

Course Outcome

BBA Year: I Semester: I

Subject Name: Business Mathematics

BBA101

CO1 Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts

CO2 Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems.

CO3 Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.

CO4 Integrate concept in international business concepts with functioning of global trade.

CO5 To Develop proficiency in the application to solve business math problems.

Subject Name: Computer Fundamentals

BBA102

CO1 Student understand the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.

CO2 Describe how an operating system interacts with hardware and software and principal differences in various operating systems.

CO3 Students can explain how computers are networked, and the protocols that govern Internet and application communication.

CO4 Students identify computer systems components and their functions and how the fundamentals of a processor function.

CO5 Students can summarize the assembly and configurations of computer systems, networks, and applications

Subject Name: Financial Accounting

BBA103

CO1 Students learn the basic concept of accounting and preparation of ledger

CO2 Students gains knowledge in the preparation of the trading and non trading organization.

CO3 Students acquired knowledge in the settlement of accounts for the admitted and retired partners

CO4 Students learns the depreciation calculation on the fixed assets and computation of claim under loss of stock

CO5 Gains knowledge on calculation of profit for small traders.

Subject Name: Managerial Economics

BBA104

CO1 Students gained knowledge about the concepts in economics and Managerial Economics

CO2 Students understands about the demand analysis and consumer behavior

CO3 Students gains complete knowledge about the cost concepts and Production Function

CO4 Students has a theoretical knowledge about the Pricing methods

CO5 Students acquires knowledge about the concept of Market Structure in detail.

Subject Name: Marketing Fundamentals

BBA105

CO1 Students understand about the marketing and its various environmental factors

CO2 Gains knowledge on buyer behavior and market segmentation

CO3 Students learns about various stages in Product Life Cycle

CO4 Gains knowledge in the marketing channels and sales management

CO5 Students gains knowledge on advertising and sales promotion

Subject Name: Principles of Management

BBA106

CO1 Acquires knowledge in the process and levels of management in the organization.

CO2 Students gains knowledge in planning and decision making activities in the organization.

CO3It lets students understand types and structure of organization.

CO4 Gains knowledge on staffing the employees.

CO5 Students understand the do's and dont's of business.

BBA Year: I Semester: II

Subject Name: Business Communication

BBA201

CO1 Students gains knowledge in the effective communication and to draft the layout for a business letter.

CO2 Learns to draft the various business letters.

CO3 Gains knowledge in corresponding towards bank, insurance, agency, shareholders and directors.

CO4 Learns to prepare a report, minutes and memorandum of a meeting.

CO5 Gets theKnowledge on the latest technology in business communication.

Subject Name: Business Statistics

BBA202

CO1 Student gains the knowledge on presentation and tabulation of data, the methods of collecting data and summarizing the data using central tendency.

CO2 Students acquires the knowledge on various measures of dispersion and the method of measuring it.

CO3 Students acquires the knowledge on measuring the trend or variation existing in a Time Series data.

CO4 They gain the knowledge of measuring the fluctuation or changes in Price and quantity of goods and products using various index numbers.

CO5 The students learns to understand the research problem in hand and to apply the appropriate test suitable to the research problem.

Subject Name: Foreign Trade of India

BBA203

CO1 Students gain knowledge about internal and Foreign Trade

CO2 Students acquire knowledge on the theories of the International Trade

CO3 Students learn about composition of India's Foreign Trade before independence and during planning period

CO4 Knowledge is gained by the students on trade policies, EXIM, ECGC,STC,MMTC, SEZ and many export promotion institutions.

CO5 Students understand about the World Trade Organization with

special reference to India, GATT, UNCTAD, India's Balance of payments.

Subject Name: Environmental Studies

BBA204

CO1 Remember key concepts of environment and its components.

CO2 Understand the ethical and business context of environmental issues and the links between human and natural systems.

CO3 Appreciate the interdependence of organism and concepts and apply the knowledge in environmental problem solving.

CO4 Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex and interconnected world.

CO5 Analyze the effectiveness of policies and methods of environmental sustainability

Subject Name: Financial Mathematics

BBA205

CO1To facilitate analytical thinking , problem solving and interpretation of various Business problems.

CO2To inculcate Managerial Decision making skills and drawing valid conclusions from them.

CO3Developing essential quantitative skills for applying them in corporate set-up.

CO4 To develop inter-disciplinary approach to sharpen all round decision-making abilities.

CO5Structuring given Business problems into mathematical model and devising approaches for appropriate solution for them.

Subject Name: Indian Value System

BBA206

CO1 To enable students develop critical and creative thinking in solving life and societal problems.

CO2 Character formation towards positive personality, truthfulness, sacrifice, Sincerity, Self-control.

