



PROGRAM : BBA 2022-23

Program Outcomes

- PO 1 Applying the disciplinary knowledge of management and its application in real business world.
- PO 2 Ability to communicate and understand ethical aspects of business.
- PO 3 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.
- PO 5 Ability to develop leadership qualities
- PO 6 Ability to develop the entrepreneurial acumen.
- PO 7 Ability to develop the research acumen

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

Course Code

Subjects

Semester 1

BBA 101 FUNDAMENTALS OF MANAGEMENT

Course Outcomes

Course Outcomes	Blooms Taxonomy	H	L	M	M	M	M	L
CO 1 Develop understanding of management concepts	K1, K2							
CO 2 Explain principles and functions of planning & organizing and its implemented in the organization	K2, K3	H	M	M	M	M	M	L
CO 3 Develop understanding of organizing in organization	K3	H	M	M	M	M	M	L
CO 4 Develop understanding of directing function & its techniques in organization	K3	H	M	M	M	M	M	L

CO5	Analyze the concept of controlling and its importance in business	K4	H	M	M	M	H	M	M
AVERAGE			H	M	M	M	M	M	L
BBA 102 ORGANIZATIONAL BEHAVIOUR									
Course Outcomes									
CO 1	Develop understanding of organization behavior concepts	K1, K2	H	L	M	M	M	M	L
CO 2	Explain principles and functions of individual behavior in the organization.	K2, K3	H	M	H	M	M	M	L
CO 3	Develop understanding of behaviour dynamics in organization	K2, K3	H	M	H	M	M	M	L
CO 4	Develop understanding of Group behaviour in organization	K2, K3	H	M	H	M	M	M	L
CO5	Analyze the concept of management change and its importance in business	K4	H	M	H	M	M	M	M
AVERAGE			H	M	H	M	M	M	L
BBA 103 MANAGERIAL ECONOMICS									
Course Outcomes									
CO 1	Remember the concepts of economics and also able to understand the various economic principles to make effective decisions	K1, K2	H			M	L	L	
CO 2	Understand the law of demand & supply & their elasticities, evaluate & analyze these concepts in changing situations of industries	K2, K4	H			M		L	L
CO 3	Understand the market analysis & pricing policy concept & its relation to the business world	K3, K4	M	L		M	L	L	L
CO 4	Understand the pricing policies & concepts of National Income	K3, K4	M			M	L	L	L
CO5	Understand & evaluate the Economic Growth and Development, Business Cycle, The balance of payments & Inflation	K2, K3	H			H		M	H

BBA 104 ACCOUNTING AND FINANCIAL ANALYSIS

Course
Outcomes

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

AVERAGE

BBA 105 BUSINESS LAW

Course
Outcomes

			AVERAGE						
			H	L	L	M	L	L	L
CO 1	Develop basic understanding of Law of Contract Act	K1, K2	H						
CO 2	Understanding & apply the provision of specific contracts	K2. K3	H		L			L	
CO 3	Understanding & apply the knowledge of provisions of Sales of Goods Act for	K2, K3	H	L			L	L	L
CO 4	Understanding & apply of provisions of Limited liability Partnership Act for regulating business	K2, K3	M	L	L	H	L	L	L
CO 5	Able to analyze about Negotiable Instruments to facilitate business decisions.	K4	H	H	H	M	L	M	M

AVERAGE

BBA 106 BUSINESS ORGANIZATION AND ETHICS

Course Outcomes

CO 1	Develop understanding of business organization & scope of business classification	K1, K2	H	H	M	M	M	M	
CO 2		K2, K3	H	H	M	M	M	M	L
CO 3	Develop understanding of different forms of business organization	K2,K3	H	H	M	M	M	M	L
CO 4	Develop understanding of Business Ethics concepts and its importance in business	K2,K3	H	H	M	M	M	M	L
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	H	M	M	M	M	L

BBA 008 ENVIRONMENTAL STUDIES (Qualifying Paper)

Course Outcomes

CO 1	Develop understanding of basics of ecology.	K1, K2	M						
CO 2	Study and analyze the problems of environment.	K2, K3	M			L	L	L	L
CO 3	understand and Analyze the Social Issues of the environment	K2, K4	M	L		L	L	L	L
CO 4	understand the problems of Population and impact on Environment	K2	M	L	L	L	L	L	L
CO 4	Analyze the issues of environment by doing field work	K4	H	L	M	M		M	H
AVERAGE			M.	L	L	L		L	L

