



Programme	Semester	Course Code	Course ⁱ
BBA	I	BM101.2	Principles and Practices of Management

Course Objectives

To expose the students to the different functions performed by managers, the roles they have to play for those functions, and the knowledge and skills they have to develop for the roles through real-life examples.

Course Learning Outcomes

An appreciation of the principles of management and basic functional areas of management.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Commitment to organizations
Business instinct



Programme	Semester	Course Code	Course
BBA	I	BM102.2	Foundation Course in Economics

Course Objectives

Design competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

Course Learning Outcomes

An appreciation of the principles of micro-economics and their potential for firm level decision-making; and

A keen desire for reading news of economic and financial changes/developments on a regular basis, and engaging in discussion and critical evaluation of such developments.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Ability to understand, assimilate, general awareness
Foundational Skills



Programme	Semester	Course Code	Course ⁱ
BBA	I	BMI03.2	Fundamentals of Accounting

Course Objectives

To gain comprehensive understanding of all accounting concepts and conventions.
To be able to prepare and understand financial statements.

Course Learning Outcomes

A thorough understanding of accounting records and how transactions are recorded in them;;
An ability of recording process of depreciation.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	I	BMI04.2	Business Mathematics

Course Objectives

To expose and provide the necessary foundation to the students to the different mathematical functions performed by managers.

Course Learning Outcomes

A thorough understanding of mathematical expressions used in business.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	I	BM105.2	Introduction to Logic

Course Objectives

- To expose the students to the need for critical thinking practice as a necessary ingredient in decision-making capabilities;
- To inculcate the habit of analysis as a routine and enable them to seek and know the reasoning behind any situation, decision, data, information, news, etc.

Course Learning Outcomes

An analytical and enquiring mindset that does not accept any information at face value, but evaluates critically its source and implications.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Thinking Critically and Communicating Effectively

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	I	BMI06.2	Computer Fundamentals and Applications (Practical) - 1

Course Objectives

To expose the students to IT relevant to the immediate needs of managers as this is an introductory course in basic computer.
To enable them to develop proficiency in using certain components of the package includes MS Word, MS Excel, MS Power Point, MS Access and MS project.

Course Learning Outcomes

An ability to learn how to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations, using excel effectively to have aid in financial and statistical analysis, plan your activity and appointments using outlook and plan project for effective implementation.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Exposure to Practice
Need for a hands-on approach

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching, learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	I	CL142.01	Environmental Sciences (Practical)

Course Objectives

To enable students to understand the Environment, ecosystem and identify the components of an ecosystem and how they are related.

Course Learning Outcomes

Students will develop an understanding related to the importance of environment, ecosystem and its components and how they are related.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness
Foundational Skills

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	I	HS101.2	Communicative English - I

Course Objectives

To facilitate the learners in acquiring listening and speaking competence
To assist the learners in independent language comprehension and production

Course Learning Outcomes

Listen to a text and identify specific and global information
Speak effectively using intonation, stress and other speech features

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Presentation and Communication Skills
Communicating Effectively

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	BM107.2	Business Economics

Course Objectives

To enable the students to understand the principles underlying the structure and functioning of markets;
To help them to apply economic theory for optimal decision-making at the firm level in the context of market constraints, through real-life examples from across the globe and real cases of firms

Course Learning Outcomes

The students after studying this course will get a clear understanding of various basic concepts used in economics. He will also get an understanding of the demand and supply and factors affecting them and how the price is determined in different types of markets.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	BM108.2	Organization Behaviour

Course Objectives

To expose the students to the environmental and organizational context, cognitive processes and dynamics of organisational behavior; and
To enable them to manage and lead for high performance with the human being at the Centre of the organization.

Course Learning Outcomes

Understand and apply various concepts related to organisational behaviour, human perception, leadership, decision making, change and stress that come along with it.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

People Management
Networking
Interpersonal & Team building skills
Leadership
Process-sensitivity

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	BM109.2	Cost and Management Accounting

Course Objectives

To familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing

To recognize the importance of management accounting in an organisation and how it can be used within the context of the other functions of the company.

