



ST. PIOUS X DEGREE & PG COLLEGE FOR WOMEN (AUTONOMOUS)

Affiliated to OU | Re-accredited by NAAC with A+ Grade

Snehapuri Colony, Nacharam, Hyderabad - 500076
www.stpiuscollege.org

**Department of
Business Management
Outcome-based Education,
Course Outcomes**

Department of Business Management

SEMESTER I

Course Title: Principles and practices of Management		
SEM -I	Credits :5 Course Code: BBA101 Year/Group I year BBA	HPW :5
Course outcome		Blooms level
CO1	To understand the concept of management and analyse its scope and functions	U(L1),A (L2)
Co2	Analyze and compare the evolution of management thought	Analyze (L4)
Co3	Apply planning and decision-making principles to develop effective organizational strategies.	Apply (L3)
Co4	Analyze organizational structures, authority relationships, and delegation principles to improve organizational effectiveness.	Analyze (L4)
Co5	Analyze staffing, directing, communication, and control processes to enhance organizational performance and effectiveness.	Analyze (L4)

Course Title :Basics of Business Economics		
SEM-I	credits: 5 Course Code: BBA102 Year/Group: I BBA	HPW: 5
Course Outcomes		Blooms Level
CO1	Acquire conceptual knowledge of business, profession, employment, and forms of business organization	Acquire(L2)
CO2	Understand the basic of economic concepts including nature, scope, and micro vs macro economics	Understand(L2)
CO3	Analyze demand concepts, elasticity, and forecasting methods in business decision-making	Analyze(L4)
CO4	Apply production and cost concepts including break-even analysis in managerial decisions	Apply(L3)
CO5	Evaluate market structures and pricing strategies in different economic environments	Evaluate(L5)

COURSE TITLE : Fundamentals of Marketing			
Sem-I	Credits: 5	Course Code: BBA103	Year/Group: I year BBA
Course Outcomes			HPW: 5
			Blooms Level
CO1	Explain the foundational concepts of marketing, distinguishing between traditional selling and modern marketing orientations to avoid marketing myopia.		Understand (L2)
CO2	Analyse the micro and macro environmental factors to effectively segment, target, and position (STP) products within consumer markets.		Analyse (L4)
CO3	Evaluate a product's position in its life cycle to determine and justify appropriate pricing methods and strategies.		Evaluate (L5)
CO4	Design an Integrated Marketing Communications (IMC) plan and recommend optimal distribution and logistics channels for specific business scenarios.		Create (L6)
CO5	Assess the impact of emerging trends—such as social media, CRM, and sustainable practices—on modern customer relationship management and experiential marketing.		Evaluate (L5)

BBA AI (Cos) I Sem

COURSE TITLE : Foundations of Artificial Intelligence for Business			
Sem-I	Credits: 5	Course Code: BBA 104(T)AI	Year/Group: BBA HPW: 4
Course Outcomes			Blooms Level
CO1	Understand the basic concepts, scope, and evolution of Artificial Intelligence and its role in business environments.		Analyze (L4)
CO2	Understand the concepts of Generative AI, Large Language Models (LLMs), tokens, and the working process of AI tools.		Evaluate (L5)
CO3	Apply prompt engineering techniques to generate structured business content such as emails, reports, and business plans using AI tools.		Create (L6)
CO4	Evaluate AI-generated outputs by checking accuracy, logical consistency, bias, and ethical considerations in business communication.		Create (L6)

COURSE TITLE : foundations of Artificial Intelligence for Business		
Sem-I	Credits: 5	Course Code: BBA 104(P)AI Year/Group: BBA HPW: 4
Course Outcomes		Blooms Level
CO1	Formulate structured prompts to generate, and subsequently evaluate, professional business communications and reports across different AI platforms for tone, clarity, and structural integrity.	Create (L6) & Evaluate (L5)
CO2	Construct functional business data models—integrating data cleaning, AI-assisted formulas, and dynamic visualizations—to execute foundational financial and operational analyses.	Create (L6)

