

DEPARTMENT OF BBA

A. PROGRAMME OUTCOME (PO)

- Acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.
- Demonstrate knowledge of major theories and models in key areas of organisational behaviour.
- Analyse organisational problems and generate realistic solutions based on current academic research in organisational behaviour.
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis.
- Acquire domain knowledge
- Strengthen critical thinking and reasoning skills
- Develop effective communication skills
- Imbibe human values, inclusiveness attitude and socio-cultural sensitivity
- Build up self-esteem and competence to face challenges
- Attain life-readiness through problem-solving skills and competencies
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis
- Critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialised field of study.

B. PROGRAMME SPECIFIC OUTCOMES (PSO)

- To train the students to be competent entry level management professionals.
- To impart basic and operational knowledge on all functional areas of management.
- To encourage young BBA's to turn into entrepreneurs.
- To make young BBA's a change agent in the society by fostering values and to serve the society and nation.
- To develop Communicative Skill
- To analyse and build problem solving techniques.

C. COURSE OUTCOMES (CO)

FIRST SEMESTER

Course	PRINCIPLES AND METHODOLOGY OF MANAGEMENT
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Course Outcome

Acronym	Outcome
CO1	1. Analytical problem solving techniques
CO2	2. Competent enough to write exams like CAT, MAT, GATE etc

CO3 3 To understand the importance of large amount of data pertaining to markets and customers. CO4 4. To understand the important statistical tools.

Course	BUSINESS ACCOUNTING
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Course Outcome

Acronym	Outcome
CO1	Students will interpret texts with attention to ambiguity, complexity and aesthetic value
CO2	Students will participate in critical conversation, organize and deliver their thought to the public

CO3 To understand the application of management accounting techniques

CO4 Functions of management accounting are performed to achieve all objectives of a business

Course	FUNDAMENTALS OF BUSINESS MATHEMATICS
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Course Outcome

Acronym	Outcome
CO1	To understand the mathematical concepts.
CO2	To make understand the concept understanding

CO3 TO learn the importance of matrix algebra

CO4 To understand the applications in business

Course	FUNDAMENTALS OF BUSINESS STATISTICS
Course Outcome	
Acronym	Outcome
CO1	To know the fundamentals of statistics.
CO2	To learn the importance of statistics in business.

CO3 To know the concepts of business statistics

CO4 To relate the business issues with statistics and find solutions.

Course	ENGLISH PAPER 1
Course Outcome	
Acronym	Outcome
CO1	Students will participate in critical conversation, organize and deliver their thought to the public
CO2	Students will interpret texts with attention to ambiguity, complexity and aesthetic value

CO3 To improve the English language and improve the speaking efficiency

CO4 To understand the importance of English grammar

SECOND SEMESTER

Course	STATISTICS FOR MANAGEMENT
Course Outcome	
Acronym	Outcome
CO1	1. Analytical problem solving techniques

CO2	2 Competent enough to write exams like CAT,MAT,GATE etc
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CO3 3 It helps Logical reasoning for problem solving.

CO4 4 It helps to understand the Decision making process.

Course	ENGLISH-ISSUES THAT MATTER
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Course Outcome

Acronym	Outcome
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CO1	Students will interpret texts with attention to ambiguity,complexity and aesthetic value
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CO2	Students will participate in critical conversation, organize and deliver their thought to the public
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CO3 It helps to develop English proficiency of the students. CO4 It develops the thinking process of the students.

Course	COST AND MANAGEMENT ACCOUNTING
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Course Outcome

Acronym	Outcome
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CO1	To understand the application of management accounting techniques
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CO2	Functions of management accounting are performed to achieve all objectives of a business
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CO3 Helps to understand the importance of Cost control in business.

CO4 Management Accounting help the students to understand the business entity operations.

Course	BUSINESS COMMUNICATION
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Course Outcome

Acronym	Outcome
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CO1	To understand the importance of formal and informal communication in business
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CO2	To demonstrate advance interpersonal communication and relationship building skills
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CO3 Help students to learn various methods of communication in and outside organisation. CO4 To understand the importance of communication in Business.

Course	MATHEMATICS FOR MANAGEMENT
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Course Outcome

Acronym	Outcome
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CO1	Analytical and problem solving skills
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CO2	Competent level management professional , enough to write exams like CAT,MAT,GATE etc
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CO3	Help students to develop aptitude and logical reasoning of the students.
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CO4	To understand the importance of maths in Management of a business firm.
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THIRD SEMESTER

Course	HUMAN RESOURCE MANAGEMENT
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Course Outcome

Acronym	Outcome
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CO1	To understand the importance of Human resource in Organisations
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CO2	To learn various functions of Human Resource Department.
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CO3	To understand the concept of Human resource and its objectives in Organisation
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CO4	To know the scope of Human Resource Management in Business
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Course	MARKETING MANAGEMENT
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Course Outcome

Acronym	Outcome
CO1	To understand the demands of customers before goods and services are offered.
CO2	To study the importance of the market and its competitors
CO3	To learn the concepts and objectives of marketing in Business.
CO4	To understand the importance and working of Marketing department in organisation

Course	RESEARCH METHODOLOGY
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Course Outcome

Acronym	Outcome
CO1	To learn and practice the literature survey aspects, goals and proposals
CO2	To understand the research procedure and its objectives.
CO3	To enable the students to organise , cordinate and focus the research aptitude and confidence.
CO4	To understand the methodology, advantage and disadvantages of research proposals in business.