Semester 2

BBA 201 QUANTITATIVE TECHNIQUES FOR BUSINESS

Course Outcomes

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

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

BBA 203 HUMAN RESOURCE MANAGEMENT

Course
Outcomes

CO 1	Gaining Knowledge of basic concept of human resource management	K2	H	H	L	M	M	M	L
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CO 2	Understand & Apply the knowledge of Human Resource Policies & Strategies	K2, K4	H	H	L	M	M	M	L
CO 3	Developing effective Human Resource Procurement & Mobility Productivity in organization	K1, K4	H	H	L	M	M	M	L
CO 4	Understand & analyze the Employee Compensation & Employees Relation	K2, K4	H	H	M	M	M	M	L
CO 5	Understant & analyze the employee relationship & grievance handling mechanism	K2, K4	H	M	M	H	H	M	H
AVERAGE			H	H	L	M	M	M	L

BBA 204 **MARKETING MANAGEMENT**

Course
Outcomes

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

BBA 205 **BUSINESS ENVIRONMENT**

Course
Outcomes

CO 1	Develop understanding and fundamental knowledge about business environment	K1, K2	H			M		L	L
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CO 2	Develop understanding of Economic Systems in business environment	K2	H	L		L	L	L	L
CO 3	Understanding and apply the knowledge of Industrial Policy & role of government in business environment	K2, K3	H	L			L	L	L
CO 4	Understanding and apply the knowledge of government regulations & development of business	K2, K3	M	L	L	M	L	M	L
CO 5	Analyzing current trend of international business environment	K4	L	M	M	H	H	M	H
AVERAGE			H	L	L	M	L	L	L

BBA 206 FUNDAMENTALS OF COMPUTER

Course Outcomes

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

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

Course Outcomes

CO 1	Group discussion improve verbal & non-verbal communication	K1, K2	L	H	H	M	M	M	
CO 2	Management Games inculcate team building and leadership skills	K2, K4	M	H	H	M	M	M	L
CO 3	Grooming Sessions will make student adaptable and accommodative	K2, K4	M	H	M	M	M	M	
CO 4	Developing Presentation for making decisions	K2, K4	M	H	M	M	M	M	L
CO 5	Developing Communication skills for decision making in business	K2, K4	H	H	M	M	M	H	L

Semester 3

BBA 301 ADVERTISING MANAGEMENT									
Course Outcomes									
CO 1	Develop basic understanding about advertising	K2	M	H	L	L	M	M	L
CO 2	Analyze and apply the knowledge of Public Relation and Publicity in business	K3, K4	M	H	M	M	M	M	M
CO 3	Understand about Sales Management and Sales Promotional in Business	K2	M	H	L	M	M	M	M
CO 4	Understand the scope of Print Media and Broadcasting & Media Planning and Strategies	K2	M	H	L	H	M	M	H
CO 5	Understand the concept of Media planning & strategies	K2	M		L	M		M	L
		AVERAGE	M	H	L	M	M	M	M

BBA 302 TEAM BUILDING AND LEADERSHIP

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

BBA 303 INDIAN ECONOMY

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

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

BBA 304 CUSTOMER RELATIONSHIP MANAGEMENT

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

BBA 305 MANAGEMENT INFORMATION SYSTEM

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

CO 5	Understand the application of Decision support system in business	K2, K3	H			H		M	M
		AVERAGE	M	L	L	M	M	M	L

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	M	M				L	
CO 2	Understand the concept of Basis of Charge in Income Tax in business	K2, K3	M	M		M		L	L
CO 3	Understand and analyzing the concepts of Heads of Income in Income Tax- Salaries & House Property	K2, K3	M	M	L	M	L	L	L
CO 4	Understand and analyzing the concepts of Heads of Income in Income Tax- PGBP & Capital Gain & Income from other sources	K2, K3	M	M		M	L	L	L
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	M	M	L	M	L	L	L

Semester 4

BBA 401 CONSUMER BEHAVIOUR

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

AVERAGE

H	M	M	H	M	M	M
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BBA 402 FINANCIAL MANAGEMENT

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

BBA 403 PRODUCTION AND OPERATION MANAGEMENT

Course Outcomes								
CO 1	Understand about basics of Production Management	K2	H		L	L	L	L
CO 2	Understand and analyze about manufacturing systems	K2, K4	H	L	L	L	L	L
CO 3	Understand the concept of Plant Location & Plant layout	K2	H		L	L	L	L
CO 4	Understand the concepts of Materials Management & Inventory Management & its application	K2, K3	M	L	L	L	L	L
CO 5	Understand the concept of Quality Control	K2	H	M	H	M		M
AVERAGE			H	L	L	L	L	L

