

# BBA Scheme 2021

## Program Outcomes (POs)

At the end of the program the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

## COURSE OUTCOMES

**Course Code: BBA 101-18**

**Course Name: Principles and Practices of Management**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 101.1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
BBA 101.2	To help the students become the independent users of English language.
BBA 101.3	To develop in them vital communication skills which are integral to their personal, social and professional interactions.
BBA 101.4	The syllabus shall address the issues relating to the Language of communication.
BBA 101.5	Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

**Course Code: BBA 102-18**

**Course Name: BASIC ACCOUNTING**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 102-18.1	To understand the basic underlying concepts, principles and conventions of accounting.

BBA 102-18.2	To identify the rules of debit and credit in accounting.
BBA 102-18.3	To get an overview of the regulatory framework of accounting in India.
BBA 102-18.4	To prepare trading, profit & loss and balance sheet of a firm.
BBA 102-18.5	To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

**Course Code: BBAGE 101-18**

Course Name: Managerial Economics- I

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
BBAGE 101-18.1	Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
BBAGE 102-18.2	Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
BBAGE 102-18.2	Understand and estimate production function and Law of Diminishing Marginal Utility.
BBAGE 102-18.4	Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.
BBAGE 102-18.5	Understand the different costs of production and how they affect short and long run decisions

**Course Code: BTHU 103/18**

Course Name: English

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 103-18.1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
BBA 103-18.2	To help the students become the independent users of English language.
BBA 103-18.2	To develop in them vital communication skills which are integral to their personal, social and professional interactions.
BBA 103-18.4	The syllabus shall address the issues relating to the Language of communication.
BBA 103-18.5	Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc

**Course Code: BTHU 104/18**

**Course Name: English Practical/laboratory**

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
BBA 104/18.1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
BBA 104/18.2	To help the students become the independent users of English language.
BBA 104/18.2	To develop in them vital communication skills which are integral to their personal, social and professional interactions.
BBA 104/18.4	The syllabus shall address the issues relating to the Language of communication.
BBA 104/18.5	Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

**Course Code: HVPE 101-18**

**Course Name: Human Values, De-addiction and Traffic Rules**

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
HVPE 101-18.1	To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings
HVPE 101-18.2	To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way
HVPE 101-18.3	To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

**Course Code: HVPE 102-18**

**Course Name: Human Values, De-addiction and Traffic Rules (Lab/Seminar)**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
HVPE 102-18.1	The seminar organised under this module will give expertise knowledge to students with reference to human values, deaddiction and traffic rules .

**Course Code: BMPD 102-18**

**Course Name: Mentoring and Professional Development**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BMPD102-18.1	Develop their Overall Personality
BMPD102-18.2	Develop their Aptitude (Technical and General)
BMPD102-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills Presentation Skill
BMPD102-18.4	Develop their Communication Skills Presentation Skill
BMPD102-18.5	Develop their Presentation Skill

**Course Code: BBA 201-18**

**Course Name: Business Statistics**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 201-18.1	To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.
BBA 201-18.2	To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.
BBA 201-18.3	To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
BBA 201-18.4	To understand the concept of correlation regression analysis and their applications
BBA 201-18.5	To apply the learnt techniques in statistical testing and their applications.

**Course Code: BBA 202-18**

**Course Name: Business Environment**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 202-18.1	To Identify and evaluate the complexities of business environment and their impact on the business.
BBA 202-18.2	To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .
BBA 202-18.3	To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.
BBA 202-18.4	To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
BBA 202-18.5	To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

**Course Code: BBAGE 201-18**

**Course Name: Managerial Economics II**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBAGE201-18.1	Explain the concept of national income and its measurement using different approaches.
BBAGE201-18.2	Describe the underlying theories of demand and supply of money in an economy.
BBAGE201-18.3	Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
BBAGE201-18.4	Interpret macroeconomic issues like money, inflation and unemployment.
BBAGE201-18.5	Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

**Course Code: EVS 102-18**

**Course Name: Environmental Studies**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
EVS102-18.1	Students will enable to understand environmental problems at local and national level through literature and general awareness.
EVS102-18.2	The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
EVS102-18.3	The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
EVS102-18.4	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

