

## Department of BBA

### Course Outcome

First semester			
Sr. No	Subject Code	Subject Name	Course outcome
1.	BBA101	Environmental Science	<ol style="list-style-type: none"><li>1. Demonstrate mastery of core ecological and physical science concepts and methods as they pertain to environmental problem-solving.</li><li>2. Demonstrate mastery of core social science concepts and methods as they pertain to environmental problem-solving.</li><li>3. Recognize and integrate the international, cross-cultural, and trans-disciplinary nature of environmental problems in analyses and solutions.</li><li>4. Produce a culminating/multi-scale piece of work demonstrating the ability to synthesize concepts and methods to make a contribution to environmental solutions.</li><li>5. Apply proficiency in analytical methods, critical thinking, communication, and leadership skills sufficient to make a contribution in environmental and related fields.</li></ol>
2.	BBA102	Fundamental of Management and Organizational Behavior	<ol style="list-style-type: none"><li>1. Understand the nature of management and describe the functions of management.</li><li>2. Develop understanding of different approaches to designing organizational structures.</li><li>3. Understand the role of personality, learning and emotions at work.</li><li>4. Discover and understand the concept of motivation, leadership, power and conflict.</li><li>5. Understand the foundations of group behaviour and the framework for organizational change and development.</li></ol>
3.	BBA103	Statistics of Business Decisions	<ol style="list-style-type: none"><li>1. Summarize data sets using Descriptive statistics Analyze the relationship between two variables of various managerial situations</li><li>2. Geometrically Interpret Correlation and Regression</li><li>3. Develop managerial decision problems using Probability</li><li>4. Density Functions and Cumulative Density Functions</li></ol>

4.	BBA104	Entrepreneurship Development	<p>1. Students will pick up about Foundation of Entrepreneurship Development and its theories.</p> <p>2. Students will explore entrepreneurial skills and management function of a company with special reference to SME sector.</p> <p>3. Students will identify the type of entrepreneur and the steps involved in an entrepreneurial venture.</p> <p>4. Students will understand various steps involved in starting a venture and to explore marketing methods &amp; new trends in entrepreneurship.</p> <p>5. Students will Understand various schemes supporting entrepreneurship.</p> <p>6. Students will learn how to think creative and innovative.</p>

<b>Second semester</b>			
<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course outcome</b>
1.	BBA201	Business Communication	<p>1. Demonstrate the use of basic and advanced business writing and oral skills.</p> <p>2. Develop interpersonal communications skills that are required for social and business interaction.</p> <p>3. Students will develop and deliver a formal presentation.</p> <p>4. Employ proper public speaking techniques</p>

			<p>5. Employ proper telephone etiquette.</p> <p>6. Communicate effectively in the offline and online environment.</p>
2.	BBA202	Managerial Economics	<p>1. Develop an understanding of the applications of managerial economics.</p> <p>2. Interpret regression analysis and discuss why it's employed in decision-making.</p> <p>3. Discuss optimization and utility including consumer behavior.</p> <p>4. Assess the relationships between short-run and long-run costs.</p> <p>5. Analyze perfectly competitive markets including substitution.</p>
3.	BBA203	Business Accounting	<p>1. Know and apply accounting and finance theory</p> <p>2. Explain and apply international accounting standards</p> <p>3. Critically evaluate financial statement information</p> <p>4. Evaluate and compare different investments</p>
4.	BCA204	Ethics & Corporate Social responsibility	<p>1. Understand the importance of ethics and CSR in the day-to-day working of organizations.</p> <p>2. Learn the issues involved in maintaining ethics and how to deal with such situations.</p> <p>3. Learn scope of business ethics in Compliance, finance, Human resources, marketing, and production.</p> <p>4. To learn the values and implement in their careers to become a good managers.</p> <p>5. To develop various corporate social Responsibilities and practice in their professional life.</p> <p>6. To imbibe the ethical issues in corporate governance and to adhere to the ethical codes.</p>

