BML MUNJAL UNIVERSITY
FROM HERE TO THE WORLD

SCHOOL OF ENGINEERING & TECHNOLOGY

COURSE FILE

Program: BBA
Course Code: CSC1234
Course Title: BBA
Module Semester: 2
Session: 2024-25

Index

S. No.	Topics
1.	Course Details: Course-Code; Course Title; Semester/Term/Module; Year
2.	Vision, Mission of the University
3.	Graduate Attributes of the BMU Students
4.	Vision, Mission of the School
5.	PEOs and POs & PSOs of the Program
6	Course Description and its objectives
7	Course Outcomes and CO-PO Mapping
8	Course Syllabus: (including Course Content with Module-wise teaching hours allocated; Readings, Activities, Teaching Strategy, and Module mapped to COs, Text Book(s), Reference Books, Other learning resources)
9	Detailed Session wise Plan
10	Weekly Timetable
11	Registered Students List
12	Details of Internal Assessments; weightages, due dates, mapping to CO
13	Mid Semester Question papers with sample solutions
14	Sample Evaluated Internal Submissions and Identification of weak students.
15	Reflections from the Mid-term semester feedback received, and interventions made to enhance the student learning and continuous improvement in teaching and learning strategies.

16	Interventions made for slow performers and advanced learners, highlighting initiatives taken for student improvements (retest, resubmissions etc.)
17	End Semester Question papers with sample solutions
18	Detail of Marks in all components up to the End Semester
19	Attendance Report
20	Final record of Results (including the grades)
21	Analyzing Direct Feedback received on Course Outcomes
22	CO Attainment Measurement Analysis
23	Interventions made for slow performers and advanced learners, highlighting initiatives taken for student improvements (retest, resubmissions etc.)
24	End Semester Question papers with sample solutions
25	Feedback (class committee or otherwise) and corrective actions (if any)
26	Faculty Course Review (if any, like Use of Innovative Pedagogies; Technology; Experiential Learning; Integration with the Vision and Mission of the University; Feedback; Course Outcome attainment for the next run of the course)
27	Any other additional information

1. Course Details

- Course Code: CSC1234
- Course Title: BBA
- **Module/Semester: 2**
- Session: 2024-25

2. Vision, Mission of the University

Vision

BML Munjal University seeks to nurture ethical leaders who are skilled, knowledgeable and have the life skills required for leading their organizations to success. The university shall seek the advancement and dissemination of practically oriented knowledge benchmarked with the best global standards.

Mission

BML Munjal University aims to be a leading university for the quality and impact of its teaching, research and linkages with major stakeholders. The focus of the university is to find creative solutions to problems through application of knowledge. The university aims to create a talented community of students and faculty who excel in teaching, learning and research, in a creative and stimulating environment. The university will collaborate with other institutions for development of science, technology and arts in the global context.

3. Graduate Attributes

- Acquire and apply practical understanding of discipline knowledge.

- Demonstrate a sense of ethics and display excellence in both personal and professional life.

- Exhibit problem solving, critical thinking skills and investigative capability to address real world problems.

- Manifest leadership qualities and work effectively in teams across globally diverse environments.

- Be a lifelong learner with an entrepreneurial mindset to innovate in the constantly changing global scenario.

- Possess a strong sense of inquiry and design innovative solutions for positive societal impact.

- Be effective communicators and possess an empathetic outlook.

4. Vision, Mission of the School

Vision of School:

To be amongst the leading engineering schools of the country recognized globally for excellence in teaching and research with focus on experiential learning, innovation and entrepreneurship.

Mission of School:

* Providing high-quality learning experience to our students, preparing them to be global leaders, and contributing to the development of society through research, innovation, and entrepreneurship.
* Creating an inclusive and diverse learning environment that fosters creativity, critical thinking, and ethical values.

* Collaborating with industry, government, and other institutions to address complex societal challenges and promote sustainable development.

5. PEOs and POs & PSOs of the Program

Program Educational Objectives (PEO):

PEO 1 Have successful professional careers in private, public and socially relevant non-profit organizations or set-up new entrepreneurial ventures.

PEO 2 Be able take up higher education and professional courses.

PEO 3 Continue to pursue quantitative and qualitative approach towards effective problem - solving and decision-making.

