



PROGRAM : BBA 2021-22

Program Outcomes

PO 1	Applying the disciplinary knowledge of management and its application in real business world.	Applying the disciplinary knowledge of management and its application in real business world.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
PO 2	Ability to communicate and understand ethical aspects of business.									Ability to communicate and understand ethical aspects of business.
PO 3	Ability to of cooperation and work as team in organization									Ability to of cooperation and work as team in organization
PO 4	Application of critical thinking and analytical reasoning for decision making of business problems.									Application of critical thinking and analytical reasoning for decision making of business problems.
PO 5	Ability to develop leadership qualities									Ability to develop leadership qualities
PO 6	Ability to develop the entrepreneurial acumen.									Ability to develop the entrepreneurial acumen.
PO 7	Ability to develop the research acumen									Ability to develop the research acumen
Course Code	Subjects	Blooms Taxonomy								

Semester 1

BBA 101 FUNDAMENTALS OF MANAGEMENT

Course Outcomes

CO 1	Develop understanding of management concepts	K1, K2	H	M	H		M	H	M
CO 2	Explain principles and functions of planning & organizing and its implemented in the organization	K2, K3	H	M	M		H	M	M
CO 3	Develop understanding of organizing in organization	K3	H	M	M	L	M	M	M
CO 4	Develop understanding of directing function & its techniques in organization	K3	H	M	M	M	H	M	M
CO5	Analyze the concept of controlling and its importance in business	K4	H	M	M	M	H	M	M
AVERAGE			H	M	M	M	H	M	M

BBA 102 ORGANIZATIONAL BEHAVIOUR

Course
Outcomes

CO 1	Develop understanding of organization behavior concepts	K1, K2	H	M	M		M	M	M
CO 2	Explain principles and functions of individual behavior in the organization.	K2, K3	H	M	M		M	M	M
CO 3	Develop understanding of behaviour dynamics in organization	K2, K3	H	M	M	M	H	M	M

CO 4	Develop understanding of Group behaviour in organization	K2, K3	H	M	H		M	M	M
CO5	Analyze the concept of management change and its importance in business	K4	H	M	H	M	M	M	M
AVERAGE			H	M	M	M	M	M	M

BBA 103 MANAGERIAL ECONOMICS

Course
Outcom
es

CO 1	Remember the concepts of economics and also able to understand the various economic principles to make effective decisions	K1, K2	H				M		M	M
CO 2	Understand the law of demand & supply & their elasticities, evaluate & analyze these concepts in changing situations of industries	K2, K4	H				H		M	H
CO 3	Understand the market analysis & pricing policy concept & its relation to the business world	K3, K4	H				H		M	H
CO 4	Understand the pricing policies & concepts of National Income	K3, K4	H	M			H		M	H
CO5	Understand & evaluate the Economic Growth and Development, Business Cycle, The balance of payments & Inflation	K2, K3	H				H		M	H
AVERAGE			H	M			H		M	H

BBA 104 ACCOUNTING AND FINANCIAL ANALYSIS

Course
Outcom

es

CO 1	Understand and apply accounting the concepts, principles and conventions for business.	K2, K3	H				H		M	M
CO 2	Understand and apply knowledge of Mechanics of Accounting for reporting in business.	K2, K3	H				H		M	M
CO 3	Analyze & interpret the Financial Statement.	K4	H				H		H	M
CO 4	Understand about Fund Flow Analysis for preparing Financial Statement	K2, K3	H				H		M	H
CO 5	Understand about Cash Flow Analysis for preparing Financial Statement	K2, K3	H				H		M	H
AVERAGE			H				H		M	M

BBA 105 BUSINESS LAW

Course
Outcom
es

CO 1	Develop basic understanding of Law of Contract Act	K1, K2	H	H	M	M	L	M	M
CO 2	Understanding & apply the provision of specific contracts	K2. K3	H	H	M	M	L	M	M
CO 3	Understanding & apply the knowledge of provisions of Sales of Goods Act for	K2, K3	H	H	M	M	L	M	M
CO 4	Understanding & apply of provisions of Limited liability Partnership Act for regulating business	K2, K3	H	H	H	M	L	M	M

