



**Program B.B.A. (2020-21)**

**Program Objectives BBA**

1	To provide knowledge regarding the basic concepts, principles and functions of management.
2	To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.
3	To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.
4	To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications.
5	To manage a business and develop leadership, team building & entrepreneurial aptitude among the students.

**Program Outcomes BBA:**

<b>PO1</b>	Applying the disciplinary knowledge of management and its application in real business world.
<b>PO2</b>	Ability to communicate and understand ethical aspects of business.
<b>PO3</b>	Ability to of cooperation and work as team in organization.
<b>PO4</b>	Application of critical thinking and analytical reasoning for decision making of business problems.
<b>PO5</b>	Ability to develop leadership qualities.
<b>PO6</b>	Ability to develop the entrepreneurial acumen.
<b>PO7</b>	Ability to develop the research acumen.

Code. No/CO	Subjects	Blooms Taxonomy	PO1 Knowledge	PO2 Communication & Ethical	PO3 Team	PO4 Critical Thinking and Analytical Reasoning	PO5 Leadership	PO6 Entrepreneurial	PO7 Research
	<b>SEM I</b>								
<b>BBA-101</b>	<b>Fundamentals of Management</b>								
<b>Course Objective</b>	This course familiarizes the student with the basics of principles of management.								
CO1	Develop understanding of management concepts	Knowledge (K2), Comprehending (K 3)	H	L	M	M	M	M	L
CO2	Explain principles and functions of planning & organizing and its implemented in the organisation	Knowledge (K2) Analysing (K 5), Evaluating (K7))	H	M	M	M	M	M	L
CO3	Develop understanding of organizing and directing function in organization	Knowledge (K2) Analysing (K 5), Evaluating (K7))	H	M	M	M	M	M	L
CO4	Analyse the concept of controlling and its importance in business	Knowledge (K2) Analysing (K5),	H	M	M	M	M	M	L
			<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>BBA-102</b>	<b>Organizational Behavior</b>								
<b>Course Objective</b>	This course familiarizes the student with the basics of principles of organization behaviour.								
CO1	Develop understanding of organization behaviour concepts	Knowledge (K2), Comprehending (K 3)	H	L	M	M	M	M	L
CO2	Explain principles and functions of individual behaviour in the organisation	Knowledge (K2)Analysing (K 5), Evaluating (K7))	H	M	H	M	M	M	L
CO3	Develop understanding of group dynamics in organization	Knowledge (K2)Analysing (K 5), Evaluating (K7))	H	M	H	M	M	M	L
CO4	Analyse the concept of management change and its importance in business	Knowledge (K2)Analysing (K5),	H	M	H	M	M	M	L
			<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>BBA-103</b>	<b>Managerial Economics</b>								
<b>Course Objective</b>	This course in meant to acquaint the student with the principles of managerial economics as are applicable in business								
CO1	Remember the concepts of economics and also able to understand the various economic principles to make effective decisions.	Knowledge ( K 2), Remembering ( K1)	H			M	L	L	
CO2	Understand the law of demand & supply & their elasticities, evaluate & analyse these concepts in changing situations of industries .	Knowledge (K2)Analysing (K 4), Evaluating (K7))	H			M		L	L

CO3	Understand the market analysis & pricing policy concept & its relation to the business world	Comprehending (K 3), Applying (K 4), Analysing (K 5)	M	L		M	L	L	L
CO4	Understand & evaluate the Economic Growth and Development, Business Cycle, The balance of payments & inflation.	Applying (K 4), Analysing (K 5), Synthesizing (K 6)	M			M	L	L	L
			H	L		L	L	L	L
<b>BBA-104</b>	<b>Accounting and Financial Analysis</b>								
<b>Course Objective</b>	To impart basic accounting knowledge as applicable to business								
CO1	Understand and apply accounting the concepts, principles and conventions for business.	Knowledge (K2), Comprehending (K 3)	H	L		M	L	L	
CO2	Understand and apply knowledge of Mechanics of Accounting for reporting in business.	Knowledge (K2), Synthesizing (K6)	H	L	L		L	L	L
CO3	Analyse & interpret the Financial Statement.	Analysing (K 5), Evaluating (K7)	M	M		M	M	L	L
CO4	Understand about Fund & Cash Flow Analysis for preparing financial statements.	Knowledge (K2), Synthesizing (K6)	H			M		L	L
			H	L	L	M	L	L	L
<b>BBA-105</b>	<b>Business Law</b>								
<b>Course Objective</b>	The objective of this course is to provide a brief idea about the frame work of Indian business laws.								
CO1	Develop basic understanding of Law of Contract Act	Knowledge (K2)	H						
CO2	Understanding & apply the knowledge of provisions of Sales of Goods Act for regulating business organizations	Knowledge (K2) Applying (K 4)	H		L			L	
CO3	Understanding & apply of provisions of Indian Partnership Act for regulating business organizations	Knowledge (K2) Applying (K 4)	H	L			L	L	L
CO4	Able to analyse about Negotiable Instruments to facilitate business decisions.	Knowledge (K2), Analyse (K5)	M	L	L	H	L	L	L
			H	L	L	L	L	L	L