PEO 4 Demonstrate intellectual and behavioral competencies for their future professional and personal growth.

PEO 5 Be lifelong learners, role model for others and sensitive to societal issues

PEO 6 Be good and effective communicators and leaders

Program Outcomes (PO):

PO1 Comprehend Business knowledge: Draw on a sound understanding of concepts, principles, and theories of the core areas like Marketing, Finance, Human Resources, Operations, Business Analytics and Strategy in a global context.

PO2 Multi discipline mindset: Exhibit knowledge and awareness of general issues related to society, politics, legal and business environment, and have a wider perspective of the world.

PO3 Critical thinking and Problem solving: Ability to formulate a problem, synthesize information, analyze and interpret data to solve business problems. Demonstrate inquisitiveness and critical thinking ability to solve business problems.

PO4 Sensitization to social responsibility, Ethics, Empathy & Teamwork: Integrate socio-ethical responsibility, life and professional skills in organizations.

PO5 Employ creativity: Employ creativity for the benefit of organization and society at large.

PO6 Effective verbal and/or written communication: Develop effective verbal and/or written communication skills.

Program Specific Outcomes (PSO):

BBA with specialization in Accounting (KPMG) (Program Specific Outcomes)

By the end of the program the students will be able to:

a) Apply knowledge of Indian Accounting Standards to companies operating in different industries for the purposes of financial reporting.

BBA with specializations in Family Business & Entrepreneurship (Program Specific Outcomes)
By the end of the program the students will be able to:
PSFB1 Identify business opportunities from amongst the available resources and resource endowments.
PSFB2 Successfully manage overall business operations of family establishments with an endeavor to scaling up the businesses
PSFB 3 Undertake succession planning in family businesses

By the end of the program the students will be able to:
PSBA1 Develop skill sets in the areas of data engineering and data visualization for descriptive and predictive business analytics
PSBA2 Apply Artificial intelligence and machine learning concepts in various industries like banking, insurance, hospitality, retail and marketing, manufacturing and supply chain etc.

7. Course Outcomes and CO-PO Mapping

Course Outcomes:

CO1:

CO/PO Mapping:

Course Outcomes (CO)	PO1	PO2	PO3	PO4	PO5	PO6	PSFA1	PSFA2
CO1								

7. Course Outcomes and CO-PO Mapping

8. Course Syllabus

Sr. No.	Content	CO	Sessions
1	Topic Name with Details	1	1

8. Course Syllabus

9. Learning Resources

Text Books:

Reference Links:

9. Learning Resources

10. Weekly Timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:15-10:10					
10:15-11:10					
11:15-12:10					
12:15-13:10					
13:15-14:10					
14:15-15:10					
15:15-16:10					
16:15-17:10					
17:15-18:10					

12. CO Attainment Analysis

CO Attainment Summary

Course Outcomes	CO1
Weights	0.00%
No. of students scored greater than 3	0
Percentage of students scored greater than 3	0.00%
Attainment Level	1
Overall Course Attainment	**1.0000**

Percentage of Students Scored ≥ 3

CO1   0.00%

0   20   40   60   80   100

Percentage (%)

