

Mangalmay Institute of Management Technology Greater Noida (U.P.)



Program B.B.A. (2020-21) Program Objectives BBA 1 To provide knowledge regarding the basic concepts, principles and functions of management. 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 O	utcomes BBA:
PO1	Applying the disciplinary knowledge of management and its application in real business world.
PO2	Ability to communicate and understand ethical aspects of business.
PO3	Ability to of cooperation and work as team in organization.
PO4	Application of critical thinking and analytical reasoning for decision making of business problems.
PO5	Ability to develop leadership qualities.
PO6	Ability to develop the entrepreneurial acumen.
PO7	Ability to develop the research acumen.

Code.									
No/CO	Subjects		PO1	PO2	PO3	PO4	PO5	PO6	PO 7
-	SEM I	Blooms Taxanomy	Knowled ge	Communica tion & Ethical	Tea m	Critical Thinking and Analytical Reasoning	Leadership	Entrepr eneuria I	Researc h
	JEIVI I								
BBA-101	Fundamentals of Management								
Course Objective	This course familiarizes the student with the basics of principles of management.								
		Knowledge (K2), Comprehending							
CO1	Develop understanding of management concepts	(K 3)	н	L	М	М	М	м	L
CO2	Explain principles and functions of planning & organizing and its implemented in the organisation	Knowledge (K2) Analysing (K 5), Evaluating (K7))	н	М	М	М	М	М	L
CO3	Develop understanding of organizing and directing function in organization	Knowledge (K2) Analysing (K 5), Evaluating (K7))	н	М	М	М	M	М	
CO4	Analyse the concept of controlling and its importance in business	Knowledge (K2) Analysing (K5),	н	М	М	М	М	M	L
			Н	М	М	M	M	М	L
DD 4 400	Out of the state o								
BBA-102 Course	OrganizationalBehavior								
Objective	This course familiarizes the student with the basics of principles of organization behav	iour.							
CO1	Develop understanding of organization behaviour concepts	Knowledge (K2), Comprehending (K 3)	н	L	М	М	м	М	L
		Knowledge (K2)Analysing (K 5), Evaluating							
CO2	Explain principles and functions of individual behaviour in the organisation	(K7)) Knowledge (K2)Analysing (K 5), Evaluating	Н	M	Н	М	М	М	L
CO3	Develop understanding of group dynamics in organization	(K7)) Knowledge (K2)Analysing	н	М	Н	М	М	М	L
CO4	Analyse the concept of management change and its importance in business	(K5),	Н	M	Н	M	M	М	L
			Н	М	Н	М	М	М	L
BBA-103	Managerial Economics								
Course	This course in meant to acquaint the student with the principles of managerial econon	nics as are							
Objective	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)	н			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))	н			м		L	L

				1	,				
		Comprehending							
		(K 3), Applying (
	Understand the market analysis & pricing policy concept & its relation to the	K 4), Analysing (
CO3	business world	K 5)	M	L		M	L	L	L
		Applying (K 4),							
	Understand & evaluate the Economic Growth and Development, Business Cycle, The	Analysing (K5),							
CO4	balance of payments & Inflation.	Synthesizing (K6)	М			М	L	L	L
		7	Н	L		L	L	L	L
BBA-104	Accounting and Financial Analysis								
Course	The Control of the Co								
Objective	To import basic accounting knowledge as applicable to business								
		Knowledge (K2),							
	Understand and apply accounting the concepts, principles and conventions for	Comprehending							
CO1	business.	(K 3)	Н	L		M	L	L	
	Understand and apply knowledge of Mechanics of Accounting for reporting in	Knowledge (K2),							
CO2	business.	Synthesizing (K6)	Н	L	L		L	L	L
		Analysing (K 5),							
CO3	Analyse & interpret the Financial Statement.	Evaluating (K7))	M	M		M	M	L	L
		Knowledge (K2),							
CO4	Understand about Fund & Cash Flow Analysis for preparing financial statements.	Synthesizing (K6)	Н			M		L	L
			Н	L	L	M	L	L	L
BBA-105	Business Law								
Course	The objective of this course is to provide a brief idea about the frame work of Indian b	usings laws							
Objective	The objective of this course is to provide a brief idea about the frame work of indian b	usiriess iaws.							
CO1	Develop basic understanding of Law of Contract Act	Knowledge (K2)	Н				1		
	Understanding & apply the knowledge of provisions of Sales of Goods Act for	Knowledge (K2)					1		
CO2	regulating business organizations	Applying (K 4)	Н		L			L	
	Understanding & apply of provisions of Indian Partnership Act for regulating business	Knowledge (K2)							
CO3	organizations	Applying (K 4)	Н	L			L	L	L
					1				
		Knowledge (K2),					1		
CO4	Able to analyse about Negotiable Instruments to facilitate business decisions.	Analyse (K5)	M	L	L	Н	L	L	L
i			Н	L	L	L	L	L	L

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

		Knowledge (K2),							
CO2	Understand & Apply the knowledge of sigmentation concept & Strategies	Applying (K 4)	н	н	м	М	м	М	М
	у при	Remembering							
		(K1), Applying							
CO3	Developing effective marketing- mix strategies for organization	(K4)	Н	Н	М	М	М	М	М
		Knowledge							
		(K2)Analysing							
CO4	Understand & analyse about market research and its importance	(K5),	Н	Н	M	M	М	M	M
			Н	н	M	M	M	M	M
BBA-205	Business Environment								
Course	This course aims acquainting the students with the emerging issue in business at the r	national and							
Objective	international level.								
