

## PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

### PROGRAM OUTCOMES (POs)

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| At the of the program students will be able to : |   |
| <b>PO1</b>                                       | <b>Apply</b> knowledge of management theories and practices to solve business problems.                 |
| <b>PO2</b>                                       | <b>Make</b> the decision in various situations by analyzing the available data and thinking critically. |
| <b>PO3</b>                                       | <b>Communicate</b> information, thoughts and ideas.   |
| <b>PO4</b>                                       | <b>Develop</b> teamwork.  |
| <b>PO5</b>                                       | <b>Develop</b> leadership.  |

### COURSE OUTCOMES (COs)

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| <b>1.</b>  | <b>BBCB001 Marketing Management -1 [2 Credits]</b><br>At the end of the course students will be able to:                                   |
| <b>CO1</b> | <b>Explain</b> marketing frameworks, theories and analytical tools.  |
| <b>CO2</b> | <b>Apply</b> the marketing frameworks, theories and analytical tools for analyzing and decision making in areas of marketing.              |
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| <b>2.</b>  | <b>BBCB002 Marketing Management -2 [2 credits]</b><br>At the end of the course students will be able to:                                   |
| <b>CO1</b> | <b>Explain</b> marketing frameworks, theories and analytical tools.  |
| <b>CO2</b> | <b>Select</b> the appropriate tools for making the marketing mix decision in various situations.   |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking marketing decisions.  |
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| <b>3.</b>  | <b>BBCB003 Human Resource Management -1 [2 credits]</b><br>At the end of the course students will be able to:                              |
| <b>CO1</b> | <b>Explain</b> the processes involved in basic manpower planning, Job Analysis, Recruitment and selection.                                 |
| <b>CO2</b> | <b>Select</b> the appropriate tools for implementing basic manpower planning, Job Analysis, Recruitment & Selection in various situations. |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking Human Resource related decisions.   |

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| <b>4.</b>  | <b>BBCB004 Human Resource Management -2 [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Explain</b> the processes involved in Training and development, performance management, Compensation and employee benefits.  |
| <b>CO2</b> | <b>Select</b> the appropriate tools for implementing processes of Training and development, performance management, Compensation and employee benefits in various situations. |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking Human Resource related decisions.  |
| <b>5.</b>  | <b>BBCB005 Management Process [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Analyze</b> the managerial functions and processes applicable to various situations.   |
| <b>CO2</b> | <b>Select</b> the appropriate management approach for various situations.   |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking decisions regarding management approach to be implemented.   |
| <b>6.</b>  | <b>BBCB006 Organizational Behaviour-1 [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Explain</b> the dimensions of individual behavior in various organizational situations.  |
| <b>CO2</b> | <b>Evaluate</b> the individual differences based on personal factors and suggest the necessary decision to be taken in various situations.                                    |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking decisions regarding Individual differences in various situations.  |
| <b>7.</b>  | <b>BBCB007 Organisational Behaviour-2 [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Explain</b> the interpersonal and group behaviour in various organizational situations.  |
| <b>CO2</b> | <b>Evaluate</b> the interpersonal and group behaviour in various organizational situations.   |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking decisions regarding Interpersonal and group behaviour situations.  |

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| <b>8.</b>  | <b>BBCB010 Financial Management-1 [2 credits]</b><br>At the end of the course students will be able to:                              |
| <b>CO1</b> | <b>Explain</b> the nature and Role of Financial Management along with concepts and techniques used In taking financial decisions.    |
| <b>CO2</b> | <b>Analyze and select</b> the relevant tool and technique to be used for financial decisions.  |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking financial decisions.  |
| <b>9.</b>  | <b>BBCB011 Financial Management-2 [2 credits]</b><br>At the end of the course students will be able to:                              |
| <b>CO1</b> | <b>Explain</b> the concepts and techniques used In taking financial decisions in various situations of financial market conditions.  |
| <b>CO2</b> | <b>Analyze and select</b> the relevant tool and technique to be used for financial decisions.  |
| <b>CO3</b> | <b>Develop</b> ethical strategies for taking financial decisions.  |
| <b>10.</b> | <b>BBCB012 Financial Statement Analysis-1 [2 credits]</b><br>At the end of the course students will be able to:                      |
| <b>CO1</b> | <b>Explain</b> various Financial Statements prepared in an organization.   |
| <b>CO2</b> | <b>Read and perform</b> elementary analysis of financial statements.   |
| <b>11.</b> | <b>BBCB013 Financial Statement Analysis-2 [2 credits]</b><br>At the end of the course students will be able to:                      |
| <b>CO1</b> | <b>Explain</b> various Financial Statements prepared in an organization.   |
| <b>CO2</b> | <b>Evaluate, analyze and interpret</b> Financial statements for taking decisions.  |
| <b>12.</b> | <b>BBCB014 Management Accounting-1 [2 credits]</b><br>At the end of the course students will be able to:                             |
| <b>CO1</b> | <b>Explain</b> various budgeting techniques of management accounting for preparing management reports for effective decision making. |
| <b>CO2</b> | <b>Use</b> relevant budgeting techniques of management accounting in various situations.   |

