The course outcomes of various courses of BBA CAM are:

Paper/Subject	Course Outcome
BBA (CAM) First Semester	
BBA CAM – 101 Management Process and Organizational Behaviour	CO 1: Explore the evolution of the concepts of management. CO 2: Examine the relevance of the theories of motivation. CO 3: Analyze the significance of Organization and Individual Behaviour. CO 4: Analyze and relate individual, team and group behaviour. CO 5: Exhibit leadership qualities by building effective teams. CO 6: Comprehend dynamics of human behaviour.
BBA CAM – 103 Business Mathematics	CO 1: Ability to solve the problems of counting. CO 2: Proficiency in solving the problems of Matrix Algebra. CO 3: Ability to solve the problems of Differential Calculus. CO 4: Capability to solve the problems of Integral Calculus. CO 5: Analyzing business research problems.
BBA CAM – 105 Financial Accounting and Analysis	CO 1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards. CO 2: Preparation of company final accounts with adjustments. CO 3: Appreciate contemporary issues and challenges in accounting. CO 4: Examine the concept and the methods of depreciation. CO 5: Comprehension about accounting for shares and debentures. CO 6: Explore the role of stock exchanges and SEBI as a regulator. CO 7: Conduct comprehensive financial analysis of companies.
BBA CAM – 107 Business Economics	CO 1: Understand the fundamental concepts of Business Economics. CO 2: Analyze the relationship between consumer behaviour and demand. CO 3: Explore the theory of production and through the use of ISO – QUANTS. CO 4: Understanding the concept and relevance of short term long term cost. CO 5: Examine pricing decisions under various market conditions. CO 6: Analyze economic challenges posed to businesses.
BBA CAM – 109 IT Applications in Business	CO 1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications. CO 2: Analyze the usage of IT product and services. CO 3: Use internet web services and resources for learning and discovery. CO 4: Explore the usage of tools of MS Word and Advanced

	Excel to solve business problems. CO 5: Comprehend the role of databases in IT applications.
BBA CAM – 111 IT Applications in Business (Lab)	CO 1: Explore the utility of applications provided by MS Office. CO 2: Proficiency in MS Advanced Excel and PowerPoint. CO 3: Effective and professional presentation and communication skills. CO 4: Use Tables and Charts from Excel to create interactive and animated presentations.
BBA CAM – 113 Entrepreneurial Mindset (NUES)	CO 1: Exhibiting entrepreneurial skills and abilities. CO 2: Imbibe creativity and innovativeness to explore new ideas and prospects. CO 3: Explore the laws and government assistance available for new entrepreneurs. CO 4: Explore ways to achieve entrepreneurial success.
BBA (CAM) Second Semester	
BBA CAM – 102 Marketing Management	CO 1: Evaluate the market and environmental conditions affecting marketing decisions of a firm. CO 2: Identify Target Market Segment for the Product and strategize its Positioning. CO 3: Apply technological tools and techniques to predict and satisfy consumer demand. CO 4: Analyze the process of value creation through marketing decisions.
BBA CAM – 104 Decision Making Techniques in Business	CO 1: Understand the basic concepts of statistics. CO 2: Apply Correlation and Regression concepts in business and research problems. CO 3: Explore the use of Linear Programming in business problem solving. CO 4: Analyze Transportation and Assignment problems. CO 5: Evaluate alternatives before taking business decisions.
BBA CAM – 106 Software Engineering	CO 1: Comprehensive understanding of the system development cycle; software process methodologies, choice of algorithm language, software libraries and user interface technique. CO 2: Apply the principles of object-oriented software construction; software development process, including requirements analysis, design, programming, testing and maintenance. CO 3: Model object-oriented software systems, investigate and improve the specification of a software system. CO 4: Design and plan software solutions to problems using an object-oriented strategy. CO 5: Identify a range of solutions and critically evaluate and justify proposed design solutions. CO 6: Evaluate systems in terms of general quality attributes and possible trade – offs presented within the given problem. CO 7: Develop and apply testing strategies for software

	applications.
BBA CAM – 108 Object Oriented Programming using C++	CO 1: Describe the meaning of the object - oriented paradigm, and create class hierarchies using the object – oriented design process. CO 2: Design and implement C++ programs for complex problems, making good use of the features of the language such as class, inheritance and templates. CO 3: Design object oriented solutions for small systems involving multiple objects. CO 4: Implement, test and debug solutions in C++. CO 5: Comprehend Polymorphism. CO 6: Develop proficiency in File and Exception Handling.
BBA CAM – 110 Managerial Personality Development	CO 1: Define their own personality in terms of strengths and weaknesses. CO 2: Develop communication ability and professional presentation skills. CO 3: Explore negotiation skills and develop ability to motivate. CO 4: Articulate and express with self confidence in a Group discussion.
BBA CAM – 112 Minor Project - I	CO 1: Identify a business problem or a field of study. CO 2: Explore the environment to identify potential research areas. CO 3: Crystallize a business concern into a concrete business research problem. CO 4: Explore alternative ways to resolve a business problem.
BBA CAM – 116 C++ Lab	CO 1: Comprehend advantages of a high level language like C/C++, the programming process, and the compilation process. CO 2: Develop proficiency in the use of software tools in the programming process. CO 3: Apply good programming principles to the design and implementation of C/C++ programs. CO 4: Design, implement, debug and test programs using the fundamental elements of C/C++. CO 5: Demonstrate an understanding of primitive data types, values, operators and expressions in C/C++.