		Remembering (
		K1), Knowledge (
CO1	Develop understanding and fundamental knowledge about business environment	K 2)	Н			M		L	L
CO2	Develop understanding of Economic Systems in business environment	Knowledge (K2)	Н	L		L	L	L	L
	Understanding and apply the knowledge of Industrial Policy & role of government in	Knowledge (K 2),							
CO3	business environment	Applying (K 4)	Н	L			L	L	L
CO4	Analysing current trend ofinternational business environment	Analysing (K 5)	М	L	L	M	L	M	L
			Н	L	L	M	L	L	L
BBA-206	Fundamentals of Computer								
Course Objective	To enable the student to become competent in using computers.								
		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend the basics of computer	K 2)	Н	L		L	L	L	
		Knowledge (K 2),							
CO2	Understand and analyse the use of hardware and software	Analysing (K 5)	М	L		M			
		Knowledge (K 2),							
CO3	Understand and analyse the Network, Security and Networking	Analysing (K 5)	М	L	L	М	L	L	
		K							
CO4	Understand and analysish a latest variety of viewless and avail	Knowledge (K 2),			١.				
CO4	Understand and analye the latest version of windows and excel	Analysing (K 5)	M	L	L.	M	L	L	
			М	L	L	IVI	L	L	L

BBA-207 Course	Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits								
	The student can be benefited from some focused training and development to help the	em realise their							
Objective	full potential.								
CO1	Group discussion improve verbal & non-verbal communication		L	Н	Н	М	М	M	
CO2 CO3	Management Games inculcate team bulding and leadership skills Grooming Sessions will make student adaptable and accommodative.		M M	H	H M	M	M	M	L
CO4	Presentation for making decisions		M	Н	M	M	M	M	L
			M	Н	M	M	M	M	L
	YEAR II								
BBA 301	SEM III ADVERTISING MANAGEMENT								
Course Objective	This course enables the students to develop awareness about advertisment management implication in business.	entand its							
CO1	Develop basic understanding about advertising	Knowledge (K 2)	М	н	L	L	М	М	L
CO2	Analyse and apply the knowledge of Public Relation and Publicity in business	Knowledge (K 2)	М	Н	М	М	М	M	М
CO3	Understand about Sales Management and Sales Promotional in Business	Knowledge (K 2)	М	Н	L	М	М	M	M
CO4	Understand the scope of Print Media and Broadcasting & Media Planning and Strategies	Knowledge (K 2), Applying (K 4)	M	н	L	Н	М	М	н
			М	Н	L	М	М	М	M
DDA N 202	TEAM BUILDING &LEADERSHIP								
Course									
Objective	This course familiarizes the student with the basics of principles of teame building & lea	adership							
		Knowledge (K2), Comprehending							
CO1	Develop understand in Team Building	(K 3)	Н	L	М	М	м	м	L
		Knowledge						<u> </u>	
		(K2)Analysing (K							
CO2	Develop understand in evaluating team	5), Evaluating (K7))	Н	м	м	М	м	м	М
502	Develop understand in evaluating team	Knowledge		IVI	IVI	IVI	IVI	IVI	IVI
		(K2)Analysing (K							
	Enter the state of the second for a state of the second to	5), Evaluating							
CO3	Explain principles and functions of Leadership & Personality in organisation	(K7)) Knowledge	Н	М	M	M	M	M	М
		(K2)Analysing							
CO4	Understand and apply the knowledge of Group for organization.	(K5),	Н	М	М	M	М	М	M
BBA 303	INDIAN ECONOMY		Н	М	М	М	М	М	М
Course									
Objective	To enable the students to understand the current scenario of Indian Economy.								
		Knowledge (K 2),							
CO1	Understand and apply the concepts of economy.	Applying (K 4)	н			L	L		
-									
202	Decide the transfer of Free 19 Decide 19 Decide 19	Knowledge (K 2),							
CO2	Develop basic understanding of Economic Resources of India	Applying (K 4)	Н			L	L	L	L
CO2	Develop basic understanding of Economic Resources of India	0 , "	Н			L	L	L	L
CO2 CO3	Develop basic understanding of Economic Resources of India Understand and analyse the economic planning in India	Applying (K 4) Knowledge (K 2),	Н			L	L	L	L
	Understand and analyse the economic planning in India	Applying (K 4) Knowledge (K 2), Analysing (K 5)				L M	L	L	L
CO3	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2),	М	L	L		L	L	
CO3	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India	Applying (K 4) Knowledge (K 2), Analysing (K 5)		L L	L	M M	L L	L	L L M
CO4 BBA 304	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	M	L L	L L	М	L L	L	М
CO3 CO4 BBA 304 Course	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	M	L L	L L	М	L L	L	М
CO4 BBA 304	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	M	L	L L	М	L	L	М
CO3 CO4 BBA 304 Course	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	M	L	L L	М	L	L	М
CO3 CO4 BBA 304 Course	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship	M	L L	L L	М	L L	L L	М
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re Management and its applications.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (M M H			M M	L L	L L L	М
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re Management and its applications.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (M M H			M M	L L	L L L	М
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2)	M M H			M M	L L	L L L	М
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Re Management and its applications.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (K 2) Comprehending(M M H			M M	L L M	L L L M	М
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6)	м м н	М	L	M M			M M
CO3 CO4 BBA 304 Course Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2),	м м н	М	L	M M			M M
