

BBA (REG.)

Programme Outcomes

PO1: Understand basic Management concepts and theories as they are applicable in various Business scenarios

PO2: Develop analytical skills to understand the problem correctly and develop solutions

PO3: Awareness of law and legislation related to business and their implementations.

PO4: Understand the Business environment through knowledge of Economics, Business Demography, International Business and Financial Services

PO5: Develop entrepreneurship through knowledge of idea generation, business planning, activity, product development awareness of intellectual property rights and media

PO6: Ability to effectively communicate in oral and written form.

PO7: Ability to use conceptual skills in day to day life.

PO8: To collect total information and then take decision accordingly

PO9: Analyze the tools and techniques of data

PO10: Understand the nature and type of customer and consumer

Programme specific Outcomes

PSO1: Application of management Techniques

PSO2: Understand the types of business Communication and Business Letters

PSO3: To know the business and its application

PSO4: Using the primary and secondary data for Business development

PSO5: Understand the technicalities of the dynamic and complex working environment

101- Principles of Management:

CO1 - To learn and understand the basic aspects of management thinking, how management works.

CO2-Developing thought Process as manager. Understand the role of Management Thinker in development of the modern management process.

CO3 How to plan various management activities , programmes and events.Developing of decision making skills to evaluate various alternatives and situations. Understanding the concept of forecasting , importance of process of organisation .

CO4-To Develop Understanding regarding new systems of management

102- Business Communication Skills:

CO1: To know the values of communication

CO2: To implement channels of communication

CO3: To improve skills sets to cope up with corporate challenges

CO4: To understand system and medias of communication

103- Business Accounting:

CO1 : To Understand role and importance of accounting in Business and how accounting concept can be implemented in business and Computation ability in business ability to distinguish between various accounting concepts and practices

CO2- To understand how to record different financial and their financial implications and ability to write different accounting transactions and prepare basic financial statements.

CO3 - To understand the kind of accounting relationship between customer and bank ability to write necessary set of entries in books of accounts and in cash book and compare them with bank statements to understand their implications and effect.

CO4-Ability to understand growing importance of software and to know how to use software and to write books of accounts and ability to use software like tally for writing of accounts

104- Business Economics –

CO1 : To understand the concept of Business Economics

CO2 : To analyse the dynamics of market forces

CO3 : To discuss the concept of costs & Revenue

CO4 : To examine various aspects concerning price output determination under different market structures

105- Business Mathematics:

CO:1 Ability to understand the concepts of number system, fraction, indices, ratio proportion and percentage and their use in commercial activities.

CO2: Student's able to understand how to solve the problems of time work and distance, the difference between effective and nominal rate of interest. To enable to calculate EMI.

CO3: To understand applications of matrices and permutation and combinations in business.

CO4: Students are able to understand to develop the skills for data interpretation and inferences, To formulate the problem as L.P.P. to obtain the best solution using graphical methods

106- Business Demography:

CO1: Ability to understand the components of demography. Factors governing a particular economics and government. Socio economic changes as an outcome of demographic changes

CO2: Ability to examine how demographic changes - influences different aspects of policy formulation and social development

CO3: To learn about implications of changes in population and structure of population on economy and society

CO4: Equal and unequal Distribution of resources and factors of production and its impact on society

Add on Course Communication Skill for Managers:

CO5: To understand and adopt various skills related to Business communication.

201- Business Organization and System :

CO1 To learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development

CO2 To understand the significance of different forms of business organizations their types, function, merits and limitations.

CO3 To know how to search business ideas, how to pre business feasibility report, how to identify ideal business location and deciding optimal size for a new business unit, identification of capital sources for new business unit and basic documentation required for business enterprise

CO4 To learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy To give a brief introduction to stages of internationalization.

202- Principles of Marketing

CO1 To understand the Indian and International Marketing Management and various tasks performed by the marketing managers in different environments.

CO2 To learn various factors that affect the marketing system and market segmentation.

CO3 To get acquainted with the concept of marketing mix that affects the success of the market.

CO4 To know the types and role of the market and its contribution in developing the economy and society.

203- Principles of Finance

CO1-Ability to understand role and importance in business and implication of finance on business

CO2 To understand role and need of source of finance. How different determinants of size and type of business Sources of business finance. To learn about imp features and their applications considering their requirements in business

CO3 To Understand how basic financial structure is designed .

To know what are the constituents a financially sound business units Analytical ability to understand implications of various constituents of capital units

CO 4 To understand new and emerging trends in business finance Ability to understand about current issues related with new trends in business finance

204- Basics of Cost Accounting

CO1: To understand importance of costing in decision making Ability to understand the importance of costing and role of costing.

