

BBA
COURSE OUTCOMES

BBA Semester I

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE, SEC,AECC)	Course Outcomes
1.	BBA 101	Environmental Studies	AECC-1	<ul style="list-style-type: none"> • To furnish awareness about environmental problems among people. • Impart basic knowledge about the environment and its allied problems. • Developing an attitude of concern for the environment. • Acquiring skills to help the concerned individuals in identifying and solving environmental problems.
2.	BBA 102	Fundamentals of Management & Organizational Behaviour	Core	<p>After completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Examine the concept of organizational culture and its impact on behaviour, values, and norms within an organization. • Develop conflict resolution skills to address interpersonal and organizational conflicts in a constructive manner. • Develop critical thinking skills to analyze complex management problems and make data-driven decisions. • Equipped with the skills needed to lead teams, make sound decisions, and contribute to the overall success of organizations.
3.	BBA 103	Statistics of Business Decisions	Core	<ul style="list-style-type: none"> • to familiarize the students with various statistical tools that can be used for effective decision making. • to familiarize students with the application of the concepts learnt to various business situations. • to help them to analyze the relationship between two different variables of managerial situations. • Students will be well equipped to recognize

				the problem, use appropriate sampling techniques
4.	BBA 104	Entrepreneurship Development	GE-1	<p>After completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the Foundation of Entrepreneurship Development and its theories. • Explore entrepreneurial skills and management function of a company. • Identify the type of entrepreneur and the steps involved in an entrepreneurial venture. • Understand various steps involved in starting a venture and to explore marketing methods & new trends in entrepreneurship.

BBA Semester II

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE C,SEC,AECC)	Course Outcomes
1.	BBA 201	Business Communication	AECC-II	<ul style="list-style-type: none"> • Learn the art of communication and become effectively communicative. • Develop the competence in formatting business letters and in the techniques of composing drafts. Gain knowledge on Banking and Agency correspondence • Prepare an Order and Quotation Letter • Write Business letters concerning sales Collection, Complaint and circular. • Prepare comprehensive Resumes and draft delicate applications for jobs
2.	BBA 202	Managerial Economics	Core	<p>After completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Apply the knowledge of the mechanics of supply and demand to explain working of markets. • Describe how changes in demand and supply affect markets • Understand the choices made by a

				rational consumer <ul style="list-style-type: none"> Define key characteristics and consequences of different forms of markets. Explain relationships between production and costs
3.	BBA 203	Business Accounting	Core	<ul style="list-style-type: none"> to understand the various terms used in accounting system. to give insight into the basic accounting concepts. to prepare accounts using double entry system of accounting
4.	BBA 204	Ethics & Corporate Social responsibility	GE-II	<ul style="list-style-type: none"> To make students well verse with corporate social responsibility of organization and business ethics. Understand the importance of ethics and CSR in the day-to-day working of organisations. Learn the issues involved in maintaining ethics and how to deal with such situations.

BBA Semester III

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE C,SEC,AECC)	Course Outcomes
1.	BBA 301	Macro Economics	Core	After completion of this course students will able to: <ul style="list-style-type: none"> Understand why household, business, government and global behaviour determine the aggregate demand for goods and services Understand why the behaviour of businesses and the rest of the world determine the aggregate supply of goods and services Understand how aggregate demand and aggregate supply interact to drive a free market economy Understand the implications of interference in a market economy,

				including government policy.
2.	BBA 302	Principles of Marketing	Core	<p>After completion of this course students will able to:</p> <ul style="list-style-type: none"> • To understand the marketing concepts and marketing environment. • To acquire knowledge on product planning and product life cycle. • To gain knowledge on choice of distribution channels and pricing strategies. • To understand the various methods of promotion.
3.	BBA 303	Management Accounting	Core	<ul style="list-style-type: none"> • Understand the basic concept of the Management Accounting. • Analysis of Cost sheet and apportion of overheads • Prepare the budget of a business and the management report. • Be apprised about the marginal and the standard cost.
4.	BBA 304	India's Diversity & Business	GE- III	<p>After completion of this course students will able to:</p> <ul style="list-style-type: none"> • Gain an insight of the rich cultural diversity in India, including languages, religions, traditions, and customs. • Understand the geographic and demographic diversity of India. • Identify and evaluate market opportunities in India's diverse consumer segments, including the middle class, rural markets, and urban consumers.
5.	BBA 305	Personality Development & Communication Skills	SEC -I	<ul style="list-style-type: none"> • to build self confidence. • to overcome self-doubt and to make students capable of asserting in professional settings. • improve both verbal and non-verbal communication abilities.

