

**DEPARTMENT OF COMMERCE**

**Bachelor of Business Administration (BBA)**

**Program Outcomes (PO)**

After successfully completing B.B.A. Program students will be able to:

PO1: Develop right understanding about the business environment and different types of organizations.

PO2: Develop leadership aptitude to work independently and in the organized group.

PO3: Cultivate desired qualities of as effective a manager capable in taking decisions and communicating effectively with different types of stakeholder of organisation.

PO4: Develop a right understanding regarding various financial institutions and Government agencies policies and procedure which regulates the business.

**Program Specific Outcomes (PSO)**

After successfully completing B.B.A. Program students will be able to:

PSO1: Basic knowledge of business, different aspects of business.

PSO2: Knowledge of Human resource management, Marketing management, Finance Management

PSO3: Understanding basic Practical knowledge of industry working through industrial visit, project work etc.

PSO4: Knowledge of supply chain and logistics management, Business demography, business mathematics and economics.

## **Course Outcomes (CO)**

### **F.Y.B.B.A (2019 Pattern)**

#### **Course: BBA-101: Principles of Management**

CO1: Understand basic concept regarding org. Business Administration

CO2: To impart knowledge about various management principles

CO3: Develop managerial skills among the students

#### **Course: BBA-102: Business Communication Skills**

CO1: Understand what is the role of communication in personal and business world.

CO2: Understand various modes of communication and their utility

CO3: Develop proficiency in how to write business letters and other communications required in business.

#### **Course: BBA-103: Business Accounting**

CO1: Develop right understanding regarding role and importance of monetary and financial transactions in business

CO2: Cultivate right approach towards classifications of different transactions and their implications

CO3: Develop understanding in preparation of basic financial as to how to write basis accounting statement -Trading and P&L.

#### **Course: BBA-104: Business Economics –Micro**

CO1: Understand role of economics as it influences on society and business.

CO2: Study how different decisions are taken in relation to price demand and supply CO3:

Develop right understanding regarding Monopoly, perfect competition, revenue Etc.

#### **Course: BBA-105: Business Mathematics**

CO1: Develop appropriate understanding as how to use mathematic like computation interest, profit etc

CO2: Cultivate right understanding regaining numerical aptitude

CO3: Develop logical approach towards analytical approach data.

#### **Course: BBA-106: Business Demography**

CO1: Give proper understanding regarding concept of demography in modern economic setup

CO2: Study how population and structure changes affecting quality of life and business

CO3: Develop clarity of concept regarding social economic process, urbanization and its impact on society.

#### **Course: BBA-201: Business Organizations and Systems**

CO1: Understand role and functions of modern business

CO2: Develop right understanding regarding business environment

CO3: Study how a business institution functions in a given economic set up

**Course: BBA-202: Principles of Marketing**

CO1: Develop right understanding regarding marketing environment in the country

CO2: Develop appropriate conceptual understanding as to develop basic marketing concept

CO3: Develop new understanding regarding services, rural marketing and new trends in marketing.

**Course: BBA-203: Principles of Finance**

CO1: Cultivate right approach towards money, finance, and their role in business

CO2: Develop right understanding regarding various sources of finance and their role and utility in business

CO3: Develop basic skills to understand concept of capital structure and its proper structure.

**Course: BBA-204: Basics of Cost Accounting**

CO1: Develop rational understanding regarding concept of cost expenditure in business

CO2: Develop understanding how overheads influence the cost structure of goods and services

CO3: Develop skills for computation of total cost for a particular product and services.

**Course: BBA-205: Business Statistics**

CO1: Understand role and importance of statistics in various business situations

CO2: Develop skills related with basic statistical technique.

CO3: Develop right understanding regarding regression, correlation and data interpretation.

**Course: BBA-206: Fundamentals of Computers**

CO1: Develop concept of information and their role in modern businesses

CO2: Develop rational approach as to how computers can be used in data process analysis in business.

CO3: Develop understanding regarding cautions to be taken security, safety and security while using net based service.

## **S.Y.B.B.A. (2014 Pattern)**

### **Course: BBA-301: Personality Development**

CO1: Make the students aware about the dimensions and importance of effective personality.

CO2: Understand personality traits, formation and vital contribution in the world of business.

CO3: Make the students aware about the various dynamics of personality development.

### **Course: BBA-302 : Business Ethics**

CO1: Impart knowledge of Business Ethics to the students.

CO2: Promote Ethical Practices in the Business.

CO3: Develop Ethical and Value Based knowledge among the future manager's / entrepreneurs.

### **Course: BBA-303 : Human Resource Management and Organizational Behavior**

CO1: Make the students aware about the HRM, its importance in an organization.

CO2: Make the students aware about the HRM processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

### **Course: BBA-304 : Management Accounting**

CO1: Impart basic knowledge of Management Accounting.

CO2: Know the implications of various financial ratios in decision making. CO3:

Study the significance of working capital in business.

CO4: Understand the concept of budgetary control and its application in business.

CO5: Develop the calculating ability of various techniques of management accounting.

### **Course: BBA-305 : Business Economics (Macro)**

CO1: Study the behavior of working of the economy as a whole.

CO2: Develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.

CO3: Apply economic reasoning to problems of business and public policy.