CO2 :To understand how to prepare a cost statement and analyze implication of elements of cost on total cost .

CO3:To understand concept of overhead as it contributes to total cost of a product or service.

CO4: Development of reasonable working knowledge of methods of ascertainment of cost of a contract or process.

205- Business Statistics:

1. CO1: To represent the data by using appropriate graphs or diagrams.
2. CO2: To compute suitable measure of central tendency for different data sets.
3. CO3: To compute the various measures of dispersion to compare two or more data sets.
4. CO4: To identify and compute the correlation between two variables.
5. CO5: To fit the equation of line of regression.
6. CO6: To understand the uses of index numbers.
7. CO7: To compute Laspeyres and Paasche price and volume indices.

206- Fundamentals of Computer:

CO1: To understand the Need, role and importance of computers in business processes.

CO2: To develop understanding regarding usage, functionality and services provided by operating systems in business processes.

CO3: To learn the process for usage of different computer applications in business processes & develop skills and ability to handle different applications in business processes.

CO4: To understand cautions and steps to be taken and net based services & Ability to handle various software and programmes with due cautions and care.

Add On: Value Education and Gender Equality:

CO1: To Cultivate Values for Better Social and Personal Life.

CO2: To spread importance of gender equality

CO3: To know about different types of Gender Roles and Stereotypes in Society

CO4: To understand the contribution of the world leaders in the area of gender equality.

301- Principles of Human Resource Management:

CO1 Ability to get knowledge about functions and roles of HR Manager and challenges faced in HRM.

CO2 To learn the Job analysis importance, HR planning in Organization and to develop decision making skills.

CO3 To understand how to increase employee morale and job satisfaction among employees.

CO4 To develop the understanding among employees about the changing environment in HRM and its recent trends.

302- Supply Chain Management:

CO1 : To understand the concept of supply chainmanagement

CO2 : To describe what is Manufacturing & Warehousing

CO3 : To discuss logistics management & application of IT to supplychain management

CO4 : To analyse key operational aspects of Supply chain management

303- Global Competencies and Personality Development:

CO1 To understand various factors affecting personality development of an individual

CO2 To understand the concept of Global Competence and to develop self- esteem and self-confidence of the students.

CO3 To understand the structure of the team and to develop the ability to work under pressure and flexibility at the workplace.

CO4 To study various social and international etiquettes and table manners.

304- Fundamentals of Rural Development:

CO1 -To provide and understand the sound knowledge about rural development. Describes the importance of rural development . Better understanding of need of rural development

CO2-Describes determinants of rural Development Planning. Develop the knowledge and ability of the students about the concepts of NGO's and Rural Development

CO3-Describes determinants of agropreneurship. Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives

CO4-Understanding role of the internet in rural development. Develop the knowledge and ability of the students about the concepts of ICT and e-development in villages .Understanding challenges of rural Development. Students should be willing for further research work, also suitable for the project.

305A- Consumer Behavior & Sales Management:

CO1: To have an adequate understanding of consumer behavior, its scope, objectives, opportunities and its challenges.

CO2: To help students develop an understanding towards Strategy building & its effectiveness.

CO3: To find out alternatives for Dynamic organization to ensure their success in a highly competitive sales environment.

CO4: Developing Design Thinking approach to explore opportunities while combating challenges in highly competitive Sales environments.

305B- Management Accounting:

CO1: To understand the concept and meaning of management accounting.

CO2: To understand different methods of financial statement analysis and classification of various ratios and its application.

CO3: To Calculate contribution and break-even point to reach profitability level of any business.

CO4: To learn how to make various types of budgets as per need and requirement of business.

305C- Organizational Behaviour (OB):

CO1 To understand how and why Organisational Behaviour study is important to students. And to make use of the models of Organisational Behaviour in Specific

Organizational Settings

CO2 To make students understand how Values and Attitudes play a vital role in the Organisation.

CO3 To develop the knowledge & ability of the students with respect to the concepts of Group Dynamics, Conflict Management & Leadership.

CO4 Develop the knowledge & ability of the students about the concepts of Organisational Culture & Change.

CO5 Better understanding of theoretical concepts, improvement of communication skills, confidence and stage-daring by presenting the project with the help of PPT.

306A- Retail Management:

CO1: To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges.

CO2: To help students understand the planning process behind a retail business

CO3: Giving insights to the challenges while implementing a plan, in context of retail management.

CO4: Developing critical thinking ability to explore various angles while facing challenges in the retail sector.

