

## Bachelors of Business Administration

Program Outcomes (POs) of Bachelors of Business Administration		
<b>1</b>	<b>Business Environment and Domain Knowledge</b>	Apply business knowledge and strategies to solve complexities of various domains of business.
<b>2</b>	<b>Communication Skills</b>	Outline the concepts and complex issues into coherent oral and written statements.
<b>3</b>	<b>Global Exposure</b>	Make use of knowledge and understanding of all spheres of business for effective global business administration.
<b>4</b>	<b>Analytical thinking</b>	Analyze and devise solutions for structured and unstructured business problems using cohesive and logical reasoning for evaluating information and data.
<b>5</b>	<b>Leadership and Teamwork</b>	Explain the functions effectively as an individual, member or leader in diverse teams and in multi-disciplinary settings.
<b>6</b>	<b>Innovation and Entrepreneurship</b>	Develop the understanding of various fundamental aspects of business to become competent, committed, conscious, creative and compassionate multifaceted personality in dynamic world.

Program Education Outcomes (PEOs) of Bachelors of Business Administration	
<b>PEO1</b>	To develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.
<b>PEO2</b>	To build competencies in qualitative and quantitative techniques to analyse the business data.
<b>PEO3</b>	To develop an understanding of economic, legal and social environment of Indian business.
<b>PEO4</b>	To develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

<b>Course Outcomes – BBA 1st Semester</b>	
<b>After the completion of the course, students will be able to:</b>	
<b>Principles and Practices of Management BBA 101-18: C101</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C101.1</b>	explain the basic concept of management and its tools and techniques to be used in the performance of the managerial job.
<b>C101.2</b>	outline forms of different organizations and the evolution of management.
<b>C101.3</b>	identify the process of strategic planning and decision making in organization.
<b>C101.4</b>	analyse the functions and complexities associated with management of human resources (organizing, staffing and motivation) in the organization and integrate the learning in handling these complexities.
<b>C101.5</b>	explain the vitality of authority and control, its methods to formulate best control - TQM and JIT.
<b>Basic Accounting BBA 102-18: C102</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C102.1</b>	define the basics of book keeping and accounting along with underlying concepts, conventions, and standards of accounting.
<b>C102.2</b>	solve the accounting equation and complete the book keeping process.
<b>C102.3</b>	construct the reconciliation statement and estimate the value of depreciation using different methods.
<b>C102.4</b>	evaluate financial statements of a sole proprietorship.
<b>C102.5</b>	create the final accounts of companies with the use of computer applications.
<b>Managerial Economics I BBAGE101-18 : C103</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C103.1</b>	explain the Managerial Economic concepts for decision making and forward planning.
<b>C103.2</b>	outline the concept of demand and its exceptions for different forecasting methods.
<b>C103.3</b>	develop the functional relationship between various factors of production.
<b>C103.4</b>	analyze basic market models of perfect competition, monopoly, monopolistic competition and oligopoly and relationship of price and quantity determinants in each model.

<b>C103.5</b>	evaluate various strategies of pricing for better profit by assessing the relationships between short-run and long-run costs.
<b>English BTHU103/18: C104</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C104.1</b>	explain the concept of business communication along with the prerequisites for an effective communication.
<b>C104.2</b>	classify business communication with respect to its form (reading, writing, spoken), setting of usage (personal, social, business, interpersonal, intrapersonal or group).
<b>C104.3</b>	apply the knowledge and skills of business communication in areas of speaking, reading and writing presentations.
<b>C104.4</b>	explain the barriers of effective business communication.
<b>C104.5</b>	improve professional communication like reading and writing skills.
<b>English Practical/Laboratory BTHU104/18 : C105*</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C105*.1</b>	build english vocabulary and language proficiency.
<b>C105*.2</b>	improve their professional communication through reading and writing practices.
<b>C105*.3</b>	develop vital communication skills which are integral to personal, social and professional interactions.
<b>C105*.4</b>	identify common errors in spoken and written communication.
<b>C105*.5</b>	make use of english language as an independent user.
<b>Human Values, De addiction and Traffic Rules HVPE101-18 : C106</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C106.1</b>	explain the concept of value education, with respect to an individual's understanding of self, ambitions, happiness and prosperity.
<b>C106.2</b>	interpret the need of self (I) and body to ensure harmony in a human.
<b>C106.3</b>	construct a holistic view towards society as a whole and the role of human-to-human interaction in it.
<b>C106.4</b>	analyze harmony in the nature and existence.
<b>C106.5</b>	elaborate the knowledge on ethical human values and its implication on modern day professional requirement.
<b>Human Values, De addiction and Traffic Rules (Lab/Seminar) HVPE102-18 : C107*</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C107*.1</b>	estimate the development of Holistic perspective among students towards life, profession and happiness.