CO3 Value Education towards National and global development.

CO4 Developing all the dimensions of human intellect.

CO5 To develop scientific temper.

BBA Year: II Semester: III

Subject Name: Advertising Management BBA301

CO1 Students learn market segmentation and copy development.

CO2 Gains knowledge on Media selection and Integrated programme.

CO3 Acquires knowledge on implementing coordination and control and advertising agencies.

CO4 Acquires knowledge on sales promotion techniques, channels and budgeting.

CO5 Gains knowledge on socio ethic and social relevance of advertising.

Subject Name: Banking Operations Management BBA302

CO1 Students gain knowledge about theoretical structures of banking system.

CO2 Students are trained and equipped with the skills of modern banking.

CO3 Students gain knowledge about commercial banks and its products.

CO4 To develop and inculcate the traits of professionalism amongst the students.

CO5 Students are able to apply knowledge in order to explain banking service.

Subject Name: Business Environment BBA 303

CO1 Students gain knowledge on business environment and its importance.

CO2 Students learn on political and legal issues in business.

CO3 They gain knowledge on social beliefs, customs and cultural heritage.

CO4 Students have acquired knowledge on micro and macro-economic concepts.

CO5 Students acquire knowledge on various financial service institutions

Subject Name: Management Accounting BBA304

CO1 Students gained knowledge on Management, financial and cost accounting differences

CO2 Students acquired knowledge on analysis and interpretation of financial statements.

CO3 Students understand the basic concepts and processes used to determine product costs.

CO4 Students are able to interpret cost accounting statements.

CO5 Students are able to analyze and evaluate information for cost ascertainment, planning, control and decision making.

Subject Name: Organizational Behavior

BBA305

CO1 Students came to know the need, scope and theories of organisation.

CO2 Students gained knowledge on various motivational techniques of employees.

CO3 Students learned knowledge on work environment and leadership styles.

CO4 Students acquired knowledge on group dynamics in an organization.

CO5 Students understood the climate and culture in an organization

Subject Name: Research Methodology

BBA306

CO1 Acquired knowledge in the need of Research, sampling, pilot testing.

CO2 Gains knowledge on various types of research and the sampling techniques.

CO3 Learns the sources available for the collections of data and to draft the questionnaire.

CO4 Acquires knowledge on the application of various statistical tools.

CO5 Gains knowledge on the preparation of reports

BBA Year: II Semester: IV

Subject Name: Business Law

BBA401

CO1 Acquires knowledge on contract and sale of goods Act.

CO2 Learns on companies Act and procedures.

CO3 Gains knowledge on various foreign regulations and consumer rights and duties.

CO4 Acquires knowledge on how the inventions to be patented.

CO5 Gains knowledge on how the transactions to be digitalized.

Subject Name: Financial Management

BBA402

CO1 Gains knowledge on various source of finance.

CO2 Students gains knowledge on factors affecting the capital and capital structure formation.

CO3 Students understand the concept of cost of capital.

CO4 Gains knowledge on various dividend policies.

CO5 Students acquires knowledge on working capital requirement and operating cycle.

Subject Name: Human Resource Management Subject Code: BBA403

CO1 Acquires knowledge on HRM, its environment, methods of selection, and Interview techniques.

CO2 Gains knowledge on training and career development.

CO3 Students learns about remuneration and welfare measures.

CO4 Gains facts about labour relation and Industrial disputes.

CO5 Students learns about human resource audit, nature and approaches.

Subject Name: Information Management

BBA404

CO1 Students gained knowledge on MIS and its support for planning, organizing and support for controlling.

CO2 Students learn about different concepts of system.

CO3 Gained knowledge on various elements of computer and its accessories.

CO4 Students gained knowledge on SDLC and corresponding professional course.

CO5 Acquired knowledge on different support systems.

Subject Name: Operations Management

BBA405

CO1 Acquired knowledge on production process and design for plant location.

CO2 Gained knowledge on the factors determining layout for manufacturing unit.

CO3 Students learn the techniques of production and inventory control techniques.

CO4 Students understand the work and methods of analysis methods.

CO5 Acquired knowledge on the service operations management.

Subject Name: Consumer Behaviour

BBA406

CO1 Remember the key terms, definitions and concepts used in the study of consumer behavior.

CO2 Understand and demonstrate how as a marketer student can use the knowledge of consumer behavior concepts.

CO3 Critically evaluate the effectiveness of various advertisements and promotions and their attempt to influence the behavior of individuals.

CO4 Analyse the trends in consumer behavior and apply them to the marketing of an actual product or service.

CO5 To develop better marketing program and strategies to influence consumer behavior.