Course	BUSINESS LAWS
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Course Outcome

Acronym	Outcome
CO1	To understand the purpose and functions of business laws
CO2	To learn the protecting rights and liberties, standards prevailing in disputes.

CO3 To know the different government agencies for business. CO4 Importance of business laws in business.

Course	PERSONALITY AND MANAGEMENT SKILLS
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Course Outcome

Acronym	Outcome
CO1	To improve the skills in the area of leadership, communication, decision making, motivation, conflict management.
CO2	To understand the opportunity and explore current management.
CO3	To learn various decision making strategies.
CO4	To develop all managerial skills and learn to be competent in the industry.

SEMESTER 4

Course	ENTERPRENEURSHIP
Course Outcome	
Acronym	Outcome
CO1	The goal is to learn to become entrepreneurial and to be active and responsible for ones own career
CO2	To learn and start up and bring interest to run a business in future.
CO3	To understand the qualities required for an entrepreneur to run the business successfully.
CO4	To understand the risk and opportunities to entrepreneur in business field.
Course	FINANCIAL MANAGEMENT
Course Outcome	
Acronym	Outcome
CO1	To learn various financial markets for business firms.
CO2	To learn planning, organising, controlling and monitoring financial activities in and outside organisation.

CO3	To understand the importance of finance in Business organisation.
CO4	To make fit the students to business world.

Course	CORPORATE LAWS
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Course Outcome	
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Acronym	Outcome
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CO1	To deal with the formation and operations of corporations.
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CO2	To learn the body of laws, rules, regulations and practices that govern the formation and operation of corpora
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CO3	To understand the legal entity under which the business is to be done.
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CO4	To learn the various legal issues that corporations face in business world.
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Course	MANAGERIAL ECONOMICS
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Course Outcome	
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Acronym	Outcome
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CO1	To understand the the application of economic concepts, theories, tools and to solve practical problems in bus
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CO2	To help in decision making and act as alink between practice and theory.
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CO3	To learn the various economic theories and practices in Management.
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CO4	Helps to understand the various quantitative techniques for managerial decision making.
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Course	BASIC INFORMATICS FOR MANAGEMENT
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Course Outcome	
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Acronym	Outcome
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CO1	To understand the Information technology, informatics and management concepts.
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CO2	To understand the concepts and disciplines of business administration.
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CO3 Help to understand the analytical techniques using the data or information.

CO4 To understand the importance of communication technologies used in Business.

FIFTH SEMESTER

Course	ORGANISATIONAL BEHAVIOUR
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Course Outcome

Acronym	Outcome
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CO1 To understand the individual and group behavior in organisations.

CO2 To understand the concept of Organisation behavior.

CO3 To know the Organization culture

CO4 To know the doiverse organisation environment.

Course	ENVIRONMENT SCIENCE AND HUMAN RIGHTS
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Course Outcome

Acronym	Outcome
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CO1 To know the multidisciplinary nature of environment studies.

CO2 To understand the importance of natural resources

CO3 To understand the Biodiversity and its conservation

CO4 To learn the Human rights in India

Course	INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS
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Course Outcome

Acronym	Outcome
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CO1	To understand the concepts of patent and trademark protection.
CO2	To know the laws relating to factory
CO3	To know the settlement of Industrial disputes.
CO4	To study the Consumer Protection Act prevailing in India

Course	OPERATION MANAGEMENT
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Course Outcome

Acronym	Outcome
CO1	To understand the importance of production and operation efficiency in organisation.
CO2	To learn process design and layout
CO3	To know the operations management
CO4	To understand and cost and reduce the cost in every process and increase the efficiency.

Course	INDUSTRIAL RELATIONS
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Course Outcome

Acronym	Outcome
CO1	To understand the various prospects of workers and employers.
CO2	To know the various welfare facilities of employers and employees.

CO3 To understand the Bargaining agents and industrial unrest CO4 To know the importance of Promotion of Industrial Peace.

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SIXTH SEMESTER

Course	INVESTMENT AND INSURANCE MANAGEMENT
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Course Outcome

Acronym	Outcome
CO1	To understand the investment objective and investment management.
CO2	To learn to invest in securities and earn higher return
CO3	To learn to study the risk involved in security market its nature and return.
CO4	To know the various insurance products, its business, brokers and end consumers.

Course	ADVERTISEMENT AND SALESMANSHIP
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Course Outcome

Acronym	Outcome
CO1	To learn the salesmanship concerned with effecting sales.
CO2	To understand the importance of communication in advertising and sales.
CO3	To understand the distribution channels involved in business.
CO4	To learn the different medias involved for effective advertising and sales.

Course	STRATEGIC MANAGEMENT
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Course Outcome

Acronym	Outcome
CO1	To understand the short term and long term objectives.
CO2	To know the importance of task, goal, objective, tactics in business.
CO3	To understand the importance of SWOT Analysis.
CO4	To study the scope and importance of Strategic Management.

Course	COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT
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Course Outcome

Acronym	Outcome
CO1	To learn Communication skills and Personality traits.
CO2	To understand the importance of communication.
CO3	To know the components of personality and to develop.
CO4	To develop overall personality of the students to compete in business world.

Course	MANAGEMENT PROJECT
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Course Outcome

Acronym	Outcome
CO1	To understand the various steps involved in Project Presentation.
CO2	To know the importance of Literature Review and Methodology involved.
CO3	To understand the Limitations and Scope of the Project
CO4	To present the findings, suggestion and conclusion for the Project done.

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