BBA Semester IV

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE C,SEC,AECC)	Course Outcome
1.	BBA 401	Business Research	Core	<ul style="list-style-type: none"> • To develop understanding of the basic framework of research process. • To develop an understanding of various research designs and techniques. • To identify various sources of information for literature review and data collection. understand some basic concepts of research and its methodologies • organize and conduct research in a more appropriate manner
2.	BBA 402	Human Recourse Management	Core	<ul style="list-style-type: none"> • Understand and apply Human Resource Management Perspective • To analyse the recruitment, Selection and interview job candidates, train using various methods of training and to implement Management Development Techniques • Ability to appraise the Performance of the employees, Employee benefits and Welfare measures
3.	BBA 403	Financial Management	Core	<p>On successful completion of the course the students shall be able to:</p> <ul style="list-style-type: none"> • Recognize the importance of financial management from a strategic perspective • Compute cost of capital and develop innovative financial strategies • Analyze the capital structure decisions through relevant models • Discuss the dividend policy of a firm • Take both long-term and short-term financing decisions
4.	BBA 404	Tax Planning	GE-IV	<ul style="list-style-type: none"> • Students will be versed in the fundamental concepts of tax planning, tax management and different aspects of tax. • Students can understand Income Tax system properly, and can get the knowledge of different heads of taxation. • To give knowledge about Submission of

				Income Tax Return, Advance Tax, and Tax deducted at Source, Tax Collection Authorities under the Income Tax Act, 1961.
5.	BBA 405	IT Tools in Business	SEC-II	<ul style="list-style-type: none"> • Make meaningful representations of data in the form of charts and pivot tables. • Draw analysis on data using spreadsheets and use interpretation to make decisions. • Generate word documents with appropriate formatting, layout, proofing. • Manage data for generating queries, forms and reports in a database.

BBA Semester V

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE C,SEC,AECC)	Course Outcome
1.	BBA 501	Quantitative Techniques for Management	Core	<ul style="list-style-type: none"> • To acquaint students with the construction of mathematical models for managerial decision situations • To use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.
2.	BBA 502	Legal aspects of Business	Core	<p>After completing this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the basic rules of Agreements and Contracts • Understand various provisions related to The Negotiable Instrument Act • Understand the concept of Consent, Free Consent, and Classification of contracts, Modes of Discharge of Contracts, Breach of Contract and Remedies against the breach. • Understand the rules regarding the Contract of Indemnity & Guarantee, Contract of Bailment, Contract of Pledge and Contract of Agency

3.	BBA 503	Investment banking & Financial Services	DSE I (Finance)	<p>After completion of this course students will able to:</p> <ul style="list-style-type: none"> • Develop a comprehensive knowledge of financial markets. • Gain insights into the functioning of capital markets. • Learn about risk management practices in investment banking. • Understand the regulatory environment governing investment banking and financial services. • Recognize the ethical considerations and professional standards. • Cultivate critical thinking skills to analyze complex financial problems and propose solutions..
4.	BBA 503	HRD: Systems & Strategies	DSE III (Human Resource Management)	<ul style="list-style-type: none"> • students will learn about effectively managing human resource functioning within the organization. • students will be capable of contributing towards organizational effectiveness. • students will be able to identify various challenges and processes of managing human resources in an organization.
5.	BBA 504	Investment Analysis & Portfolio management	DSE I (Finance)	<p>After completion of this course students will able to:</p> <ul style="list-style-type: none"> • Understand various investment instruments, including stocks, bonds, mutual funds, real estate, and alternative investments. • Familiarize with financial markets, their structure, and their role in facilitating investment activities. • Explore various portfolio management strategies. • Develop the ability to assess and evaluate

				the performance of investment portfolios.
6.	BBA 504	Training & Management Development	DSE III (Human Resource)	<ul style="list-style-type: none"> • To understand the concept of training audit & training evaluation • To learn how design a training module and execute it. • To understand the need for and concept of Performance Management • To understand various strategies used by organizations to measure performance & reward for the same.

BBA Semester VI

Sr. No.	Subject Code	Subjects	Subject Category (DSC,DSE,GE C,SEC,AECC)	Course Outcome
1.	BBA 601	Business Policy & Strategy	Core	<ul style="list-style-type: none"> • To equip students with the necessary inside into designing strategies for an organisation and linking the organisations strategies with the changing environment. • Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning. • Apply understanding for the theories, concepts and tools that support strategic management in organizations. • Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.
2.	BBA 602	Financial Institutions & Markets	Core	<ul style="list-style-type: none"> • Enable the students with Financial Markets and its various segments. • To give the students and understanding of the operations and developments in financial markets in India. • To acquaint them to gain an insight into the functioning and role of financial

				institutions in the Indian Economy.
3.	BBA 603	Project Appraisal & Analysis	DSE I (Finance)	<ul style="list-style-type: none"> • To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. • Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. • to involve students to apply appraisal techniques for evaluating live projects.
4.	BBA 603	Performance & Compensation Management	DSE III (Human Resource)	<ul style="list-style-type: none"> • to learn basic concepts of compensation. • to learn the concept of payment and employee benefits for workers. • to understand the legally required employee benefits.
5.	BBA 604	Project Report	DSEI (Finance)/ DSE-III(HRM)	<ul style="list-style-type: none"> • The objective is to give the students the practical hand on experience. • To Choose an appropriate topic for study and will be able to clearly formulate and state a problem. • To compile the relevant literature and frame hypothesis for research as applicable.