

BBA- I Semester

S.No.	Course Code	Course Outcome
1.	BBA 101	<ol style="list-style-type: none">1. To understand the basic concepts & principles of management.2. To understand the skills required by a manager.3. To compare and contrast different roles and styles of manager across the organization.4. To examine the effective application of this subject knowledge to diagnose and solve the organization problem and take optimal managerial decision.5. To understand the practical implementation of theories and principles of management.
2.	BBA 102	<ol style="list-style-type: none">1. To apply Information Technology in business2. To understand E-Commerce and M-Commerce concept in reference to Indian business context3. To understand the computer basics related to hardware and software4. To acquire practical knowledge about MS Word, MS Excel, MS Power point and application and use of Statistical test5. To learn the use of computers in management information (MIS) at various levels of management
3.	BBA 103	<ol style="list-style-type: none">1. To understand the communication process, its meaning and barriers.2. To enhance the skills of verbal and non-verbal communication3. To effectively use grammar in business communication4. To learn to write effective official letters, circulars, notices etc.5. To learn about the effective use of communication in business world
4.	BBA 104	<ol style="list-style-type: none">1. To learn the process of how an organization manages its accounts by using different steps in order to communicate to various parties and maintain records2. To be able to learn to analyze organizational accounts by using different methods, easy recognition of errors to know the true and fair position of the business.3. To learn about the continuous change in the value of assets, understanding of different methods to show the value of assets at the end of every year, and ways of managing money for both short and long term planning.4. To understand the concept of partnership, the related profit and other business decision making processes.5. To learn the various methods and techniques that an organization uses to analyze its business by comparing it with their past records and communicate these results to interested parties.

5.	BBA 105	<ol style="list-style-type: none"> 1. To learn the basic concepts of managerial economics and understand how they imply in the daily life and business. 2. To understand different factors which affect demand and supply and analyze the effect of these factors on market dynamics and also to apply concepts of price, cross and income elasticity in business to take correct decisions for future growth of the company 3. To become aware of and gain knowledge about various production and cost concepts in business for maximization of output and minimization of cost. 4. To understand the functioning of different market structures and be able to apply various pricing policies in business under different conditions. 5. To understand the meaning of profit management along with its various concepts and how they apply to business, to learn the reasons for fluctuations in the business cycle and its effects the economy.
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BBA- II Semester		
S.NO	Course Code	Course Outcome
1.	BBA 201	<ol style="list-style-type: none"> 1. Apply the marketing concepts in Indian context for economic development. 2. Evaluate consumer behaviour and decision making process. 3. Design pricing, advertising and distribution strategies. 4. Evaluate marketing and physical distribution processes. 5. Analyze marketing in global and rural areas for future challenges.
2.	BBA 202	<ol style="list-style-type: none"> 1. Analyse the roles and responsibilities of HR manager and the implication of human resource management concepts in practical situations in an organization at all the levels. 2. Design the recruitment, selection and placement procedures suitable to a particular organization. 3. Create effective procedures for resolving the grievances and disputes in an organisation. 4. Integrate performance appraisal system and compensation management with employee retention. 5. Demonstrate the knowledge of industrial relations for solving workmen related issues in an organization.
3.	BBA 203	<ol style="list-style-type: none"> 1. To analyze various Business Environment & Social responsibility of Business, Business ethics, Business and Culture, Technological Development and Social Changes. 2. To apply the various Economic System like Capitalism, Socialism, Mixed Economy & Role of Public sector in Indian Economy and its Problems. 3. To understand & Role of Government in Economic

		<p>Planning in India.</p> <ol style="list-style-type: none"> 4. To create & apply the Provisions under Companies Act, 1956 relating to setting up of a Company, Provisions under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices. 5. To apply the various International Business Environment
4.	BBA 204	<ol style="list-style-type: none"> 1. To analyze and apply the basics of production management and the relevant and responsible factors for business efficiency to make the best use of the resources in hand. 2. To analyze and evaluate the various types of production processes, the essentialities of a product such as its selection, various procedures and its stocking in business so as to take correct decisions and create new ideas for the future growth of the company. 3. To create the production efficiency picture and analyze, demonstrate inventory control techniques and take decisions with the help of various tools and concepts to maximize the production at limited or minimum cost and resources available with the company 4. To analyse, evaluate and understand the various models that deal with productivity, its control, safety and security management in production process. To judge and improve the management approach as a top level manager for the optimum growth of the organization. 5. To analyze and evaluate supply and logistics, distribution networks and its management.
5.	BBA 205	<ol style="list-style-type: none"> 1. Demonstrate the understanding of need, scope and importance of finance in running a business efficiently. 2. Illustrate the structure and importance of regulatory bodies facilitating the finance function in organizations. 3. Evaluate the sources of finance for an organization and the effective cost of raising funds from these sources. 4. Apply the knowledge of securities to devise an optimum capital structure for an organization aiming at the minimisation of cost and maximization of returns. 5. Demonstrate the knowledge of financial markets for raising short term finance for an organization. 6. Evaluate the factors for dividend decisions with the focus on maximizing the returns to an organization.
6.	BBA 206	<ol style="list-style-type: none"> 1. Analyze the concepts of environmental sciences. 2. Evaluate the complexity of ecosystem and sustaining methods. 3. Relate the interdependence of humans and environment. 4. Categorise the environmental problems, their causes and consequences. 5. Illustrate the impact of social and political issues on environment. 6. Examine the government initiative on environmental protection.

