



# **COURSE OBJECTIVES AND OUTCOMES**



## **Department of Philosophy**

### **Courses Offered**

- B.A. Philosophy (Elective)

### **Course Objectives**

- To familiarize the students with the philosophy subject, its branches, problems, methods and also it provides a wider canvas about tackling day-to-day problems in a larger perspective.
- To introduce the basics of the science of logic and reasoning, this is the most effective means of developing logical abstract thinking in students. It tries to provide students with a mastery of logic so that they can think in clearer terms and be less prone to error.
- To introduce the ethical philosophies propounded in the different Indian Philosophical Systems. It highlights the main tenets of Buddhism, Jainism, Sikhism, Gandhian, Gita and Vedic Culture.
- To give an insight into the nature of ethics, moral notions, and basic moral theories as propounded by Western ethical philosophers and also deal with the problems of applied ethics.
- To introduce the main epistemological and metaphysical issues as discussed in the various Indian Philosophical Systems.
- To introduce the main epistemological and metaphysical issues as discussed in the various Western Philosophical Systems.

### **Course Outcomes**

Students completing a BA in Philosophy achieved the following competencies:

- Application of philosophical methods in the abstraction of ideas, their explanation, and interpretation.
- Identify an argument in a passage of ordinary text, including identifying the premises and conclusions and distinguishing them from extraneous information.
- Knowledge of contemporary methods of philosophical inquiry and their applications.
- Understanding of Indian and Western ethical philosophies and their influence on life.
- Understanding right, wrong, good and bad and understanding moral principles and their application in everyday life.
- Apply basic ethical concepts and approaches to solving practical problems in ethics, including environment, abortion, female foeticide, etc.
- Ability to understand reality from Indian and Western perspectives and understand the various ancient and contemporary issues of philosophy.

- Understanding of Indian and Western Philosophical Systems and their main characteristics via different concepts and theories.

### **Teaching Pedagogy**

- Classroom Lectures, Student Presentations, Group Discussions
- Class –content-oriented Quiz and Competition
- Expert Lectures and Interaction, Workshop and Seminars

## **Department of Geography**

### **Courses Offered**

- B.A. Geography(Elective)
- B.A. Geography Honours

### **Course Objectives**

#### B.A. Geography(Elective)

- The course aims to familiarize the students with the fundamental concepts of physical geography, climatology, and oceanography along with its implications and significance in human life and the global environmental system.
- To foster an understanding of India and Punjab's physical and cultural landscape and its spatial diversity.
- To provide an understanding of the concept of world regions concerning land, people, polity, and economy; the physical and human resource base and their interface with economic development; development problems and prospects.
- To introduce the concept and elements of maps, steps in map-making, relief representation, and weather symbolization on maps, and relevance of maps in Geography.
- To apprise the students with the symbolization of different types of geographical data and depiction of various spatial data.
- To provide training in the application of various graphical methods of depicting geographic data.
- To train the students to interpret the topographical sheets at different scales.
- To provide an analytical understanding of the use of common map projections.
- To acquaint the students with the importance of fieldwork as one of the methodologies in geography.

- To familiarize the students about pre-field work and post-field work i.e. data processing and analysis and writing of fieldwork reports.

### B.A. Geography Honours

- To introduce the students to the philosophical and methodological foundations of the subject and its place in the world of knowledge.
- To familiarize them with the major landmarks in the development of geographic thought at different periods.
- Helps in understanding the spatial and structural dimensions of population and the emerging issues.
- To understand the prevalent issues in environment, society and economy and to provide a geographical interpretation with special reference to India
- To understand the significance of the environment and its interrelationship with man.

### **Course Outcomes**

#### B.A. Geography(Elective)

- The course content prepares and guides the students for various competitive exams.
- This also opens the job avenues and higher studies in the following spheres:

GIS and Remote Sensing

Town and Country Planning

Disaster Management

Data Analyst

Tourism

Surveyor

#### B.A. Geography Honours

- The course content prepares and guides the students for various competitive exams.
- This also opens the job avenues and scope to enrol in higher studies.