Course Learning Outcomes

Develop a thorough understanding of accounting records and how transactions are recorded in them;

Be able to understand and interpret financial statements for various forms of businesses;

Be able to analyse and interpret the data contained in these statements for improved decision-making.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Need for a hands-on approach
Functional/Foundational Skills
Analytical Skills
Exposure to Practice



Programme	Semester	Course Code	Course ⁱ
BBA	II	BM110.2	Business Statistics

Course Objectives

To expose the students to basic statistical tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas.

Course Learning Outcomes

Have grappled with the potential of statistical tools and software packages for managerial decision-making under conditions of risk and uncertainty.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Need for a hands-on approach
Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	BM111.2	Case Analysis

Course Objectives

To develop the students as managers who know how to think, i.e. how to become independent, self-directed thinkers and learners, to introduce the key steps of case analysis, output of recommendations and writing skills.

Course Learning Outcomes

The students should also be able to analyze the case (situation) with application of knowledge attained and write the report.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Thinking Critically and Communicating Effectively
Strategic thinking skills

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	BMI12.2	Computer Fundamentals and Applications (Practical) – 2

Course Objectives

This is an introductory course in basic computer use and to expose the students to IT relevant to the immediate needs of managers

Course Learning Outcomes

Learnt how to use computers and basic application software packages effectively for different types of work like formal report preparation, making presentations, using excel effectively to have aid in financial and statistical analysis, plan your activity and appointments using outlook and plan project for effective implementation.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Exposure to Practice
Need for a hands-on approach

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	II	HS102.02	Communicative English - II

Course Objectives

To hone basic linguistic and communication skills (of students) required in a business organization

To help learners develop familiarity with varied styles of communication and gain insights into how to deal with people with different communication styles

Course Learning Outcomes

Polished their grammar and developed the ability to communicate effectively in business situations, they should be able to communicate message accurately, handle situation that require thoughtful communication, to use appropriate words and tones and so on.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Presentation and Communication Skills
Communicating Effectively



Programme	Semester	Course Code	Course ⁱ
BBA	II	HS201.02- 210.02	A Course from Liberal Arts

Course Objectives

To recognize the nature of aesthetic values and explore elements of arts and aesthetics with reference to personal, cultural and civic sphere

To connect art and aesthetics with Science and Technology to understand and extend research and innovation for a society

Course Learning Outcomes

The ability to enjoy, interact with and perform arts and aesthetics; and will have developed the ability and creativity to transfer sense of design and innovation in science and technology.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Acting Creativity and
Innovatively
Creativity

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM201.2	Marketing Management

Course Objectives

To provide the students an understanding of the different contemporary and relevant topics in the subject of marketing management.

To expose them to the elements of marketing mix

Course Learning Outcomes

A clear exposure to the concept of marketing and its roots in customer-centric approach, and the elements of marketing mix.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Strategic thinking skills
Understanding the roles, responsibilities and purpose of business
Showing conviction

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM202.2	Financial Management

Course Objectives

To understand various concepts related to financial management.
To equip the students with the fundamental principles and techniques of financial management concern with acquisition and use of funds by a business firm.

Course Learning Outcomes

They should be proficient in the theory and applications of basic financial techniques and tools, so that they can understand and appreciate finance from long-term as well as short-term perspective for any company/organisation.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM203.2	Human Resource Management

Course Objectives

To familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a ‘resource’.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

At the end of the course, the student should know how to apply the concepts of HR in organisations.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Consulting Skills
People Management
Networking
Interpersonal & Team building skills
Leadership

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM204.2	Operations Management

Course Objectives

- To understand strategic importance of Operations and how it can provide a competitive advantage in the marketplace.
- To understand the process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of costs.

Course Learning Outcomes

- The manufacturing and service operating systems with respect to design, planning, control and improvement techniques.
- Learn the interdependence of operations management with other functional areas.

Programme Objectives

- To provide basic foundation courses for a bright career in Management
- In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
- Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

- Process-sensitivity
Understanding the roles, responsibilities and purpose of business
Need for a hands-on approach
Business instinct

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM205.2	International Business

Course Objectives

To expose the students about how and why countries differ;
To present a thorough review of the International Business environment

Course Learning Outcomes

Clear exposure to the all areas of International Business.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Result orientation
Need for a hands-on approach
Business instinct
Expectations from career

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM206.2	Business Legends (Practical)

Course Objectives

To enable students to learn and acquire knowledge, skills and attitude through biographies, reviews, case studies, news, columns, magazines, etc. of the Business Leaders across the world.