<b>BBA-106</b>	<b>Business Organization and Ethics</b>								
<b>Course Objective</b>	This course familiarizes the student with the basics of ethics in business.								
CO1	Develop understanding of Business Ethics concepts and its importance in business	Knowledge (K2), Comprehending (K 3)	H	H	M	M	M	M	
CO2	Explain principles and functions of Work life in Indian Philosophy and its implemented in the Organisation	Knowledge (K2)Analysing (K 5), Evaluating (K7))	H	H	M	M	M	M	L
CO3	Develop understanding of Ethics & Corporate Excellence & Gandhian Philosophy and apply it in organization	Knowledge (K2)Applying (K 4), Evaluating (K7))	H	H	M	M	M	M	L
CO4	Analyse the concept of Corporate Social Responsibility and its importance in business	Knowledge (K2)Analysing (K5),	H	H	M	M	M	M	L
			<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>BBA-008</b>	<b>Environmental Studies (Qualifying paper)</b>								
<b>Course Objective</b>	This course familiarizes the student with current environment condition and to study its importance.								
CO1	Develop understanding of basics of ecology.	Knowledge (K2), Comprehending (K 3)	M						
CO2	Study and analyse the problems of environment.	Knowledge (K2), Analysing (K 5)	M			L	L	L	L
CO3	Analyse and understand the of Social Issues, Human Population And The Environment	Knowledge (K2), Analysing (K 5)	M	L		L	L	L	L
CO4	Analyse the issues of environment by doing field work	Knowledge (K2)Analysing (K5),	M	L	L	L	L	L	L
			<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
	<b>SEM II</b>								
<b>BBA-201</b>	<b>Quantitative Techniques for Business</b>								
<b>Course Objective</b>	The purpose of the paper is to inculcate and analytical ability among the students								
CO1	Gaining Knowledge of basic concept of business statistics	Knowledge ( K 2) Remembering ( K1), Applying ( K 4)	H			H	L	L	L
CO2	To compute various measures of central tendency, measures of Dispersion and their implication on business performance.	Remembering ( K1), Applying ( K 4)	H			H			L
CO3	To compute various measures of time series analysis, correlation and regression analysis and their implication on business performance.	Remembering ( K1), Applying ( K 4)	H	L		H			L
CO4	To perform practical application probability for taking managerial decision	Applying ( K 4)	M		L	H	L	L	L
			<b>H</b>	<b>L</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA-202</b>	<b>Business Communication</b>								
<b>Course Objective</b>	The objective of this course is to develop effective business communication skills among the students.								
CO1	Apply business communication strategies and principles to prepare effective communication for business situations.	Applying (K4)	H	H	L	L	L	L	L
CO2	Develop an understanding of corporate communications	Knowledge (K2)	H	H	L	L	L	L	L
CO3	Developing effective verbal and non-verbal communication skills.	Remembering (K1), Applying (K4)	H	H	L	M	L	L	
CO4	Understand & analyse the current trend in business communication	Knowledge (K2)Analysing (K5),	H	H	M		L	M	L
			<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA-203</b>	<b>Human Resource Management</b>								
<b>Course Objective</b>	The objective of this course is to develop effective human resource management skills among the students.								
CO1	Gaining Knowledge of basic concept of human resource management	Knowledge ( K 2)	H	H	L	M	M	M	L
CO2	Understand & Apply the knowledge of Human Resource Policies & Strategies	Knowledge (K2), Applying ( K 4)	H	H	L	M	M	M	L
CO3	Developing effective Human Resource Procurement & Mobility Productivity in organization	Remembering (K1), Applying (K4)	H	H	L	M	M	M	L
CO4	Understand & analyse the Employee Compensation & Employees Relation	Knowledge (K2)Analysing (K5),	H	H	M	M	M	M	L
			<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>BBA-204</b>	<b>Marketing Management</b>								
<b>Course Objective</b>	The objective of this course is to develop effective marketing skills among the students.								
CO1	Gaining Knowledge of basic concept of marketing management	Knowledge ( K 2)	H	H	L	M	M	M	L