### **Teaching Pedagogy**

- Powerpoint presentation, Audio-visual aids, maps, diagrams, models and documentaries have been displayed
- Relevant educational field trips have been arranged to illustrate the theory being taught.
- A well-equipped cartographic and GIS laboratory with necessary instruments has been in use.
- The use of topographical sheets of Survey of India and weather maps.

- Students are encouraged to use computers while preparing practical exercises.
- Basic fundamentals of map projections are introduced by demonstration of construction exercises in class.
- The students are trained to collect primary data, its processing, and cartographic representation through field exercises.

## **Department of English**

### **Courses Offered**

- B.A. English Compulsory
- B.A. Elective English
- B.A. Functional English
- English and Business Communication Skills (BBA)\*
- English and Business Communication Skills (B Com)\*
- English Compulsory (BCA)\*

### **Course Objectives**

#### B.A. English Compulsory

- To impart basic communication skills in the English language.
- Introduction to English Literature.
- Critical and analytical thinking

#### B.A. Elective English

- Introduction to English Literature and critical theories.
- To have comprehensive knowledge of complex literary and theoretical concepts.
- To have a creative and critical mindset.

#### B.A. Functional English

- Understanding and learning English language skills, listening, writing, speaking and writing. Training in the articulation of the English language.
- Introduction of media ( Radio journalism, TV, Print media, etc.)

#### English and Business Communication Skills (BBA)\*

- To acquaint students with the various elements of communication in a business setup.
- To enhance their communication skills.

#### 5) English and Business Communication Skills (B Com)\*

- To acquaint students with the various elements of communication in a business setup.

- To enhance their communication skills.

### English Compulsory (BCA)\*

To make students eloquent in the English language and enhance their vocabulary

Introduction to English Literature and literary figures.

### **Course Outcomes**

#### B.A. English Compulsory

- Well equipped in the English Language for better performance in the Job Market.
- A better understanding of literary work and critical thinking.
- Well-developed reading and writing skills in English.

#### B.A. Elective English

- Develop creative and analytical thinking and writing skills.
- Understanding of theoretical and critical concepts of English literature paving way for higher studies in the field
- Research-oriented perspective in the field.

#### B.A. Functional English

- In-depth knowledge of professional writing.
- Articulate and proficient in the English language.
- Working knowledge of media ( Radio journalism, Documentary making, TV, etc.)

#### English and Business Communication Skills (BBA)\*

- Better writing skills in a business and official documents.
- Better personality and enhanced communication skills
- To give them confidence in interviews and public dealings

#### English and Business Communication Skills (B Com)\*

Application of working knowledge of various communication skills in business or formal setup.

Enhanced knowledge of writing and speaking skills.

#### English Compulsory (BCA)\*

- Better personality and enhanced communication skills
- To give them confidence in interviews and public dealings.
- Better writing skills in business and official documents.

### **Teaching Pedagogy**

Classroom lectures, Presentations, Group Discussions, practicals, online teaching, screening of movies, videos, on-the-job training, etc. are provided for practical experience.

Theoretical and critical approaches to topics for a better understanding.

Note-\* Taught as part of BBA-II, BCom-I and BCA-I course

## **Department of Public Administration**

### **Courses Offered**

- B.A. Public Administration(Elective)
- Public Administration Honours

### **Course Objectives**

- To impart knowledge of the subject matter.
- To relate discipline with contemporary scenarios.
- To inculcate administrative skills among the students.

### **Course Outcomes**

- Students learn about various dimensions of the subject and relate them with practical knowledge
- Students attain clarity about ongoing issues related to the discipline for critical evaluation
- Students' confidence is enhanced for future endeavors in government organizations

### **Teaching Pedagogy**

Classroom lectures, Presentation, Group discussions

## **Department of Political Science**

### **Courses Offered**

- B.A. Political Science(Elective)
- B.A.Political Science Honours

### **Course Objectives**

- Theoretical Framework of Political Science
- To understand Indian Government and Politics
- Covering the theme of Comparative Government and politics and international politics

### **Course Outcomes**

- Better knowledge about the state, Government.

- Better knowledge about the Constitution of India, Political party, Role of Election commission.
- Better knowledge about the Constitution of the USA and UK. International politics with Indian National Interest, Role of United Nations Organization in promoting international peace.

