

Course Outcomes (COs) and Program Outcomes (POs) for BBA

Program Outcomes (POs)

- Knowledge Application: Graduates will be able to apply knowledge of management theories and practices to solve business problems.
- Critical Thinking: Graduates will develop critical thinking and analytical skills to evaluate business scenarios and make informed decisions.
- Ethical Responsibility: Graduates will exhibit an understanding of ethical principles and commit to professional ethics and responsibilities in business practices.
- Leadership and Teamwork: Graduates will demonstrate leadership and teamwork skills, managing organizational activities efficiently and effectively.
- Communication Skills: Graduates will be proficient in communication, able to present ideas clearly and effectively in a business context.
- Technological Proficiency: Graduates will be adept at using modern IT tools and techniques necessary for business operations and decision-making.
- Global Perspective: Graduates will understand the impact of global economic, social, and environmental factors on business and will be able to operate in international environments.
- Lifelong Learning: Graduates will recognize the need for, and engage in lifelong learning to adapt to technological, societal, and organizational changes.

Course Outcomes (COs)

Semester 1: Business Economics

- Understand the fundamental concepts of business economics and their application in business decision-making.
- Analyze demand and supply dynamics to make informed business decisions.
- Evaluate production and cost functions to optimize resource allocation.
- Apply pricing strategies across different market structures to maximize profits.

Semester 1: Basic Accounting

- Understand the basic accounting principles and terminology.
- Prepare and interpret financial statements, including income statements, balance sheets, and cash flow statements.
- Apply accounting methods for rectifying errors and valuing stock.
- Analyze the process of issuing and managing shares and debentures.

Semester 1: Business Statistics

- Understand the basic concepts and significance of business statistics.
- Apply statistical methods to analyze central tendencies, variation, and correlations.
- Conduct regression analysis and probability distribution to support business decisions.
- Utilize sampling techniques and hypothesis testing in research and data analysis.

Semester 1: Principles of Management

- Understand the fundamental concepts and principles of management.
- Analyze various managerial functions and their impact on organizational effectiveness.
- Apply decision-making processes and strategic planning in business scenarios.
- Evaluate leadership, motivation, and communication strategies in business management.

Semester 1: Business Ethics and Governance

- Understand the importance of ethics and values in business.
- Analyze the relationship between business ethics and corporate excellence.
- Apply Gandhian philosophy and corporate social responsibility in business practices.
- Evaluate the role of corporate governance in achieving business sustainability.

Semester 1: Computer Applications

- Understand the basics of computer systems and their applications in business.
- Utilize software tools like word processing, spreadsheets, and presentation software for business tasks.
- Analyze the role of databases and data management systems in business operations.

- Evaluate the impact of emerging technologies on business processes.

Semester 2: Course Outcomes (COs)

Semester 2: Organisation Behavior

- Understand the nature, scope, and significance of organizational behavior.
- Analyze individual and group behavior in organizations and its impact on organizational effectiveness.
- Apply concepts of motivation, leadership, and communication to enhance employee performance.
- Evaluate strategies for managing organizational change and development.

Semester 2: Business Finance

- Understand the fundamental concepts of business finance and its importance in business decision-making.
- Analyze financial statements to assess the financial health of a business.
- Apply techniques for investment, financing, and dividend decisions.
- Evaluate the impact of capital structure and working capital management on business performance.

Semester 2: Human Resource Development

- Understand the role of human resource development in enhancing organizational performance.
- Analyze the processes of training, development, and performance appraisal.
- Apply techniques for career development and succession planning.
- Evaluate the impact of HRD on employee satisfaction and organizational effectiveness.

Semester 2: Marketing Theory and Practices

- Understand the fundamental concepts of marketing and its role in business.
- Analyze market segmentation, targeting, and positioning strategies.
- Apply the marketing mix to develop effective marketing strategies.
- Evaluate the impact of consumer behavior and marketing research on marketing decisions.

Semester 2: Business Mathematics

- Understand the application of mathematical concepts in business decision-making.
- Apply techniques for solving business problems using algebra, calculus, and statistics.
- Analyze the use of financial mathematics in business scenarios.
- Evaluate the role of mathematical modeling in business decision-making.

Semester 2: Advertising Management

- Understand the role of advertising in the marketing mix and its impact on consumer behavior.
- Analyze the process of developing and implementing advertising strategies.
- Apply techniques for creating effective advertising messages and campaigns.
- Evaluate the effectiveness of advertising through various metrics and analysis.

Semester 3: Course Outcomes (COs)

Semester 3: Management & Cost Accounting

- Understand the concepts and scope of management accounting and cost accounting.
- Apply cost accounting methods for material, labor, and overheads in production.
- Analyze various costing techniques to prepare cost sheets and manage product costs.
- Utilize marginal and absorption costing for break-even analysis and decision-making.

Semester 3: Business Law

- Understand the essential elements and scope of various business laws including contract law.
- Analyze the legal framework governing the sale of goods, negotiable instruments, and companies.
- Apply legal principles to real-life business scenarios involving contracts, sales, and company law.
- Evaluate the role of arbitration and legal remedies in resolving business disputes.

Semester 3: Production Management

- Understand the principles and importance of production management in organizations.
- Analyze forecasting techniques and their application in production planning.
- Apply concepts of product design, development, and selection in production processes.
- Evaluate the strategies for production planning, scheduling, and control.

Semester 3: Business Policy

- Understand the nature and importance of business policy and strategic management.
- Analyze the roles and responsibilities of top management in policy formulation.
- Apply corporate strategy concepts to real-life business situations.
- Evaluate synergy in business strategies and its impact on organizational success.