BBA 404 SALES AND DISTRIBUTION MANAGEMENT

Course Outcomes								
CO 1	Develop basic understanding about Sales Management	K2	M	M	L	L	M	M

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

BBA 405 RESEARCH METHODOLOGY

Course Outcomes									
CO 1	Remember and comprehend basic concepts Research Methodology	K1, K2	H			L	L	L	H
CO 2	Develop understanding of research design	K2	H	L		L	L	L	H
CO 3	Develop understanding of sample design and apply this knowledge for business	K2, K3	H	L		M	L	L	H
CO 4	Understand and analyze the knowledge of Processing & Analysis and Presentation of data	K2, K4	M	L	L	H	L	L	H
CO 5	Develop an understanding of Presentation skills relating to research & its application	K2, K4	L	M	M	H		M	H
AVERAGE			M	L	L	M	L	L	H

BBA 406 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Course Outcomes									
CO 1	Remember and Comprehend basic of Entrepreneurship	K1, K2	M			L	L	H	
CO 2	Understand the Insights on application of Entrepreneurial Development	K2	M		L	M	M	H	L
CO 3	Understand and analyzing the formation of project report	K2, K4	M	L	L	M	M	H	L

CO 4	Develop skills to evaluate the setup of small scale industries	K3	M	L	L	M	M	H	L
CO5	Develop skills to evaluate the setup of small scale industries	K3	M			M	M	H	
AVERAGE			M	L	L	M	M	H	L

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	L		L	M	M	
CO 2	Understand and apply the knowledge of Digitization & its application	K2, K3	M	L		M	M	M	
CO 3	Understand and apply the knowledge of Mobile computing & its application	K2, K3	M	L		M	M	M	L
CO 4	Understand and analyze the Online Transaction and Trading in business	K2, K4	M	M	L	M	M	M	L
CO 5	Understand the application of Network security & its application in business	K2, K3	M	M		M		H	H
AVERAGE			M	L	L	M	M	M	M

Semester 5

BBA N 501	Arithmetic Aptitude								
Course Outcomes									
CO 1	Understand the problems of Ratio & Proportion	K2	H			H		L	M
CO 2	Understand the Problem on Age, Problem on Numbers	K1, K4	H			H			M
CO 3	Understand H.C.F., L.C.M., Decimal Fraction, Problem on Trains	K1, K4	H			H			M
CO 4	Understand about Description of Data, Tabulation, Bar Diagrams	K4	M	L	L	H	L	L	M
CO 5	Understand applications of Probability	K4	H	L		H		H	H
AVERAGE			H	L	L	H	L	L	M

BBA N 502	APTITUDE REASONING								
Course Outcomes									
CO 1	Understand about Non-Verbal Reasoning, Verbal reasoning	K2	H			H			L
CO 2	Understand the problems of Blood Relations	K1, K4	H			H			L
CO 3	Problems of Analogy, Classification, Calendars	K1, K4	H			H			L
CO 4	Understand the Similarities and Differences of Space visualization	K4	M	L	L	H	L	L	L
CO 5	Understand the Visual memory, Discrimination	K4	H	L	H	H	M	H	H
		AVERAGE	H	L	M	H	M	M	L

BBA N 503	GENERAL BUSINESS AWARENESS								
Course Outcomes									
CO 1	International Organizations (IMF, World Bank, IMO etc)	K2	H			H			L
CO 2	Remember the geographical features from India	K1, K4	H			H			L
CO 3	Application of science rather than theoretical aspects of Physics and Chemistry	K1, K4	H			H			L
CO 4	Understand theoretical as well as practical aspects of Indian and World Economy	K4	M	L	L	H	L	L	L
CO 5	Understand Working of the Indian Political System	K2, K3	H		M	H		H	H
		AVERAGE	H	L	M	H	L	M	L

BBA 504	GENERAL ENGLISH								
Course Outcomes									
CO 1	Active and Passive Voice	K2	H	H	L	L	L	L	
CO 2	Editing, Error Spotting	K1, K4	H	H	L	L	L	L	L

CO 3	One word Substitution, Paragraph Completion, Passage Making	K1, K4	H	H	L	L	L	L	L
CO 4	Phrase Substitution, Reading Comprehension	K4	H	H		L	L	L	L
CO 5	Spelling Test, Spotting Errors	K4	H	M		H		H	H
AVERAGE			H	H		L		L	L