### **Teaching Pedagogy**

Classroom Lecture, presentation and Group Discussion

## **Department of Music Vocal**

### **Courses Offered**

- B.A. Music Vocal

### **Course Objectives**

- To enable students to understand music as a performing art
- To inculcate musical aptitude in students

### **Course Outcomes**

- Students learn about the history and theory of music
- Students gain expertise in technicalities of music
- Students perform musical items at different platforms
- Exposure of stage performances lead to grooming and development overall personality traits

### **Teaching Pedagogy**

Classroom teaching, Group Discussion, practical.

## **Department of History**

### **Courses Offered**

- B.A. History(Elective)
- B.A. History and Culture of Punjab( Elective)
- B.A. History Honours
- B.Com. I HCP
- B.B.A. I HCP



- B.C.A. II HCP

### Course Objectives

- To provide knowledge of Indian History and World History to students.
- Through History and Culture of Punjab-To introduce the students to the history and culture of the Punjab region.

### Course Outcomes

- Students are well versed with Indian History, World history and can further pursue higher studies in the field.
- The course is being offered to various streams like BCom, BBA, BCA, etc. and it provides a multidisciplinary outlook and approach to students.
- Students are made aware of the history and culture of Punjab through the course HCP and it helps the students understand the rich heritage of the place.

### Teaching Pedagogy

Lectures, Library work, assignments, projects, and discussion. Recently prepared e-content according to the new prescribed syllabus by the University.

## Department of Sanskrit

### Courses Offered

- B.A. Sanskrit(Elective)

### Course Objectives

1. लौकिक संस्कृत साहित्य के रचना -सौष्ठव से विद्यार्थियों का परिचय कराना ।
- 2.संस्कृत व्याकरण का सामान्य ज्ञान प्रदान करना ।
- 3.व्यावहारिक संस्कृत के समृद्ध शब्द भण्डार से विद्यार्थियों की संस्कृत के प्रति रुचि उत्पन्न करना।
- 4.कथाओं और नीति उपदेशों के माध्यम से उत्तम मार्ग पर अग्रसर होने की शिक्षा प्रदान करना।

### Course Outcomes

विद्यार्थियों में संस्कृत भाषा एवं साहित्य ,व्याकरण के ज्ञान के अतिरिक्त व्यक्तित्व को भी सकारात्मक रूप से प्रभावित करना।

### Teaching Pedagogy

Classroom Teaching, Presentations, Assignments, Group Discussions

## **Department of Fine Arts**

### **Courses Offered**

- B.A. Fine Arts (Elective)

### **Course Objectives**

The objective of the paper is to introduce the students to various tools, types, and stages of the development in the painting and culture in India and the west. The emphasis will be to make students aware of the different terms, concepts, and subject matter in Arts.

### **Course Outcomes**

The students are expected to familiarize the art form as seen from the books, slides, and related films. Visiting museums, exhibitions, and art galleries are a part of the study.

## **Department of Economics**

### **Courses Offered**

- B.A. Economics Elective
- B.A. Economics Honours
- B.Com Economics Compulsory
- B.Com Economics Honours
- B.B.A.
- M.Com

### **Course Objectives**

- \* To cover the basic concepts and tools needed to undertake the analysis of such problems that arise due to the law of scarcity
- \* To familiarize the students with the generally accepted principles of macroeconomics.
- \* To provide insight into the various aspects of the Indian economy.
- \* To introduce the students to the basics of public finance and international trade
- \* To train the students in the use of basic mathematical and statistical tools in analyzing various economic phenomena
- \* To introduce the students to the basic features, determinants, and theories, and strategies of development of underdeveloped economies
- \* To understand the importance and problems of the agriculture sector in India
- \* To understand the importance, working, and financing of public enterprises in India.