**Third semester**

Sr. No	Subject Code	Subject Name	Course outcome
1.	BBA301	Macroeconomics	<ol style="list-style-type: none"> <li>1. Explain what economics is and explain why it is important</li> <li>2. Explain how economists use economic models Use mathematics in common economic applications</li> <li>3. Use graphs in common economic applications</li> </ol>
2.	BBA302	Principles of Marketing	Students will get familiar with the basic concepts applied in contemporary management practice and many of the concepts learnt will form the foundation for subsequent courses in strategy, operations and HRM in subsequent semesters.
3.	BBA303	Management accounting	<ol style="list-style-type: none"> <li>1. Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.</li> <li>2. Prepare various costing schedules where an analysis of cost classification, behaviour, and type is completed.</li> <li>3. Apply and analyze different types of activity-based management tools through the preparation of estimates.</li> <li>4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.</li> </ol>
4.	BBA304	India's diversity and Business	<ol style="list-style-type: none"> <li>1. To develop an understanding of different types of diversity</li> <li>2. To understand the inter linkages between diversity and socio economic challenges</li> <li>3. To understand impact of diversity on business opportunities and decisions</li> </ol>
5.	BBA305	Personality Development & Communication	<ol style="list-style-type: none"> <li>1. Students will be able to communicate their ideas through different modes and mediums.</li> <li>2. Students will be able to make memorable presentations professionally.</li> <li>3. Students will understand different strategies to adopt while communicating with different personalities with different goals.</li> <li>4. Students will be able to handle job opportunities successfully.</li> <li>5. Developing the effective communication skills among students.</li> </ol>

			<p>6. Inculcating the soft skills in theoretical and practical ways and also to develop the effective communication skills among students.</p> <p>7. Learning about the essential factors for personality development and bringing them into practice.</p> <p>8. Create understanding of the non-verbal forms of communication.</p>
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<b>Fourth semester</b>			
<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course outcome</b>
1.	BBA 401	Business Research	<p>1. Students will be able to convert business problems into research problem and design research accordingly.</p> <p>2. Students will be able to identify correct statistical tools to solve problem in hand.</p> <p>3. Students will write short research report.</p>
2.	BBA 402	Human Resource Management	<p>After successfully completing this program, you should be able to:</p> <p>1. Effectively manage and plan key human resource functions within organizations</p> <p>2. Examine current issues, trends, practices, and processes in HRM</p> <p>3. Contribute to employee performance management and organizational effectiveness</p> <p>4. Problem-solve human resource challenges</p> <p>5. Develop employability skills for the Canadian workplace</p>

			6. Develop effective written and oral communication skills
3.	BBA 403	Financial Management	<ol style="list-style-type: none"> <li>1. Understand basic concepts of financial management and their application in investment, financing and dividend decisions.</li> <li>2. Understand concepts of cost of capital, leverage analysis, capital structure and dividend theories and identify courses of action in financial environment that would result in maximization of wealth of an organization.</li> <li>3. Understand management of working capital and estimate the same for an organization.</li> </ol>
4.	BBA 404	Tax Planning	<ol style="list-style-type: none"> <li>1. Students would identify the technical terms related to Income Tax.</li> <li>2. Students would determine the residential status of an individual and scope of total income.</li> <li>3. Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.</li> <li>4. Students would compute the net total income of an individual.</li> </ol>
5.	BBA 405	IT Tools in Business	<ol style="list-style-type: none"> <li>1. Make meaningful representations of data in the form of charts and pivot tables.</li> <li>2. Draw analysis on data using spreadsheets and use interpretation to make decisions.</li> <li>3. Generate word documents with appropriate formatting, layout, proofing.</li> <li>4. Manage data for generating queries, forms and reports in a database.</li> </ol>

<b>Fifth semester</b>			
<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course outcome</b>
1.	BBA501	Quantitative techniques for Management	<ol style="list-style-type: none"> <li>1. Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.</li> <li>2. Solve optimization problems like transportation and assignment problem mathematically and by</li> </ol>