**Course Code: BMPD 202-18**

**Course Name: Mentoring and Professional Development**

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
BMPD202-18.1	Develop their Overall Personality
BMPD202-18.2	Develop their Aptitude (Technical and General)
BMPD202-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills

	Presentation Skill
BMPD202-18.4	Develop their Communication Skills Presentation Skill
BMPD202-18..5	Develop their Presentation Skill

**Course Code: BBA 301-18**

**Course Name: Organizational Behavior**

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 301-18.1	To explain the basics of Organizational behaviour and various challenges for OB.
BBA 301-18.2	To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.
BBA 301-18.3	To examine the dynamics of group development and group properties.
BBA 301-18.4	To understand various dimensions of organizational culture.
BBA 301-18.5	To analyse the process of conflict management and approaches to stress management.

Course Name : Marketing Management BBA 302-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 302-18.1	Explain the basics of marketing, selling, marketing mix and its core concepts.
BBA 302-18.2	Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
BBA 302-18.3	Develop necessary skills for effective market segmentation, targeting and positioning.
BBA 302-18.4	Illustrate various components of product mix, product life cycle and comprehend the new product development process.
BBA 302-18.5	Develop an understanding of promotion mix and strategies for successful promotion

Course Name : Cost & Management Accounting BBA 303-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 303-18.1	Understand and differentiate between Cost accounting and management accounting.

BBA 303-18.2	Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.
BBA 303-18.3	Estimate the breakeven point of the firm.
BBA 303-18.4	Understand and apply the concepts of budgetary control for better decision-making.
BBA 303-18.5	Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Course Name : Production and Operation Management BBAGE 301-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBAGE301-18.1	Understand ever growing importance of Production and Operations management in uncertain business environment.
BBAGE301-18.2	Gain an in-depth understanding of resource utilization of an organization.
BBAGE301-18.3	Appreciate the unique challenges faced by firms in services and manufacturing.
BBAGE301-18.4	Understand the subject as a crucial part of functional management.
BBAGE301-18.5	Develop skills to operate competitively in the current business scenario.

Course Name : IT tools for business BBASEC 301-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBASEC 301-18.1	Develop understanding of computer fundamentals, functions and their classifications
BBASEC 301-18.2	Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
BBASEC 301-18.3	Demonstrate proficiency in Microsoft word & Excel.
BBASEC 301-18.4	Apply formatting and editing features to enhance worksheets.
BBASEC 301-18.5	Use styles, themes, and conditional formats to customize worksheets

Course Name : Mentoring and Professional Development BMPD 302-18

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
BMPD302-18.1	Develop their Overall Personality
BMPD302-18.2	Develop their Aptitude (Technical and General)
BMPD302-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills Presentation Skill
BMPD302-18.4	Develop their Communication Skills Presentation Skill
BMPD302-18.5	Develop their Presentation Skill

Course Name : Business Research Methods BBA 401-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 401-18.1	Explain the objectives and process of conducting research and its application in business.
BBA 401-18.2	Analyse the different types of research design and experimental errors.
BBA 401-18.3	Understand various techniques of sampling and methods of data collection.
BBA 401-18.4	Examine different types of scales and appraise about data preparation and analysis.
BBA 401-18.5	Identify and prepare various types of reports.

Course Name : Human Resource Management BBA 402-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 402-18.1	To explain the basics of Human Resource Management and analyse the evolution of HRM.
BBA 402-18.2	To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
BBA 402-18.3	To understand the role of training, development, career planning and performance appraisal functions in human resource development.
BBA 402-18.4	To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.
BBA 402-18.5	To comprehend the meaning and concept of Industrial relations.