Course Learning Outcomes

Life of business tycoons and lessons of entrepreneurship, leadership related areas.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes
Entrepreneurial behavior
Leadership
Developing Leadership Skills



Programme	Semester	Course Code	Course ⁱ
BBA	III	HS111.02	Human Values and Professional Ethics

Course Objectives

- Develop a familiarity with the mechanics of values and ethics
- Understand basic concepts of values and ethics
- Explore and understand values, ethics in context of professional, social and personal spectrum

Course Learning Outcomes

- Understand the concepts and mechanics of values and ethics.
- Understand the significance of value and ethical inputs in and get motivated to apply them in their life and profession.
- Understand the significance of value and ethical inputs in and get motivated to apply them in social, global and civic issues.

Programme Objectives

- To provide basic foundation courses for a bright career in Management
- In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
- Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Commitment to organizations
Showing conviction

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	HS112.02	Philosophy for Life

Course Objectives

Develop horizons of their thinking and belief systems and have a holistic view of life

Adapt reflective, critical attitude towards their own beliefs and assumptions

Course Learning Outcomes

Have broadened horizons with an in-depth thinking and varied belief systems to live holistic life

Adapt reflective, critical attitude towards their own beliefs and assumptions

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Commitment to organizations
Showing conviction

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	III	BM231	Banking and Insurance

Course Objectives

To equip the students with the knowledge of basic banking operation and Insurance industry.

To recognize opportunities brought about by the dramatic changes that have occurred in the past decade in the banking and insurance industry.

Course Learning Outcomes

Knowledge about various functions associated with banking.

Practice and procedures relating to deposit and credit, documentation, monitoring and control.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM207.2	Application of Research Methodology

Course Objectives

To enable to student to understand and work methods and concepts related research.
To enable the student to develop research project and work with research problem.

Course Learning Outcomes

Understanding of the common statistical procedures used to analyse data from survey and experimental studies, and to use the statistical software packages like SPSS, Systat, to carry out these procedures and report the results of such statistical analyses in a manner appropriate for managerial decision-making.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Functional/Foundational Skills
Exposure to Practice
Process-sensitivity



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM208.2	Operations Research

Course Objectives

To expose the students to basic concepts of optimisation and/or tools and techniques relevant to managerial decision-making through examples and cases drawn from different functional areas.

Course Learning Outcomes

Use of tools and software packages for managerial decision-making.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Exposure to Practice
Process-sensitivity

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM209.2	Business Laws

Course Objectives

To enable the students to understand a few important laws, acts and regulations affecting organisations and management operations.

Course Learning Outcomes

Insights into the provisions of some important laws affecting decision-makers' processes in their roles as employees, managers or owners.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Business instinct
Need for a hands-on approach

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM210.2	Business Taxation

Course Objectives

To acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.

Course Learning Outcomes

Developed the basic principles underlying the provisions of direct and indirect tax laws and a broad understanding of the tax laws and accepted taxpractices.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Exposure to Practice
Ability to understand,
assimilate

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM211.2	Business Environment

Course Objectives

To develop a broad understanding about the environment in which the business operates.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

An appreciation of the principles of macro-economics and the effect of changes in macro-economic environment for firm level decision-making.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Functional/Foundational Skills
Ability to understand, assimilate, general awareness
Traditional Knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM212.2	Seminar on Contemporary Issues in Management (Practical)

Course Objectives

To sensitise the students to the topical issues facing different parts of society and the controversies surrounding such issues, in so far as they affect the organisations and their management environment.

