

## Course Outcomes of BBA

<b>Title of the Course: Principles of Management</b>				
<b>Sem-I</b>	<b>Credits : 5</b>	<b>Code Course : BBA101</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	To understand the role, challenges, and opportunities of management.			
<b>CO2</b>	To understand the importance of Planning and decision making skills.			
<b>CO3</b>	To understand various organizational structures.			
<b>CO4</b>	To understand the effectiveness of Coordination and Control mechanisms.			
<b>CO5</b>	To understand the new trends in management			

<b>Title of the Course: BASICS OF MARKETING</b>				
<b>Sem-I</b>	<b>Credits : 5</b>	<b>Code Course : BBA102</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Understanding Basic Concepts of Marketing Management			
<b>CO2</b>	Analyzing Social, Legal, Ethical, and Technological Forces			
<b>CO3</b>	Applying and Evaluating Marketing Strategies			
<b>CO4</b>	Understand different methods of sale promotion.			
<b>CO5</b>	Formulating Strategies Based on Psychological and Sociological Factors			

<b>Title of the Course: BUSINESS ECONOMICS</b>				
<b>Sem-I</b>	<b>Credits : 5</b>	<b>Code Course : BBA103</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Understanding the Nature and Scope of Economics			
<b>CO2</b>	ASummarizing the Law of Diminishing Marginal Returns			
<b>CO3</b>	Understanding Cost Concepts and Classifications			
<b>CO4</b>	Analyzing Market Structures			
<b>CO5</b>	Applying Microeconomic Techniques			

### **I Year II Semester**

<b>Title of the Course: Organizational Behavior</b>				
<b>Sem-II</b>	<b>Credits : 5</b>	<b>Code Course : BBA201</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Analyze individual and group behavior, and understand the implications of organizational behavior on the process of management.			
<b>CO2</b>	Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.			
<b>CO3</b>	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.			
<b>CO4</b>	Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.			
<b>CO5</b>	Explain how organizational change and culture affect working relationships within organizations.			

**Title of the Course: Business Statistics**

<b>Sem-II</b>	<b>Credits : 5</b>	<b>Code Course : BBA202</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	To be able to classify the data based on its characteristics.			
<b>CO2</b>	To be able to calculate various measures of central tendencies and also the measures of variances.			
<b>CO3</b>	. To be able to analyze the index numbers and will be able to apply it in various business decisions.			
<b>CO4</b>	To be able to calculate correlation coefficient and will be able to understand its significance in business decisions.			

**Title of the Course: Financial Accounting**

<b>Sem-II</b>	<b>Credits : 5</b>	<b>Code Course : BBA203</b>	<b>Year/Group : I BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Explain the fundamental concepts and conventions of the financial accounting system, GAAP.			
<b>CO2</b>	Recognize the transaction, understand the accounting cycle and various accounts books.			
<b>CO3</b>	Understand the financial statement of its importance and method of preparation for the joint stock company as per companies act 2013.			
<b>CO4</b>	Explain the financial statement analysis and understand the various techniques of financial analysis and know the usefulness of financial ratios.			
<b>CO5</b>	Acquire conceptual knowledge of Indian Accounting Standards (IND-AS) and International Financial reporting system.			

**II Year III Semester**

<b>Title of the Course: COMMUNICATION SKILLS</b>				
<b>Sem-III</b>	<b>Credits : 2</b>	<b>Code Course : SEC 1A</b>	<b>Year/Group : II BBA</b>	<b>HPW 2</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Students will understand the importance of communication skills			
<b>CO2</b>	Develop competence in oral, written and visual communication			

<b>Title of the Course: Professional Skills</b>				
<b>Sem-III</b>	<b>Credits : 2</b>	<b>Code Course : SEC 1B</b>	<b>Year/Group : II BBA</b>	<b>HPW 2</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Develop a planned approach towards career and life			
<b>CO2</b>	Gain ability to match skills and interests with a chosen career path			
<b>CO3</b>	Develop interview skills and professional etiquette			

<b>Title of the Course: FUNDAMENTALS OF QUALITY MANAGEMENT</b>				
<b>Sem-III</b>	<b>Credits : 2</b>	<b>Code Course : BBASEC2A</b>	<b>Year/Group : II BBA</b>	<b>HPW 2</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Understand the evolution and importance of quality management.			
<b>CO2</b>	Understand various tools used for quality management in the Organizations.			
<b>CO3</b>	Understand the use of total quality management in various service organizations.			