Course Name : Financial Management BBA 403-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 403-18.1	Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.
BBA 403-18.2	Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.
BBA 403-18.3	Apply time value of money techniques to various pricing and budgeting problems.
BBA 403-18.4	Apply modern techniques in capital budgeting analysis.
BBA 403-18.5	Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

Course Name : Entrepreneurship Development BBAGE401-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
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BBAGE401-18.1	Describe the concept and theories of entrepreneurship and its role in economic development of nation.
BBAGE401-18.2	Develop business plan and identify the reasons of failure of business plans.
BBAGE401-18.3	Illustrate the steps in starting MSME.
BBAGE401-18.4	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development
BBAGE401-18.5	Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

Course Name : Business Ethics & Corporate Social Responsibility BBASEC 401-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBASEC401-18.1	Explore the relationship between ethics and business across different cultural traditions
BBASEC401-18.2	Understand the relationship between ethics, morals and values in the workplace
BBASEC401-18.3	Discuss the moral and social responsibility dimensions of corporate governance.
BBASEC401-18.4	Describe models of CSR in India.
BBASEC401-18.5	Assess international framework for CSR.

Course Name : Mentoring and Professional Development BMPD 402-18

<b>Course Outcomes :</b> <b>After the course completion, students will be able to :</b>	
BMPD402-18.1	Develop their Overall Personality
BMPD402-18.2	Develop their Aptitude (Technical and General)
BMPD402-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills Presentation Skill
BMPD402-18.4	Develop their Communication Skills Presentation Skill
BMPD402-18.5	Develop their Presentation Skill

Course Name : Operation Research BBA 501-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 501-18.1	Formulate and solve simple and complex optimization problems.
BBA 501-18.2	Formulate and solve transportation and assignment problems for cost minimization.
BBA 501-18.3	Formulate and solve job sequencing and network models.
BBA 501-18.4	Carry out economical replacement analysis for obsolete /worn out industrial

	equipment.
BBA 501-18.5	Formulate and solve different inventory model problems.

Course Name : Mercantile Law BBA 502-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 502-18.1	Understand the applicability of various laws applicable to different business
BBA 502-18.2	Understanding and implementing various contract acts applicable to business
BBA 502-18.3	Learning and understanding the different types of negotiable instruments
BBA 502-18.4	Understanding various acts applicable to partnership firm of business
BBA 502-18.5	Gain knowledge about the applicability of different rights and protective laws for consumers

Course Name : Consumer Behaviour BBA 511-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 511-18.1	Understand the concept of consumer behaviour and the emerging trends.
BBA 511-18.2	Acquire knowledge on factors affecting the behaviour and perception of the consumers.
BBA 511-18.3	Learn and understand the impact of social and cultural setting on consumer behavior.
BBA 511-18.4	Understand the process of consumer decision making.

Course Name : Advertising and Sales Management BBA 512-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA512-18.1	Understand the basic concepts of advertisements & the way these advertisements are created.
BBA512-18.2	Acquire knowledge about the type of media used and planning/ scheduling of media.
BBA512-18.3	Understand the ethics to be practiced in advertising.
BBA512-18.4	Identify the concept and role of Sales management
BBA512-18.5	Understand the hiring process of sales force management and role of technology in sales.

Course Name : Corporate Accounting BBA 521-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA521-18.1	Understand and apply the basic concepts of accounting for share capital
BBA521-18.2	Understand accounting of preference share and debentures
BBA521-18.3	Acquire practical knowledge about preparation of financial statements and their

	provisions
BBA521-18.4	Understand the fundamentals of consolidation of accounts and apply them

Course Name : Financial Markets & Services BBA 522-18

<b>Course Outcomes:</b>	
<b>After the course completion, students will be able to :</b>	
BBA522-18.1	Understand the prevailing financial system in India.
BBA522-18.2	Acquire knowledge about different financial services
BBA522-18.3	Comprehend the basics of financial markets in India
BBA522-18.4	Apprise about the roles of intermediaries and regulating bodies in Indian Financial System.

Course Name : Industrial Relations & Labour Law BBA 531-18

<b>Course Outcomes:</b>	
<b>After the course completion, students will be able to :</b>	
BBA531-18.1	Describe fundamental concepts and nature of Industrial Relations.
BBA531-18.2	To understand the nature and role of trade unions for workers and industries.
BBA531-18.3	To study the relevance of collective bargaining and its impact on employee-management relations.
BBA531-18.4	To understand industrial disputes and ways to resolve them.
BBA531-18.5	To apply various industrial legislations in business

