

Programme: BBA (Three year degree programme)

PROGRAMME OUTCOMES (POs)

1. It will nurture socially conscious business professionals with entrepreneurial and management insights.
2. Encourage student's creativity and innovative thinking leading to unique solution for complex problems.
3. Students will learn sound theoretical base and get exposure to current business challenges.
4. Students will develop capabilities and skills in areas of finance, HR and Marketing to take up initial level management roles in industry.
5. Students will be able to take up higher education in the field of Business management.
6. Development of entrepreneurial skills in the student.
7. Development of ethical managers with inter- disciplinary knowledge.

PROGRAMME SPECIFIC OUTCOME

1. Apply ethical principles and commitment towards professional ethics and responsibility.
2. Function effectively as a member, leader, individual or group in diverse environment.
3. Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.
4. Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.
5. Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
6. Ability to demonstrate technical competence in domestic and global arena of business through the study of major disciplines within the fields of business.

Course	Course Outcomes (Cos)
BBA 1ST Sem.	
(BBA-101) Business Organization and Systems	CO1: Understanding of basic concepts of commerce, trade and industry. CO2: Learning about modern business practices. CO3: Knowledge about Practices, procedures and functioning of various business organizations.
(BBA-102) Principles of Management	CO1: Familiarity with basic concepts and thoughts of management. CO2: Knowledge about basic functions of management. CO3: Knowledge about different functional activities under managerial functions.
(BC-107) Basics of Business Accounting	CO1: Understand the theoretical and practical framework of accounting. CO2: Familiarity with financial statement preparation. CO3: Understanding corporate financial statement, their analysis and interpretation.
(ECON-106) Managerial Economics	CO1: Understand the concept of economics and their use in business. CO2: Knowledge to apply micro economics concept and techniques in evaluating business decisions making process. CO3: Knowledge of economics and price determination.
(CSE-109) IT Tools in Business	CO1: Acquaint the students with Information Technology tools. CO2: Usage of various office automation tools for individuals and corporate. CO3: Understand to use the packages of word processing, spread sheet and presentation in detail.
BBA 2nd Sem.	
(ENG- 112) Business Communication & Professional Ethics	CO1: Understanding of the concept, process, importance of communication. CO2: Develop effective communication skills- both written and oral. CO3: Acquaint students with application of communication skills in the business world.
(STAT-103) Business Statistics	CO1: Familiarity with various statistical data analysis tools. CO2: Their use in effective decision making for business. CO3: Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.
(BC- 108) Basics of Cost Accounting	CO1: Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet. CO2: Basic knowledge of important methods and techniques of costing. CO3: Knowledge related to different issues of material valuation etc.
(BBA-103) Business Environment	CO1: Understanding of different concepts of the Indian business environment and the various forms of environments.

	<p>CO2: Understanding of interaction of business and different internal-external forces of environment.</p> <p>CO3: Recognize the mechanism of business and different forces in light of professional ethics and values.</p>
(EDU-101) Human Values and Professional Ethics	CO1: Understand the basic concepts of value, ethics and their importance in professional life.
(BBA-104) Seminar on Contemporary Issues	<p>CO1: Knowledge about contemporary issues in Business management.</p> <p>CO2: Development of presentation skills of students.</p>
BBA 3rd Sem.	
(BC-212) Basics of Management Accounting	<p>CO1: Acquaint students with role of Management Accounting in planning, Control and decision-making.</p> <p>CO2: Preparation of income statements using absorption and variable costing.</p> <p>CO3: Understanding of budgetary control system and financial planning.</p>
(BBA-201) Legal Aspect & Business	<p>CO1: Knowledge of the branches of law related to business.</p> <p>CO2: Knowledge about transactions, certain corporate bodies and related matters and to understand the applications of corporate laws to practical commercial situations.</p> <p>CO3: Knowledge about the provisions of companies act.</p>
(BBA-202) Ethics & Corporate Social Responsibility	<p>CO1: Clarity about the importance of ethics in business and practices of good corporate governance.</p> <p>CO2: Knowledge about the corporate social responsibility, importance and applicability of this concept into business in different ways.</p> <p>CO3: Knowledge about the scope of business ethics in Compliance, finance, Human resources, marketing, and production.</p>
(BBA-203) India's Diversity & Business	<p>CO1: Understanding the bases of India's diversity and its linkages with the people, livelihood, and occupational diversity.</p> <p>CO2: Knowledge of different socio-economic challenges.</p> <p>CO3: Understanding the diversity and its implications for the business.</p>
(BBA-204) International Business	<p>CO1: Overall view of international trade and India's involvement with global business</p> <p>CO2: Elements of trade environment which are relevant to the global business operations and developments.</p> <p>CO3: Implementation of principles of international business and strategies adopted by firms to expand globally.</p>