Course Learning Outcomes

The inquisitiveness to read newspapers, magazines and journals and relate his/her classroom learning in the BBA programme to the developments taking place in the world as a part of daily routine.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Ability to understand, assimilate, general awareness
Traditional Knowledge

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

ⁱChoice Based Credit System | Course Category - Nomenclature: Skill Based Course

Course – Programme Linkages| Semester – I – BM101.2 Principles and Practices of Management, Semester – IV – BM207.2 Application of Research Methodology <-> Semester – V and VI - Sectoral Electives (Information and Technology, Health Care and Banking and Insurance)



Programme	Semester	Course Code	Course ⁱ
BBA	IV	BM241	Health Care Management

Course Objectives

To help students understand, gain knowledge, and develop an appreciation of health care management by exploring all aspects of the field.

To provide a foundation of applying managerial knowledge within health

Course Learning Outcomes

The relationship of social need for health care services and contemporary issues prevailing to it.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Need for a hands-on approach
Expectations from career

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	HS121.02	Creativity, Problem Solving and Innovation

Course Objectives

Gain familiarity with the mechanics of creativity and problem solving
Develop an attitude for innovation

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Demonstrate creativity in their day to day activities and academic output
Solve personal, social and professional problems with a positive and an objective mindset

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Acting Creativity and Innovatively
Creativity
Innovation
Business instinct

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	HS122.02	Critical Thinking and Logic

Course Objectives

Develop a familiarity with the mechanics of critical thinking and logic
Understand basic concepts of critical thinking and logic

Course Learning Outcomes

Understand the mechanics and concept of critical thinking and logic.
Understand the application of critical thinking and logic in context of creativity, logical arguments, moral reasoning and creativity

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Acting Creativity and Innovatively
Creativity
Innovation
Business instinct

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	IV	HS103.02	English for Specific Purposes

Course Objectives

Develop communication skills required in business organization, namely: listening, speaking reading and writing

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Developed the ability to communicate effectively, they should be able to communicate message accurately, handle intercultural situation that require thoughtful communication, to use appropriate words and tones and so on.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Presentation and Communication Skills
Communicating Effectively

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM301.2	Organization Attachment Programme (Practical)

Course Objectives

To comprehend all the learning of the past two years so as to develop an in-depth understanding of all general and functional areas of management / organizations.

To investigate in a topic relating to one of their areas of interest / streams of specialisation.

Course Learning Outcomes

Developed a comprehensive understanding of the functioning of the organization, process of undertaking / conducting systematic inquiry into a phenomenon, and integrating fundamental and functional areas of management for effective strategic decision making.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Understanding the roles, responsibilities and purpose of business

Business instinct

Need for a hands-on approach

Commitment to organizations

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM302.2	Strategic Management

Course Objectives

To introduce the student to competitive strategy and competitive advantage.
To develop the students' skills for putting strategies into actions, adopting the appropriate strategy for competitive advantage

Course Learning Outcomes

An understanding of the meaning of strategy and strategic management.
Ability to think strategically.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Strategic thinking skills
Business instinct

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM303.2	Management Information Systems

Course Objectives

Develop the ability to contribute meaningfully towards information system selection.

To help the students how to use MI Systems for gaining competitive advantage.

Course Learning Outcomes

About latest technologies in the field of telecommunication, networks and Database.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Learning and adaptability
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM311.2	Consumer Behaviour

Course Objectives

Familiar with the advances in consumer research in deciphering buyer motivation, and behaviour (pre-purchase, purchase and post purchase), impact of social and cultural variables on consumption decisions.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Clear exposure to the factors that affect consumer decision making and marketing strategies that encourage such behaviour.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Understanding of vision
Strategic thinking skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM312.2	Sales Management

Course Objectives

Specific activities of interest will be how sales managers develop and execute plans for creating customer satisfaction by developing the selling function, strategic sales planning, building a sales program, and controlling the sales force.

Course Learning Outcomes

Clear exposure to the understanding of sales marketing .

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Presentation and Communication Skills
Expectations from career
Understanding the roles, responsibilities and purpose of business
Networking

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM313.2	Advertising and Sales Promotion

Course Objectives

To help students to understand various concepts of advertising and sales promotion through real-life examples and cases;
To help students to develop understanding of integrated marketing communication systems and processes.

Course Learning Outcomes

Clear understanding of functioning of an advertising department / agency.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Acting Creativity and Innovatively
Creativity
Innovation
Business instinct

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM321.2	Financial Accounting

Course Objectives

To provide a brief idea about the framework of certain allied aspects of accounting treatment
To understand about depreciation accounting.