Course Name : Organisation Change & Development BBA 532-18

<b>Course Outcomes:</b>	
<b>After the course completion, students will be able to :</b>	
BBA532-18.1	Different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes organization, group and individual levels.
BBA532-18.2	Understand the framework Organisational Development and its foundations
BBA532-18.3	Design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness
BBA532-18.4	Understand the contemporary issue in OD

Course Name : Mentoring and Professional Development BMPD 502-18

<b>Course Outcomes :</b>	
<b>After the course completion, students will be able to :</b>	
BMPD502-18.1	Develop their Overall Personality
BMPD502-18.2	Develop their Aptitude (Technical and General)
BMPD502-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills Presentation Skill

BMPD502-18.4	Develop their Communication Skills Presentation Skill
BMPD502-18.5	Develop their Presentation Skill

Course Name : Strategy Management BBA 601-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA601-18.1	Gain familiarity with the basics of strategy planning
BBA601-18.2	Understand the complete process of strategic management- planning, implementation and control
BBA601-18.3	Comprehend various models of strategic choice
BBA601-18.4	Identify and understand different types of strategy and its applicability in corporate world

Course Name : Company Law BBA 602-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA 602-18.1	Understand the various clauses of Indian Companies Act-2013
BBA 602-18.2	Know the procedure of formation of a company and winding up of a company.
BBA 602-18.3	Describe the borrowing powers of a company
BBA 602-18.4	Know about the appointment and removal of directors.
BBA 602-18.5	Develop an understanding of conducting of board and other meetings.

Course Name : Services Marketing BBA 611-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA611-18.1	Understand the different types Services and its characteristics.
BBA611-18.2	Comprehend the customer centric approach in the service marketing
BBA611-18.3	Know about various concepts of marketing and its integration with services
BBA611-18.4	Infer about delivery of the services with customer centric approach.

Course Name : Retailing and Logistics Mangement BBA 612-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA612-18.1	Understand the significance of retailing and various retail formats available
BBA612-18.2	Gain knowledge of retailing strategy and financial and human resource management in retailing

BBA612-18.3	Comprehend merchandise and store management strategy
BBA612-18.4	Develop an understanding of Supply Chain Management and Logistics.

Course Name : Personal Financial Planning BBA 621-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA621-18.1	Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.
BBA621-18.2	Understand the various sources of investment and credit and their respective income tax implications.
BBA621-18.3	Understand the concept of risk-return and risk management.
BBA621-18.4	Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.
BBA621-18.5	Master the ethical guidelines and standards, disciplinary rules and procedures, and the consumer protection laws regarding personal finance

Course Name : Direct and Indirect Tax Laws BBA 622-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA622-18.1	Describe the provisions in the corporate tax laws.
BBA 622-18.2	Explain different types of incomes and their taxability and expenses and their deductibility
BBA622-18.3	Learn various direct and indirect taxes and their implication in practical situations
BBA622-18.4	Use various deductions to reduce the taxable income.
BBA622-18.5	Working knowledge of principles and provisions of GST.

Course Name : Training & Development BBA 631-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA631-18.1	Understand the concepts and principles of Learning. CO2 Develop understanding about training and development concept.
BBA631-18.2	Able to assess training needs and select optimal method for employee Training.
BBA631-18.3	Develop acumen to evaluate training effectiveness.
BBA631-18.4	Comprehend the emerging issues for Training & development in Indian Industries.

Course Name : Cross Cultural Human Resource Management BBA 632-18

<b>Course Outcomes:</b> <b>After the course completion, students will be able to :</b>	
BBA632-18.1	Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.
BBA632-18.2	Develop competency in dealing with cross cultural situations.
BBA632-18.3	Identify the role of cross cultural leadership in managing multicultural teams.
BBA632-18.4	Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM.
BBA 632-18.5	To understand different cultures with respect to cross culture differences.

Course Name : Mentoring and Professional Development BMPD 602-18

**Course Outcomes :****After the course completion, students will be able to :**

BMPD602-18.1	Develop their Overall Personality
BMPD602-18.2	Develop their Aptitude (Technical and General)
BMPD602-18.3	Develop their General Awareness (Current Affairs and GK) Communication Skills Presentation Skill
BMPD602-18.4	Develop their Communication Skills Presentation Skill
BMPD602-18.5	Develop their Presentation Skill