306B- Banking & Finance:

CO1 : To understand the structure of the banking system in India.

CO2 : To understand various functions and activities of banks.

CO3: Develop Knowledge of functioning and powers various Regulatory Authorities in India.

CO4: To enhance the knowledge about Use of technology in banking and study of security measures while using E - banking

306C- Legal Aspects in Human Resources:

CO1: To make students understand the right of employees at the workplace and explain the legal issues related to HR in organization.

CO2: Ability to understand the basic concepts and application of wage and salary administration under ACT 1923.

CO3: Ability to know how the gratuity amount is calculated and paid to the employees and applications for sexual harassment of women at workplace.

CO4: Introducing students to general HR practices and awaring them about various Acts and its application through projects.

Add on Course on Environment Awareness:

CO1: To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment

CO2: Understand Various Environmental Pollution, Causes & effects on human beings & also Describe what is being done and what we all can do to help prevent harm to the environment.

CO3 To develop consciousness towards a cleaner and better managed environment & promote green practices at home and at work.

401 Entrepreneurship and Small Business Management:

CO1: To understand the concept and process of Entrepreneurship.

CO2: To Acquire Entrepreneurial spirit and resourcefulness.

CO3: To get acquainted with the concept of Small Business Management.

CO4: To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individuals and the nation.

402- Production and Operations Management:

CO1: To understand the various methods of manufacturing and layouts and safety consideration in management.

CO2: To know the product development, planning and controlling while manufacturing the product.

CO3: To get acquainted with the productivity and quality management and know regarding the ergonomics and safety measures.

CO4: To understand the changing environment, production and operation maintenance methods.

403- Decision Making and Risk Management:

CO1: To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organization.

CO2: To study various models and tools of decision making and its applicability.

CO3: To understand the role of leadership while making decisions.

CO4: To understand the role and importance of organizational values in Decision making and Risk management.

404- International Business Management:

CO1: To understand the basics of International Business concept and its role.

CO2: To understand the various International trade theories' use and experiments on the world trade

CO3: To understand how a country can gain through International trade practices.

CO4: Understand the Regional Integration and Regional groups' concept in International trade.

405A- Advertising and Promotion Management:

CO1: To learn the effectiveness of advertising on performance and profit.

CO2: Understanding the copy creations, media planning and media selection.

CO3: To understand the effectiveness of promotion

CO4: To understand the advantages of online advertising.

405B- Business Taxation:

CO1: To understand different concepts and definitions under Income Tax Act,1961.

CO2: To get understanding of computation of Income of an Individual under Five Heads of Income.

CO3: To acquire knowledge about the submission of Income Tax Return.

CO4: To prepare students competent enough to take up to employment in tax planning.

405C- HRM Functions and Practices:

CO1: To understand and explain the Concepts of Performance Appraisal, Training and Executive Development.

CO2: To make students understand how Employee Compensation and other Functions of HRM play a vital role in the Organisation.

CO3: To develop an understanding about how Workers Participation is an important aspect in an organization and various forms of Workers Participation Management.

CO4: To develop an understanding among the students regarding Organisational Development Programme and its interventions.

406A- Digital Marketing:

CO1: - To understand the role & Importance of Digital Marketing.

CO2: -To learn how Digital Marketing impacts the Sales of an organization & to develop digital strategy to influence consumer behavior.

CO3:- To understand the role of Facebook, Google Ad words, YouTube and Email in digital marketing.

CO4:- To understand the importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environments.

406B- Financial Services:

CO1: To study & understand the basic concepts of Indian Financial system & totake an overview of Financial structure of the nation.

CO2: To understand the functioning of primary & secondary market and to studythe role of stock exchanges in India.

CO3: To Study & examine various financial services provided by various financial institutions in India.

406C- Employee Recruitment and Record Management:

CO1: Better understanding of the Process of Manpower Planning.

CO2: Describes the understanding of Techniques of Manpower Forecasting

CO3: Develop the knowledge & ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment.

CO4: Better understanding of Process of Selection.

501- Research Methodology

CO1: To develop an understanding of the right approach of Research Methodology and its role in Business.

CO2: To develop an understanding of the basic framework of the identification of various sources of information for data collection.

CO3: To develop an understanding of various Designs, Tools and Techniques of Research Study.

CO4: To enable the students in conducting Research work and write Research Paper and Research Project Report.

502- Database Administration and Data Mining

CO1: To understand the Database Management System

CO2: To understand the Data Mining Concepts

CO3: To understand the current trends in Data Management

503- Business Ethics

CO1: To provide a comprehensive understanding of the concepts of Business Ethics

CO2: To develop theoretical tools to understand current ethical issues and their impacts on business.