Course Learning Outcomes

Have a collection of transactions relating to any branch and prepare a branch account.
Be able to learn through case and would record the important points.
Be able to list out the basis of Apportionment of Revenue Items of a departmental undertaking.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM322.2	Strategic Financial Management

Course Objectives

To understand the concept and theories in financial management and to understand strategic financial decisions in order to maximize the wealth of the shareholder.

Course Learning Outcomes

To have basic understanding of financial tools and techniques to understand its application and be able to relate it in practical environment.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM323.2	Auditing Principles and Practices

Course Objectives

To understand the auditing principles and procedures applicable to both internal and external auditing.

Course Learning Outcomes

Be able to demonstrate comprehension of the role, responsibility and duty of the auditor as well as the purpose, benefits and limitations of auditing.

Be able to identify relevant audit regulation and standards.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM331.2	Strategic Human Resource Management

Course Objectives

Demonstrate an understanding of the nature of human resource management and the role it plays in work organizations.

Course Learning Outcomes

Need and importance of integrating HR strategies with business strategies and developing HR plans and policies.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Consulting Skills
People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM332.2	Industrial Relations

Course Objectives

To impart basic knowledge of the Indian Industrial Relation Systems;
To build awareness of certain important and critical issues in the Indian Industrial Relation Systems.

Course Learning Outcomes

Understanding of legal dimensions of Human Resource Management.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Consulting Skills
People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM333.2	Human Resource Information Systems

Course Objectives

To create awareness of different types of information system among aspiring managers for using the computer resources effectively in managerial decision making.

Course Learning Outcomes

Awareness of different types of information system among aspiring managers for using the computer resources effectively in managerial decision making.

Understanding of relationship of human resource information system with various organizational activities.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Consulting Skills
People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM341.2	Introduction to Programming and Web Development

Course Objectives

To make student familiar with fundamentals of programming and web development.
To make student capable of designing simple informative websites.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Clear exposure to the Programming language and basics of HTML.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Business instinct
Expectations from career
Innovation
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM342.2	Relational Database Management System

Course Objectives

To provide basic understanding of the RDBMS and SQL and the skills to make use of these in business organizations.

To equip the students with the relevant functions of RDBMS for Data Manipulation.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

The ability to design and develop a conceptual model of a database from user requirements, with ER diagramming techniques and translate the ER model to a Relational model.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Business instinct
Expectations from career
Innovation
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM343.2	Structured System Analysis and Design

Course Objectives

- To understand role of systems analysis and design within various systems development lifecycles
To understand the activities of the systems analyst and systems designer, and apply some current techniques

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

The ability to learn to system analysis and design methodology for any computerized system and verifying their structural correctness.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

- To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

- Business instinct
Expectations from career
Innovation
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM351.2	International Business Environment, Policies and Laws

Course Objectives

To enable the students / participants to learn and understand the theoretical foundations of International Business, Policies and laws in order to help exporting organizations

Course Learning Outcomes

The skill to identify and understand the impact of various the environmental factors affecting the international business operation.

Understanding of the regional blocks and international institutions / organizations / bodies and there functioning.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Result orientation
Need for a hands-on approach
Business instinct
Expectations from career

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM352.2	International Supply Chain Management and Logistics

Course Objectives

The objective of this subject is to acquaint the students with the concepts of international logistics and its tools.

To provides basic understanding of logistics in international trade to help exporting units manage their global trade to smooth run their business.

Course Learning Outcomes

The ability to efficiently manage the international logistics and supply chain in order to smooth running of the international business.

Clear understanding of current tools and techniques used in the industry and to be able to apply the same.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM353.2	Foreign Language for Business - 1

Course Objectives

To develop the language skills in listening, speaking, reading & writing in Foreign language
To equip the students with foreign language skills at least to that extent that is required for conducting international business.