CO 5	Able to analyze about Negotiable Instruments to facilitate business decisions.	K4	H	H	H	M	L	M	M
AVERAGE			H	H	M	M	L	M	M

BBA 106 BUSINESS ORGANIZATION AND ETHICS

Course Outcomes

CO 1	Develop understanding of business organization & scope of business classification	K1, K2	H	M	L	M		M	
CO 2	Develop understanding of business Unit & its application in business	K2, K3	H	M	M	M	M	M	M
CO 3	Develop understanding of different forms of business organization	K2,K3	H	M	L	M	M	M	M
CO 4	Develop understanding of Business Ethics concepts and its importance in business	K2,K3	H	H		M		M	M
CO 5	Develop understanding of the concept of Social Responsibility and its importance in business	K2, K3	H	H	H	M		M	M
AVERAGE			H	M	M	M	M	M	M

BBA 008 ENVIRONMENTAL STUDIES (Qualifying Paper)

Course Outcomes

CO 1	Develop understanding of basics of ecology.	K1, K2	H	L	L	M		M	H
CO 2	Study and analyze the problems of environment.	K2, K3	H			M		M	H
CO 3	understand and Analyze the Social Issues of the environment	K2, K4	H		L	M		M	H

CO 4	understand the problems of Population and impact on Environment	K2	H	L	M	M		M	H
CO 4	Analyze the issues of environment by doing field work	K4	H	L	M	M		M	H
AVERAGE			H	L	L	M		M	H

Semester 2

BBA 201 QUANTITATIVE TECHNIQUES FOR BUSINESS

Course Outcomes

CO 1	Gaining Knowledge of basic concept of business statistics	K1	H			H		L	H
CO 2	To compute various measures of central tendency, measures of Dispersion and their implication on business performance.	K1, K2	H			H		M	H
CO 3	To compute various measures of time series analysis, correlation and regression analysis and their implication on business performance.	K3	H			H		L	H
CO 4	To compute various measures of time series analysis, Index Number & their application on business performance	K3, K4	H			H			H
CO 5	To perform practical application probability for taking managerial decision	K3, K4	H			H		M	H
AVERAGE			H			H		M	H

BBA 202 BUSINESS COMMUNICATION

Course
Outcomes

CO 1	Develop an understanding of business communication and principles to prepare effective communication for business situations	K2	H	H	M	M	M	M	
CO 2	Develop an understanding of corporate communication skills	K2	H	H	M	L		H	
CO 3	Develop an understanding of written communication skills	K1, K4	H	H	M		H	M	
CO 4	Developing effective verbal and non-verbal communication skills.	K2, K4	H	H	M	M	M	H	H
CO 5	Understand & analyze the current trends of business communication	K2	H	H	M		M	H	M
AVERAGE			H	H	M	M	M	H	H

BBA 203 HUMAN RESOURCE MANAGEMENT

Course
Outcomes

CO 1	Gaining Knowledge of basic concept of human resource management	K2	H	L	M	M	L	L	L
CO 2	Understand & Apply the knowledge of Human Resource Policies & Strategies	K2, K4	H	M	M	H	L	L	M
CO 3	Developing effective Human Resource Procurement & Mobility Productivity in organization	K1, K4	M	H	H	H	M	M	M

CO 4	Understand & analyze the Employee Compensation & Employees Relation	K2, K4	M	M	M	H	H	M	H
CO 5	Understand & analyze the employee relationship & grievance handling mechanism	K2, K4	H	M	M	H	H	M	H
AVERAGE			H	M	M	H	M	M	M