CO3 CO4 BBA 304 Course Objective CO1	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process.	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6)	м н	M	L M M M M	м м м	м	M M	M N
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2), Analysing (K 5)	м м н	M	L M	м м м	M	M	M M
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4 BBA 305	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation MANAGEMENT INFORMATION SYSTEM	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2), Analysing (K 5) Evaluating (K7)	м н Н	M M M	L M M M M	м м м	M M	M M	M M
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4 BBA 305 Course	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation MANAGEMENT INFORMATION SYSTEM To enable the student to become competent to understand the application of Manage	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2), Analysing (K 5) Evaluating (K7)	м н Н	M M M	L M M M M	м м м	M M	M M	M M
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4 BBA 305	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation MANAGEMENT INFORMATION SYSTEM	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2), Analysing (K 5) Evaluating (K7)	м н Н	M M M	L M M M M	м м м	M M	M M	M M
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4 BBA 305 COurse Objective	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation MANAGEMENT INFORMATION SYSTEM To enable the student to become competent to understand the application of Manage System in business	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K1), Knowledge (K 2) Comprehending (K3), Synthesizing (K6) Knowledge (K 2), Analysing (K 5) Evaluating (K 7) ment Information Remembering (K1), Knowledge (м н н	M M M	L M M M M	м м м	M M M	M M M	M M
CO3 CO4 BBA 304 Course Objective CO1 CO2 CO3 CO4 BBA 305 Course	Understand and analyse the economic planning in India Understand and analyse the problems and prospects of Indian industries & also study about entrepreneurship and financial institutions of India CUSTOMER RELATIONSHIP MANAGEMENT The objective of this course is to help students understand the concept of Customer Remanagement and its applications. Remember and Comprehend basic CRM concepts. Understand marketing Insights on application of CRM Process. Understand and analysing Developing CRM Strategy & Impletation & consumer decision making strategy Develop skills to evaluate the Sales Force Automation MANAGEMENT INFORMATION SYSTEM To enable the student to become competent to understand the application of Manage	Applying (K 4) Knowledge (K 2), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Elationship Remembering (K 1), Knowledge (K 2) Comprehending (K 3), Synthesizing (K 6) Knowledge (K 2), Analysing (K 5) Evaluating (K 7) ment Information Remembering (м н Н	M M M	L M M M M	м м м	M M	M M	M M

			1						
		Knowledge (K 2),							
CO3	Understand and Development of MIS for business	Analysing (K 5)	М	L		М	М	М	L
Ī		Knowledge (K 2),							
CO4	Understand the application of Occasting Contact & Interest in hospings	Applying (K 4),		М					١.
CU4	Understand the application of Operating System & Internet in business	Analysing (K 5)	M M	L	L	M	M	M	L.
BBA 306	INCOME TAX LAW & PRACITCE		IVI	L	L	IVI	IVI	IVI	L
Course		-							
Objective	It enables the student to know the basics of Income Tax and its implications.								
		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend basic of concept of Income Tax and its implications.	K 2)	M	M				L	
		Comprehending							
		(K 3), Applying (
		K 4), Analysing (
CO2	Understand the concept of Basis of Charge in Income Tax in business	K 5)	M	M		M		L	L
		Knowledge (K 2),							
CO3	Understand and analysing the concepts of Heads of Income in Income Tax	Analysing (K 5)	M	M	L	M	L	L	L
	Understand and analyse about Aggregation of Income, Set off and Carry forward of								
CO4	losses, deduction from gross total Income	Evaluating (K7)	M	M		M	L	L	L
			M	M	L	М	L	L	L
	SEM IV								
BBA 401	CONSUMER BEHAVIOUR								
Course Objective	The objective of this course is to help students understand the concept of Consumer applications.	Behaviour & its							
		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend basic Consumer models concepts.	K 2)	Н	M	L	M	M	M	L
		Comprehending(
	Understand marketing Insights on application of Determinants of Consumer	K3), Synthesizing							
CO2	Behaviour.	(K6)	Н	М	М	M	М	M	М
		Knowledge (K 2),							
			1				1	1	1
CO2	Understand and analysing Consumer Decision Making Process & Consumer		ш	N.4	N.4	ш	B.4	N /	LI
CO3	Involvement	Analysing (K 5)	Н	M	M	Н	M	M	H
CO3 CO4	, -		н М	M M	M M	H H	M M	M M	H H

COUTSE Objective CO1 Remember an CO2 Develop unde CO3 Develop unde CO4 Understand an CO4 Understand an CO2 Understand an CO3 Understand an CO4 Understand an CO4 Understand an CO4 Understand an CO5 Understand an CO6 Understand an CO7 Understand an CO8 Understand an CO9 Understand a	AL MANAGEMENT								
CO1 Remember an CO2 Develop unde CO3 Develop unde CO4 Understand an BBA 403 PRODUCTION Course Objective This course en CO1 Understand an CO3 Management CO4 Understand an Management CO4 Understand an CO3 Management CO4 Understand an CO4 Understand an CO4 Understand an CO5 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 Understand an CO4 Understand an CO5 Develop basic COC Analyse and a COC Develop understand an CO4 Understand an CO5 Develop understand an CO6 Develop understand an COC Develop unders	ctive of this course is to provides basic knowledge about Financial managemer	nt.							