Course Learning Outcomes

Can communicate in a simple manner to participate smoothly in international business.
Can understand and use familiar, everyday expressions and very simple sentences, which relate to the satisfying of concrete needs.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Result orientation
Need for a hands-on approach
Business instinct
Expectations from career



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM305.2	Project -1 (Practical)

Course Objectives

The primary objective of the course is to enable the students to investigate in detail a topic relating to one of their areas / streams of specialisation.

Course Learning Outcomes

Students should have developed a comprehensive understanding of the chosen area of specialisation and the major issues in the area

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Consulting Skills
Networking
Process-sensitivity
Receptivity to learning

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM461.2	Information Technology and Analytics - 1

Course Objectives

To help students understand, gain knowledge, and develop an appreciation of information and technology management by exploring all aspects of the field.

To enable students to get an expertise in the area of information technology.

Course Learning Outcomes

Data transferring from input devices to electronic media.

Data Analytics through data management

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Business instinct
Expectations from career
Innovation
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM471.2	Tourism and Hospitality - 1

Course Objectives

To help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of hospitality management by exploring all aspects of the field.

Course Learning Outcomes

Describe the relationship of human/social need for hospitality services.
Define the goals of various hospitality elements and related products and services.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM481.2	Public Policy and Administration - 1

Course Objectives

The main objective of this course is to provide an opportunity to the student to learn the basic areas of public policy and Administration.

To acquaint students with the changing nature of administration and the shift to public management

Course Learning Outcomes

Basic understanding of public policies and its administration and changing nature of administration and the shift to public management.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	V	BM491.2	Agri-Business - 1

Course Objectives

To expose the students to the concepts, significance and uses of production economics in an agricultural context.

Course Learning Outcomes

Ability to apply economic principles to problems of farms, ranches, and other institutions in the Agri Business

Obtain information regarding a major food company or agribusiness firm, summarize these, evaluate their strategic significance.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness



Programme	Semester	Course Code	Course ⁱ
BBA	V	HS131.02	Communication and Soft Skills (Practical)

Course Objectives

To hone and sharpen Professional Communication Skills of students
To prepare globally and multi-culturally competent communicators and professionally compatible cadre of future professionals.

Course Learning Outcomes

Gained thorough understanding and proficiency in various Professional Communication Skills.
Developed awareness and competence in cross-cultural communication in their personal, academic and professional environments.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Presentation and Communication Skills
Communicating Effectively



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM306.2	Entrepreneurship Development and Innovation Management

Course Objectives

To enable the students to appreciate the importance of entrepreneurship and innovation and to help them realise the need for collaboration of any functional area

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

The functional areas of management and the roles managers assume for managerial performance.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Innovation
Entrepreneurial behavior
Creativity
Acting Creativity and Innovatively

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM307.2	Project Management

Course Objectives

To expose the students to the basics of project management;
To acquaint the students with Project Management Concepts, Methods, and Techniques focuses on the why, what, and how of the management of projects,

Course Learning Outcomes

To comprehend project management concepts and their significance,
Understanding of how to meet business goals through effective project management

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching-learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Analytical Skills
Consulting Skills
Networking
Process-sensitivity
Receptivity to learning

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM316.2	Brand Management

Course Objectives

To develop an understanding of basic branding principles and their exposure to classic and contemporary branding application through real-life examples and cases.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Fundamentals, concerns of branding, brand elements and the process of creating / developing customer based brand equity.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Acting Creativity and Innovatively
Creativity
Innovation

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM317.2	Services Marketing

Course Objectives

To develop insights into emerging trends in the service sector and understand the significance of marketing and management services.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

How to apply the concepts of Sales in organisations.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Exposure to Practice
Leadership
People Management
Networking

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM318.2	Industrial Marketing

Course Objectives

To develop the concept, meaning and importance of industrial marketing.
To provide insights about the differences between industrial marketing and consumer marketing

Course Learning Outcomes

Student should develop the concepts and frameworks which may be more relevant in industrial marketingsituations.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Functional/Foundational Skills
Networking
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM326.2	Indian Financial System

Course Objectives

The objective of the course is to acquaint students with structure, organization and functioning of the financial system in India. To understand various financial instruments and its application in the financial system.

Course Learning Outcomes

To understand the existing financial structure, functioning of Indian financial system.