### **Course: BBA-306 : IT in Management**

CO1: Understand the role of IT in Management.

CO2: Understand the basics of operating systems. CO3: Know the current happenings in IT Management

### **Course: BBA-401 : Production & Operations Management**

CO1: Provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality.

CO2: Understand manufacturing technology and its role in developing business strategy.

CO3: Identify the role of operation function.

CO4: Understand the external and internal effects of five operation performance and its objectives

**Course: BBA-402 : Industrial Relations and Labour Law**

CO1: Impart the students with the knowledge about complexities between labour and management relationships.

CO2: Make the students aware about mechanisms of Industrial Dispute and friendly interventions to deal with employee-employer problems.

CO3: Impart the students with the knowledge of laws & how law affects the industry & labour.

**Course: BBA-403 : BusinessTaxation**

CO1: Understand the basic concepts and definitions under the Income Tax Act, 1961

CO2: Update the students with latest development in the subject of taxation.

CO3: Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.

CO4: Acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.

CO5: Make prepare students Competent enough to take up to employment in Tax planner.

CO6: Develop ability to calculate taxable income of firms, co-operative societies and charitable trust. (Out of syllabus)

**Course: BBA-404 : International Business**

CO1: Acquaint the students with emerging issues in international business.

CO2: Study the impact of international business environment on foreign market operations.

CO3: understand the importance of foreign trade for Indian economy.

**Course: BBA-405 : Management InformationSystem**

CO1: Understand the concepts of Information System

CO2: Study the concepts of system analysis and design

CO3: Understand the issues in MIS.

**Course: BBA-406: Business Exposure**

CO1: Develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure

CO2: Objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom

## **T.Y.B.B.A. (2015 Pattern)**

### **Course: BBA-501 : Supply Chain and Logistics Management**

CO1: Introduce the fundamental concepts in Materials and Logistics Management.

CO2: Familiarize with the issues in core functions in materials and logistics management

### **Course: BBA-502 : Entrepreneurship Development**

CO1: Create entrepreneurial awareness among the students.

CO2: Help students to up bring out their own business plan.

CO3: Develop knowledge and understanding in creating and managing new venture.

### **Course: BBA-503 : Business Law**

CO1: Understand basic legal terms and concepts used in law pertaining to business.

CO2: Comprehend applicability of legal principles to certain situations in Business world by referring to few decided leading cases.

CO3: Build basic confidence in students to deal with situations involving legal issues in commercial Transactions.

### **Course: BBA-504 : Research Methodology**

CO1: Provide the students with basic understanding of research process and tools for the same.

CO2: Provide an understanding of the tools and techniques necessary for research and report writing.

### **Course: BBA-505-A: Analysis of Financial Statements**

CO1: Prepare students for interpretation and analysis of financial statements effectively.

CO2: Make the student well acquainted with current financial practices.

CO3: Expect to be intensive users of financial statements as part of their professional responsibilities

### **Course: BBA-505-B: Sales Management**

CO1: Provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.

CO2: Provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.

CO3: Provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

### **Course: BBA-505-C: Human Resource Management Principles and Functions**

CO1: Introduce the concept, principles and practices of H.R.M. to the students.

### **Course: BBA-506-A: Long Term Finance**

CO1: Make the study of long-term financing.

CO2: Make the student well-acquainted regarding current financial structure.

**Course: BBA-506-B: Retail Management**

CO1: Provide insights into all functional areas of retailing.

CO2: Give a perspective of the Indian retail scenario.

CO3: Identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

**Course: BBA-506-C: Human Resource Practices**

CO1: Familiarize the students with it & practices.

**Course: BBA-601: Business Planning and Project Management**

CO1: Acquaint the students with the planning process in business and familiarize them with the function and techniques of project management.

**Course: BBA-602: Event Management**

CO1: Acquaint the students with concepts, issues and various aspects of event management.

**Course: BBA-603: Management Control System**

CO1: Introduce to the students the function of management control, its nature, functional areas, and techniques.

**Course: BBA-604: E- Commerce**

CO1: Know the concept of electronic commerce.

CO2: Know the concept of Cyber Law & CyberJurisprudence.

CO3: Know Internet marketing techniques.

**Course: BBA-605-A: Financial Services**

CO1: Study in detail various financial services in India.

CO2: Make the students well acquainted regarding financial markets.

**Course: BBA-605-B: Advertising and Sales Promotion**

CO1: Develop knowledge and understanding of importance and functions of advertising.

CO2: Understand Key features of Sales Promotion.

**Course: BBA-605-C: Labor Laws**

CO1: Acquaint the students with important legal provisions governing the industrial employees

CO2: Understand Key features of Labor laws.

**Course: BBA-606-A: Cases in Finance/ Project**

CO1: Understand application of theory into practice and the cases in practical point of view.

CO2: Understand practical implementation by writing Project Report.

**Course: BBA-606-B: Cases in Marketing/Project**

CO1: Understand application of theory into practice and the cases in practical point of view.

CO2: Understand practical implementation by writing Project Report.

**Course: BBA-606-C: Cases in Human Resource Management/ Project**

CO1: Understand application of theory into practice and the cases in practical point of view.

CO2: Understand practical implementation by writing Project Report.

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