CO2	Understand & Apply the knowledge of segmentation concept & Strategies	Knowledge (K2), Applying ( K 4)	H	H	M	M	M	M	M
CO3	Developing effective marketing- mix strategies for organization	Remembering (K1), Applying (K4)	H	H	M	M	M	M	M
CO4	Understand & analyse about market research and its importance	Knowledge (K2)Analysing (K5),	H	H	M	M	M	M	M
<b>BBA-205</b>	<b>Business Environment</b>		<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>Course Objective</b>	This course aims acquainting the students with the emerging issue in business at the national and international level.								
CO1	Develop understanding and fundamental knowledge about business environment	Remembering ( K1), Knowledge ( K 2)	H			M		L	L
CO2	Develop understanding of Economic Systems in business environment	Knowledge ( K 2)	H	L		L	L	L	L
CO3	Understanding and apply the knowledge of Industrial Policy & role of government in business environment	Knowledge ( K 2), Applying (K 4)	H	L			L	L	L
CO4	Analysing current trend of international business environment	Analysing ( K 5)	M	L	L	M	L	M	L
			<b>H</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA-206</b>	<b>Fundamentals of Computer</b>								
<b>Course Objective</b>	To enable the student to become competent in using computers.								
CO1	Remember and Comprehend the basics of computer	Remembering ( K1), Knowledge ( K 2)	H	L		L	L	L	
CO2	Understand and analyse the use of hardware and software	Knowledge ( K 2), Analysing ( K 5)	M	L		M			
CO3	Understand and analyse the Network, Security and Networking	Knowledge ( K 2), Analysing ( K 5)	M	L	L	M	L	L	
CO4	Understand and analyse the latest version of windows and excel	Knowledge ( K 2), Analysing ( K 5)	M	L	L	M	L	L	L
			<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>