BBA- III Semester

S.NO	Course Code	Course Outcome
1.	BBA 301	<ol style="list-style-type: none">1. To identify the basic difference between inter-regional and international trade, understand how international trade has helped countries to acquire goods at cheaper cost and explain it through the various international trade theories.2. To understand the various international business decisions adopted by various countries to enter globally and role of different global organisation towards economic development.3. To analyse recent trends in India's foreign trade and various parameters needed to go internationally.4. To analyze current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities.5. To understand the framework to support successful decision-making in all relevant functions and activities of any international economic groupings.
2.	BBA 302	<ol style="list-style-type: none">1. To develop cognizance of the importance of human behaviour in the organization.2. To study the concept of organizational behaviour3. To understand the behaviour of people in the organization by Perception, Learning and Behaviour Modification, Personality, Attitudes, Motivation.4. To learn to improve and develop the understanding of group formation and management.5. To develop the understanding of structural dimensions of organizational behaviour.6. To study the concept of organizational effectiveness and organizational change.
3.	BBA 303	<ol style="list-style-type: none">1. To understand the legal aspects of business.2. To become familiar with the laws governing commercial deals, its meaning, history, scope and the source.3. To develop an over-all interest in laws prevalent in the country relevant to the job.4. To learn the legal principles involved in the contract act and its essentials.5. To learn the various clause related to sales of goods act and partnership act.6. To understand the use and working of the acts related to the negotiable instruments, endorsements, banks and consumer protection.
4.	BBA 304	<ol style="list-style-type: none">1. To analyze the implications of cost in managerial decisions.2. To understand the differences between management, financial and cost accounting.3. To understand the three primary purposes of management accounting namely, inventory valuation, decision support and cost control.

		<ol style="list-style-type: none"> 4. To understand break even concept with charts and graphs. 5. To apply standards and various types of budget for planning and controlling purposes. 6. To understand standard costing and analysis of deviation.
5.	BBA 305	<ol style="list-style-type: none"> 1. To understand the concept and uses of statistical tools in business. 2. To understand calculation of skewness, dispersion and frequency distribution. 3. To learn the calculation of mean, median and mode. 4. To understand the probability and the application of probability in business. 5. To understand the concepts related to data collection and data representation. 6. To understand the correlation, regression and time series application.

BBA- IV Semester		
S.No.	Course Code	Course Outcome
1.	BBA 401	<ol style="list-style-type: none"> 1. Demonstrate the understanding of the Indian Companies Act in terms of evolution, types, characteristics, promotion, duties and liabilities. 2. Demonstrate the understanding of the Formation of Company, Documentation required, Memorandum of Association, Articles of Association, Public company, Private Company, the conversion process from private to public status, and legal doctrines. 3. Analyse issues related to share capital and debentures, prospectus, transfer and transmission of the securities. 4. Analyse the process of corporate management and administration. 5. Illustrate the application of essential conditions and process of Winding up of Company.
2.	BBA 402	<ol style="list-style-type: none"> 1. Contrast the research methods. 2. Evaluate the framework of research process according to the research problem. 3. Create the research design for the research problem in question. 4. Compare the sources of information for literature review and data collection. 5. Choose methods of data analysis-and hypothesis testing procedures in global business prospects. 6. Formulate testable hypotheses and choose the appropriate tools for testing them. 7. Write the Research reports.
3.	BBA 403	<ol style="list-style-type: none"> 1. Demonstrate the knowledge of logistics management and its interface with production and marketing domains. 2. Plan Warehouse and Logistics operations for optimum utilization of resources.