Subject Name: E-Commerce

BBA501

CO1

Subject Name: Financial Services

BBA502

CO1 Students gained knowledge on role of financial service sector.

CO2 Acquired knowledge on functions of NIM, SEBI.

CO3 Students understood the concepts of leasing, factoring and hire purchase.

CO4 Gained knowledge on project investment.

CO5 Learns the concept of role of UTI and mutual funds

Subject Name: Insurance and Risk Management

BBA503

CO1 Students are able to understand the concept of risk and risk management.

CO2 Students learn to identify and categorize the various types of risks.

CO3 Students can explain the various risk control measures available and suggest ways to finance risk

CO4 Students are familiarized with fundamental legal principles of insurance

CO5 Students will be able to apply the insurance mechanism in risk management.

Subject Name: Retail & Rural Management

BBA504

CO1 Students understand the importance of Rural Markets.

CO2 Students are able to sensitize to the needs and behavior of consumers and channels

CO3 Students are able to utilize the understanding on peculiarities of rural markets, channels and competition in marketing decision making

CO4 Students understand the Rural Market Segmentation and Rural Products

CO5 Students get the knowledge of Rural Market Distribution and service.

Subject Name: Taxation Laws

BBA505

CO1 Students have acquired knowledge on tax system in India.

CO2 Students have gained knowledge on Central Excise Duty.

CO3 Students have acquired knowledge on customs duty.

CO4 Students have learnt knowledge on sales tax.

CO5 Students have learnt knowledge on VAT and Service Tax.

Subject Name: Managing Personal Finance

BBA506

CO1 Students will be able to identify the benefits of using personal finance planning techniques in managing your finances.

CO2 Students understand the relationship between financial plans and statements.

CO3 Students learn to identify the major types of investment alternatives. Describe how safety, risk, income, growth, and liquidity affect your investment decisions.

CO4 Students learn to develop a Personal Financial Statements portfolio to assist in understanding sound money management practices.

CO5 Students understand the terminology and coverage's related to auto, life, health homeowners, and renters insurance.

BBA Year: III Semester: VI

Subject Name: Buisness Policy

BBA601

CO1 Students will be able to describe the elements of business policies.

CO2 Students can communicate, in concrete and precise terms, the theoretical foundations of business policies and their practical application.

CO3 Students can describe important policy issues for companies.

CO4 Students will be able to demonstrate effective application of concepts, tools & techniques.

CO5 Students will be able to understand the practical situations for diagnosing and solving organizational problems.

Subject Name: Company Law

BBA602

CO1 Comprehend the concepts, objectives and importance of Company law.

CO2 Gain knowledge on companies and its process of incorporation.

CO3 Understanding of the different types of directors and kinds of company meetings.

CO4 Acquire knowledge on various types of shares and debentures and issues, forfeiture and reissue of share.

CO5 Comprehend the modes of company's winding up and to understand how to handle internal problems.

Subject Name: Entrepreneurship

BBA603

CO1 Students are able to understand the importance of entrepreneurship as career.

CO2 Students gains the knowledge of legal and financial conditions for starting a business venture.

CO3 Students develops creative ideas to startup small ventures, process.

CO4 Students can analyze the internal/external factors affecting a business/organization to evaluate business opportunities.

CO5 Students gains the knowledge of how to enhance Entrepreneurial competencies.

Subject Name: International Business

BBA604

CO1 It aims to provide students with practical tools and theoretical knowledge related to international trade and the exploration of practical issues faced by business managers in international business situations.

CO2 Students will study international business at the national-state level and at the level of the company.

CO3It aims to help the students to understand and implement strategies to negotiate effectively within various cultural environments

CO4 It aims to help the students to address the impact of cultural differences on an organization's integrative trade initiatives.

CO5 It aims to help the students to understand the current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities.

Subject Name: Marketing of Services

BBA605

CO1 Students can describe the basic concept and nature of services marketing.

CO2 Students will be able to provide the basic insights into services marketing related to service design, service process, & service performance.

CO3 Students are able to discuss the various types of services and current scenario of the service sector in India.

CO4 Students can Identify the critical factors of marketing of services with the indigenous examples.

CO5 Students will be able to apply the 7 P's of the services marketing mix to develop a positioning strategy for any service organization.

Subject Name: Project Management

BBA606

CO1 Students understand the importance of project management in today's world.

CO2 Students learn to apply the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project.

CO3 Students gain the knowledge of why estimating project times and costs are the foundation for project planning and control.

CO4 Students acquire the knowledge of critical success factors in project management.

CO5 Students learn to manage project risk, including identifying, analyzing and responding to risk.