CO2 Develop unde CO3 Develop unde CO4 Understand and BBA 403 PRODUCTION Course Objective This course en CO1 Understand and CO2 Understand and CO3 Management CO4 Understand and CO4 Understand and CO5 Develop basic CO1 Develop basic CO2 Analyse and and CO3 Understand and CO3 Understand and CO4 Understand and CO5 Develop basic CO2 Analyse and and CO4 Understand and CO5 Develop unde CO6 Develop unde CO7 Develop unde CO7 Develop unde CO8 Develop unde CO9 Develop unde		Remembering (K1), Knowledge (
CO3 Develop unde CO4 Understand an BBA 403 PRODUCTION Course Objective This course en CO2 Understand an CO3 Understand an CO4 Understand an CO4 Understand an CO5 Develop basic CO2 Analyse and an CO4 Understand an CO4 Understand an CO5 Develop basic CO6 Analyse and an CO7 Understand an CO8 Understand an CO9 Develop basic CO9 Analyse and an CO9 Understand an CO9 Understand an CO9 Understand an CO9 Understand an CO9 Develop unde CO1 Remember an CO2 Develop unde CO3 Develop unde CO3 Develop unde CO4 Understand an CO9 Develop unde	er and comprehend basic concepts Financial management	K 2), Comprehending(K3)	Н			L	L	L	
BBA 403 PRODUCTION Course Objective CO1 Understand al CO2 Understand al CO3 Understand al CO4 Understand al BBA 404 SALES & DISTI Course Objective This course en business. CO1 Develop basic CO2 Analyse and al CO3 Understand al CO4 Understand al CO5 Analyse and al CO6 Understand al CO7 Analyse and al CO8 Understand al CO9 Develop understand al CO9 Develop understand al CO9 Develop understand al CO9 Develop understand al CO1 Remember an CO2 Develop understand al CO3 Develop understand al CO4 Data BBA 406 ENTREPRENET CO01 Remember an CO9 Remember an CO9 Develop understand al CO9 Deve	understanding of Capital Structure Planning	Knowledge (K 2)	Н	L		L	L	L	
BBA 403 PRODUCTION Course Objective CO1 Understand al Understand al Understand al Understand al Understand al Management CO4 Understand al BBA 404 SALES & DISTI Course Objective This course en business. CO1 Develop basic CO2 Analyse and al CO3 Understand al CO4 Develop unde CO4 Develop unde Understand al CO5 Develop unde Understand al CO6 Develop unde Understand al CO7 Develop unde Understand al CO8 Develop unde Understand al CO9 Develop unde Understand al CO9 Develop unde Understand al	understanding of Management of Working Capital apply this knowledge	Knowledge (K2) Applying (K 4)	н	L		L	L	L	L
BBA 403 PRODUCTION Course Objective CO1 Understand al Understand al Understand al Understand al Understand al Management CO4 Understand al BBA 404 SALES & DISTI Course Objective This course en business. CO1 Develop basic CO2 Analyse and al CO3 Understand al CO4 Develop unde CO1 Remember an CO2 Develop unde Understand al CO4 Understand al CO4 Develop unde Understand al CO5 Develop unde Understand al CO6 Develop unde Understand al CO7 Develop unde Understand al CO8 Develop unde Understand al CO9 Develop unde Understand al CO9 Develop unde Understand al		Knowledge (K 2),							
COURSE Objective This course en CO1 Understand al Understand al Understand al Management CO4 Understand al Management TO4 Understand al Management TO5 Understand al Management TO5 Understand al CO4 Develop unde CO4 Develop unde Understand al CO4 Understand al CO4 Understand al CO4 Understand al CO4 Data Understand Al C	and and apply the scope Management of Earning	Applying (K 4)	M H	L L	L L	M M	L L	L L	L L
Course Objective CO1 Understand al CO2 Understand al Understand al CO3 Understand al Management CO4 Understand al Management CO4 Understand al BBA 404 SALES & DISTI Course Objective This course en business. CO1 Develop basic CO2 Analyse and a CO3 Understand al CO4 Develop unde CO1 Remember an CO2 Develop unde Understand al CO4 Understand al CO4 Develop unde CO3 Develop unde CO4 Data BBA 406 ENTREPRENEI COurse Objective The objective CO1 Remember an	TION O OPERATON MANAGEMENT								
CO2 Understand al CO3 Understand al CO4 Understand al CO4 Understand al CO4 Understand al CO5 ALES & DISTI CO01 Develop basic CO2 Analyse and al CO3 Understand al CO4 Develop unde CO5 Develop unde CO6 Develop unde CO7 Develop unde CO8 Develop unde CO9 Develop unde	TION & OPERATON MANAGEMENT								
CO2 Understand at Understand at Management CO4 Understand at Management CO4 Understand at Understa	rse enables the students to develop awareness about Production Managemen	t.							