		<ol style="list-style-type: none"> 3. Analyze and improve supply chain processes. 4. Plan transportation system for optimization of resources. 5. Describe methods of inventory planning, packaging and material handling. 6. Analyze processes and issues involved in International Logistics Management.
4.	BBA 404	<ol style="list-style-type: none"> 1. Demonstrate the knowledge of service marketing concepts. 2. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system. 3. Demonstrate ability to analyze service shortcomings and correct them to create service excellence. 4. Identify and discuss characteristics and challenges of managing service firms in financial field. 5. Apply the service marketing concepts in tourism, travel and transport field.
5.	BBA 405	<ol style="list-style-type: none"> 1. Analyse the personality, perception, learning motivation and attitude of consumer for meeting organizational sales targets. 2. Evaluate consumer behaviour influences, their relationships and impact in consumer behaviour. 3. Compare consumer behaviour models and impact of theories and concepts to marketing decisions. 4. Implement appropriate combinations of buying behaviour theories and concept. 5. Demonstrate application of knowledge of consumer behaviour in marketing.

BBA- V Semester		
S.No	Course Code	Course Outcome
1.	BBA 501	<ol style="list-style-type: none"> 1. To understand the application of various strategies in business. 2. To understand the concept of strategic related activities. 3. To understand the various techniques & challenges faced by a company in competitive environment. 4. To develop skill & deal with ever changing business situation. 5. To understand the various concepts, models of environment scanning & strategic implementation.
2.	BBA 502	<ol style="list-style-type: none"> 1. To understand the concept of entrepreneurship, small business and its difference from large scale business 2. To understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India 3. To learn the process of starting a new business venture and create the relevant business plan. 4. To learn about the valuation process of business and to know the financing sources for it. 5. To gain the knowledge on legal aspects and government policy relating to entrepreneurship.

3.	BBA 503	<ol style="list-style-type: none"> 1. To study an empirical research topic 2. To gain exposure while doing survey or research 3. To enrich the knowledge base with literature review on the current topic 4. To be able to apply research test wherever applicable to solve problems.
4.	BBA 504-M-2	<ol style="list-style-type: none"> 1. To learn the principles and basic fundamentals of marketing communication. 2. To develop an understanding of advertising and its influences on other marketing functions and other promotional activities. 3. To develop creative solutions to address advertising and marketing communications challenges. 4. To understand the process of developing and implementing media strategies. 5. To learn the social, economic and ethical aspect of advertising.
5.	BBA 504-M-3	<ol style="list-style-type: none"> 1. To learn the concepts of sales and distribution management. 2. To understand the various facets of the job of a sales manager. 3. To learn how to focus on decision making aspects and their implementation in the field of sales and distribution management 4. To gain knowledge about the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management. 5. To learn strategies to manage and develop sales force and marketing channels to gain competitive advantage.
6.	BBA 505-H1	<ol style="list-style-type: none"> 1. To learn to understand, maintain & establish sound industrial relationship in organization. 2. To understand the significance and functioning of trade union. 3. To gain knowledge about the trade union and dispute act. 4. To understand the procedures concerning to the worker's participation in management. 5. To identify and examine the issues which might take the form of dispute in the workplace.
7.	BBA 505-H2	<ol style="list-style-type: none"> 1. To know the concept of training and development and relate its importance to the employee. 2. To know the behaviour of employees at the workplace and accordingly motivate them to learn and update 3. To learn to analyse problems and provide solutions, enable effective presentation of input and activities, provide constructive feedback to trainees 4. To analyse, organize development activities in the organization and be active in Human Resource Planning 5. To learn to evaluate training materials for trainees of different experiential levels.
8.	BBA 506-F2	<ol style="list-style-type: none"> 1. To understand the importance of working capital and the need of its management in an organization. 2. To learn the various sources of working capital. 3. To learn the ratios used to evaluate capital and cash performance. 4. To learn to manage the components of working capital efficiently

		<p>to minimize the cost and maximize the profit of the business firm.</p> <p>5. To understand the importance of managing cash and managing receivables.</p>
9.	BBA 506-F3	<ol style="list-style-type: none"> 1. To understand the role and necessity of the financial system 2. To learn the structure of financial markets. 3. To understand the roles of financial intermediaries within financial markets. 4. To learn the various types of risks in the financial world and its management. 5. To understand the internationalization of financial markets and their investment opportunities.
10.	PDP	<ol style="list-style-type: none"> 1. To learn to communicate effectively, precisely, confidently and practice structural speech 2. To be able to understand the objective of the interview process, answer different types of questions, & code of conduct. 3. To be able to exhibit group handling, team spirit, leadership, take initiative, self confidence in speaking, appropriate presentation skills and learn to summarise the details crisply 4. To become aware of the nature, importance, and requirements of JAM sessions, exhibit self-confidence in public speaking, overcome hesitation & stage fear, and show presence of mind while speaking 5. To learn time management skills, handling difficult situations, people management, develop high emotional quotient, and practice positive body language in professional & personal life. 6. To be able to write effective resume, application with proper content. 7. To understand the importance and imbibe professional grooming and formal dressing.