- \* To understand the operations of money and banking and their interaction with the rest of the economy
- \* To provide knowledge of the Labour market, wage theories, employment policies, trade unions, and collective bargaining in the globalized economy
- \* To study the basic concepts of microeconomics relevant for Business decision-making and helping the students to understand the application of economic principles in business management.
- \* To introduce the functioning of competitive and non-competitive product markets and performance of the markets for resources

### **Course Outcomes**

- It will develop a rudimentary understanding of how and why consumers, firms, and markets in the economy function the way they do.
- It will improve the decision-making accuracy of the students thereby enabling them to test new ideas.
- It will enable students to understand how public authority controls the direction of economic activity as an alternative to markets for the benefit of people of underdeveloped economies.
- It will aim at developing an analytical understanding of the students by exposing them to the basic issues of the Indian economy.
- It will provide students with the basic economic tools needed to understand and analyze how earnings are determined, how labour markets work, and how various government policies may affect labour.
- It will provide a broad understanding to the students about the basic concepts, theories, and policies regarding economic development and growth.

## **Department of Advertising, Sales Promotion and Sales Management**

### **Courses Offered**

- B.A. Advertising, Sales Promotion and Sales Management (Elective)

### **Course Objectives**

- To impart knowledge among the students in the field of marketing, selling, advertising, public relations, and salesmanship.

- To develop requisite skills for effective sales among the students in the fast-growing and challenging business areas of Advertising, Sales promotion, selling, sales management, and public relations.
- To understand the tools used by marketing and sales managers in different situations in business.

#### **Course Outcomes**

- The students will have strong conceptual knowledge in the functional areas of marketing, selling, advertising, public relations, and salesmanship.
- The students will have an effective understanding of relevant functional areas of advertising and sales management.
- Students will demonstrate analytical skills in the identification and resolution of problems about situations related to sales in business.

### **Department of Sociology**

#### **Courses Offered**

- B.A. Sociology(Elective)

#### **Course Objectives**

This course introduces the students to the classical sociological thinkers, whose works have shaped the discipline of sociology. Acquaintance with the writing of thinkers would equip the students with theoretical insights to know, analyze and interpret the social scenario around them and would also familiarize them with the different sociological perspectives and theories.

#### **Course Outcomes**

- Students are enabled to understand the basic concepts of society
- Students are enabled to understand social dynamics of social structure
- Students are prepared to address various social issues after the completion of B.A.

#### **Teaching Pedagogy**

Direct Teaching both online and offline

### **Department of Music Instrumental**

#### **Courses Offered**

- B.A. Music Instrumental(Elective)

#### **Course Objectives**

To make students capable of stage performances, jobs in the institutions like school, college, and music academies

### **Course Outcomes**

Basic information of raga, tala, compositional work, stage performances, theoretical knowledge

### **Teaching Pedagogy**

Lecture, group discussion, practical work on instruments like sitar and other instruments

## **Department of Physical Education**

### **Courses Offered**

- B.A. Physical Education (Elective)

### **Course Objectives**

- Introduction to the Human Body
- Movement skills to participate in a variety of physical activities
- Promoting Physical Fitness and Wellness
- Physical, Mental, Social, and Moral Development
- Developing Teamwork, Sportsmanship, and Cooperation
- To develop the all over development of human personality

### **Course Outcomes**

- To develop competency in many physical activities
- In-depth knowledge of the human body and movements
- Physical fitness and wellness
- Skill Enhancement
- Developed the skills necessary to participate, perform and progress in a variety of sports
- Overall personality development

### **Teaching Pedagogy**

- Classroom lectures, Presentations, group discussion
- Practicals for a better understanding of skills

## **Department of Computer Applications**

### **Courses Offered**

- BCA

### **Course Objectives**

- To give a better understanding of the syllabus and gain practical knowledge of computers

- To enhance the knowledge of the students with the use of computer languages like C++, web programming, Java, etc. Even project work helps to a large extent

### **Course Outcomes**

- Practical knowledge of computers and different languages of computers
- Job opportunities in the related field
- Scope for higher studies

### **Teaching Pedagogy**

Presentation, classroom lectures, discussions, lab practicals, preparation of projects, program designing, etc. Theoretical and practical approaches for better understanding.

## **Department of Environment Studies**

### **Courses Offered**

- Environment Conservation (Elective)
- B.A./BCA/BBA/BCom I Environment Education(Compulsory Qualifying Paper)

### **Course Objectives**

- To engage the students in real-world issues that transcend classroom walls.
- To help students understand the relevance of their classroom studies to the complex environmental issues confronting our planet and acquire the skills to be creative problem solvers and powerful advocates of the planet.