Get acquainted with various financial instruments, financial markets, financial institutes and regulatory framework.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM327.2	Stock Market Operation

Course Objectives

To understand the stock market operation, structure, and trading and settlement procedure.

Course Learning Outcomes

To have understand the functioning of the various stock exchanges in India
To have developed the basic understanding of listing and delisting, construction of stock index, risk management practices

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Functional/Foundational Skills
Analytical Skills
Exposure to Practice

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM328.2	Strategic Cost and Management Accounting

Course Objectives

To understand the use of breakeven analysis in financial decision making
To understand the need for standards and their types

Course Learning Outcomes

Be able to play an important role in managing performance of a firm
Be able to use construct and use breakeven charts and CVP analysis
Be able to develop standards for a firm

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Understanding the roles, responsibilities and purpose of business
Need for a hands-on approach



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM336.2	Building Learning Organizations

Course Objectives

To develop a comprehensive framework to understand knowledge as a strategic edge in turbulent environment.

Course Learning Outcomes

Appreciation of learning techniques necessary to facilitate building corporate competency and knowledge-base.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Networking
Interpersonal & Team building skills
Leadership

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM337.2	Compensation Management

Course Objectives

To enable the students to understand the principles underlying the compensation structure.

Course Learning Outcomes

An appreciation of the principles of designing the Pay structure in Compensation Management and Inquisitiveness in knowing, appreciating and comparing the different dimensions of compensation structure across the industries

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Showing conviction
Understanding of vision
Exposure to Practice
Consulting Skills

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM338.2	Emerging Issues in Human Resource Management

Course Objectives

To develop a comprehensive framework to understand strategic edge in Human resource management field.
To gain insight into the emerging issues in Human Resource Management.

Course Learning Outcomes

Appreciation of learning techniques necessary to facilitate building emerging issues in human resource management.

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

People Management
Showing conviction
Understanding of vision
Exposure to Practice
Consulting Skills

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM346.2	Object Oriented Application Development

Course Objectives

To make student familiar with fundamentals of object oriented programming language.

To make student capable of designing simple software and application.

Course Learning Outcomes

Clear exposure to the object oriented programming language and basics of VB.net.

Ability to design standalone software or applications using VB.net.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

People Management
Showing conviction
Understanding of vision
Exposure to Practice
Consulting Skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM347.2	Web Engineering and Application Development

Course Objectives

- To make student familiar with fundamentals of web development.
To make student capable of designing dynamic websites using PHP.

Course Learning Outcomes

- Clear exposure to the PHP Scripting Language.
Skills that can be used to develop a dynamic websites and applications.

Programme Objectives

- To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

- People Management
- Showing conviction
- Understanding of vision
- Exposure to Practice
- Consulting Skills

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM348.2	E-Commerce Management

Course Objectives

- To understand Structure and role of Technology in E-Commerce
- To understand the activities E-Commerce

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

- The ability to understand E-Commerce industry and its structure.
- Understanding about technology and tools used in creating an E-Commerce environment.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

- To provide basic foundation courses for a bright career in Management
- In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
- Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

- People Management
- Showing conviction
- Understanding of vision
- Exposure to Practice
- Consulting Skills

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM356.2	International Trade and Commerce

Course Objectives

To introduce the students with the theoretical foundations of international trade practices, policies, payment terms, export promotions etc.

Course Learning Outcomes

A clear understanding and exposure to the norms and guidelines of international trade and enabling them to learn the pattern, structure and policy framework of International foreign trade.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Result orientation
Need for a hands-on approach
Business instinct
Expectations from career

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM357.2	International Financial System

Course Objectives

To develop an understanding about international finance and financial system as well as challenges of globalization especially related to international finance.

To enable students to practice various tools and techniques to deal with international financial system.

Course Learning Outcomes

Understanding about international finance and financial system as well as challenges of globalization especially related to international finance.

The understanding of International banking system, financial markets and exchange rate mechanism.

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions

Graduate Attributes

Result orientation
Need for a hands-on approach
Business instinct
Expectations from career



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM358.2	Foreign Language for Business - 2

Course Objectives

- To develop the language skills in listening, speaking, reading & writing in Foreign language
To equip the students with foreign language skills at least to that extent that is required for conducting international business.