CO3 Understand at Management CO4 Understand at Management CO4 Understand at This course end business. CO1 Develop basic CO2 Analyse and at CO3 Understand at Management CO4 Understand at CO4 Understand at CO4 Understand at CO4 Understand at CO4 Develop understand at CO4 Develop understand at CO4 Data CO4 Develop understand at CO4 Data CO4 Develop understand at CO4 Data CO4 Data CO4 ENTREPRENET CO4 CO4 Remember an CO4 Remember an CO4 CO4 Remember an CO4 Remember an CO4 Remember an CO4 CO4 Remember an Remember an CO4 Remember an Rememb	and about basics of Production Management	Knowledge (K 2)	н		L	L	L	L	
CO4 Understand at Management CO4 Understand at Management CO4 Understand at This course en business. CO1 Develop basic CO2 Analyse and at CO3 Understand at Management CO4 Understand at CO4 Understand at CO4 Understand at CO4 Understand at CO4 Develop unde CO3 Develop unde Understand at CO4 Data BBA 406 ENTREPRENET COURSE Objective CO1 Remember an CO4 Remember an CO4 Data CO4 Remember The objective CO1 Remember The objective CO1 Remember An CO4 Remember An CO4 Data	and and analyse about manufacturing systems	Knowledge (K 2), Analysing (K 5)	н						
CO3 Management CO4 Understand al BBA 404 SALES & DISTI Course Objective This course er business. CO1 Develop basic CO2 Analyse and a CO3 Understand al CO4 Understand al CO4 Understand al CO4 ESSEARCH MI Course Objective CO1 Remember an CO2 Develop unde Understand al CO4 Understand al CO4 BEBA 406 ENTREPRENEI COURSE Objective The objective CO1 Remember an CO4 Data	nd and analyse about mandracturing systems	Alialysing (K 3)	11		L		L .	L	
BBA 404 SALES & DISTI Course Objective CO1 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 ESSEARCH MI Course Objective CO1 Remember an CO2 Develop unde Understand an CO4 Understand an CO4 Remember an CO2 Develop unde Understand an CO4 Understand an CO4 Develop unde CO3 Develop unde Understand an CO4 Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	and and apply the knowledge about Plant Location, Plant layout & Materials ment	Knowledge (K 2), Applying (K 4)	Н		L	L	L	L	L
BBA 404 SALES & DISTI Course Objective CO1 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 ESSEARCH MI Course Objective CO1 Remember an CO2 Develop unde Understand an CO4 Understand an CO4 Remember an CO2 Develop unde Understand an CO4 Understand an CO4 Develop unde CO3 Develop unde Understand an CO4 Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an		Knowledge (K 2),							
Course Objective This course en business. CO1 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 Understand an CO4 Understand an CO5 RESEARCH MI CO6 Develop unde CO1 Remember an CO2 Develop unde CO3 Develop unde Understand an CO4 Data BBA 406 ENTREPRENET CO01 Remember an CO4 Remember an CO4 Remember an CO5 Remember an CO6 Remember an CO7 Remember an CO8 Remember an CO9 Remember an CO9 Remember an CO9 Remember an	and and apply the scope of Quality Control	Applying (K 4)	M H	L L	L	L	L	L	L
Course Objective This course en business. CO1 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 Understand an CO4 Understand an CO5 RESEARCH MI CO6 Develop unde CO1 Remember an CO2 Develop unde CO3 Develop unde Understand an CO4 Data BBA 406 ENTREPRENET CO01 Remember an CO4 Remember an CO4 Remember an CO5 Remember an CO6 Remember an CO7 Remember an CO8 Remember an CO9 Remember an CO9 Remember an CO9 Remember an			,,	-		-	_	_	_
Objective business. CO1 Develop basic CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 Understand an CO4 Understand an CO4 Develop unde CO1 Remember an CO2 Develop unde CO3 Develop unde Understand an CO4 Data BBA 406 ENTREPRENE Course Objective CO1 Remember an	DISTRIBUTION MANAGEMENT								
CO2 Analyse and a CO3 Understand an CO4 Understand an CO4 Understand an CO4 ESEARCH MI Course Objective CO1 Remember an CO2 Develop unde CO3 Develop unde Understand an Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	rse enables the students to develop awareness about Sales Management and i	its implication in							
CO3 Understand at CO4 Understand at CO4 Understand at CO4 ESSEARCH MI CO4 Develop unde CO3 Develop unde Understand at CO4 Data BBA 406 ENTREPRENET COurse Objective CO1 Remember an Remember an Remember an Remember an	basic understanding about Sales Management	Knowledge (K 2) Applying (K 4),	М	М	L	L	М	М	L
CO4 Understand at BBA 405 RESEARCH MI Course Objective The objective CO1 Remember an CO2 Develop unde Understand at Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	and apply the knowledge of Sales Organisation in business	Analyse (K5) Knowledge (K 2),	М	M	М	М	М	М	L
BBA 405 RESEARCH MI Course Objective The objective CO1 Remember an CO2 Develop unde Understand an Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	and and apply the about Salesmanship & Distribution Network Management	Analyse (K5)	М	М	L	М	М	М	L
BBA 405 RESEARCH MI Course Objective The objective CO1 Remember an CO2 Develop unde CO3 Develop unde Understand an Data BBA 406 ENTREPRENEI Course Objective The objective	and and apply the scope of Sales Force Management	Knowledge (K 2), Applying (K 4)	М	М	L	Н	М	М	L
Course Objective The objective CO1 Remember an CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENEL Course Objective The objective CO1 Remember an		7 7 0 7	М	М	L	М	М	М	L
Course Objective The objective CO1 Remember an CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENEL Course Objective The objective CO1 Remember an	CH METHODOLOGY								
CO1 Remember an CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	ctive of this course is to provides basic knowledge about Research.								
CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENET Course Objective The objective CO1 Remember an		Remembering (
CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENET Course Objective The objective CO1 Remember an		K1), Knowledge (
CO2 Develop unde CO3 Develop unde Understand at Data BBA 406 ENTREPRENET Course Objective The objective CO1 Remember an		K 2), Comprehending(
CO3 Develop unde Understand at Data BBA 406 ENTREPRENET Course Objective CO1 Remember an	er and comprehend basic concepts Research Methodology	K3)	Н			L	L	L	Н
CO3 Develop unde Understand at Data BBA 406 ENTREPRENET Course Objective CO1 Remember an	understanding of research design	Knowledge (K 2)	Н	L		L	L	L	н
CO4 Understand at Data BBA 406 ENTREPRENEU Course Objective The objective CO1 Remember an	<u> </u>	Knowledge (K2)							
CO4 Data BBA 406 ENTREPRENEI Course Objective The objective CO1 Remember an	understanding of sample design and apply this knowledge for business and and analyse the knowledge of Processing & Analysis and Presentation of	Applying (K 4) Knowledge (K 2),	Н	L		M	L	L	Н
Course Objective The objective CO1 Remember an		Analyse (K5)	М	L	L	Н	L	L	Н
Course Objective The objective CO1 Remember an	RENEURSHIP & SMALL BUSINESS MANAGEMENT		Н	L	L	М	L	L	Н
CO1 Remember an	ctive of the course is to familarise the students with the basic concepts of entr	ranranaurchin							
	tive of the course is to familiarise the students with the basic concepts of enti-								
		Remembering (K1), Knowledge (
CO2 Understand th	er and Comprehend basic of Entrepreneurship.	K 2)	М			L	L	Н	
CO2 Understand th		Camanakaadaa							
CO2 Understand th		Comprehending(K3), Synthesizing							
		(K6)	М		L	М	М	Н	L
	and the Insights on application of Entrepreneurial Development	Knowledge (K 2),							
			M	L	L	M	M	H H	L L
Develop skills	and and analysing the formation of project report	Analysing (K 5)		1-			M	H	L
DDA 407 COMPLITED O		Analysing (K 5) Evaluating (K7)	M	L	L	M	IVI		
Course	and and analysing the formation of project report skills to evaluate the set up of small scale industries			L	L	М	IVI		
Objective To enable the	and and analysing the formation of project report skills to evaluate the set up of small scale industries TER ORIENTED PRACTICAL & VIVA VOCE	Evaluating (K7)		L	L	IVI			

		D	1		1				
		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend the basics of :Network: Services and its classification	K 2)	M	L		L	M	M	
	Understand and apply the knowledge of Digitization & Mobile computing & its	Knowledge (K2)							
CO2	application	Applying (K 4)	M	L		M	M	M	
		Knowledge (K 2),							
CO3	Understand and analyse the Online Transaction and Trading in business	Analysing (K 5)	M	L		M	M	M	L
		Knowledge (K2),							
		Applying (K 4),							
CO4	Understand the application of Network security & its application in business	Analysing (K 5)	M	M	L	M	M	M	L
			М	L	L	М	М	М	L
	YEAR III								
	SEM VI								
BBA 501	ARITHMATIC APTITUDE								
Course		- I							
Objective	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)	н			н		L	М
		Remembering (-			
	To compute various measures of central tendency their implication on business	K1), Applying (K							
CO2	performance.	4)	н			н			М
002	performance	Remembering (
	To compute various measures of Data Interpretation and their implication on	K1), Applying (K							
CO3	business performance.	4)	н			н			м
CO4	To perform practical application for Matrix in managerial decision	Applying (K 4)	M	1		Н		1	M
CO4	To perform practical application for Matrix in managerial decision	Applying (K 4)	H	-		Н	-	-	M
BBA 502	APTITUDE REASONING		П	-	-	-	-	-	IVI
Course	AFTITODE REASONING								
Objective	The purpose of the paper is to inculcate reasoning ability among the students								
Objective									
CO1	Gaining Knowledge of basic concept of Logical Reasoning	Knowledge (K 2)	Lu .			Н			1.
COI	Gaining knowledge of basic concept of Logical Reasoning		п			П			L .
		Remembering (1		
CO2	To compare the continuous and New Yorkel December	K1), Applying (K	l.,			I			1.
CO2	To compute various measures of Non-Verbal Reasoning	4)	Н			Н	-		L
		Remembering (
		K1), Applying (K	l			1	1		I.
CO3	To compute various measures of Verbal Reasoning	4)	Н	1	<u> </u>	Н		1	L
CO4	To perform practical application for Analytical Reasoning	Applying (K 4)	M	L	L	Н	L	L	L
			Н	L	L	Н	L	L	L

BBA 503	GENERAL BUSINESS AWARENESS		T					\Box	
Course Objective	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) Remembering (н			Н		_	L
CO2	To compute various measures of geography and science	K1), Applying (K 4)	Н			н			L
CO3	To compute various measures of economy	Remembering (K1), Applying (K 4)	н			н			
CO4	To perform practical application for Constitution & Polity	Applying (K 4)	M H	L	L L	H	L	L	L
BBA 504	GENERAL ENGLISH			-		П			
Course Objective	The purpose of the paper is to to make student more competent in english reading &	writing							
CO1	Base of english gramer will be strong	Knowledge (K 2)	н	н	L	L	L	L	
CO2	Student will able to Analyze literary texts	Remembering (K1), Applying (K 4)	н	н	L	L	L	L	L
CO3	Student will able to Interpret literary texts	Remembering (K1), Applying (K 4)	н	н	L	L	L	L	L
CO4	Apply theoretical approaches to critical reading of english literary texts	Applying (K 4)	Н	Н		L	L	L	L
BBA-M-1	RURAL MARKETING		Н	Н	L	L	-	-	+
Course Objective	The objective of this course is to help students understand the concept of rural mark applications.	eting and its							
		Remembering (K1), Knowledge (
CO1	Remember and Comprehend basic rural marketing concepts.	K 2)	Н	М	L	М	М	M	L
		Comprehending(K3), Synthesizing							
CO2	Understand marketing Insights on application of Rural Consumer.	(K6)	Н	M	М	М	М	М	М
CO3	Understand and analysing Marketing of Agriculture Inputs & Produce	Knowledge (K 2), Analysing (K 5)	н	М	М	н	м	М	н
CO4	Develop skills to evaluate the current Rural Marketing Strategies	Evaluating (K7)	М	М	М	Н	М	M	Н
224 44 2	CEDINGS AAADVETING		Н	М	М	М	М	М	М