(BBA-205) Seminar on Contemporary Issues	CO1: Knowledge about contemporary issues in Business management. CO2: Development of presentation skills of students.
BBA 4th Sem.	
(BBA- 206) Financial Management	CO1: Acquaint students with the techniques of financial management. CO2: Their applications for business decision making. CO3: Knowledge of various capital structure theories and factors affecting capital structure.
(BBA- 207) Human Resource Management	CO1: Develop an understanding of the concept & techniques of essential functions of human resource management. CO2: Knowledge of Indian experiences, approaches and cases. CO3: Understand modern HRM strategies to meet the challenges of changing business environment.
(BBA- 208) Marketing Management	CO1: Familiarity with the marketing function in organizations. CO2: Equip the students with understanding of the marketing mix elements and sensitize them to certain emerging issues in Marketing. CO3: Students will expose to analytical skills in identification and resolution of problems pertaining to marketing management.
(BBA- 209) Operations Management	CO1: Understand the concepts of production and operations management. CO2: Usage of techniques of operations management in business. CO3: Knowledge about the elements of operations management and various transformation processes to enhance productivity and competitiveness.
(BBA- 210) Seminar on Contemporary Issues	CO1: Knowledge about contemporary issues in Business management. CO2: Development of presentation skills of students.
(EVS- 301) Environmental Studies	CO1: Understand the concepts of environment and their use in business.
BBA 5th Sem.	
(MATH- 301) Quantitative Techniques for Management	CO1: Acquaint students with the construction of mathematical models for managerial decision making. CO2: Apply these techniques for solving complex management problems. CO3: Demonstrate a professional understanding of the basic mathematical and statistical techniques needed for quantitative analysis.

<p>(CSE- 321) Essentials of E - Commerce</p>	<p>CO1: Understand the basic e-commerce, current and emerging trends. CO2: Familiarity with the mechanism for conducting business transactions through electronic means. CO3: Understand of importance of security, privacy, ethical legal issues of e-commerce.</p>
<p>(BBAF301) Indian Financial system</p>	<p>CO1: Understanding of the role of Indian financial system in economic development. CO2: To learn about Indian financial system and its regulator. CO3: Knowledge of financial services in India.</p>
<p>(BBAHR301) HRD System & Strategies</p>	<p>CO1: Overview of the need for HRD and HRD practices which can develop and improve an organization's systems. CO2: Understanding of components of an optimal HRD climate. CO3: Knowledge related to the strategic issues and strategies related to manpower resources.</p>
<p>(BBAM301) Advertising & Sales Promotion</p>	<p>CO1: Understand the concept, process, importance of advertising and sales promotion. CO2: Understanding the elements of the communication process between buyers and sellers in business. CO3: Utilize marketing research techniques to resolve into competitive marketing decisions.</p>
<p>(BBAF302) Financial Institutions and Markets</p>	<p>CO1: Understanding of different aspects and components of financial Institutions and financial markets. CO2: Enable them to take the rational decision in financial environment. CO3: Understand the challenges of uncertain environment of financial markets, assess them and take appropriate financial and investment decisions.</p>
<p>(BBAHR302) Training & Management Development</p>	<p>CO1: Understand the concept and practice of training and development in the modern organizational setting. CO2: Understand the need and process of training need analysis in organizations. CO3: Understand various training methods and their applicability in different organizational situations.</p>
<p>(BBAM302) Agriculture Marketing</p>	<p>CO1: Understand the concepts of agricultural marketing in a developing country like India. CO2: Understand and appreciate the structure and working of the agricultural marketing system in India. CO3: Learn how agriculture marketing system affects the farmers, consumers and intermediaries.</p>
<p>(BBA- 303) Summer</p>	<p>CO1: To learn the components of preparing and presentation of training report.</p>

Training & Project Report	CO2: Learning of organizational work culture and etiquette. CO3: Development of communication and professional skills.
BBA 6th Sem.	
(BBA -304) Business Policy & Strategy	CO1: Equip students with the necessary insights into designing strategies for an organization. CO2: linking the organizations strategies with the changing environment. CO3: Knowledge of Indian business practices through case studies.
(BBA -305) Women Entrepreneurship Development	CO1: Understand the role of women entrepreneurship in different facets of society. CO2: Know the various livelihood supports for women Employment opportunities. CO3: Elucidate the role of various developmental schemes supporting women entrepreneurship.
(BBAF306) Project Appraisal and Analysis	CO1: Develop skills for designing project proposal for various domains. CO2: Understanding of different techniques of project management and forces i.e. financial, technical, environmental etc. CO3: Skills for project evaluation techniques like PERT,CPM etc.
(BBAHR306) Performance & Compensation Management	CO1: Understand the concepts of performance and compensation CO2: Knowledge about the challenges of attracting, retaining and motivating employees to high performance. CO3: Design rational and contemporary compensation systems in modern organizations.
(BBAM306) Supply Chain Management	CO1: Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting. CO2: To apply various techniques of inventory management and their practical situations. CO3: Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.
(BBA- 307) Business Research Methods	CO1: To provide an exposure to the students pertaining to the nature and extent of research orientation. CO2: Basic knowledge of advanced understanding of business research design options, methodologies and analysis methods (both qualitative and quantitative). CO3: Broad understanding of issues specific to undertaking business research.
(BBA- 308) Seminar on Contemporary Issues	CO1: Knowledge about contemporary issues in Business management. CO2: Development of presentation skills of students.