Course Learning Outcomes

- Can communicate in a simple manner to participate smoothly in international business.
Can understand and use familiar, everyday expressions and very simple sentences, which relate to the satisfying of concrete needs.

Programme Objectives

- To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

- Result orientation
Need for a hands-on approach
Business instinct
Expectations from career

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM310.2	Project – 2 (Practical)

Course Objectives

To enable the students to investigate in detail a topic relating to one of their areas / streams of specialisation, and in the process, develop a comprehensive understanding

Course Learning Outcomes

Students should have developed a comprehensive understanding of the chosen area of specialisation and the major issues in the area

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Analytical Skills
Consulting Skills
Networking
Process-sensitivity
Receptivity to learning

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM462.2	Information Technology and Analytics – 2

Course Objectives

To help students understand, gain knowledge, and develop an appreciation of information and technology management by exploring all aspects of the field.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Comprehensive knowledge of ERP.
Understanding about techniques used for analytics.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Business instinct
Expectations from career
Innovation
Exposure to Practice

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM472.2	Tourism and Hospitality - 2

Course Objectives

To help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of hospitality management by exploring all aspects of the field.

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Describe the relationship of human/social need for hospitality services.
Define the goals of various hospitality elements and related products and services.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM482.2	Public Policy and Administration - 2

Course Objectives

- To acquire analytical skills to understand public problems and develop policy responses.
- To comprehend the linkages between public policies and policy making institutions.

Course Learning Outcomes

- The analytical skills to understand public problems and develop policy responses.
- Understanding to comprehend the linkages between public policies and policy making institutions.

Programme Objectives

- To provide basic foundation courses for a bright career in Management
- In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
- Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	BM492.2	Agri-Business - 2

Course Objectives

To expose the students to the concepts, significance and uses of production economics in an agricultural context.
To develop a sustainable agriculture system for guaranteed adequate food production in the foreseeable future.

Course Learning Outcomes

The ability to understand Importance of organic farming
The ability to understand the unique considerations of the organic farming and their role in sustainable crop production

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	HSI23.02	Society, Governance and International Studies

Course Objectives

Develop a familiarity with the mechanics of critical thinking and logic
Understand basic concepts of critical thinking and logic

Course Learning Outcomes

Understand the concept of society, governance and international studies.
Understand the application of citizenship, governance, international principles and trends

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	HS124.02	Introduction to Law and Justice in India

Course Objectives

An understanding of the concepts of law and justice

An appreciation of the significant role played by the judiciary in the protection of individual liberty and human rights

Course Learning Outcomes

An understanding of the concepts of law and justice

An appreciation of the significant role played by the judiciary in the protection of individual liberty and human rights

Programme Objectives

To provide basic foundation courses for a bright career in Management

In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.

Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions



Programme	Semester	Course Code	Course ⁱ
BBA	VI	HS132.02	Contributory Personality Development

Course Objectives

Become familiar with basic concept of personality and personality development
Understand personality development theories and strategies

Institute Vision

To emerge as a significant management institute for meeting the needs of society by creation and dissemination of cutting edge, worldclass knowledge.

Quality Policy

CHARUSAT is committed to quality in all its endeavors like teaching- learning, research and extension; to foster an intellectual culture; and develop graduates for a life of purpose, service and leadership.

Course Learning Outcomes

Identify one's individual personality strengths and challenges
Develop more assertive and optimistic attitude towards work and life

Institute Mission

Develop Excellent Managers with Entrepreneurial and Leadership Qualities.

University Mission

To serve society by striving to transform it through creation, augmentation, dissemination and perpetuation of knowledge

Programme Objectives

To provide basic foundation courses for a bright career in Management
In addition to Management courses, focus will be on overall development of students, right after 12th Standard, like... Acquiring Communication Skills, Soft Skills, Business Etiquettes, etc.
Enabling Students to Solve Case Studies, Problem Solving Techniques by imparting contemporary knowledge

Graduate Attributes

Traditional Knowledge
Networking
Ability to understand, assimilate, general awareness

University Vision

To become a dynamic global institution in a knowledge driven world through excellence in teaching, research and social contributions