BBA 505 F1	CORPORATE DIRECT TAX AND INDIRECT TAX								
Course Outcomes									
CO 1	Remember and Comprehend basic of concept of GST and its implications.	K1, K2	M	M		M		L	L
CO 2	Understand the concept of Levy and Collection of GST in business	K3, K4	M	M	L	M		L	L
CO 3	Understand and analysing the concepts of Input Tax Credit & Value of Supply in GST	K2	M	M	L	M	L	L	L
CO 4	Understand and analyse about Registration, Return, Assesment, Offence & Panalties in GST	K2	M	M		M	L	L	L
CO 5	Understand & analyse the practical exposure of documentation & online returns under GST act.	K2, K3	H	M	M	H	M	M	H
AVERAGE			M	M	L	M	L	L	L

BBA 505 M1	RURAL MARKETING								
Course Outcomes									
CO 1	Understand the concept of Rural Marketing	K1, K2	H	M	L	M	M	M	L
CO 2	Understanding Concept of The Rural Consumer	K2	H	M	M	M	M	M	M
CO 3	Understanding Marketing of Agriculture Inputs	K2	H	M	M	H	M	M	H
CO 4	Understanding Marketing of Agricultural Produce	K2	M	M	M	H	M	M	H
CO 5	Understanding Rural Marketing Strategies	K2	H	M	M	H	M	M	H
AVERAGE			H	M	M	H	M	M	M

BBA 506 F2	FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT								
Course Outcomes									
CO 1	Understand the concept of Capital Market:	K1, K2	M			M	L	L	L
CO 2	Understand about Portfolio Analysis and Selection:	K2, K4	M	L	L	M	L	L	L
CO 3	Understand the DFIs in India	K2	M			M	L	L	L
CO 4	Understand the concept of Leasing and Hire Purchase	K2	M	L		M	L	L	L
CO 5	Understand the concept Mutual Funds	K2	H	L		H		M	H
AVERAGE			M	L		M		L	L

BBA 506 M2	SERVICE MARKETING								
Course Outcomes									
CO 1	Understand about concept of service marketing	K1, K2	H	M	L	M	M	M	L
CO 2	Understanding consumer behaviour and service design	K2	H	M	M	M	M	M	M
CO 3	Understand about delivering, pricing and managing service promise	K2	H	M	M	H	M	M	H
CO 4	Understand about process of service	K2	M	M	M	H	M	M	H
CO 5	Understand about performance of services	K2, K3	H	L		H		M	H
AVERAGE			H	M	M	H	M	M	M

Semester 6

BBA N 601	STRATEGIC MANAGEMENT & BUSINESS POLICY								
Course Outcomes									
CO 1	Understand the nature and importance of business policy and its classification in the context of organizational decision-making.	K1, K2							
CO 2	Analyze the responsibilities and tasks of top management in setting and classifying business objectives within an organizational hierarchy.	K3, K4	M		L	M	M	H	L

CO 3	Grasp the concept, nature, process, and significance of long-term and strategic planning within corporate settings.	K1, K2, K3							
CO 4		k3	M	L	L	M	M	H	L
CO 5		K2, K3	H	M		H		H	H
		AVERAGE	M	L	L	M	M	H	L

BBA N 602	OPERATION RESEARCH								
Course Outcomes									
CO 1	Understand the nature, definition, characteristics, and methodology of operations research in managerial decision-making.	K1, K2							
CO 2		K3	H			L	L	L	H
CO 3		K2, K4	H	L		M	L	L	H
CO 4		K2, K3	M	L	L	H	L	L	H
CO 5		K2, K3	H	M	M	H		H	M
		AVERAGE	H	L	M	M	L	L	H

BBA N 603	FUNDAMENTAL OF E-COMMERCE								
Course Outcomes									
CO 1	Understand the concept, types, and basic requirements of e-commerce and its advantages over traditional commerce.	K1, K2							
			H		M	M	M	M	

CO 2	Explore the characteristics, limitations, and technological requirements of the internet, including email, WWW, and intranets.	K1, K2							
		M		M	M	M	M	L	
CO 3	Analyze customer relationships in e-commerce and the various electronic payment systems used in online transactions.	K2, K4							
		M	L	M	M	M	M	L	
CO 4	Comprehend the components, functions, and networking infrastructure of Electronic Data Interchange (EDI).	K2, K3							
		M	L	M	M	M	M	L	
CO 5	Address security issues in e-commerce, including encryption, firewalls, and cyber laws, with a focus on Public Key Infrastructure (PKI).	K4							
		H	M		H		H	H	
		AVERAGE	M	L	M	M	M	M	M