### **Course Outcomes**

Environmental scientists, environmental engineers, educationists, eco-tourism professionals, environmental journalists are at the forefront working for the preservation, protection, and spreading awareness about the environment. Environment Education as a core subject will produce youth and professionals ready to work for the Environment. Teaching Environment Conservation at the undergraduate level will help the students to think better and clear about strategies to protect the environment. After B.A. in Environment Conservation, students can apply for post-graduate courses in this subject.

The career opportunities in the field of Environment Conservation are as following:

- As an Ecological Consultant
- In Non-governmental Organizations
- As an academician in schools, colleges and universities
- Green Energy

- Conservation Journalist.
- Eco-tourism
- Environmental Auditor
- Waste management services
- Water Resource Specialist

Climate Scientist

### **Teaching Pedagogy**

PowerPoint presentations, Videos, Experimentation, Excursions

## **Department of Punjabi**

### **Courses Offered**

- B.A. Compulsory
- B.A.Punjabi Elective
- B.Com/B.B.A./ B.C.A.-I\*

Note-\* Taught as part of B.B.A., B.Com and B.C.A. courses.

### **Course Objectives**

- To promote interest in mother tongue (Punjabi)
- Introduction to Punjabi
- Introduction to Punjabi Critics
- To improve critical and analytical thinking
- To have a creative and critical mindset

### **Course Outcomes**

- A better understanding of Punjabi language and literature.
- Better writing skills for business and official purpose
- Better personality and enhanced communication skills
- In-depth knowledge of creative and professional writing

### **Teaching Pedagogy**

- Classroom lecture, presentations, group discussion
- Theoretical and critical approaches to topics for better understanding.
- E-contents for online classes

## **Department of Commerce**

### **Courses Offered**

- B.Com
- M.Com

### Course Objectives

- B.Com

To provide broad understanding about basic concepts of human behaviour, application of economic principles in business, business and commercial law, GST, direct tax laws, portfolio management, techniques of Operations Research and impart skills for recording various business transactions, acquaint the students with desirable social and business ethics

- M.Com

To impart knowledge and understanding of the concepts of Organisational Behaviour, IT practices in Business, Operations Research, Corporate Governance, Human Resource Development, Marketing Strategies, Application of various techniques in conducting research, policies of financial management, Techniques to evaluate business performance.

### Course Outcomes

- B.Com

Knowledge about various tax laws, commercial law, entrepreneurship skills, and accounting practices helps to plan their venture and accounting practices always in demand in the market

- MCom

Knowledge gained in the four-semester assists in clearing different competitive exams.

### Teaching Pedagogy

Classroom teaching, Group Discussion, Quiz, Industrial visit. Interaction with CAs, CSS, Entrepreneurs, Bankers, etc. Assignment, and Organization training.

## Department of Defence & Strategic Studies

### Courses Offered

- B.A. Defence & Strategic Studies (Elective)

### Course Objectives

- To study the various aspects and dimensions of the security challenges faced by India and identify the key issues concerning threats to the security and sovereignty and territorial integrity of India.



- To study the local and global forces involved in stirring up social and ethnic tension between different sections of the society and the role of such forces in provoking secessionist movements in the country.
- To develop a knowledge base on the above issues, publish the same and allow for interactions on issues of common interests through various forums, among the concerned fraternity, and thus create awareness about India's security issues and needs among all sections of people in India.
- Introduce the graduates' skills, knowledge, and abilities to understand national security issues analytically which help the students to pick up adequate comprehension on matters of security. Infuse each graduate with a desire to be a lifelong learner and plan to pursue professional courses related to Defence and Strategic Studies to be a domain specialist.
- Encourage leadership qualities amongst students and raise the ability to work as a team.
- Gain an understanding of professional ethics and apply in the field of national security rather than repeat curriculum content knowledge
- Demonstrate the ability to apply one's disciplinary knowledge and skills to new frontiers and be a partner ensuring global competitiveness.

