

# KIRAN TEACHERS' TRAINING COLLEGE



**LEARNING OUTCOMES BASED CURRICULUM  
FRAMEWORK (LOCF)  
FOR  
UG PROGRAMME  
BBA COURSE**

## **BBA COURSE**

### **LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)**

Three Years' Undergraduate Course

Bachelor of Business Administration (BBA)

#### **Preamble**

The aim of three years' BBA Course is to provide the learners a platform for skill enrichment and enhancement so as to ensure the learners' participation towards the benefits of the society. LOCF approach requires teacher-learners' interaction so that students can easily identify the purpose of each course and can understand their learning needs. BBA programme is focused on developing comprehensive understanding of subject matter and to encourage them to apply ethical practices in business and profession. LOCF approach in BBA programme is adopted with a purpose to prepare result-based courses with an object to make the course more flexible and to provide more options for the students to structure learning experiences in a more student-centric way. Here the approach of LOCF is not only to provide employment opportunity to students but also to provide personal and social skills to balance their personal and social needs. Learning outcomes based BBA programme has been aimed at providing diverse learning experience so that the knowledge may be applied in solving real life problems, keeping into consideration, the interests of the nation and the society.

## **Part-I**

### **1. 1 Introduction to Programme**

The youth must be provided quality education that can contribute towards skill development. BBA Course has been prepared to encourage these youth to acquire in-depth skills and analytical ability to be applied in every walk of business and entrepreneurship. The three years' course has been structured not only for making learners to be competent enough to get employment in their desired field but also to contribute lot towards the society through their entrepreneurial skill. The purpose of quality education is not said to be fulfilled unless it provides social, environmental and ethical values to the learners.

BBA Course provides for clear conceptual understanding among learners and to equip them with modern sophisticated tools and techniques to deal businesses with quality leadership style, to have tactful decision making ability and to prepare them to drive and face the challenges in ever changing global scenario.

### **1.2 Learning Outcome-based Approach to curricular planning**

#### **1.2.1 Nature and Extent of BBA Course**

- i. BBA course has been designed to train learners with conceptual and practical knowledge of Business, Leadership and entrepreneurship quality.
- ii. The course will help the learners to understand systematically about various theories and practices, policy framework and strategies needed to manage the organization throughout the world by respecting environmental and ethical issues.
- iii. The optimal linkage of principles with prevailing practices will help them to handle real life problems and develop decision making ability.
- iv. BBA course has been designed to classroom learning, group and individual learning, library and field research projects.
- v. The course has been made with an idea to integrate social needs and teaching practices in a manner that is responsive to the need of the community.

### **1.2.2 Aim of BBA Course**

- i. Three years' BBA course will help the learners to gain in-depth and systematic knowledge by enhancing their capability of understanding the challenges faced by businesses in real world.
- ii. It will also develop the ability and competence to have a problem-solving approach towards the issues related to the society and the business world.
- iii. The course is helpful to the students in understanding, expansion and application of subject knowledge in their academic progression.
- iv. The course aims to instill mind-set and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students. The curriculum helps instilling curiosity and thirst for knowledge among students for skill enrichment in practical life.

### **1.3 Graduate Attributes**

On successful completion of the BBA course the students will be able to develop following attributes, qualities and skills;

#### **a. Disciplinary Knowledge**

LOCF based curriculum three years' BBA course will help students to develop in-depth knowledge of the areas like Accounting, Finance, Marketing, Human Resource Management, Managerial Economics and Business Laws. The systematic and intensive knowledge will help them to excel in businesses and real life.

#### **b. Communication Skills**

- To help the learners in developing Communication Skills required for interacting with various internal and external stakeholders of the business enterprises
- To help the learners to have sufficient knowledge of required communication skills to deal in business affairs and to communicate with organizational staffs in a better way.
- To sharpen the ability of writing skills of various business letters, reports, and notes.

#### **c. Critical Thinking**

The students of BBA course will be able to develop skills and attitudes needed for critical thinking which will help them in a comprehensive problem solving approach. They shall be exposed to the pedagogy that helps them understand real life situations through class room training and case-studies. It aims at building the basic ability to think critically, evaluate dispassionately and solve complex problems creatively. The content is organized in such a way that the students would be able to think from diverse perspectives and suggest solutions according to their own sensibilities.

#### **d. Problem Solving**

BBA course has been prepared in such a way that it helps students to solve various problems related to business;

- Basics of Accounting will help them to solve the problem like making financial statements through recording business transactions.
- Managerial skills will help them to tackle various managerial centric problems like; to plan, to organize, decision making, ideas formulating, controlling.

#### **e. Analytical Reasoning**

The BBA course will help students to develop reasoning based analytical ability which is often required in practical business life.

#### **f. Research Related Skills**

BBA course encourages students to gain proper research skills required in the field of Economics, Business and Management

- i. Ability to find research problems.
- ii. Statistical analysis will provide them research tools to identify and solve the research problems.
- iii. The course will develop ability to formulate and test hypothesis and research questions so that to find answers.
- iv. They will be able to plan and write a research paper.

#### **g. Team work and Time management**

BBA course contains various papers like Principles of management, HR management, Organisational Behaviour, Entrepreneurship Development Programme, which will help to learn managerial and entrepreneurial skills to work and manage team and to manage the affairs of business timely. These qualities are developed through application of concept based practices, participative classroom discussion, problem solving task, case studies etc..

#### **h. Scientific Reasoning**

i. ability to analyse situations, evaluate ideas and apply scientific approach in accomplishment of organizational objectives.

ii. Ability to formulate logical and persuasive arguments.