14
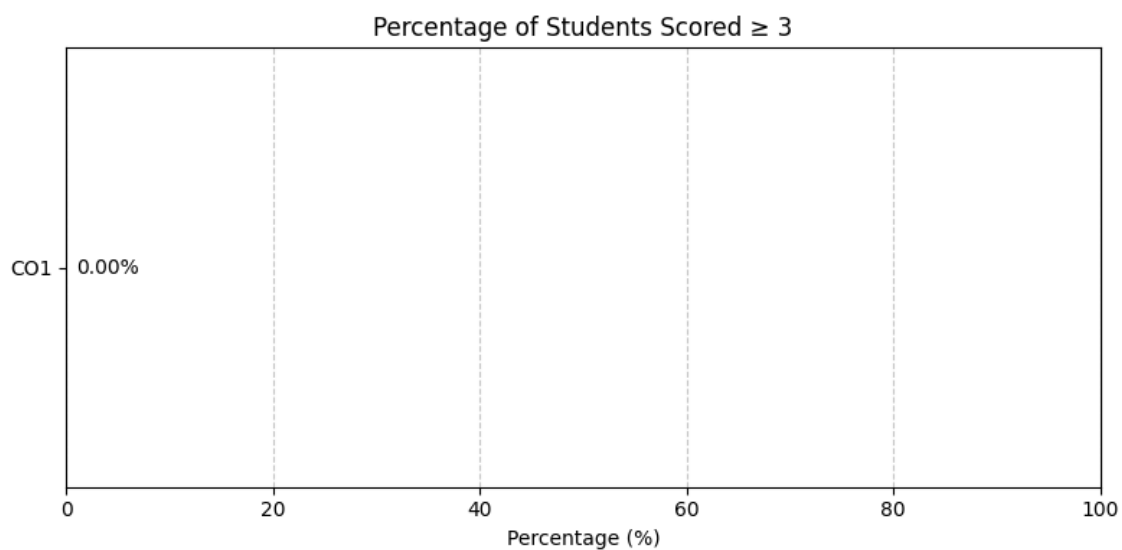
Program Attainment

Program Outcomes	PO1	PSFA1	PSFA2	PO2	PO3	PO4	PO5	PO6
Program Attainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Program Attainment
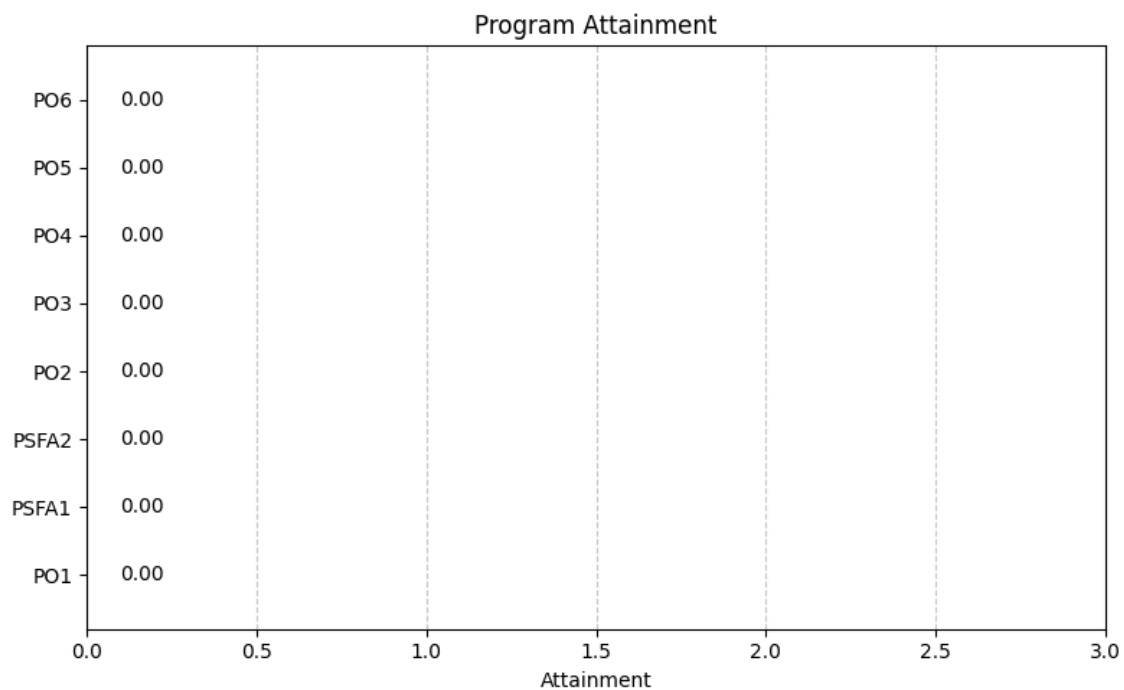
13. Student Learning Categories for Partial Semester

Learner Categories Summary for Partial Semester

Learner Category	Number of Students
Advanced Learners	0
Medium Learners	0
Slow Learners	0

Student Learning Classification for Partial Semester

Student Name	Category

13. Student Learning Categories

Learner Categories Summary

Learner Category	Number of Students
Advanced Learners	0
Medium Learners	0
Slow Learners	0

Student Learning Classification

Student Name	Category

14. Actions taken for weak students

-

15. Student Feedback

Quantitative Feedback:

Average Rating: 0.00/5