### **Course Outcomes**

- Learning Outcome in Defence and Strategic Studies is intended to provide a broad framework within which the discipline could respond to the changing needs of its various stakeholders in exclusivity in a more romanticized manner. The subject of Defence & Strategic Studies, therefore, holds unique significance and demands security consciousness in society in which academics have a wider role to play.
- The core papers concept of Warfare and Military History of India are the foundation courses for the students of Defence and Strategic Studies enabling them to understand the basic conceptual aspects of war. It will also help them to understand the basic causes of war and various types of war i.e. economic warfare, psychological warfare, and economic warfare in detail.
- The core course also includes papers like International Relations, Strategic Aspects, National Security of India, and Security problems related to India which will enable the students to know the defence aspects of International relations and conceptual aspects of national security and especially the national security problems both internal and external.

## **Teaching Pedagogy**

The development of practical skills will constitute an important aspect of the Teaching Pedagogy.

A variety of approaches to Teaching Pedagogy shall include:

- Use of ICT facility
- Classroom is equipped with an ICT facility (multimedia PowerPoint projects, accounts
- Interaction with Defence personnel and research establishments etc. A unique opportunity for students of Defence & Strategic Studies is the opportunity to meet practitioners, especially defence personnel, as guest lectures, motivational components, or personal accounts of experience in the armed forces. Think tanks and other research establishments offer internships that can serve as a significant training ground for future careers
- In addition, problem-solving skills and higher-order skills of reasoning and analysis will be encouraged among students for personality building. The recommended use of prescribed textbooks and e-learning resources and other self-study materials including increasing use of team-based activities and interactions will be designed to promote the development of students and teachers alike."

## **Department of Psychology**

### **Courses Offered**

- B.A. (Psychology)
- B.A. Honours (Psychology)

### **Course Objectives**

- Base of knowledge
- To understand human behaviour in diverse situations and circumstances.
- To understand the Self
- How to assess human behaviour
- How to use the therapies and treatment for patients and clients.

### **Course Outcomes**

- To enter research-focused graduate programs based on their knowledge of empirically-supported psychological processes and how to apply this knowledge to promote health and welfare.
- To work ethically in settings that emphasize diversity and global thinking.
- To understand human behaviour in diverse situations and circumstances.

### Teaching Pedagogy

- Used PowerPoint presentations, fieldwork in teaching
- Audio-Visual aids used during teaching.
- Group discussion, fieldwork work.
- Organized special talks by subject experts
- Quiz contests, debates, seminars, etc.

### Department of Hindi

#### Courses Offered

- B.A. Hindi(Elective)
- B.A. Hindi Honours

#### Course Objectives

1.साहित्य व भाषा की परख और पहचान.

2.शुद्धिकरण भाषा के परिप्रेक्ष्य में.

3.स्वभाव का भाषा के माध्यम से परिष्करण व रूप विधान

#### Course Outcomes

1 रोजगारोन्मुखी प्राप्तियों व उपलब्धियों के अनेक अवसर.

2 व्यवहार व व्यक्तित्व का क्रमशः निर्माण व विकास.

3 साक्षात्कार में सहज रहने की अनेकों संभावनाओं का विकास. भारत विश्व गुरु था. है और रहेगा इसकी अनुभूति व अभिव्यक्ति.

### Department of Mathematics

#### Courses Offered

- B.A. Mathematics (Elective)
- Business Mathematics and Statistics (B.Com Sem-III).
- Quantitative Techniques (B.Com Semester-IV)

#### Course Objectives

##### B.A. Mathematics

- Introduction to pure and applied mathematics.
- Inculcate logical skills. Increase reasoning ability.

- Develop Mathematical skills.

#### Business Mathematics and Statistics (B.Com Semester-III)

- Introduction to Basic mathematics skills
- Use of Statistical tools
- Increase knowledge about Business Mathematics

#### Quantitative Techniques (B.Com Semester-IV)

- To increase mathematical skills
- Comprehensive knowledge about various statistical methods
- Introduction to Operation Research

### **Course Outcomes**

#### B.A. Mathematics

- Enhanced knowledge of two branches of mathematics- Pure Mathematics and Applied Mathematics
- Inculcated logical and reasoning ability of students
- Improved general mathematical skills of the students

#### Business Mathematics and Statistics (B.Com Semester-III)

- Introduced the students to basic mathematics skills in business
- Inculcated comprehensive knowledge of students about different statistical tools
- Increased the knowledge of students about Business Mathematics

#### Quantitative Techniques (B.Com Semester-IV)

- Improved the mathematical skills of students
- Increased the knowledge of students about various statistical methods
- Introduced the students to operation research

### **Teaching Pedagogy**

Classroom lectures, assignments, Presentations, Group discussions, topic wise class tests, etc.