<b>BBA-207</b>	<b>Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits</b>								
<b>Course Objective</b>	The student can be benefited from some focused training and development to help them realise their full potential.								
CO1	Group discussion improve verbal & non-verbal communication		L	H	H	M	M	M	
CO2	Management Games inculcate team building and leadership skills		M	H	H	M	M	M	L
CO3	Grooming Sessions will make student adaptable and accommodative.		M	H	M	M	M	M	
CO4	Presentation for making decisions		M	H	M	M	M	M	L
			M	H	M	M	M	M	L
	<b>YEAR II</b>								
	<b>SEM III</b>								
<b>BBA 301</b>	<b>ADVERTISING MANAGEMENT</b>								
<b>Course Objective</b>	This course enables the students to develop awareness about advertisement management and its implication in business.								
CO1	Develop basic understanding about advertising	Knowledge ( K 2)	M	H	L	L	M	M	L
CO2	Analyse and apply the knowledge of Public Relation and Publicity in business	Knowledge ( K 2)	M	H	M	M	M	M	M
CO3	Understand about Sales Management and Sales Promotional in Business	Knowledge ( K 2)	M	H	L	M	M	M	M
CO4	Understand the scope of Print Media and Broadcasting & Media Planning and Strategies	Knowledge ( K 2), Applying ( K 4)	M	H	L	H	M	M	H
			M	H	L	M	M	M	M
<b>BBA N 302</b>	<b>TEAM BUILDING &amp; LEADERSHIP</b>								
<b>Course Objective</b>	This course familiarizes the student with the basics of principles of team building & leadership								
CO1	Develop understand in Team Building	Knowledge (K2), Comprehending (K 3)	H	L	M	M	M	M	L
CO2	Develop understand in evaluating team	Knowledge (K2) Analysing (K 5), Evaluating (K7)	H	M	M	M	M	M	M
CO3	Explain principles and functions of Leadership & Personality in organisation	Knowledge (K2) Analysing (K 5), Evaluating (K7)	H	M	M	M	M	M	M
CO4	Understand and apply the knowledge of Group for organization.	Knowledge (K2) Analysing (K5),	H	M	M	M	M	M	M
			H	M	M	M	M	M	M
<b>BBA 303</b>	<b>INDIAN ECONOMY</b>								
<b>Course Objective</b>	To enable the students to understand the current scenario of Indian Economy.								
CO1	Understand and apply the concepts of economy.	Knowledge ( K 2), Applying (K 4)	H			L	L		
CO2	Develop basic understanding of Economic Resources of India	Knowledge ( K 2), Applying ( K 4)	H			L	L	L	L
CO3	Understand and analyse the economic planning in India	Knowledge ( K 2), Analysing ( K 5)	M			M		L	L
CO4	Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India	Knowledge ( K 2), Analysing ( K 5)	M	L	L	M	L	L	M
			H	L	L	M	L	L	M
<b>BBA 304</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>								
<b>Course Objective</b>	The objective of this course is to help students understand the concept of Customer Relationship Management and its applications.								
CO1	Remember and Comprehend basic CRM concepts.	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	L
CO2	Understand marketing Insights on application of CRM Process.	Comprehending (K3), Synthesizing ( K6)	H	M	M	M	M	M	M
CO3	Understand and analyse Developing CRM Strategy & Implementation & consumer decision making strategy	Knowledge ( K 2), Analysing ( K 5)	H	M	M	H	M	M	H
CO4	Develop skills to evaluate the Sales Force Automation	Evaluating ( K7)	M	M	M	H	M	M	H
			H	M	M	M	M	M	M
<b>BBA 305</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>								
<b>Course Objective</b>	To enable the student to become competent to understand the application of Management Information System in business								
CO1	Remember and Comprehend the basics of Management Information System	Remembering ( K1), Knowledge ( K 2)	M	L		L	M	M	
CO2	Understand and apply the knowledge of Information & System of MIS	Knowledge (K2) Applying ( K 4)	M	L		M	M	M	

CO3	Understand and Development of MIS for business	Knowledge ( K 2), Analysing ( K 5)	M	L		M	M	M	L
CO4	Understand the application of Operating System & Internet in business	Knowledge ( K 2), Applying ( K 4), Analysing ( K 5)	M	M	L	M	M	M	L
			<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>BBA 306</b>	<b>INCOME TAX LAW &amp; PRACITCE</b>								
<b>Course Objective</b>	It enables the student to know the basics of Income Tax and its implications.								
CO1	Remember and Comprehend basic of concept of Income Tax and its implications.	Remembering ( K1), Knowledge ( K 2)	M	M					L
CO2	Understand the concept of Basis of Charge in Income Tax in business	Comprehending (K 3), Applying ( K 4), Analysing ( K 5)	M	M		M			L L
CO3	Understand and analysing the concepts of Heads of Income in Income Tax	Knowledge ( K 2), Analysing ( K 5)	M	M	L	M	L	L	L
CO4	Understand and analyse about Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income	Evaluating ( K7)	M	M		M	L	L	L
			<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>
	<b>SEM IV</b>								
<b>BBA 401</b>	<b>CONSUMER BEHAVIOUR</b>								
<b>Course Objective</b>	The objective of this course is to help students understand the concept of Consumer Behaviour & its applications.								
CO1	Remember and Comprehend basic Consumer models concepts.	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	L
CO2	Understand marketing Insights on application of Determinants of Consumer Behaviour.	Comprehending( K3), Synthesizing ( K6)	H	M	M	M	M	M	M
CO3	Understand and analysing Consumer Decision Making Process & Consumer Involvement	Knowledge ( K 2), Analysing ( K 5)	H	M	M	H	M	M	H
CO4	Develop skills to evaluate the Researching Consumer Behaviour	Evaluating ( K7)	M	M	M	H	M	M	H
			<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>