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| <b>13.</b> | <b>BBCB015 Management Accounting-2 [2 credits]</b><br>At the end of the course students will be able to:                                      |
| <b>CO1</b> | <b>Explain</b> the importance of cost data from the management accounting reports.  |
| <b>CO2</b> | <b>Use</b> relevant cost data and management accounting reports for effective decision making in various situations.                          |
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| <b>14.</b> | <b>BBCB018 Managerial Economics -1 [2 credits]</b><br>At the end of the course students will be able to:                                      |
| <b>CO1</b> | <b>Explain</b> the concepts in economics and their role in managerial decisions.  |
| <b>CO2</b> | <b>Analyze</b> the given economic scenarios for making managerial decisions   |
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| <b>15.</b> | <b>BBCB020 Macroeconomic Analysis for Management -1 [2 credits]</b><br>At the end of the course students will be able to:                     |
| <b>CO1</b> | <b>Explain</b> the Macroeconomic concepts, Frameworks, Theories and Analytical tools used for making decisions in the area of Macroeconomics. |
| <b>CO2</b> | <b>Apply</b> the Macroeconomic concepts, Frameworks, Theories and Analytical tools used for making decisions in the area of Macroeconomics.   |
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| <b>16.</b> | <b>BBCB021 Macroeconomic Analysis for Management -2 [2 credits]</b><br>At the end of the course students will be able to:                     |
| <b>CO1</b> | <b>Explain</b> the Macroeconomic concepts, Frameworks, Theories and Analytical tools used for making decisions in the area of Macroeconomics. |
| <b>CO2</b> | <b>Apply</b> the Macroeconomic concepts, Frameworks, Theories and Analytical tools used for making decisions in the area of Macroeconomics.   |
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| <b>17.</b> | <b>BBCB022 Entrepreneurship [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Analyze</b> business environment, recognize business opportunity and generate ideas and select appropriate idea for business.              |
| <b>CO2</b> | <b>Explain</b> the procedure for registering business, various government schemes and sources of finance.                                     |
| <b>CO3</b> | <b>Carryout</b> feasibility analysis for identified business.   |
| <b>CO4</b> | <b>Prepare</b> a business plan/ proposal.   |

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| <b>18.</b> | <b>BBCB023 Business Environment -1 [2 credits]</b><br>At the end of the course students will be able to:                         |
| <b>CO1</b> | <b>Explain</b> the various factors influencing the Indian Economic Environment.  |
| <b>CO2</b> | <b>Analyze</b> the implications of Indian Economic Environment on Business decisions.  |
| <b>19.</b> | <b>BBCB024 Business Environment -2 [2 credits]</b><br>At the end of the course students will be able to:                         |
| <b>CO1</b> | <b>Explain</b> the various factors influencing the Indian as well as international Economic Environment.                         |
| <b>CO2</b> | <b>Analyze</b> the implications of Indian as well as international Economic Environment on Business decisions.                   |
| <b>20.</b> | <b>BBCB025 Operations Research -1 [2 credits]</b><br>At the end of the course students will be able to:                          |
| <b>CO1</b> | <b>Model</b> business problems involving quantitative data using chosen mathematical / operation Research Models.                |
| <b>CO2</b> | <b>Arrive</b> at a solution by solving the formulated problem.   |
| <b>21.</b> | <b>BBCB026 Operations Research -2 [2 credits]</b><br>At the end of the course students will be able to:                          |
| <b>CO1</b> | <b>Model</b> business problems involving quantitative data using chosen mathematical / operation Research Models.                |
| <b>CO2</b> | <b>Arrive</b> at a solution by solving the formulated problem.   |
| <b>22.</b> | <b>BBCB027 Production and Operations Management -1 [2 credits]</b><br>At the end of the course students will be able to:         |
| <b>CO1</b> | <b>Explain</b> the processes involved in designing, organizing and scheduling of production/operations in various organizations. |
| <b>CO2</b> | <b>Analyze</b> the implications of production/operations functions on other functional areas and vice-versa.                     |
| <b>CO3</b> | <b>Apply</b> various techniques for making decisions in designing, organizing and scheduling of production /Operations function. |