Semester II

Course Title : Financial Accounting			
Sem- II	Credits: 5	Course Code: BBA201 Year/Group: I year BBA	HPW: 5
Course Outcomes		Blooms Level	
CO1	Explain the fundamental concepts, principles and conventions of financial accounting, including accounting standards and the accounting cycle.	Understand (L2)	
CO2	Apply accounting procedures to record business transactions using journal entries, ledger posting and preparation of trial balance.	Apply (L3)	
CO3	Analyse financial data to identify errors and prepare rectification entries, bank reconciliation statements and adjustments.	Analyse (L4)	
CO4	Evaluate the financial performance and position of a business by interpreting final accounts including Trading, Profit & Loss Account and Balance sheet.	Evaluate (L5)	
CO5	Prepare complete financial statements for different types of business organizations incorporating adjustments and accounting standards.	Create (L6)	

Course Title : Organisational Behaviour			
SEM -II	Credits :5	Course Code: BBA202 Year/Group I year BBA (General /FM)	HPW : 5
Course outcome		Blooms level	
Co1	Understand the Nature and foundations of Organisational Behaviour	Understand(L1)	
Co2	Analyze personality, attitudes, perception, and attribution theories to understand individual behavior in organizational contexts.	Analyze (L4)	
Co3	Evaluate motivation theories and leadership styles to assess their effectiveness in enhancing employee performance and ethical organizational behavior..	Evaluate (L5)	
Co4	Analyze group behavior, team dynamics, communication processes, and organizational conflict to enhance team effectiveness and interpersonal effectiveness in diverse workplaces	Analyze (L4)	
Co5	Analyze organizational culture, change management processes, and contemporary organizational behavior issues to improve adaptability, inclusion, and employee well-being in modern workplaces	Analyze (L4)	

Course Title: Business Statistics		
SEM II	Credits: 5 Course Code: BBA203 Year/Group: I BBA HPW: 5	
COURSE OUTCOMES		Blooms Level
CO1	Apply statistical concepts to organize and present data using tables, frequency distributions and graphs.	Apply(L3)
CO2	Analyse data using measures of central tendency and dispersion to interpret variability and consistency.	Analyse (L4)
CO3	Analyse relationships between variables using correlation and simple regression techniques.	Analyse (L4)
CO4	Apply times series and index number methods to identify trends and interpret data patterns.	Apply(L3)
CO5	Understand probability concepts and sampling techniques for informed business decision-making.	Understand(L1)

Course Title : DATA DRIVEN DECISION MAKING WITH ADVANCED EXCEL		
SEM II	Credits: 3 Course Code: BBA204AI (T) Year/Group: I BBA HPW: 3	
COURSE OUTCOMES		Blooms Level
CO1	Understand the importance of data-driven decision making in modern business organizations.	Understand L2
CO2	Apply advanced Excel formulas and functions to organize and analyze business data	Apply L3
CO3	Analyse business datasets using pivot tables, charts, and visualization techniques to generate insights.	Analyse (L4)
CO4	Evaluate business scenarios using Excel tools such as What-If analysis to support managerial decision making.	Evaluate L5

Course Title : DATA DRIVEN DECISION MAKING WITH ADVANCED EXCEL

SEM II Credits: 2 Course Code: BBA204AI (P) Year/Group: I BBA HPW: 2

COURSE OUTCOMES		Blooms Level
CO1	Apply advanced Excel tools and data preparation techniques to clean, organize, and analyze business datasets, enabling meaningful interpretation of sales, profit, and performance metrics.	Apply L3 & Analyze L4
CO2	Evaluate business scenarios and develop data-driven decision models using Excel features such as pivot tables, what-if analysis, and AI-assisted tools, culminating in the creation of actionable insights and dashboards.	Evaluate L5 & Create L6