BBA

204 MARKETING MANAGEMENT

Course
Outcomes

CO 1	Gaining Knowledge of basic concept of marketing management	K2	H					H	M
CO 2	Understand & Apply the knowledge of segmentation concept & Strategies	K2, K4	H					M	M
CO 3	Developing effective marketing- mix strategies for organization	K1, K4	H	M	M	H		M	H
CO 4	Develop an understanding of Pricing & Promotion tools & its application in business	K2, K4	H	M	M	H		M	H
CO 4	Understand & analyze about market research and its importance	K2, K4	H		M	H		M	H
AVERAGE			H	M	M	H		M	H

BBA 205 BUSINESS ENVIRONMENT

Course
Outcomes

CO 1	Develop understanding and fundamental knowledge about business environment	K1, K2	H	H	M	H	M	M	H
------	--	--------	---	---	---	---	---	---	---

CO 2	Develop understanding of Economic Systems in business environment	K2	L	H	L	H	M	H	H
CO 3	Understanding and apply the knowledge of Industrial Policy & role of government in business environment	K2, K3	L	H	H	H	L		M
CO 4	Understanding and apply the knowledge of government regulations & development of business	K2, K3	L	M		H	H	M	H
CO 5	Analyzing current trend of international business environment	K4	L	M	M	H	H	M	H
AVERAGE			L	H	M	H	M	M	H

BBA

206 FUNDAMENTALS OF COMPUTER

Course Outcomes

CO 1	Remember and Comprehend the basics of computer	K1, K2	H			H			
CO 2	Understand and analyze the use of hardware and software	K2, K4	M			H			
CO 3	Understand and analyze the Network, Security and Networking	K2, K4	M			H			L
CO 4	Understand and analyze the latest version of windows	K2, K4	M			H			M
CO 5	Understand and analyze the latest version of excel & powerpoint	K2, K4	M			H			M
AVERAGE			M			H			M

BBA

207 ASSESSMENTS ON SOFT SKILL BASED ON PRESENTATIONS/ G.D/ PERSONALITY TRAITS

Course Outcomes

CO 1	Group discussion improve verbal & non-verbal communication		M	H	H	M	H	H	L
CO 2	Management Games inculcate team building and leadership skills		H	H	H	H	H	H	
CO 3	Grooming Sessions will make student adaptable and accommodative		H	H	M	M	M	H	
CO 4	Developing Presentation for making decisions		H	H	M	M	M	H	L
CO 5	Developing Communication skills for decision making in business		H	H	M	M	M	H	L
AVERAGE			H	H	M	M	M	H	L

Semester 3

BBA 301	ADVERTISING MANAGEMENT								
Course Outcomes									
CO 1	Develop basic understanding about advertising	K2	H			M			L
CO 2	Analyze and apply the knowledge of Public Relation and Publicity in business	K3, K4	M	L	M	H	M	M	
CO 3	Understand about Sales Management and Sales Promotional in Business	K2	M	L	M	M		M	L
CO 4	Understand the scope of Print Media and Broadcasting & Media Planning and	K2	M		L	H		M	L

	Strategies								
CO 5	Understand the concept of Media planning & strategies	K2	M		L	M		M	L
		AVERAGE	M	L	M	M	M	M	L

BBA 302 TEAM BUILDING AND LEADERSHIP

Course Outcomes									
CO 1	Develop an understanding of Team Building process	K2	H		H	L	H	M	M
CO 2	Develop an understanding of team roles & performance	K2	H		H	L	H	H	M
CO 3	Understand & analyze the principles and functions of Leadership in organization	K1, K3	H		H	L	H	M	M
CO 4	Understand & analyze principles of Personality in organization	K2, K3	H		H	M	H	H	M
CO 5	Understand and apply the knowledge of Group for organization.	K2, K3	H		H	M	H	H	M
		AVERAGE	H		H	L	H	H	M

BBA 303 INDIAN ECONOMY

Course Outcomes									
CO 1	Understand and apply the concepts of economy.	K1, K2	L	H		L		L	M