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| <b>23.</b> | <b>BBCB028 Production and Operations Management -2 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Explain</b> the processes involved in control of production/operations in various organizations.                      |
| <b>CO2</b> | <b>Analyze</b> the implications of production/operations functions on other functional areas and vice-versa.             |
| <b>CO3</b> | <b>Apply</b> various techniques for making decisions in control systems of production /Operations function.              |
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| <b>24.</b> | <b>BBCB029 Business Mathematics -1 [2 credits]</b><br>At the end of the course students will be able to:                 |
| <b>CO1</b> | <b>Identify</b> managerial situations requiring elementary mathematical formulations.                                    |
| <b>CO2</b> | <b>Formulate</b> such situations using elementary mathematics.   |
| <b>CO3</b> | <b>Solve</b> the formulated problems with relevant method.   |
| <b>CO4</b> | <b>Analyze</b> the implications of such solutions on the organizational decisions.                                       |
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| <b>25.</b> | <b>BBCB030 Business Mathematics -2 [2 credits]</b><br>At the end of the course students will be able to:                 |
| <b>CO1</b> | <b>Identify</b> managerial situations requiring elementary mathematical formulations.                                    |
| <b>CO2</b> | <b>Formulate</b> such situations using elementary mathematics.   |
| <b>CO3</b> | <b>Solve</b> the formulated problems with relevant method.   |
| <b>CO4</b> | <b>Analyze</b> the implications of such solutions on the organizational decisions.                                       |
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| <b>26.</b> | <b>BBCB031 Business Statistics -1 [2 credits]</b><br>At the end of the course students will be able to:                  |
| <b>CO1</b> | <b>Analyze</b> the quantitative data using appropriate statistical analysis technique.                                   |
| <b>CO2</b> | <b>Use</b> the results of analysis for arriving at conclusions.  |
| <b>CO3</b> | <b>Use</b> the conclusions for appropriate decision making.  |

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| <b>27.</b> | <b>BBCB032 Business Statistics -2 [2 credits]</b><br>At the end of the course students will be able to:           |
| <b>CO1</b> | <b>Identify</b> relevant statistical analysis technique for business research situation/problem.                  |
| <b>CO2</b> | <b>Use</b> computers to solve the problem and arrive at conclusions.  |
| <b>CO3</b> | <b>Use</b> the conclusions for appropriate decision making.   |
| <b>28.</b> | <b>BBCB033 Business Research Methodology -1 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Analyze and Identify</b> the problem requiring research.   |
| <b>CO2</b> | <b>Plan and design</b> Research methodology.  |
| <b>CO3</b> | <b>Conduct</b> Research on the basis of identified design.  |
| <b>29.</b> | <b>BBCB034 Business Research Methodology -2 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Analyze and Identify</b> the problem requiring research.   |
| <b>CO2</b> | <b>Plan and design</b> Research methodology.  |
| <b>CO3</b> | <b>Conduct</b> Research on the basis of identified design.  |
| <b>CO4</b> | <b>Report</b> the conclusions and findings of the research.   |
| <b>30.</b> | <b>BBCB035 Environment Management -1 [2 credits]</b><br>At the end of the course students will be able to:        |
| <b>CO1</b> | <b>Demonstrate</b> environmental consciousness.   |
| <b>CO2</b> | <b>Analyze and identify</b> the causes and effects on environment due to various factors.                         |
| <b>CO3</b> | <b>Suggest</b> the relevant action at the individual and industrial level for the environmental conservation.     |
| <b>31.</b> | <b>BBCB036 Environment Management -2 [2 credits]</b><br>At the end of the course students will be able to:        |
| <b>CO1</b> | <b>Demonstrate</b> environmental consciousness.   |
| <b>CO2</b> | <b>Analyze and identify</b> the causes and effects on environment due to various factors.                         |
| <b>CO3</b> | <b>Suggest</b> the relevant action at the individual and industrial level for the environmental conservation.     |