BBA-M-2 Course Objective	SERVICE MARKETING The objective of this course is to help students understand the concept of service ma applications.	rketing and its							
		Remembering (K1), Knowledge (
CO1	Remember and Comprehend basic service marketing concepts.	K 2)	Н	M	L	М	M	M	L
	Understand marketing Insights on application of Consumer Behaviour and Service	Comprehending(K3), Synthesizing (K6)							
CO2	Design		LI	N.4		N 4	N4		N 4
			Н	M	М	M	М	М	M
CO3	Understand and analysing Delivering, Pricing and Managing Service Promise	Knowledge (K 2),		M	М		M		Н
CO3	Understand and analysing Delivering, Pricing and Managing Service Promise Develop skills to evaluate the Service Process & Performance		Н	M M	M	Н	M M	M M	H H
CO4		Knowledge (K 2), Analysing (K 5)	Н	М	М	н	М	М	н
CO4 BBA-F-1 Course	Develop skills to evaluate the Service Process & Performance	Knowledge (K 2), Analysing (K 5)	Н	M M	M	Н	M M	M M	H H
BBA-F-1 Course	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX	Knowledge (K 2), Analysing (K 5) Evaluating (K7)	Н	M M	M	Н	M M	M M	H H
BBA-F-1 Course Objective	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications.	Knowledge (K 2), Analysing (K 5) Evaluating (K7)	H M H	M M M	M	H H M	M M	M M	H H
BBA-F-1 Course	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending	Н	M M	M	Н	M M	M M	H H
BBA-F-1 Course Objective	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications.	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2)	H M H	M M M	M	H H M	M M	M M	H H
BBA-F-1 Course Objective CO1 CO2	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax Understand and analysing the concepts of GST	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	H M H	M M M	M M M	н н м	M M	M M	H H
BBA-F-1 Course Objective CO1	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Knowledge (K 2),	H M M M M M M	M M M M M M	M M M	н н м м	M M	M M	H H
BBA-F-1 Course Objective CO1 CO2 CO3 CO4	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax Understand and analysing the concepts of GST Understand and analyse about Custom Law	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	H M H	M M M	M M M	н н м	M M	M M	H H
CO4 BBA-F-1 Course Objective CO1 CO2 CO3 CO4 BBA-F-2 Course	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax Understand and analysing the concepts of GST	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Knowledge (K 2), Analysing (K 5)	H M M M M M M	M M M M M M	M M M	н н м м	M M	M M	H H
CO4 BBA-F-1 Course Objective CO1 CO2 CO3 CO4 BBA-F-2 Course Objective	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax Understand and analysing the concepts of GST Understand and analyse about Custom Law FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT It enables the student to know the basics of Financial Institution & Investment Management	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Evaluating (K 7) Beament Remembering (K1), Knowledge (K1), Knowledge (н М Н	M M M M M M	M M M	н н м м	M M	M M	H H
CO4 BBA-F-1 Course Objective CO1 CO2 CO3 CO4 BBA-F-2 Course	Develop skills to evaluate the Service Process & Performance CORPORATE TAXES-DIRECT AND INDIRECT TAX It enables the student to know the basics of Corporate Tax and its implications. Remember and Comprehend basic of concept of Income Tax and its implications. Understand the concept of Basis of Indirect Tax Understand and analysing the concepts of GST Understand and analyse about Custom Law FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT	Knowledge (K 2), Analysing (K 5) Evaluating (K7) Remembering (K1), Knowledge (K 2) Comprehending (K 3), Applying (K 4), Analysing (K 5) Knowledge (K 2), Analysing (K 5) Evaluating (K7) gement Remembering (H M M M M M M	M M M M M M	M M M	н н м м	M M	M M	H H

				T	Т		T	T	
		Knowledge (K 2),							
CO3	Understand and analysing the concepts of DFIs in India	Analysing (K 5)	М			М	L	L	L
CO4	Understand and analyse about Mutual Funds	Evaluating (K7)	M	L	+	M	L	L	L
		, ,	М	L	L	М	L	L	L
	SEM VI			-	+		†	1	
BBA 601	STRATEGIC MANAGEMENT & BUSINESS POLICY			-	+		†	1	
Course	The objective of the course is to familarise the students with the basic concepts of Stra	tegic							
	Management & Business Policy	6							
Objective		Remembering (-	+				
		K1), Knowledge (
CO1	Remember and Comprehend basic of Strategic Management & Business Policy	K 2)	М			L	L	н	
					+	-	+	1	
		Comprehending(
		K3), Synthesizing							
CO2	Understand the Insights on application of Responsibilities & tasks of Top Management		М		L	М	м	н	L
		,			+			-	
		Knowledge (K 2),							
		Analysing (K 5),							
CO3	Understand and analysing the Corporate Planning & Corporate Strategy for business	Evaluating (K7)	М	L	L	М	м	н	L
	Develop skills to evaluate the Porter's Five Forces Model, Concept of Synergy for	3.1. 5, 1.7		+	+	1	+	+	
CO4	business	Evaluating (K7)	М	L	L	М	М	Н	L
		0, ,	М	L	L	М	М	Н	L
BBA 602	OPERATION RESEARCH								
Course	The objective of this course is to provides basic knowledge about Operation Research	and its application		-	_		+		
Objective	in managerial decision making.	and its application							
0.0,000.10		Remembering (-	+		+	-	
		K1), Knowledge (
		K 2),							
		Comprehending(
CO1	Remember and comprehend basic concepts Operation Research	K3)	н			L	L	L	н
001	Temental and comprehend basic consepts operation research		f	-	+	_	-	1	f
CO2	Develop understanding of Linear programming and Transportion in market research	Knowledge (K 2)	н	L		L	L	L	н
		Knowledge (K2)			+		-	-	-
CO3	Develop understanding of Decision making under Uncertainty for business	Applying (K 4)	н	L		M	L	L	н
	Understand and analyse the knowledge of PERT & CPM for making managerial	Knowledge (K 2),			+	-	-	-	-
CO4	decision	Analyse (K5)	М	L	L	н	L	L	н
		. , ,	Н	L	L	М	L	L	н
BBA 603	FUNDAMENTAL OF E-COMMERCE				+			-	
	- 11.01 . 1 . 1 . 1 . 1 . 1 . 1 . 1 . 1 .			-	_		+		
Course	To enable the student to become competent to understand the mechanism for excelling	ng in E Commerce							
Objective	based employment and self-employment oppotunties.								