CO1	Remember and Comprehend the basics of :Network: Services and its classification	Remembering ( K1), Knowledge ( K 2)	M	L		L	M	M	
CO2	Understand and apply the knowledge of Digitization & Mobile computing & its application	Knowledge (K2) Applying ( K 4)	M	L		M	M	M	
CO3	Understand and analyse the Online Transaction and Trading in business	Knowledge ( K 2), Analysing ( K 5)	M	L		M	M	M	L
CO4	Understand the application of Network security & its application in business	Knowledge ( K 2), Applying ( K 4), Analysing ( K 5)	M	M	L	M	M	M	L
	<b>YEAR III</b>		<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>
	<b>SEM VI</b>								
<b>BBA 501</b>	<b>ARITHMATIC APTITUDE</b>								
<b>Course Objective</b>	The purpose of the paper is to inculcate and analytical ability among the students								
CO1	Gaining Knowledge of basic concept of Ratio & Proportion	Knowledge ( K 2)	H			H		L	M
CO2	To compute various measures of central tendency their implication on business performance.	Remembering ( K1), Applying ( K 4)	H			H			M
CO3	To compute various measures of Data Interpretation and their implication on business performance.	Remembering ( K1), Applying ( K 4)	H			H			M
CO4	To perform practical application for Matrix in managerial decision	Applying ( K 4)	M	L	L	H	L	L	M
			<b>H</b>	<b>L</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>M</b>
<b>BBA 502</b>	<b>APTITUDE REASONING</b>								
<b>Course Objective</b>	The purpose of the paper is to inculcate reasoning ability among the students								
CO1	Gaining Knowledge of basic concept of Logical Reasoning	Knowledge ( K 2)	H			H			L
CO2	To compute various measures of Non-Verbal Reasoning	Remembering ( K1), Applying ( K 4)	H			H			L
CO3	To compute various measures of Verbal Reasoning	Remembering ( K1), Applying ( K 4)	H			H			L
CO4	To perform practical application for Analytical Reasoning	Applying ( K 4)	M	L	L	H	L	L	L
			<b>H</b>	<b>L</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>



<b>BBA 503</b>	<b>GENERAL BUSINESS AWARENESS</b>									
<b>Course Objective</b>	The purpose of the paper is to inculcate general knowledge among the students									
CO1	Gaining Knowledge of basic concept of International Organizations	Knowledge ( K 2)	H			H				L
CO2	To compute various measures of geography and science	Remembering ( K1), Applying ( K 4)	H			H				L
CO3	To compute various measures of economy	Remembering ( K1), Applying ( K 4)	H			H				L
CO4	To perform practical application for Constitution & Polity	Applying ( K 4)	M	L	L	H	L	L	L	L
			<b>H</b>	<b>L</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA 504</b>	<b>GENERAL ENGLISH</b>									
<b>Course Objective</b>	The purpose of the paper is to make student more competent in english reading & writing									
CO1	Base of english gramer will be strong	Knowledge ( K 2)	H	H	L	L	L	L	L	L
CO2	Student will able to Analyze literary texts	Remembering ( K1), Applying ( K 4)	H	H	L	L	L	L	L	L
CO3	Student will able to Interpret literary texts	Remembering ( K1), Applying ( K 4)	H	H	L	L	L	L	L	L
CO4	Apply theoretical approaches to critical reading of english literary texts	Applying ( K 4)	H	H	L	L	L	L	L	L
			<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA-M-1</b>	<b>RURAL MARKETING</b>									
<b>Course Objective</b>	The objective of this course is to help students understand the concept of rural marketing and its applications.									
CO1	Remember and Comprehend basic rural marketing concepts.	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	M	L
CO2	Understand marketing Insights on application of Rural Consumer.	Comprehending( K3), Synthesizing ( K6)	H	M	M	M	M	M	M	M
CO3	Understand and analysing Marketing of Agriculture Inputs & Produce	Knowledge ( K 2), Analysing ( K 5)	H	M	M	H	M	M	M	H
CO4	Develop skills to evaluate the current Rural Marketing Strategies	Evaluating ( K7)	M	M	M	H	M	M	M	H
			<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>BBA-M-2</b>	<b>SERVICE MARKETING</b>									
<b>Course Objective</b>	The objective of this course is to help students understand the concept of service marketing and its applications.									
CO1	Remember and Comprehend basic service marketing concepts.	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	M	L
CO2	Understand marketing Insights on application of Consumer Behaviour and Service Design	Comprehending( K3), Synthesizing ( K6)	H	M	M	M	M	M	M	M
CO3	Understand and analysing Delivering, Pricing and Managing Service Promise	Knowledge ( K 2), Analysing ( K 5)	H	M	M	H	M	M	M	H
CO4	Develop skills to evaluate the Service Process & Performance	Evaluating ( K7)	M	M	M	H	M	M	M	H
			<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>BBA-F-1</b>	<b>CORPORATE TAXES-DIRECT AND INDIRECT TAX</b>									
<b>Course Objective</b>	It enables the student to know the basics of Corporate Tax and its implications.									
CO1	Remember and Comprehend basic of concept of Income Tax and its implications.	Remembering ( K1), Knowledge ( K 2)	M	M		M			L	L
CO2	Understand the concept of Basis of Indirect Tax	Comprehending (K 3), Applying ( K 4), Analysing ( K 5)	M	M	L	M			L	L
CO3	Understand and analysing the concepts of GST	Knowledge ( K 2), Analysing ( K 5)	M	M	L	M	L	L	L	L
CO4	Understand and analyse about Custom Law	Evaluating ( K7)	M	M		M	L	L	L	L
			<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
<b>BBA-F-2</b>	<b>FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT</b>									
<b>Course Objective</b>	It enables the student to know the basics of Financial Institution & Investment Management									
CO1	Remember and Comprehend basic of concept of Capital Market and its implications.	Remembering ( K1), Knowledge ( K 2)	M			M	L	L	L	L
CO2	Understand the concept of Portfolio Analysis and Selection in business	Comprehending (K 3), Applying ( K 4), Analysing ( K 5)	M	L	L	M	L	L	L	L