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| <b>32.</b> | <b>BBCB039 Legal Aspects Of Business -1 [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Explain</b> various legal aspects and provisions affecting business decisions.   |
| <b>CO2</b> | <b>Apply</b> the legal aspects and provisions in various situations.  |
| <b>33.</b> | <b>BBCB040 Legal Aspects Of Business -2 [2 credits]</b><br>At the end of the course students will be able to:   |
| <b>CO1</b> | <b>Explain</b> various legal aspects and provisions affecting business decisions.   |
| <b>CO2</b> | <b>Apply</b> the legal aspects and provisions in various situations.  |
| <b>34.</b> | <b>BBCB041 Case Analysis -1 [1 credit]</b><br>At the end of the course students will be able to:  |
| <b>CO1</b> | <b>Analyze</b> managerial situation involving decision dilemma/problem.   |
| <b>CO2</b> | <b>Arrive</b> at solutions that can be implemented using knowledge and framework integrated from various courses in management.   |
| <b>35.</b> | <b>BBCB042 Case Analysis -2 [1 credit]</b><br>At the end of the course students will be able to:  |
| <b>CO1</b> | <b>Analyze</b> managerial situation involving decision dilemma/problem.   |
| <b>CO2</b> | <b>Arrive</b> at solutions that can be implemented using knowledge and framework integrated from various courses in management.   |
| <b>36.</b> | <b>BBCB049 Learning Management from Contemporary Articles -1 [1 credit]</b><br>At the end of the course students will be able to:                                       |
| <b>CO1</b> | <b>Select</b> contemporary economic, political, social, cultural, science and technology articles from different academic and professional publications for discussion. |
| <b>CO2</b> | <b>Analyze</b> Selected article.  |
| <b>37.</b> | <b>BBCB055 Learning Management through Executive Interaction -1 [1 credit]</b><br>At the end of the course students will be able to:                                    |
| <b>CO1</b> | <b>Develop</b> managerial/organizational reality orientation.   |
| <b>CO2</b> | <b>Develop</b> knowledge of ethical and value based practices in Industry.  |
| <b>CO3</b> | <b>Explain</b> various strategies used by the companies while making business decisions.  |



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| <b>38.</b> | <b>BBIR001 Internship Report -1 [6 credits]</b><br>At the end of the course students will be able to:  |
| <b>CO1</b> | <b>Document</b> various processes in an organization.  |
| <b>39</b>  | <b>BBIR002 Internship Report -2 [6 credits]</b><br>At the end of the course students will be able to:  |
| <b>CO1</b> | <b>Document</b> in detail the processes involved in a chosen functional area in an organization.       |
| <b>CO2</b> | <b>Critically Analyze</b> processes and experiences in an organizational setting.                      |
| <b>40.</b> | <b>BBIR003 Internship Report -3 [4 credits]</b><br>At the end of the course students will be able to:  |
| <b>CO1</b> | <b>Document</b> in detail the processes involved in a chosen functional area in an organization.       |
| <b>CO2</b> | <b>Critically Analyze</b> processes and experiences in an organizational setting.                      |
| <b>41.</b> | <b>BBIS001 Internship Seminar -1 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Critically Analyze</b> processes and experiences in an organizational setting.                      |
| <b>42.</b> | <b>BBIS002 Internship Seminar -2 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Critically Analyze</b> processes and experiences in an organizational setting.                      |
| <b>43.</b> | <b>BBIS003 Internship Seminar -3 [2 credits]</b><br>At the end of the course students will be able to: |
| <b>CO1</b> | <b>Critically Analyze</b> processes and experiences in an organizational setting.                      |