

Bachelor of Business Administration (Bba)

Course Overview Institution: St. Anne's First Grade College for Women

Program Duration: 3 Years (6 Semesters)

Semester 3

Financial Management:

This course focuses on managing a company's financial resources effectively. Topics include capital budgeting, working capital management, cost of capital, capital structure, dividend decisions, and financial planning. Students will learn how to make sound financial decisions to maximize shareholder value.

Organizational Development:

This course explores the strategies and processes used to improve organizational effectiveness and employee well-being. Topics include change management, organizational culture, team building, leadership development, and performance enhancement. It prepares students to manage and facilitate planned organizational change.

Marketing Research:

This course provides an understanding of the methods used to gather and analyze marketing data. Topics include research design, data collection, sampling, questionnaire design, and statistical analysis. Students will learn how to conduct market research and interpret findings to support marketing decisions.

Human Resource Management (HRM):

This course introduces the key functions of HRM including recruitment, selection, training, performance appraisal, compensation, and labor laws. It focuses on managing people effectively and aligning human resources with organizational goals.

Business Ethics:

This course examines ethical issues and social responsibilities in the business world. Topics include ethical decision-making, corporate governance, ethical leadership, and corporate social responsibility (CSR). Students will learn to identify and respond to ethical dilemmas in a professional setting.