CO3	Understand and analysing the concepts of DFIs in India	Knowledge ( K 2), Analysing ( K 5)	M				M	L	L	L
CO4	Understand and analyse about Mutual Funds	Evaluating ( K7)	M	L			M	L	L	L
			<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>L</b>
	<b>SEM VI</b>									
<b>BBA 601</b>	<b>STRATEGIC MANAGEMENT &amp; BUSINESS POLICY</b>									
<b>Course Objective</b>	The objective of the course is to familiarise the students with the basic concepts of Strategic Management & Business Policy									
CO1	Remember and Comprehend basic of Strategic Management & Business Policy	Remembering ( K1), Knowledge ( K 2)	M				L	L	H	
CO2	Understand the Insights on application of Responsibilities & tasks of Top Management	Comprehending( K3), Synthesizing ( K6)	M		L	M	M		H	L
CO3	Understand and analysing the Corporate Planning & Corporate Strategy for business	Knowledge ( K 2), Analysing ( K 5), Evaluating ( K7)	M	L	L	M	M		H	L
CO4	Develop skills to evaluate the Porter's Five Forces Model, Concept of Synergy for business	Evaluating ( K7)	M	L	L	M	M		H	L
			<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>		<b>H</b>	<b>L</b>
<b>BBA 602</b>	<b>OPERATION RESEARCH</b>									
<b>Course Objective</b>	The objective of this course is to provides basic knowledge about Operation Research and its application in managerial decision making.									
CO1	Remember and comprehend basic concepts Operation Research	Remembering ( K1), Knowledge ( K 2), Comprehending( K3)	H				L	L	L	H
CO2	Develop understanding of Linear programming and Transportion in market research	Knowledge ( K 2)	H	L			L	L	L	H
CO3	Develop understanding of Decision making under Uncertainty for business	Knowledge (K2) Applying ( K 4)	H	L			M	L	L	H
CO4	Understand and analyse the knowledge of PERT & CPM for making managerial decision	Knowledge ( K 2), Analyse (K5)	M	L	L	H	L	L	L	H
			<b>H</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>H</b>
<b>BBA 603</b>	<b>FUNDAMENTAL OF E-COMMERCE</b>									
<b>Course Objective</b>	To enable the student to become competent to understand the mechanism for excelling in E Commerce based employment and self-employment oppotunities.									
CO1	Remember and Comprehend the E commerce	Remembering ( K1), Knowledge ( K 2)	H			M	M	M	M	
CO2	Understand and analyse the applicatio of internat & also analyse customer relationship with business via e-commerce	Knowledge ( K 2), Analysing ( K 5)	M			M	M	M	M	L
CO3	Understand and analyse the operations of Electronic Data Interchange	Knowledge ( K 2), Analysing ( K 5)	M	L		M	M	M	M	L
CO4	Understand and analyse the Security issues and legal Aspects of E-commerce	Knowledge ( K 2), Analysing ( K 5)	M	L		M	M	M	M	L
			<b>M</b>	<b>L</b>		<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>

