

## The Course Outcomes of various Courses of BBA are:

Paper/Subject	Course Outcome
<b>BBA (G) First Semester</b>	
BBA – 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 – 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 – 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 – 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 – 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 – 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 – 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.
<b>BBA (G) Second Semester</b>	
BBA – 102 Cost Accounting	CO 1: Comprehensive understanding on objectives and scope of cost accounting in business. CO 2: Explore cost control through various material controlling techniques. CO 3: Evaluate the remuneration systems and incentive schemes to deal with labour cost. CO 4: Examine overhead cost through overhead functional analysis. CO 5: Prepare cost sheet with computation of normal and abnormal profits/loss. CO 6: Prepare contract accounts using escalation clause.
BBA – 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 – 106 Business Environment	CO 1: Explore the Business Environment and its relevance. CO 2: Comprehend the structure of Indian Economy. CO 3: Analyze the planning system and economic development in India. CO 4: Examine the concept of Macro Economics and determination of National Income. CO 5: Explore the Macro Economic framework.
BBA – 108 E-Commerce	CO 1: Examine strengths and weaknesses digital profiles of business organizations. CO 2: Explore ways to enhance online visibility of business. CO 3: Analyze challenges of security, privacy and legal jurisdictions in e-commerce. CO 4: Examine the barriers to successful online positioning of businesses.
BBA – 110 Business Communication	CO 1: Proficiency in formal written communication. CO 2: Appreciate diversity and adapt to multicultural communication. CO 3: Analyze the forms and methods of formal and informal mode of communication. CO 4: Ability to make effective and well – articulated

	<p>presentations.</p> <p>CO 5: Explore the significance of effective listening.</p>
BBA – 112 E-Commerce Lab	<p>CO 1: Design, develop and maintain a basic website.</p> <p>CO 2: Create static HTML web pages.</p> <p>CO 3: Formulate controls for developing web sites.</p> <p>CO 4: Demonstrate basic animation using HTML.</p>
BBA – 114 Minor Project - I	<p>CO 1: Identify a business problem or a field of study.</p> <p>CO 2: Explore the environment to identify potential research areas.</p> <p>CO 3: Crystallize a business concern into a concrete business research problem.</p> <p>CO 4: Explore alternative ways to resolve a business problem.</p>
BBA – 116 MOOC	

Paper/Subject	Course Outcome
<b>BBA (G) Third Semester</b>	
BBA – 201 Business Law	<p>CO 1: Examine various aspects of contract and implications of various types of contract.</p> <p>CO 2: Interpret the regulations concerning the Contract of Sale of Goods Act, 1930</p> <p>CO 3: Understand and analyze Companies Act 2013 with latest amendments.</p> <p>CO 4: Examine the concept of Negotiable Instruments Act, 1881.</p> <p>CO 5: Comprehend the concepts of valid contract regarding business transactions.</p>
BBA – 203 Marketing Management	<p>CO 1: Explore the concepts of Marketing Management.</p> <p>CO 2: Appraise in New Product Development, product line and width and also product pricing.</p> <p>CO 3: Understand the role and relevance of Place and Intermediaries.</p> <p>CO 4: acquire skills to understand the factors which influence the promotional mix.</p> <p>CO 5: Understand the concept and importance of Direct Marketing, Public relations and Digital Marketing.</p> <p>CO 6: Acquire skills to handle marketing related business and research issues.</p>
BBA – 205 Human Resource Management	<p>CO 1: Examine the concepts and relevance of HRM.</p> <p>CO 2: Explore the various dimensions of Human Resource Planning.</p> <p>CO 3: Analyze the needs, methods and designing of training and development programmes.</p> <p>CO 4: Exhibit the career planning and career development.</p> <p>CO 5: Acquire skills for employee’s performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.</p>
BBA – 207 Management Accounting	<p>CO 1: Understand the nature and scope of Management Accounting.</p> <p>CO 2: Analyze and interpret the accounting financial statements of a company and its limitations.</p> <p>CO 3: Executing skills to prepare various Budgets.</p> <p>CO 4: Examining the impact of different ratios on the financial performance of a company.</p> <p>CO 5: Compute cash flow analysis and its likely impact on the economy.</p>
BBA – 209 Production and Operations Management	<p>CO 1: Interpret the basic concept and functions of production and operations management.</p> <p>CO 2: Able to understand the process of design and development of production systems.</p> <p>CO 3 Explore the various factors in deciding location and plant layout.</p> <p>CO 4: Articulate inventory management and JIT with quality management systems and TQM.</p> <p>CO 5: Identify critical factors for plant maintenance.</p>

BBA – 211 Business Research Methodology	<p>CO 1: Outline the significance of research and research methodology.</p> <p>CO 2: Understand the basic concepts and scope of Business research.</p> <p>CO 3: Formulate research process for solving the business related problems.</p> <p>CO 4: Examine the concept of measurement, sampling and hypotheses testing.</p> <p>CO 5: Prepare a research report.</p>
BBA – 213 Business Research Methodology Lab	<p>CO 1: Acquire skills to use software (Advance Excel/ SPSS).</p> <p>CO 2: Examine research tools for solving business problems.</p> <p>CO 3: Implement statistical tests for resolving an issue.</p> <p>CO 4: Demonstrate skills for decision making.</p>
BBA – 215 NSS/NCC/ NSO/ Others as notified by the university	
BBA – 217 Environmental Studies	<p>CO 1: Environmental Studies course will provide necessary information and knowledge about the various aspects of environment, ecosystems and related biodiversity.</p> <p>CO 2: Students will be able to learn and understand about the availability and sustainable use of resources, environmental problems and their short term and long term impacts to humans.</p> <p>CO 3: Course will help them to learn about environmental policies and protocols, social issues and role of human in conservation and protection of environment.</p> <p>CO 4: Overall course will help students to develop skills and ability of understanding environment – human relationships.</p>
<b>BBA (G) Fourth Semester</b>	
BBA – 202 Business Analytics	<p>CO 1: Demonstrate skills for computation and aggregation of data using different software.</p> <p>CO 2: Present data with the help of charts etc.</p> <p>CO 3: Acquire Knowledge about data concepts like big data, data warehousing etc.</p> <p>CO 4: Analyze data and interpret the results.</p>
BBA – 204 Financial Management	<p>CO 1: Explain the nature and scope of Financial Management.</p> <p>CO 2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.</p> <p>CO 3: Examine various capital structure theories and analyze factors affecting capital structure decisions.</p> <p>CO 4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.</p>

	CO 5: Acquire skills to manage profitability and take sound financial decision for a business.
BBA – 206 Corporate Governance, Ethics & Social Responsibility of Business	CO 1: Exhibit the relevance of Corporate Governance in present times. CO 2: Examine the concept of Human values and their relevance in Business. CO 3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business. CO 4: Discuss the issues related to whistle blowing and moral issues in business.
BBA – 208 Income Tax Law and Practice	CO 1: Comprehend the concepts of taxation and determine the residential status of person. CO 2: Compute income and deductions under different heads. CO 3: Examining the provisions of clubbing of income and set off and carry forward of losses. CO 4: Determine the Tax Liability. CO 5: Ability to file income tax return.
BBA – 210 MOOC	
BBA – 214 Sales Management	CO 1: Explore the nature and importance of sales management, types and skills of sales manager.  CO 2: Demonstrate the personal selling process.  CO 3: Analyze the ethical and legal issues in sales management.  CO 4: Designing the Motivational and Compensation Plans of Sales Personnel.
BBA – 218 Minor Project - II	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.