Semester 3: Business Communication

- Understand the principles and objectives of effective business communication.
- Analyze various forms of corporate communication and their impact on business operations.
- Apply techniques for effective business correspondence, presentations, and interviews.
- Evaluate the role of modern communication methods in international business settings.

Semester 3: Business Environment

- Understand the components and significance of the business environment.
- Analyze the impact of economic systems, industrial policies, and government regulations on business.
- Apply concepts of globalization, liberalization, and privatization to business scenarios.
- Evaluate the role of international trade organizations and their influence on global business.

Semester 4: Course Outcomes (COs)

Semester 4: Supply Chain Management

- Understand the key concepts and components of supply chain management.
- Analyze the role of demand forecasting, supply management, and ERP in SCM.
- Apply benchmarking and other strategies to enhance supply chain efficiency.
- Evaluate the impact of e-commerce, outsourcing, and green supply chain management on business operations.

Semester 4: Research Methodology

- Understand the fundamentals and significance of research methodology in business.
- Analyze various research designs, sampling techniques, and data processing methods.
- Apply statistical tools for hypothesis testing and data analysis.
- Evaluate the processes of research report writing and presentation.

Semester 4: Specialised Accounting

- Understand the accounting procedures for non-trading institutions, banking, and insurance companies.
- Analyze accounting methods for branch accounts, hire purchase, and installment transactions.
- Apply accounting principles to partnership firms during admission, retirement, and dissolution.
- Evaluate the role of specialized accounting in financial decision-making.

Semester 4: Consumer Behaviour

- Understand the models and determinants of consumer behavior.
- Analyze the influence of individual, social, and cultural factors on consumer decisions.
- Apply consumer behavior concepts to marketing strategies and product positioning.
- Evaluate industrial buying behavior and its impact on business marketing practices.

Semester 4: Investment Analysis & Portfolio Management

- Understand the principles and processes of investment analysis and portfolio management.
- Analyze various investment alternatives and their risk-return profiles.
- Apply fundamental and technical analysis in investment decision-making.
- Evaluate portfolio management strategies to optimize risk and return.

Semester 4: Company Law

- Understand the legal framework governing companies and their incorporation.
- Analyze the legal aspects of share capital, company meetings, and directors' responsibilities.
- Apply company law principles to scenarios involving company management and winding up.
- Evaluate the rights and duties of shareholders, and the legal remedies available in cases of mismanagement.

Semester 5: Course Outcomes (COs)

Semester 5: Income Tax

- Understand the fundamental principles of the Indian Income Tax Act, 1961.
- Apply the concepts of gross income, total income, and tax liability in practical scenarios.
- Analyze various deductions and exemptions available under the Income Tax Act.
- Calculate tax liabilities for different types of incomes and individuals.

Semester 5: Marketing Communication

- Develop an understanding of Integrated Marketing Communication (IMC) concepts.
- Create advertising strategies aligned with the firm's overall promotion strategies.
- Critically evaluate different advertising appeals and media strategies.
- Assess the effectiveness of marketing communication campaigns using various evaluation techniques.

Semester 5: Entrepreneurship & Small Business Management

- Understand the role and importance of entrepreneurship in the Indian economy.
- Analyze the different institutional support systems available for entrepreneurs.
- Develop project reports and conduct project appraisals for small businesses.
- Evaluate the strategic planning steps for small businesses under the MSMED Act 2006.

Semester 5: Sales Management

- Understand the evolution and objectives of sales management.

- Develop effective personal selling techniques and manage a sales force.
- Analyse the relationship between sales organization structures and their external relations.
- Evaluate the distribution network and the choice of marketing channels.

Semester 5: Industrial Relations & Labour Laws

- Understand the framework of industrial relations and trade unions.
- Analyse the role of participative management and collective bargaining.
- Address employee grievances and implement disciplinary actions in organizations.
- Interpret and apply relevant labour laws and regulations in workplace scenarios.

Semester 5: Company Accounts

- Understand the concepts related to company accounts including share capital and debentures.
- Prepare and analyse financial statements of companies.
- Apply the accounting treatment for company amalgamations and internal reconstruction.
- Evaluate the impact of company accounts on the overall financial health of the organization.

Semester 6: Course Outcomes (COs)

Semester 6: Project Management

- Understand the fundamental principles and processes of project management.
- Analyse the project lifecycle and apply project management tools for planning and execution.
- Evaluate the risks and challenges associated with managing projects.
- Develop strategies for effective project communication and stakeholder management.

Semester 6: Goods & Services Tax (GST)

- Understand the basic concepts and framework of Goods and Services Tax (GST) in India.
- Apply GST rules and regulations to calculate tax liabilities for various transactions.
- Analyse the impact of GST on business operations and compliance requirements.
- Evaluate the benefits and challenges associated with GST implementation.

Semester 6: Auditing

- Understand the fundamental concepts and types of audits.

- Analyze the procedures and techniques used in conducting audits.
- Evaluate the role of auditors in ensuring compliance with statutory requirements.
- Develop audit reports and recommendations based on audit findings.

Semester 6: International Trade

- Understand the theories and practices of international trade.
- Analyse the impact of trade policies and agreements on global trade.
- Evaluate the role of international trade organizations such as WTO, IMF, and World Bank.
- Develop strategies for businesses to operate effectively in the global market.

Semester 6: Strategic Management

- Understand the fundamental concepts and processes of strategic management.
- Analyse the internal and external environments of organizations using strategic tools.
- Formulate and implement effective business strategies to achieve competitive advantage.
- Evaluate the effectiveness of strategic decisions and their impact on organizational performance.

Semester 6: Training & Development

- Understand the role and importance of training and development in organizations.
- Analyse different training methods and evaluate their effectiveness.
- Develop training programs that align with organizational goals.
- Assess the impact of training and development on employee performance and organizational success.