<b>BBA 604</b>	<b>ECONOMIC AND INDUSTRIAL LAW</b>									
<b>Course Objective</b>	The objective of this course is to provide a brief idea about the frame work of economic & industrial law									
CO1	Understanding of provisions of Factory act 1948 concerning to the business organizations	Knowledge (K2), Comprehending (K 3)	H	L	L	L	M	M	L	
CO2	Understanding and apply the knowledge of Workmen compensation act 1923 in business	Knowledge (K2) Applying ( K 4)	H	L		L	M	M	L	
CO3	Understanding and apply the knowledge of Industrial dispute act 1947, Minimum wages act 1948 & Employee state insurance act 1948 in business	Knowledge (K2) Applying ( K 4)	H	L	L	L	M	M	L	
CO4	Understanding and apply the knowledge of provisions of Employee provident fund act 1952 & Payment of gratuity act 1972	Knowledge (K2) Applying ( K 4)	H	L	L		M	M	L	
			<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>L</b>	
<b>BBA-M-3</b>	<b>RETAIL MANAGEMENT</b>									
<b>Course Objective</b>	The objective of this course is to help students understand the concept of rretail management and its applications.									
CO1	Remember and Comprehend basic of retail management	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	L	
CO2	Understand marketing Insights on application of Retail Consumer.	Comprehending( K3), Synthesizing ( K6)	H	M	M	M	M	M	M	
CO3	Understand and analysing Retail Market Segmentation and Strategies & Location Selection	Knowledge ( K 2), Analysing ( K 5)	H	M	M	H	M	M	H	
CO4	Develop skills to evaluate the current Merchandise Management	Evaluating ( K7)	M	M	M	H	M	M	H	
			<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	
<b>BBA-M-4</b>	<b>DIGITAL MARKETING</b>									
<b>Course Objective</b>	The objective of this course is to help students understand the concept of digital marketing and its applications.									
CO1	Remember and Comprehend basic digital marketing concepts.	Remembering ( K1), Knowledge ( K 2)	H	M	L	M	M	M	M	
CO2	Understand marketing Insights on application of Search Engine Optimization	Comprehending( K3), Synthesizing ( K6)	H	M	L	M	M	M	M	
CO3	Understand and analysing Social Media Marketing and its application	Knowledge ( K 2), Applying ( K 4), Analysing ( K 5)	H	M	M	M	M	M	M	
CO4	Develop skills to evaluate the Google Ads & recent online marketing trends	Evaluating ( K7)	M	M	L	M	M	M	M	
			<b>H</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	
<b>BBA-F-3</b>	<b>Cost and Management Accounting</b>									
<b>Course Objective</b>	It enables the student to know the basics of Cost and Management Accounting and its implications.									
CO1	Remember and Comprehend basic of Nature and Scope of Cost Accounting	Remembering ( K1), Knowledge ( K 2)	M						L	
CO2	Understand the concept of Elements of Cost & Cost–Volume Profit Analysis and its application in business	Comprehending (K 3), Applying ( K 4), Analysing ( K 5)	M			M			L	L
CO3	Understand and analysing the concepts of Budget Control	Knowledge ( K 2), Analysing ( K 5)	M		L	M	L	L	L	
CO4	Develop skills to evaluate the responsibility Accounting	Evaluating ( K7)	M	L		M	L	L	L	
			<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>L</b>	
<b>BBA-F-4</b>	<b>Company Accounts</b>									
<b>Course Objective</b>	To impart basic understanding of provisions of Company Account of business organizations.									
CO1	Understand the basic concepts of Issue of Shares and Debentures	Knowledge (K2), Comprehending (K 3)	H	L	L	L	M	M	L	
CO2	Understanding and apply the knowledge of Accounting for special issue in business	Knowledge (K2) Applying ( K 4)	H	L		L	M	M	L	
CO3	Understanding and apply the knowledge of Final Account	Knowledge (K2) Applying ( K 4)	H	L		L	M	M	L	
CO4	Understanding and apply the knowledge of Consolidated Balance Sheet of Holding Companies with one subsidiary only	Knowledge (K2) Applying ( K 4)	H	L	L		M	M	L	
			<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>L</b>	