#### **i. Reflective Thinking**

- Ability to understand the influence of local, regional, national and global factors on critical thinking.
- This course enables the student to analyze the situation objectively and give effective arguments and judgments on the basis of the analysis being done.
- This course teaches the student how to move sequentially in order to solve a problem effectively.

**j. Self Directing Learning**

- This course enables the student to have self directing learning approach.
- The course has been formulated in such a way that it will help the learners to postulate questions, eliciting responses from various sources and finding out the most suitable solutions to relevant problems.
- This encourages them towards self direction, experimentation and intrinsically motivated research work.

**k. Digital literacy**

- Ability to utilize digital sources for broadening knowledge base of the learners.
- This course will encourage the learners to use digital resources by adopting latest technologies to survive and excel in ever-changing global scenario.
- The course contains courses and topics to make the learners acquainted with latest accounting software, knowledge of latest IT Act, Digital awareness and much more.
- Sufficient digital literacy can be ensured through smart class rooms and web-based learning resources. Frequent webinars can also be arranged for greater degree of effectiveness.

**l. Moral and Ethical Values**

- BBA course has been designed in such a manner that it inculcates moral and ethical values in the learners.
- These values will help them not only to be successful business persons, entrepreneurs and professionals but also to be persons having responsible approach towards environment, nation and society.
- The course also involves training the students to check unethical behaviour, falsification and manipulation of information in order to avoid debacles which can be seen rising persistently over the period of time.
- It would also help the learners in becoming responsible citizens and the course will facilitate character building.

## 1.4 Qualification Descriptors

The qualification descriptors for the BBA course shall be five learning attributes such as deciphering, understanding, communication, analysis, and application of subject knowledge. It involves awareness on the part of the students towards their society, community and Nation. The key qualification descriptor for BBA course shall be clarity of conceptual framework as well as critical thinking and rational approach. Each successful student of BBA Course shall be able to

- *Demonstrate* a coherent and systematic knowledge and understanding of the field of Business and Management. This would also include the student's ability to identify, speak and write about the forms of Business enterprises, their respective advantages and limitations, Accounting procedures, relevant laws and environmental awareness.
- *Demonstrate* the ability to understand the role of Commerce in a changing world from the ethical perspective through promoting fair business and professional practices. The objective is to encourage the learners to practise peaceful co existence.
- *Demonstrate* the ability to think and write critically and clearly about the role of each entrepreneur and Commerce Professional in causing benefits to the society and the community so far as finance- based issues are concerned.
- *Communicate* ideas, opinions and values—both theoretical values and values of life in all shades and shapes—in order to expand the knowledge of the subject as it moves from the classroom to real life situations.
- *Demonstrate* the ability to share the results of academic and disciplinary learning through different forms of communication such as essays, dissertations, reports, findings, notes, etc, on different platforms of communication such as the classroom, the media and the internet.

*Recognize* the scope of the study of Commerce in terms of career opportunities, employment generation and lifelong engagement in teaching, publishing, translation, communication, media, soft skills and other allied fields.

- *Apply* subject-specific skills in Management to foster a larger sense of ethical and moral responsibility among the learners towards general interest of the society and the Nation. The course will encourage the students to develop a rational and scientific approach in solving real life problems on the basis of Managerial theories and Principles. The best practices are to be encouraged so that the interests of the nation are served in the short and the long run.

### **1.5 Programme Learning Outcomes of BBA course**

The programme learning outcome relating BBA course are as follows:

**OC-1** - To develop a basic understanding of elements of Business Environment and to encourage rational thinking and problem solving skill among the students so as to facilitate rational decision making under dynamic situations.

**OC-2** - To develop comprehensive knowledge of Finance, Accounting, Business Management and Business Law.

**OC-3** - To increase awareness among the students regarding Socio- economic policies of the Government and their impact on Indian Economy.

**OC-4** - To enable the students to find solutions to the real life business problems through the application of theoretical managerial concepts and principles.

**OC-5** - To make the students acquainted with the prevalent laws and acts in India like Consumer Protection Act, Competition Act etc.

**OC-6** - To encourage the students to apply ethical practices in Business and professional environment.

**OC-7** - To enable the students in attaining enrichment of skills so as to facilitate greater employability.

**OC-8** - To enable the students to crack various competitive examinations like Civil Services examination, NET, MBA/PGDBM etc.

**OC-9** - To develop professional and leadership effectiveness among the students so as to encourage entrepreneurship.

Programme Outcomes will be matched with learning outcomes of respective courses.

## **COURSE STRUCTURE**

### **1<sup>st</sup> Year**

Hons. Paper - I : Principles of Management

Hons. Paper - II : Organisational Behaviour

Hons. Paper - III : Managerial Economics

Hons. Paper - IV : Business Mathematics & Statistics

Subsidiary Paper - I : Business Organisation

Subsidiary Paper - II : Financial Accounting

### **2<sup>nd</sup> Year**

Hons. Paper - V : Communication & Management Information System

Hons. Paper - VI : Cost & Management Accounting

Hons. Paper - VII : Legal Aspects of Business

Hons. Paper - VIII : Application of Computer in Management

Subsidiary Paper - I : Business Environment

Subsidiary Paper - II : Entrepreneurship Development Programme

### **3<sup>rd</sup> Year**

Hons. Paper - IX : Financial Management

Hons. Paper - X : Marketing Management

Hons. Paper - XI : Human Resource Management

The University will hold examination at the end of the first, second and the third years of course to be known respectively as BBA (H) Part I, Part II & Part III examination. There shall be a written examination for each of the theory paper of 3 hours duration. The marks of each Honours paper shall consist of 80 marks for university examination and 20 marks for interval assessment of the total of 100 marks. The subsidiary papers will carry 100 marks.