CO3: To analyze the role of Ethics in business, Government and Society.

CO4: To analyze the Ethical scenario concerning to Environment and consumer protection.

504- Management of Corporate Social Responsibility

CO1: To understand the concept and process of CSR

CO2: To Understand the industrial contribution for CSR Policy

CO3: To Understand the context of CSR of present-day Management

CO4: To Understand the contribution of CSR for the development of Society

505A- Marketing Environment Analysis and Strategies

CO1: To develop students' understanding of the factors shaping Marketing Environment

CO2: To develop students' ability to analyze the Business Environment

CO3: To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

506A- Legal Aspects in Marketing Management

CO1: To understand the application of different legal aspects in Marketing Management

505B- Analysis of Financial Statements

CO1: To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.

CO2: To enable to use of various types of ratios for financial and investment decisions.

CO3: To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

506B- Legal Aspects of Finance & Security Laws

CO1: To understand the Legal Aspects of Finance & Security Laws.

CO2: To know the legal provisions to obtain finance from various source of finance.

CO3: To explore various finance & securities-related laws in India.

505C Cross-Cultural HR & Industrial Relations-

CO1: To make students understand Cultural Variables in Multinational Enterprises.

CO2: To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe

CO3: To make students understand the relationship between Cross-Culture Management and Human Resource Management.

CO4: To explain how employees can be prepared for international assignments.

CO5: To provide students with the fundamental knowledge of Industrial Relations.

CO6: To provide the knowledge to students of provisions under The Industrial Disputes Act, 1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

506C- Cases in Human Resource Management + Project Viva

CO1: To provide basic Introduction to Strategic HRM

CO2: To analyse various aspects of Executive Compensation & welfare

CO3: To describe the Organizational Development process

CO4: To understand the concepts of Employee Grievance & Discipline

CO5: To familiarize with the concept of E- Human Resource

601- Essentials of E-Commerce

CO1: To understand the importance, role, and activities of E-Commerce.

CO2: To understand various E-Money and E-Payment systems used in E-Commerce.

CO3: To understand the concept of E-Marketing and its tools in E-Commerce.

CO4: To Understand the concept of Cyber Space and Cyber Security in E-Commerce

602- Management Information System

CO1: To describe the basic concept of Information Technology and Management Information System.

CO2: To describe the role of information technology and information systems in business.

CO3: To contrast and compare how MIS support business processes.

CO4: To introduce the fundamental knowledge of Structured System Analysis and Design

603- Business Project Management

CO1: To develop a significant understanding of Project Management.

CO2: To develop a concept based approach towards Management of Business Projects.

CO3: To develop the relationship between the significance of Businesses Projects & their Management.

604- Management of Innovations and Sustainability

CO1: To understand the concepts of Innovation and Sustainability in a practical sense.

CO2: To better know the significance of organisational sustainable development and the economic implications of sustainable development.

CO3: To learn about the most common errors made when handling sustainable growth.

CO4: To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

605A- : International Brand Management

CO1: To develop students' understanding of the concept of developing brands

CO2: To develop students' understanding of the concept of brand equity

CO3: To develop students' understanding of the strategies in managing brand portfolios

606A -: Cases in Marketing Management + Project

CO1: To understand the application of theory into practice

605B- Financial Management:

CO1: To know various sources of finance of business

CO2: To study and understand the capital structure of the company and its cost of capital

CO3: To study optimum capital mix & concept of over capitalization & undercapitalization.

606B- Cases in Finance +Project

CO1: To Study & understand the core areas of finance.

CO2: To study the practical applications of finance.

CO3: To prepare project reports based on the internship & understanding of core

areas of finance

605C- Global Human Resource Management

CO1: To understand the concepts, theoretical framework, and issues of HRM in Global Perspective

CO2: Identify and Understand issues and practices about the major HRM functions within the context of the global environment.

CO3: To learn how to conduct strategic human resource management in an international setting.

CO4: To learn how companies manage their expatriates.

CO5: To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.

CO6: To study understanding of international approaches to dealing with people in organization

606C- Recent Trends & HR Accounting + Project

CO1: To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.

CO2: To describe various Employee Engagement Strategies to enhance Employee Engagement.

CO3: To discuss the uses of Human Resource Information Systems in organizations.

CO4: To explain the different methods used to calculate the value of human Resources.

CO5: To define Human Resource Audit and outline its scope.

CO6: To study the methods of Human Resource Valuation.