			<p>using excel solver</p> <ol style="list-style-type: none"> <li>3. Develop critical thinking and use PERT and CPM techniques to improve decision making.</li> <li>4. Identify different types of decision-making environments and choose the appropriate decision making approaches for each.</li> </ol>
2.	BBA502	Legal Aspects of Business	<ol style="list-style-type: none"> <li>1. Understanding basic laws affecting the operations of business enterprises</li> <li>2. Application of various Laws in business practice.</li> <li>3. To create awareness of the legal framework within which the business function.</li> <li>4. To create awareness in respect of rules and regulations affecting various managerial functions.</li> <li>5. Acquire problem solving technique with legal procedure.</li> <li>6. Identify fundamental legal principal behind contractual Agreements</li> </ol>
3.	BBA503	(DSE-1 Finance) Investment Banking and financial Services OR (DSE-2 Marketing) Consumer Behavior OR (DSE-3 Human Resource) HRD: Systems and Strategies. OR (DSE-4 Management of Global Business) International Trade: Policies and Strategies	<ol style="list-style-type: none"> <li>1. The integration of HRD with other areas of HRM and overall business strategy.</li> <li>2. The identification and uses of competencies in the process of determining development and potential.</li> <li>3. The main components and variations in management development systems within organizations.</li> <li>4. Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning.</li> <li>5. Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness;</li> <li>6. Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process.</li> <li>7. Evaluate the HRD role dealing with contemporary challenges</li> </ol>

4.	BBA504	Investment Analysis and Portfolio Management	<ol style="list-style-type: none"> <li>1. Demonstrate a basic understanding of investments and the nuances of investing.</li> <li>2. Exhibit the acquaintance of the securities market and its constituents.</li> <li>3. Apply knowledge gained to perform analysis of various securities.</li> <li>4. Analyze and apply models to securities performance and forecasting.</li> </ol>
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<b>Sixth semester</b>			
<b>Sr. No</b>	<b>Subject Code</b>	<b>Subject Name</b>	<b>Course outcome</b>
1.	BBA601	Business Policy & Strategy	<ol style="list-style-type: none"> <li>1. Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.</li> <li>2. Apply understanding for the theories, concepts and tools that support strategic Management in organizations.</li> <li>3. Build understanding of the nature and dynamics of strategy formulation and Implementation processes at corporate and business level.</li> <li>4. Enhanced ability to identify strategic issues and design appropriate courses of action</li> </ol>
2.	BBA602	Financial Institutions and markets	<ol style="list-style-type: none"> <li>1. Analyse the Financial System, Banking and Non-Banking Institutions, Securities Markets and also the key terminology of Financial Market for employment opportunity.</li> <li>2. Apply various types of financial services provided by Financial Institutions for investment advisor's perspective to the various kinds of investors, which will help in enhancing the skill in the area of finance for employment and entrepreneurship.</li> <li>3. Analyze and frame out the profitability alternatives to mobilize funds from capital market and money market for client and company helping in enhancement of critical thinking and analysis skills.</li> </ol>
3.	BBA603	(DSE-1 Finance) Project Appraisal and	<ol style="list-style-type: none"> <li>1. Understand fundamental supply chain management concepts.</li> </ol>



		<p>analysis Or (DSE-2 Marketing) Distribution &amp; Supply Chain Management OR ( DSE-3 Human Resource) and Performance and compensation Management OR DSE-4) Management of Global Business) Multinational Business Finance</p>	<p>2. Apply knowledge to evaluate and manage an effective supply chain.</p> <p>3. Understand the foundational role of logistics as it relates to transportation and warehousing.</p> <p>4.How to align the management of a supply chain with corporate goals and strategies</p>
4.	BBA604	Project report	<p>Project report outcomes can include things like increased efficiency, improved quality, increased sales, increased customer satisfaction, and others, depending on the goals and objectives of the project. Your project outcomes will depend on what you're trying to achieve.</p>