

Patel Memorial National College, Rajpura

Course: Bachelor of Business Administration

Duration : 3 year Degree Course(Semester System)

Concept : The course Syllabus is designed to impart adequate business administration skills to the students. Subjects are market oriented and students after pursuing the course get good BBA jobs and good salary packages. They can also pursue higher studies in MBA with different specialization areas according to their interest.

We provide Three Specialization areas to our students like :

- 1) Human Resource Management
- 2) Marketing 3) Finance

Objective of the course :

- Acquiring Conceptual Clarity of Various Functional Areas
- Ability to analyze various functional issues affecting the organization
- Demonstrating ability to evolve strategies for organizational benefits
- Analysis and interpretation of the data which is used in Decision Making
- The ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate Effectively Oral and Written Communication
- Ability to work in Groups
- understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- understanding of sustainability related concerns in varied areas

BBA-I(I & II Semester)

During First year students undergone through these subjects and learn general skills about Business and Management along with other Communication skills.

1. **Principles of Management** Students will get familiar with the basic concepts applied in contemporary management practice and many of the concepts learnt will form the foundation for subsequent courses in strategy, operations and HRM in subsequent semesters.
2. **Microeconomics** Students will learn How consumers make decision How firms analyze market demand How firms analyze their internal costs How firms interact in different market structures and make price, output decision
3. **Essentials of IT** Students will be well versed with various computer fundamentals after undergoing this curriculum and understand the power of the software tools and applications in business.
4. **Effective Communications** Students will be able to communicate their ideas through different modes and mediums. They will be able to make memorable presentations professionally.

Students will understand different strategies to adopt while communicating with different personalities with different goals. Students will be able to handle job opportunities successfully.

5. **Macroeconomics** Students will learn: How different sectors interact in macro economy. How national income is calculated. Concept of the multiplier effect in an economy. Analysis of the money market. Role of fiscal and monetary policy in macro economy. Causes and impact of inflation and policies to control it. Balance of payments, impact of capital flows in an open economy and role of economic policies in an open economy.

BBA-II(III & IV Semester)

6. **Principles of Marketing** On successful completion of the course, students will be able to: Have an in depth understanding of the marketing planning process Develop and implement integrated marketing strategies for products.
7. **Financial Management** Students should be able to show analytical skills in short term and long term decision making.
8. **Business Law** Students will understand the basic provisions of Company and Industrial Law and therein after the completion of the course, Students will be able to – Understand the legal system prevailing into practice. Develop an understanding of the basic law related to business. Develop an understanding about legal formality related to business.
9. **Advertising and Media** The student will be able to understand the different types and rationale behind the advertising type and medium chosen. The student will understand how the process of Objective Setting and Budgeting is done for IMC The student will be able to identify media alternatives for different marketing messages.
10. **Human Resource Management** Through this course student will be able to explore various dimensions of Human Resource Management and will find new career opportunities in the same It will provide hands on experience to work on industry assignments and gain practical knowledge Case Study discussions will provide simulations to think as an HR strategist and design an appropriate solution.
11. **Financial Markets and Institutions** To provide the student with complete understanding of Indian financial markets, institutions and intermediaries. The aim of the course shall be to equip the student with understanding of different financial instruments and their application in real life scenarios.
12. **Business Accounting** To understand the Basic accounting principles and concepts. **Financial Statement Analysis** Students will have knowledge of component analyses that constitute business analysis. Students will be able develop an attitude to focus on financial statement users, their information needs, and how financial statement analysis addresses those needs.
13. **Retail Management** Gain a conceptual understanding of the various retail concepts. Build student appreciation of current trends-- like role of internet in retailing, newer ways to sell and communicate with customer, greater emphasis on environment and social responsibility of retail sector, use of technology and analytical methods in retailing.

Summer Internship (45 Days) Students undergone 4 to 6 weeks training in any company to get skills of Administration and Marketing.

BBA-III(V & VI Semester)

14. **Research Methodology** Students will be able to convert business problems into research problem and design research accordingly. They will be able to identify correct statistical tools to solve problem in hand. Students will write short research report.
15. **Investment Analysis and Portfolio Management** Students should be able to construct a passive and active strategy portfolio using domestic and international diversification.
16. **Export Management** Students know about different procedures and methods of export.
17. **Insurance Management** Students understand the different insurance plans , policies and their relevance for the business as well as for individuals.

Industrial Training in VI Semester (Six Months) The student shall have to undergo an industrial training under the instructor (to be allocated by the company). This gives students in hand practice of the theoretical concept learned throughout the course which helps them to get jobs after the course completion.