## **Department of Management**

### **Courses Offered**

- Bachelor of Business Administration (BBA)

### **Course Objectives**

- To prepare the students for the needs of the corporate world.
- To prepare the students for better job opportunities in the field of management.

- To prepare the students for entrepreneurial activities as a career and support the Govt. initiative of the Make in India Programme.
- To prepare the students for further higher studies opportunities in the field of management.

### **Course Outcomes**

- Helps develop managerial skills early: BBA provides a head start for candidates to develop management skills. The course takes a student over the core areas of management including marketing, sales, strategy management, etc. and it also covers key areas of finance and economics. Plus, soft skill development such as business communication is also taught in the BBA course. The skills learned by a candidate in a BBA course go a long way in their management career.
- Industry-Oriented course with great exposure: BBA courses are well adapted to train students as per the industry requirements. The combination of practical and theoretical knowledge provided in a BBA course helps increase the value of a student in the market. Well-established companies and start-ups stay on the lookout for BBA students as they are suited to carry out a range of responsibilities in the organization.

Open job market with scope for growth: Since they fit into a variety of roles in an organization, BBA graduates have plenty of job opportunities available in the market.

- Organizations stay on the lookout for young graduates who can bring energy and new ideas to the table. BBA graduates can fit into a varied range of roles and responsibilities in an organization.
- Helps to start their venture: BBA course is suited for students who want to learn how to manage their businesses or entrepreneurs. Students also have good prospects for growth after completing a BBA course. Graduates with work experience can start their ventures
- Foundation course for MBA: BBA is an excellent foundation course for an MBA course. The foundation of business administration, management knowledge, and practical skills learned by a student in BBA help provide them with an excellent base for pursuing an MBA

### **Teaching Pedagogy**

- Case study method: The real-life business problems are usually given in the form of a story and students are asked to find possible alternate solutions, considering various environmental factors.
- Presentations: Topics related to the course are given in advance to the students, who then make the oral presentation with or without the help of audio-visual aids. The Q&A session at the end is held to resolve queries from the participants.
- Situation handling and Role Plays: Students are assigned certain roles in a given situation and they have to respond according to their characters. The process is usually repeated to make the students understand the various alternative actions and their repercussions.
- Field Projects/Assignments: Students are given tasks such as understanding customers' buying behaviour, analyzing the financial performance of a company, finding out the best HR practices, understanding the logistic processes in a firm, etc. These are then written down in the form of a project report and submitted for evaluation.
- Business Quiz/Exercises: Periodic assessment of the learning provided is normally done through quizzes and exercises, which can be oral, MCQ, or short answer type.
- Movies/Videos/Video clips: Faculty utilizes video clippings to explain the management concepts as well as pros & cons of strategic decisions taken.
- Blended Learning: It includes a mix of both traditional classroom as well as digital modes of teaching. At times, online lectures are conducted through webinars/video conferencing by the senior corporate, renowned academicians, or a researcher located elsewhere.
- Z to A approach: In this approach, the application part of a particular concept is discussed first, and later the theory is related to it. It makes the understanding of a particular concept better among the students and retention is also higher.
- Brainstorming: Panel discussions or brainstorming is done by giving a certain problem to the group of students and asking them to find a feasible solution. It helps in building teamwork, idea sharing, and a creative approach among the students.
- Extempore speech /Class debates: This is another commonly used method in which faculty might ask the students to speak on the topic recently covered in the class. Also, students may be given a problem or a situation and asked to debate their viewpoints.

- Webinar: Webinars on different topics are organised for the students. The speakers are invited from different academic institutes and corporate worlds. At the end of the webinar, there is a question-answer session with the resource person.