		Remembering (1		1	1	
		K1), Knowledge (
CO1	Remember and Comprehend the E commerce	K 2)	Н		M	M	M	M	
							1	1	
	Understand and analyse the applicatio of internat & also analyse customer	Knowledge (K 2),							
CO2	relationship with business via e-commerce	Analysing (K 5)	М		M	M	M	M	L
		Knowledge (K 2),							
CO3	Understand and analyse the operations of Electronic Data Interchange	Analysing (K 5)	М	L	M	M	M	M	L
		Knowledge (K 2),							
1			0						I.
CO4	Understand and analye the Security issues and legal Aspects of E-commerce	Analysing (K 5)	M	L	M	M	M	M	L

DDA COA	TCONOMIC AND INDUSTRIAL LAW	ı	1		ı				
BBA 604	ECONOMIC AND INDUSTRIAL LAW								
Course Objective	The objective of this course is to provide a brief idea about the frame work of economic	ic & industrial law							
		Knowledge (K2)							
	Understanding of provisions of Factory act 1948 concerning to the business	Knowledge (K2), Comprehending							
CO1	organizations	(K 3)	н	L	L	L	М	М	L
	Understanding and apply the knowledge of Workmen compensation act 1923 in	Knowledge (K2)							
CO2	business	Applying (K 4)	Н	L		L	М	M	L
	Understanding and apply the knowledge of Industrial dispute act 1947, Minimum	Knowledge (K2)							
CO3	wages act 1948 & Employee state insurance act 1948 in business Understanding and apply the knowledge of provisions of Employee provident fund	Applying (K 4)	Н	L	L	L	М	М	L
CO4	act 1952 & Payment of gratuity act 1972	Knowledge (K2) Applying (K 4)	н				М	М	
CO-1	act 1552 & rayment of gratuity act 1572	Applying (K 4)	Н	L	L	L	M	M	L
BBA-M-3	RETAIL MANAGEMENT								
Course	The objective of this course is to help students understand the concept of rretail mana	gement and its							
Objective	applications.								
		Remembering (
CO1	Developed Commentered basis of setail second	K1), Knowledge (١.				
CO1	Remember and Comprehend basic of retail management	K 2)	Н	М	L	М	М	М	L
		Comprehending(
		K3), Synthesizing							
CO2	Understand marketing Insights on application of Retail Consumer.	(K6)	Н	М	М	М	М	М	М
	Understand and analysing Retail Market Segmentation and Strategies & Location	Knowledge (K 2),							l
CO3	Selection Develop skills to evaluate the surrent Merchandise Management	Analysing (K 5)	H	M	M	H	M	M	H
CU4	Develop skills to evaluate the current Merchandise Management	Evaluating (K7)	M H	M	M	M	M	M	н М
BBA-M-4	DIGITAL MARKETING			IVI	IVI	IVI	IVI	IVI	IVI
Course	The objective of this course is to help students understand the concept of digital mark	eting and its							
Objective	applications.	cting and its							
		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend basic digital marketing concepts.	K 2)	Н	М	L	M	M	M	М
		Comprehending(
CO2	Understand marketing Insights on application of Search Engine Optimization	K3), Synthesizing (K6)	н	М		М	М	М	М
CO2	onderstand marketing insignes on application of Search Engine Optimization	(KO)		IVI	L	IVI	IVI	IVI	101
		Knowledge (K 2),							
		Applying (K 4),							
CO3	Understand and analysing Social Media Marketing and its application	Analysing (K 5)	Н	М	М	M	M	M	М
CO4	Develop skills to evaluate the Google Ads & recent online marketing trends	Evaluating (K7)	M	M	L	M	M	M	M
DDA F 3	Control Management Association		Н	М	L	М	М	М	М
BBA-F-3	Cost and Management Accounting								
Course Objective	It enables the student to know the basics of Cost and Management Accounting and its	implications.							
Objective		Remembering (
		K1), Knowledge (
CO1	Remember and Comprehend basic of Nature and Scope of Cost Accounting	K 2)	М					L	
		Comprehending							
		(K 3), Applying (
602	Understand the concept of Elements of Cost & Cost–Volume Profit Analysis and its	K 4), Analysing (l.	ļ
CO2	application in business	K 5)	М		1	М		L	L
		Knowledge (K 2),							
CO3	Understand and analysing the concepts of Budget Control	Analysing (K 5)	М		L	М	L	L	L
CO4	Develop skills to evaluate the responsibility Accounting	Evaluating (K7)	M	L	1	M	L	L.	L
			М	L	L	М	L	L	L
BBA-F-4	Company Accounts								
Course	To impart basic understanding of provisions of Company Account of business organiza	tions.							
Objective		1			1			-	
		Knowledge (K2),							
		Comprehending							
CO1	Understand the basic concepts of Issue of Shares and Debentures	(K 3)	Н	L	L	L	М	м	L
	,	Knowledge (K2)			1				
CO2	Understanding and apply the knowledge of Accounting for special issue in business	Applying (K 4)	Н	L		L	М	М	L
		Knowledge (K2)							
CO3	Understanding and apply the knowledge of Final Account	Applying (K 4)	Н	L		L	М	M	L
604	Understanding and apply the knowledge of Consolidated Balance Sheet of Holding	Knowledge (K2)			l.				
CO4	Companies with one subsidiary only	Applying (K 4)	H H	L L	L	L	M	M M	L
			п	L	L	-	IAI	IVI	L