics	DSC 202	Study basic statistical tools to apply for management problems and analysis.	Grasp basic statistical tools to apply for management problems and analysis.
			Learn and inspect data gathering and Tabulation.	Inspect data gathering and Tabulation.
			Apprehend measures of central tendency.	Administer measures of central tendency.
			Assimilate the significance of dispersion	Incorporate the significance of dispersion
			Analyse using skewness, kurtosis, correlation, and regression	Evaluate using skewness, kurtosis, correlation, and regression
8.	Financial Accounting	DSC 203	To introduce the concepts of accounting	Know the concepts of accounting
			To make them understand how to record business transactions	Record business transactions
			To enable preparation of Financial Statements	Prepare the Financial Statements
			To know calculation of Accounting Ratios	Calculate Accounting Ratios
			To comprehend Accounting Standards – Ind-AS & IFRS	Appreciate the Accounting Standards – Ind-AS & IFRS
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.	Human Resource Management	DSC 301	To make them understand the HR Management system.	Understand of basic human resource concepts



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			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 career planning human resource development	Analyse the strategic issues and strategies required to select and 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
12.	Introduction to Information Technology	DSC 302	To understand basic concepts of Information Technology	Understand the history of computers, hardware and software components
			To understand the basic elements of Information systems	Understand the basic concept of IS and how they are used in organization
			To comprehend the multimedia concepts.	Adapt multimedia applications and file formats
			To familiarize with concepts like Internet and security issues.	Understand importance of data communication and Networking, internet and security issues
			To acquaint with office management applications.	Apply various office management applications
			To understand how to use office management applications like MS-Excel and MS-Access	Use MS-Excel and MS-Access to solve various practical problems.
13.	Financial Management	DSC 303	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



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			To comprehend Inventory & Receivables Management	Understand Inventory & Receivables Management
14.	Universal Human Values	SEC 3	Create awareness and motivation among learners about the importance of Universal Human Values.	Learnt 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.	Start Up Opportunity and Feasibility	SEC 4	To understand the concepts of Entrepreneur & Entrepreneurship	The students will be able to: Gain insights into concepts of Entrepreneur & Entrepreneurship
			To comprehend the nuances of preparing a Business Plan	Prepare an effective business plan
16.	Business Law & Ethics	DSC 401	Introduce the concepts of contract, agreement, valid contract & void contract	Comprehend the concepts of contract, agreement, valid contract & void contract
			Understand the sale of goods act	Acquire the information sale of goods act
			Familiarize companies act, formation of company & its qualifications & powers	Apply the concepts of companies act, formation of company & its qualification & powers in companies
			Provide the knowledge on consumer protection law & pollution control law	Know the knowledge on consumer protection law & pollution control law
			Comprehend the ethical & value-based considerations, Indian value system and its relevance in management	Understand the need for ethical & value based considerations, Indian value system and its relevance in management



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17.	Marketing Research	DSC 402	Understand the basic framework of research process, designs & techniques.	Apply range of quantitative & qualitative research techniques to business
			Identify various primary sources of information for literature review & data collection	Identify primary sources of data collection
			Knowledge regarding various secondary methods of data collection	Analyse different sources available for secondary data
			Develop an understanding of various measurement & scaling techniques	Develop skills in order to evaluate the relationship among the variables
			Impart knowledge on sampling techniques	Test the hypothesis with independent and dependent variables
18.	Management Science	DSC 403	To understand role of relationship between Operations as business function, PPC and process technologies	Express Operations as important business function.
			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.
19.	Mobile Commerce	GE 501	To understand basic concepts of Mobile Commerce.	Understand the scope, benefits and limitations of M-commerce
			To understand basic elements of Mobile clients, mobile client software, and device communication protocols	Understand Mobile commerce underlying architecture and technology.



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			To comprehend Wireless communications technology.	Learn 2G, 3G, 4G and 5G technologies.
			To familiarize with concepts like M-commerce applications	Understand importance of data communication and Networking, internet and security issues.
20.	Entrepreneurship Development	DSE 501	To make the students learn the importance of Entrepreneurship	Learn the cues and motives of
			To motivate the students towards Entrepreneurship	Entrepreneurship Learn more about types of Enterprises and growth
			To make them learn about entrepreneurial environment	Gain knowledge of entrepreneurship to emerge as a successful entrepreneur
			To provide information about financial resources	Understand the perspectives of the entrepreneurship
			To impart training to raise and establish enterprises	Understand and comprehend on venture capital fund
21.	Financial Market and Services (F)	DSE 501 (a)	To provide the components of the Indian Financial System along with regulatory bodies	Know the Indian Financial System along with its regulatory bodies
			To comprehend the Primary & the Secondary Markets	Understand the Primary & the Secondary Markets
			To introduce the concepts of Hire Purchase, Leasing & Venture Capital	Comprehend Hire Purchase, Leasing & Venture Capital
			To familiarize Non-Fund Financial Services such as Credit Rating, Factoring & Forfaiting	Apply the concepts of Credit Rating, Factoring & Forfaiting
			To understand Mutual Funds	Acquire the knowledge & working of Mutual Funds
22.	Brand Management (M)	DSE 501 (b)	To understand the nature of branding which can attract customers	Demonstrate the nature of branding which can attract customers
			To provide best deal to customers in terms of utility value compared to competitors.	Evaluate the scope of brand management activity to deal to customers.
			To ensure right marketing mix.	Appraise the strategic brand decisions for effective marketing mix.
			To enhance brand image.	Formulate brand development decisions for a right brand image.