<b>Title of the Course: Advanced Computer Skills</b>				
<b>Sem-III</b>	<b>Credits : 2</b>	<b>Code Course : BBASEC2B</b>	<b>Year/Group : II BBA</b>	<b>HPW 2</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Student will have knowledge of Data Analysis techniques			
<b>CO2</b>	Attain proficiency in MS-Excel			
<b>CO3</b>	Develop skills in application of MS Access			

<b>Title of the Course: Human Resource Management</b>				
<b>Sem-III</b>	<b>Credits : 5</b>	<b>Code Course : BBA301</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Understand various Functions of HRM.			
<b>CO2</b>	Identify different sources and methods of acquiring Human Resources.			
<b>CO3</b>	Understand methods of training and role of career planning			
<b>CO4</b>	Develop knowledge of handling Industrial Disputes.			
<b>CO5</b>	Demonstrate understanding of different appraisal methods.			

<b>Title of the Course: Fundamentals of Information Technology – (THEORY)</b>				
<b>Sem-III</b>	<b>Credits : 5</b>	<b>Code Course : BBA302T</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Understand the concept of input and output devices of Computers			
<b>CO2</b>	Expertise in a key area of Information Systems and Ethics in IS			
<b>CO3</b>	Critically analyze the key components of multimedia technologies- including text, graphics, voice, video animation and its applications.			
<b>CO4</b>	Update with different advanced network technologies that can be used to connect different networks			
<b>CO5</b>	Learn Excel Spreadsheet and query a database using SQL DML/DDI commands.			

**Title of the Course: Financial Management**

<b>Sem-III</b>	<b>Credits : 5</b>	<b>Code Course : BBA303</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Evaluate project appraisal methods to cash flows.			
<b>CO2</b>	Understand the determinants of capital structure			
<b>CO3</b>	Understand insights about dividend practices of companies			
<b>CO4</b>	Calculate working capital requirements of firms			
<b>CO5</b>	Comprehend corporate practices related to inventory management.			

## II Year IV Semester

Title of the Course: Leadership & Management Skills				
Sem-IV	Credits : 2	Code Course : SEC3A	Year/Group : II BBA	HPW 2
<b>Course Outcomes</b>				
CO1	Student will understand and use the process of effective decision making			
CO2	Develop self-awareness and self-management skills			
CO3	Demonstrate effective interpersonal competence.			

Title of the Course: Start Up Management				
Sem-IV	Credits : 2	Code Course : BBASEC4A	Year/Group : II BBA	HPW 2
<b>Course Outcomes</b>				
CO1	To identify opportunities for starting business			
CO2	To be able to write a business plan			
CO3	To take decision regarding form of business ownership			

**Title of the Course: Business Law and Ethics**

<b>Sem-IV</b>	<b>Credits : 5</b>	<b>Code Course : BBA401</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Identify the fundamental legal principles behind contractual agreements			
<b>CO2</b>	Understand companies act and its implications for employers and employees			
<b>CO3</b>	Understand legal obligations of businesses towards customers			
<b>CO4</b>	Demonstrate knowledge of negotiable instruments.			
<b>CO5</b>	Understand consumer protection laws and their implications.			

**Title of the Course: Market Research**

<b>Sem-IV</b>	<b>Credits : 5</b>	<b>Code Course : BBA402</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Explain the nature, scope and process of Marketing Research.			
<b>CO2</b>	Identify the suitability of various sources primary data and develop a questionnaire.			
<b>CO3</b>	Understand advantages & Disadvantages of Secondary Data & Develop Report writing Skills.			
<b>CO4</b>	Describe types of measurement and scale.			
<b>CO5</b>	Formulate and test Hypothesis by using Z- Test, t-Test and Chi-Square			

**Title of the Course: Management Science**

<b>Sem-IV</b>	<b>Credits : 5</b>	<b>Code Course : BBA403</b>	<b>Year/Group : II BBA</b>	<b>HPW 5</b>
<b>Course Outcomes</b>				
<b>CO1</b>	Formulate real life situations in organizations in Quantitative form.			
<b>CO2</b>	Formulate strategies for optimal use of various resources within the Organizations.			
<b>CO3</b>	Understand the managerial applications of transportation problems.			
<b>CO4</b>	Understand the concepts of network fundamentals and resource analysis and allocations.			
<b>CO5</b>	Understand capacity planning.			