BBA N 604	ECONOMIC AND INDUSTRIAL LAW								
Course Outcomes									
CO 1	Understand the key provisions of the Factory Act 1948 and Workmen's Compensation Act 1923, focusing on health, safety, welfare, and compensation.	K2, K3							
		H	L	L	L	M	M	L	
CO 2	Analyze the Industrial Dispute Act 1947 and Minimum Wages Act 1948, emphasizing industrial dispute resolution and minimum wage compliance.	K2, K4							
		H	L		L	M	M	L	
CO 3	Explore the objectives, benefits, and dispute resolution mechanisms under the Employee State Insurance Act 1948.	K2, K4							
		H	L	L	L	M	M	L	
CO 4	Gain insights into the Employee Provident Fund Act 1952, including pension schemes, insurance, and administrative procedures.	K2, K4							
		H	L	L		M	M	L	
CO 5	Comprehend the scope and provisions of the Payment of Gratuity Act 1972, along with the basics of IBC law and arbitration in industrial relations.	K2, K3							
		H	M		H		M	M	
		AVERAGE	H	L	L	L	M	M	L

BBA-M-3	RETAIL MANAGEMENT								
Course Outcomes									
CO 1	Understand the concept, functions, and importance of retailing, along with the different formats, channels, and trends in the retail industry. Analyze retail consumer behavior, the decision-making process, and the role of market research in understanding consumer preferences. Explore retail market segmentation and strategies, including market penetration and growth strategies within the retail value chain. Learn the importance of retail location selection, the factors influencing it, and the steps involved in making effective location decisions. Gain insights into merchandise management, including merchandising planning, buying, and the roles and functions of a merchandising manager.	K1, K2							
CO 2			H	M	L	M	M	M	L
CO 3		K3, K4							
CO 4			H	M	M	M	M	M	M
CO 5		K2, K3							
		K1	M	M	M	H	M	M	H
		K3							
			H	M	H	H		M	M
		AVERAGE	H	M	M	H	M	M	M

BBA - M4	DIGITAL MARKETING								
Course Outcomes									
CO 1	Understand the basics of digital marketing, including the importance of web concepts, hosting, and website planning. Learn the fundamentals of SEO, including on-page, off-page, local SEO, and the role of Google Webmaster Tools. Explore social media marketing strategies, including brand promotion, platform optimization, and creating paid advertising campaigns on various social media platforms. Gain insights into Google AdWords, the different types of Google ads, and the use of Google Analytics for tracking and measuring campaign performance.	K1, K2							
CO 2			H	M	L	M	M	M	M
CO 3		K1							
CO 4			H	M	L	M	M	M	M
		K2, K3							
		K3	M	M	L	M	M	M	M

CO 5

Master the concepts of email marketing, content marketing, online reputation management, affiliate marketing, and strategies for freelancing and internet entrepreneurship.

K2, K3								
	H	M		H		H	M	
AVERAGE	H	M	L	M	M	M	M	M

BBA - F3	COST AND MANAGEMENT ACCOUNTING								
Course Outcomes									
CO 1	Remember and Comprehend basic of Nature and Scope of Cost Accounting	K1, K2	M			M		L	
CO 2	Understand the concept of Elements of Cost & Cost–Volume Profit Analysis and its	K2	M			M		L	L
CO 3	Understand and analysing the concepts of Budget Control	K2,K4	M		L	M	L	L	L
CO4	Develop skills to evaluate the responsibility Accounting	K3	M	L		M	L	L	L
CO 5	Understand application in marginal and absorbiton costing	K2, K3	H	M		H		H	M
		AVERAGE	M	M	L	M	L	L	L

BBA - F4	company accounts								
Course Outcomes									
CO 1	Understand the basic concepts of Issue of Shares and Debentures	K1, K2	H	L	L	L	M	M	L
CO 2	Understanding and apply the knowledge of Accounting for special issue in business	K2, K3	H	L		L	M	M	L
CO 3	Understanding and apply the knowledge of Final Account	K2,K3	H	L		L	M	M	L
CO4	Understanding and apply the knowledge of Consolidated Balance Sheet of Holding Companies with one subsidiary only	K2, K3	H	L	L		M	M	L
CO 5	Understanding liquidation of companies	K2, K3	H	M		H		H	M
		AVERAGE	H	L	L	L	M	M	L