CO 2	Develop basic understanding of Economic Resources & economic planning in India	K1, K2	L	M		M		M	M
CO 3	Understand the agricultural reforms in India	K2, K4	M	H	M	H	M	M	H
CO 4	Understand and analyze the problems and prospects of Indian industries & agriculture	K2, K4	M	H	L	H	M	H	H
CO 5	Develop an understanding of Indian Banking system	K2	M	L		M		L	M
AVERAGE			M	M	M	M	M	M	M

**BBA
304 CUSTOMER RELATIONSHIP MANAGEMENT**

Course Outcomes									
CO 1	Remember and Comprehend basic CRM concepts.	K1, K2	H			M		M	L
CO 2	Understand marketing Insights on application of CRM Process	K1, K2	H		M	M		M	M
CO 3	Understand and analyzing Developing CRM Strategy & Implementation & consumer decision making strategy	K2, K3	H		M	H		M	M
CO 4	Understand & analyzing the Framework of CRM implementation	K2, K3	H		M	H		M	M
CO5	Develop skills to evaluate the Sales Force Automation	K3, K4	H		M	H		M	M
AVERAGE			H		M	H		M	M

BBA 305 MANAGEMENT INFORMATION SYSTEM

Course Outcomes									
CO 1	Remember and Comprehend the basics of Management Information System	K1, K2	H			M		M	M
CO 2	Understand and apply the knowledge of Information & System of MIS	K2, K3	H			H		M	M
CO 3	Understand and Development of MIS for business	K2, K3	H			H		M	M
CO 4	Understand the application of Operating System & Internet in business	K2, K3	H			H		M	M
CO 5	Understand the application of Decision support system in business	K2, K3	H			H		M	M
AVERAGE			H			H		M	M

BBA 306 INCOME TAX LAW AND PRACTICE

Course Outcomes									
CO 1	Remember and Comprehend basic of concept of Income Tax and its implications	K1, K2	H	M		M		H	M
CO 2	Understand the concept of Basis of Charge in Income Tax in business	K2, K3	H	M		M		H	M
CO 3	Understand and analyzing the concepts of Heads of Income in Income Tax- Salaries &	K2, K3	H	M		H		M	M

	House Property								
CO 4	Understand and analyzing the concepts of Heads of Income in Income Tax- PGBP & Capital Gain & Income from other sources	K2, K3	H	M		H		M	H
CO 5	Understand and analyze about Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income	K2, K3	H	M		H		H	H
	AVERAGE		H	M		H		H	M

Semester 4

BBA 401 CONSUMER BEHAVIOUR

Course Outcomes									
CO 1	Remember and Comprehend basic Consumer behaviour concepts	K1, K2	H	M		M		M	H
CO 2	Understand marketing Insights on application of Determinants of Consumer Behavior.	K2, K3	H	M		M		M	H
CO 3	Understand and analyzing Consumer Decision Making Process & Consumer Involvement	K2, K4	H	M		H		M	H
CO 4	Understand and analyzing role of Consumer Involvement in business	K2, K4	H	M		H		M	H
CO 5	Develop skills to evaluate the Researching Consumer Behavior	K3	H	M		H		M	H
	AVERAGE		H	M		H		M	H

BBA 402 FINANCIAL MANAGEMENT

Course Outcomes									
CO 1	Remember and comprehend basic concepts Financial management	K1, K2	H		M	M		H	M
CO 2	Develop understanding of Capital Structure Planning	K2, K3	H		M	M		H	H
CO 3	Develop understanding of Capital budgeting & cost of capital & its applications	K2, K4	H		M	H		M	M
CO 4	Develop understanding of Management of Working Capital & its applications	K2, K4	H		M	H		M	M
	Understand and apply the scope Management of Earning	K2, K4	H		M	H		M	M
AVERAGE			H		M	H		M	M

BBA 403 PRODUCTION AND OPERATION MANAGEMENT

Course Outcomes									
CO 1	Understand about basics of Production Management	K2	H	M		M		M	M
CO 2	Understand and analyze about manufacturing systems	K2, K4	H	M	L	M		M	M
CO 3	Understand the concept of Plant Location & Plant layout	K2	H	M	M	M		M	M