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			To create and manage brand equity.	Analyse strategies and initiatives to increase the brand equity
23.	Organization Development (HR)	DSE 501 (c)	To define fundamental terminology relevant to the discipline of Organizational Development.	Learn basics of OD
			To Describe the steps involved in planned change programs	To apply planned change theories to develop organization
			To Explain theories and models that form the foundation of the OD diagnostic process	Describe what an organizational intervention
			To Various diagnostic tools and the appropriate methodology for collecting organizational data to plan a major change effort.	Understand and explain basic teams and team dynamics
			Distinguish the various interventions typically used in change efforts	Application of tools and techniques of OD in work systems
24.	Analysis of Investment in Financial Assets (F)	DSE 502 (a)	To Introduction to different ways of investment	Know the methods of investment analysis in financial assets.
			To understand the valuation of debt instruments	Comprehend the features and the methods used to analyse debt instruments
			To Know the various methods of stock analysis	Gain basic knowledge on analysing stocks and evaluate them.
			To Comprehend the concept of portfolio and theories	Know the concept of portfolio and theories.
			To understand the techniques of portfolio evaluation	Understand the techniques used for portfolio evaluation
25.	Retail Marketing (M)	DSE 502 (b)	To describe and differentiate the retail business from other business	Identify different business and know how to develop the retail business.
			To understand the retail characteristics	Evaluate the customer behaviours towards the retail characteristics
			To define the merchandise management and its functions.	Analyse the competitive advantages in merchandise management
			To know the different store layouts and their strategic application	Formulate the alternative location to situate the retail store



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			To Describe the characteristics of different channels	Determine the Marketing channels characteristics
26.	Performance Appraisal (HR)	DSE 502 (c)	To Learn basic concept of performance appraisal	Understand the concept of performance management
			To appreciate the background to the measurement of performance in organisations	Understand that performance management is an on-going process
			To describe the types of performance appraisal tools and processes used in organisations.	Develop different approaches and tools to performance measurement.
			To discuss organisational issues in the measurement of performance and the feedback of performance data.	Design a performance management system.
			To insight into concept of counselling and types of counselling	Conduct effective counselling sessions for employees
27.	Supply Chain Management	DSE 601	Introduce the fundamental operations of supply chain and logistics management	Comprehend the basic operations of supply chain and logistics management
			Know about the Make or Buy decision	Know about the Make or Buy decisions
			Understand about the choice of market	Understand about the choice of the market
			Familiarize and understand the inventory strategy	Recognize and understand the inventory strategy
			To know about the customer service strategy	Decipher and Comprehend the customer service strategy
28.	Banking (F)	DSE 602 (a)	Introduce the banking system in India	Understand the banking system in India
			Understand RBI & Types of Banks	Know about RBI & the different types of banks
			Acquaint Negotiable Instruments	Have a thorough knowledge of Negotiable Instruments
			Know about the Banker-Customer Relationship	Appreciate the Banker-Customer Relationship
			Appreciate the Regulation & Innovation in Banking System	Acquaint themselves with the Regulation & Innovation in the Banking System
29.	Buyer Behavior (M)	DSE 602 (b)	Introduce students to buyers, buyer behavior in the marketplace and their impact on marketing strategy.	Identify and explain factors which influence consumer behavior.



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			Discuss the principal factors that influence buyers as individuals and decision makers with an application to the buying decision process.	Demonstrate how knowledge of consumer behavior can be applied to marketing.
			Analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.	Display critical thinking and problem-solving skills
			Enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior	Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences.
			Know the models of Consumer behavior models	Be able to identify the dynamics of consumer behavior and the basic factors that influence the consumers decision process
30.	Leadership And Change Management (HR)	DSE 602 (c)	Understanding into Leadership and Management concepts	Differentiate between Leadership and Management
			Insight into the different leadership styles and theories.	Apply behavioural and Contingent leadership theories in different situations
			Learn the concepts of organisation change	Understand organisation Change and factors to resist to change
			Aware of the fundamentals of Change resistance and barriers to change	Apply Organisation Changes Models in change process
			Understand the concept of organisational culture and climate	Enhance organisational Culture and climate
31.	Insurance (F)	DSE 603 (a)	Introduce the basics of Insurance	Comprehend the role and functions of insurance
			Familiarize the concepts of Life Insurance	Know what Life Insurance & its concepts is
			Understand General Insurance including Fire, Marine & Motor Insurance	Understand General Insurance & its concepts
			Know about the Policy Document, Assignment & Nomination procedures	Recognize Policy documents, Procedure of Assignment & Nomination
			Understand how Policy Claims are to be processed	Appreciate the Claim Process



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32.	Customer Relationship Management	DSE 603 (b)	Describe and differentiate the retail business from other business	Identify different business and know how to develop the retail business.
			Understand the retail characteristics	Evaluate the customer behaviours towards the retail characteristics
			Define the merchandise management and its functions.	Analyse the competitive advantages in merchandise management
			Know the different store layouts and their strategic application	Formulate the alternative location to situate the retail store
			Describe the characteristics of different channels	Determine the Marketing channels characteristics.
33.	Compensation Management	DSE 603 (c)	Introduce the concepts of Compensation	Know the Compensation Concept
			Understand the different pay systems	Conceptualize Traditional Pay Systems and Modern Pay Systems
			Familiarize relationship between Internal and External Pay Rates	Appreciate the factors of fixing compensation based on the external environment
			Detail the Employee Benefits and Services,	Use techniques for arriving at optimal compensation system
			Provide insights about Executive Compensation	Gain insights on Executive Compensation process
34	Project	PR 601	To apply theoretical concepts to real time business	Apply theoretical concepts to real time business
			To enable students, understand research methodology	Implement research methodology in their area of study