BBA- VI Semester		
S.NO	Course Code	Course Outcome
1.	BBA 601	<ol style="list-style-type: none"> 1. Analyse the role of information technology and information systems in business 2. Assess the inter-relationships of information support systems and business decisions for competitive advantage. 3. Identify the role of Management information system with respect to business needs. 4. Apply the database management system for attaining business goals. 5. Demonstrate the knowledge of of information systems for efficient and effective working in an organization.
2.	BBA 602	<ol style="list-style-type: none"> 1. Illustrate the characteristics and development process of a project. 2. Develop the design and feasibility of a project organization. 3. Evaluate the techniques for used for Project Management.

		<ol style="list-style-type: none"> 4. Evaluate the risk management techniques. 5. Explore the project implementation plan and monitoring process. 6. Justify the criteria for project appraisal and project review
3.	BBA 603 (Viva- Voce)	
4.	BBA 604-M-1	<ol style="list-style-type: none"> 1. Apply the key terms, definitions, and concepts used in marketing with an international perspective. 2. Evaluate different cultural, political, and legal environments influencing international trade. 3. Compare the value of developing global awareness vs. a local perspective in marketing 4. Develop creative international market entry strategies, planning, coordination and control. 5. Analyze the different international product policies and product life cycle. 6. Apply internationally oriented marketing strategies for product concept, pricing, place, and promotion. 7. Explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps).
5.	BBA 604-M-3	<ol style="list-style-type: none"> 1. Explore the facets of rural marketing and develop an insight regarding special practices in this field. 2. Evaluate the buying pattern of rural customer in durable and non-durable segment of goods and services. 3. Examine the processes of product planning, media planning, distribution channels, marketing centres and levels of inspection in rural set-up. 4. Develop rural marketing strategy with reference to a particular product or service. 5. Identify the methodology for conducting the research in rural market.
6.	BBA 605-H-1	<ol style="list-style-type: none"> 1. Develop the HRP process with the help of various forecasting techniques. 2. Evaluate the recruitment and selection policies based on the organizational needs. 3. Prepare policies related to the employee development. 4. Construct the training models for the effective training of employee in an organization. 5. Develop the techniques of performance appraisal according to the organizational needs.
7.	BBA 605-H-3	<ol style="list-style-type: none"> 1. Demonstrate the understanding of the core principles of social security, structure and administration of International Labour Organization. 2. Acquire and implement the legal framework regarding labour relations. 3. Examine the labour agreements through Minimum Wages Act, Payment of Bonus Act and Payment of Wages Act.

		<ol style="list-style-type: none"> 4. Illustrate professional and ethical responsibility towards employees through Workmen's Compensation Act, Employee's State Insurance Act and Payment of Gratuity Act.
8.	BBA 606-F-1	<ol style="list-style-type: none"> 1. Demonstrate an integrative understanding of international financial environment, international financial flows, BOP, and international monetary and financial system. 2. Analyse, evaluate and synthesise both quantitative and qualitative financial information to influence problem solving and decision making. 3. Analyze the decisions for short term and long run investment decisions in international context. 4. Demonstrate the knowledge of working capital management, trade financing, cash management, receivables, and inventory management in international context. 5. Analyse, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.
9.	BBA 606-F-2	<ol style="list-style-type: none"> 1. To categorize various types of financial services provided by financial institutions and illustrate the various guidelines of SEBI relating to merchant bankers. 2. To breakdown the various aspects of leasing and hire purchase and its legal evaluation. 3. To examine the role of bill discounting and analysing its legal and financial aspects in respect to factoring, forfeiting and venture capital funds 4. To criticize the decisions related to capital structure and finance and from where the assistance can be obtained. 5. To relate the role of underwriters in public issue with getting credit rating from various credit rating agencies and adhering the guidelines laid down by SEBI.
10.	PDP	<ol style="list-style-type: none"> 1. To learn to communicate effectively, precisely, confidently and practice structural speech 2. To be able to understand the objective of the interview process, answer different types of questions, & code of conduct. 3. To be able to exhibit group handling, team spirit, leadership, take initiative, self confidence in speaking, appropriate presentation skills and learn to summarise the details crisply 4. To become aware of the nature, importance, and requirements of JAM sessions, exhibit self-confidence in public speaking, overcome hesitation & stage fear, and show presence of mind while speaking 5. To learn time management skills, handling difficult situations, people management, develop high emotional quotient, and practice positive body language in professional & personal life. 6. To be able to write effective resume, application with proper content. 7. To understand the importance and imbibe professional grooming and formal dressing.