CO 4	Understand the concepts of Materials Management & Inventory Management & its application	K2, K3	H	M	M	M		M	M
CO 5	Understand the concept of Quality Control	K2	H	M	H	M		M	M

AVERAGE H M M M M M M

BBA 404 SALES AND DISTRIBUTION MANAGEMENT

Course Outcomes									
CO 1	Develop basic understanding about Sales Management	K2	H		M	H		M	M
CO 2	Analyze and apply the knowledge of Sales Organization in business	K3, K4	H	L	M	H		M	M
CO 3	Understand the concept of Salesmanship & its application	K2, K4	H	L	M	H		M	M
CO 4	Understand the concept of Distribution Network Management	K2, K3	H		M	H		M	M
CO 5	Understand and apply the scope of Sales Force Management	K2, K3	H	L	M	H	M	M	M

AVERAGE H L M H M M M

BBA 405 RESEARCH METHODOLOGY

Course Outcomes									
CO 1	Remember and comprehend basic concepts Research Methodology	K1, K2	M		L	H		L	H

CO 2	Develop understanding of research design	K2			M	H		L	H
CO 3	Develop understanding of sample design and apply this knowledge for business	K2, K3	L	L		H		M	H
CO 4	Understand and analyze the knowledge of Processing & Analysis and Presentation of data	K2, K4	L	M		H		L	H
CO 5	Develop an understanding of Presentation skills relating to research & its application	K2, K4	L	M	M	H		M	H

AVERAGE L M M H M H

BBA 406 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Outcomes									
CO 1	Remember and Comprehend basic of Entrepreneurship	K1, K2	H			L	L	H	
CO 2	Understand the Insights on application of Entrepreneurial Development	K2	H			M	L	H	
CO 3	Understand and analyzing the formation of project report	K2, K4	M			M	L	H	
CO 4	Develop skills to evaluate the setup of small scale industries	K3	M			M	M	H	
CO5	Develop skills to evaluate the setup of small scale industries	K3	M			M	M	H	

AVERAGE M M L H

BBA 407 COMPUTER ORIENTED PRACTICAL AND VIVA-VOCE

--	--	--	--	--	--	--

Course Outcomes									
CO 1	Remember and Comprehend the basics of :Network: Services and its classification	K1, K2	M					H	H
CO 2	Understand and apply the knowledge of Digitization & its application	K2, K3	M	M		M		H	H
CO 3	Understand and apply the knowledge of Mobile computing & its application	K2, K3	M	M		M		H	H
CO 4	Understand and analyze the Online Transaction and Trading in business	K2, K4	M	M		M		H	H
CO 5	Understand the application of Network security & its application in business	K2, K3	M	M		M		H	H
AVERAGE			M	M		M		H	H

Semester 5

BBA 501	Entrepreneurship & Small Business Management								
Course Outcomes									
CO 1	Remember and Comprehend basic of Entrepreneurship.	K2	H	M	M	H	M	H	H
CO 2	Understand the Insights on application of Entrepreneurial Development	K2, K4	H	M	M	H	M	H	H
CO 3	Understand the research & operations techniques & its applications	K2, K4	H	M	M	H	M	H	H

CO 1	Remember and Comprehend basic of Nature and Scope of Cost Accounting	K1	H	M		H		H	H
CO 2	Understand the concept of Accounting for Material, Labour and Overheads & Element of Cost and apply in business	K2, K3	H			H		H	H
CO 3	Understand and analysing the elements of cost & cost sheet & its application in business	K2, K3	H	M		H		H	H
CO 4	Understand the concept of management accounting & its application in business	K2, K3	H	M		H		H	H
CO 5	Develop skills to evaluate the Marginal Costing and Absorption Costing.	K4	H	M		H		H	H

AVERAGE H M H H H

BBA 504	Income Tax								
Course Outcomes									
CO 1	Remember and Comprehend basic of concept of Income Tax and its implications	K1	H	M		H		H	H
CO 2	Understand the concept of Basis of Charge in Income Tax in business	K2, K3	H		M	H		H	H
CO 3	Understand and analyzing the concepts of Heads of Income in Income Tax- Salaries & House Property	K2, K3	H		M	H		H	H
CO 4	Understand and analyzing the concepts of Heads of Income in Income Tax- PGBP & Capital Gain & Income from other sources	K2, K3	H	M	H	H		H	H
CO 5	Understand and analyze about Aggregation of Income, Set off and Carry forward of	K2, K3	H		M	H		H	H

CO 2	Understand and apply the knowledge of input-output device and storage device	K2, K3	H			H		M	H
CO 3	Understand and apply the knowledge of storage device	K2, K3	H			H		M	H
CO 4	Understand and analyse the operations of computer software in business	K2, K4	H	L		H		M	H
CO 5	Understand the application of Operating System & Internet in business	K3	H	L		H		M	H
AVERAGE			H	L		H		M	H

Semester 6

BBA 601	Management Information System								
Course Outcomes									
CO 1	Remember and Comprehend the basics of Management Information System	K2	H	M		H		H	M
CO 2	Understand and apply the knowledge of Planning & decision making in the System of MIS	K2, K3	H	M		H		M	M
CO 3	Understand and apply the knowledge of information & system in the MIS	K2, K3	H	M		H		H	M
CO 4	Understand and Development of MIS for business	K2, K3	H	M		H		H	M
CO 5	Understand the application of decision support system in business	K2, K3	H	M		H		M	M

AVERAGE

H

M

H

H

M

BBA 602	Strategic Management & Business Policy								
Course Outcomes									
CO 1	Remember and Comprehend basic of Strategic Management & Business Policy	K1, K2	H			H	H	H	M
CO 2	Understand the Insights on application of Responsibilities & tasks of Top Management	K2	H	M	M	H	M	H	M
CO 3	Understand and analysing the Corporate Planning for business	K2, K3	H	M	M	H	H	H	M
CO 4	Understand and analysing the Corporate Strategy for business	K2, K3	H	M	M	H	H	H	M
CO 5	Understand and analysing the Synergy Strategy for business	K2, K3	H	M	M	H		H	M
AVERAGE			H	M	M	H	H	H	M

BBA 603	VAT AND SERVICE TAX/GOODS & SERVICE TAX								
Course Outcomes									
CO 1	Remember and Comprehend basic of concept of GST and its implications.	K1, K2	H	M		H		H	H
CO 2	Understand the concept of Levy and Collection of GST in business	K2, K3	H	M		H		H	H
CO 3	Understand and analysing the concepts of Input Tax Credit & Value of Supply in GST	K2, K3	H	M		H		H	H

es									
CO 1	Understand about the concepts of auditing	K1, K2	H	M	H	H		M	M
CO 2	Understand and analysis of Audit of Limited Companies	K2, K3	H	M	H	H		M	M
CO 3	Understand and analysis of Internal Check System	K2, K3	H	M	H	H		M	M
CO 4	Understand and analyse about the Special Audit	K2, K3	H	M	H	H		M	M
CO 5	Understand the scope Recent trends in auditing	K3	H	M	H	H		M	M

AVERAGE H M H H M M

BBA N 606	Fundamental of E-Commerce								
Course Outcom es									
CO 1	Remember and Comprehend the E commerce	K1, K2	M			H		M	M
CO 2	Understand and analyse the importance of internet in business world	K2, K3	H	M		H		H	H
CO 3	Understand and analyse the electronic payment system of E-commerce	K2, K3	M	M		H		H	M
CO4	Understand & analyse the electronic data Interchange (EDI)	K2, K3	M	M		H		H	M
CO 5	Understand and analyse the Security and legal Aspects of E-commerce	K2, K3	H	M		H		H	M

		AVERAGE	M	M		H		H	M
--	--	----------------	---	---	--	---	--	---	---