<b>C107*.2</b>	identify the essential complementarity between “VALUES” and “SKILLS” to ensure sustained happiness and prosperity.
<b>C107*.3</b>	examine the value-based living in a natural way.
<b>C107*.4</b>	formulate plausible implications of such a holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior.
<b>C107*.5</b>	outline the responsibilities of a manager for society and organization in the era of globalization at workplace.
<b>Mentoring and Professional Development BMPD102-18 : C108</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C108.1</b>	apply communication skills in today’s workplace to facilitate ability to work collaboratively.
<b>C108.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C108.3</b>	identify the different techniques of communication.
<b>C108.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C108.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes – BBA 2nd Semester</b>	
<b>After the completion of the course, students will be able to:</b>	
<b>Business Statistics BBA 201-18: C201</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C201.1</b>	define the basic fundamentals of business statistics and sampling methods.
<b>C201.2</b>	compare different statistical tools like central tendency for strategic decision-making.
<b>C201.3</b>	make use of correlation and regression methods for understanding the relationships between different variables.
<b>C201.4</b>	apply probability theory for making estimates and prediction.
<b>C201.5</b>	build the understanding of statistical techniques in business operations.
<b>Business Environment BBA202-18: C202</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C202.1</b>	explain the concept of business environment along with the techniques of environmental scanning and its impact on economic environment.

C202.2	outline various political institutions and the impact of legal environment on business.
C202.3	identify the impact of liberalization, privatization and globalization on business in India.
C202.4	analyse various concepts of business ethics and corporate social responsibility.
C202.5	explain the concept of MNCs and their impact on business.
C202.6	determine the outcome of WTO, IMF and regional groupings in India.
<b>Managerial Economics-II BBAGE 201-18: C203</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
C203.1	explain the concept of national income and its related aggregates.
C203.2	illustrate various theories related to demand and supply for money in economy.
C203.3	analyse economy in quantitative terms with the help of inflation and unemployment theories.
C203.4	interpret business cycle, economic policies and multiplier concept used in economy.
C203.5	elaborate macro-economic framework, different finance and tax system available in Indian economy.
<b>Environment Studies EVS102-18: C204</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
C204.1	explain various concepts used in environmental studies.
C204.2	relate the basic phenomenon of structure and functions of eco-system.
C204.3	develop the understanding of conventional and non-conventional energy sources, solid waste management and technologies for sustainable development.
C204.4	interpret the concept of bio-diversity and its conservation.
C204.5	explain the impact of pollution leading to climate change and environmental disasters.
C204.6	identify the role of citizen in prevention and safety from pollutants.
<b>Mentoring and Professional Development BMPD202-18: C205</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
C205.1	apply communication skills in today's workplace to facilitate ability to work collaboratively.
C205.2	outline the understanding of effective group discussion and interview etiquettes.
C205.3	identify the different techniques of communication.

<b>C205.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C205.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes – BBA 3rd Semester</b>	
<b>After the completion of the course, students will be able to:</b>	
<b>Organizational Behaviour BBA 301-18 : C 301</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C301.1</b>	explain the concept of Organisation Behaviour and challenges related to individual behaviour.
<b>C301.2</b>	interpret the notion and constituent of Perception, Motivation, Personality and Attitude.
<b>C301.3</b>	make use of the concept of group dynamics and leadership style.
<b>C301.4</b>	examine the process and approach of conflict management and stress management.
<b>C301.5</b>	explain the concept of organizational culture and its dimensions in detailed manner.
<b>Marketing Management BBA 302-18: C302</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C302.1</b>	define the concept of marketing and its environment.
<b>C302.2</b>	explain market segmentation and marketing mix.
<b>C302.3</b>	identify various stages of product life cycle and new product development process.
<b>C302.4</b>	illustrate various components of pricing decisions for product Marketing.
<b>C302.5</b>	discuss the importance of distribution channels, and factors affecting the promotion of product.
<b>Cost and Management Accounting BBA 303-18: C303</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C303.1</b>	define the basics of management accounting, Cost accounting and its core cost concepts.
<b>C303.2</b>	explain the various ratios along with their theoretical explanation.
<b>C303.3</b>	analyze financial statement, standard costing and variance analysis problems.
<b>C303.4</b>	choose budgetary control techniques for decision-making.
<b>C303.5</b>	improve decisions using marginal costing concepts.

<b>Production and Operations Management BBAGE 301-18 : C304</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C304.1</b>	explain the concept and processes of production and operations management in uncertain business environment.
<b>C304.2</b>	classify various facilities requirements for business firms.
<b>C304.3</b>	apply the concept of capacity planning in production process.
<b>C304.4</b>	analyze the various production and purchase related decisions for better decision making.
<b>C304.5</b>	develop an understanding of inventory and quality management practice in organizations.
<b>IT Tools For Business BBASEC 301-18 : C305</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C305.1</b>	explain the basic concept of computers used in business organizations.
<b>C305.2</b>	illustrate the various functions, languages and operating systems of computers in modern business.
<b>C305.3</b>	develop the skills in Microsoft word and power-point for effective business presentations.
<b>C305.4</b>	apply various formulas of Microsoft excel in managing business data.
<b>C305.5</b>	determine the various tools used in worksheets for different management function.
<b>Mentoring and Professional Development BMPD 302-18: C306</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C306.1</b>	apply communication skills in today's workplace to facilitate ability to work collaboratively.
<b>C306.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C306.3</b>	identify the different techniques of communication.
<b>C306.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C306.5</b>	develop leadership qualities for fostering creativity and collaboration.

Course Outcomes of BBA 4th Semester	
After the completion of the course, the student will be able to :	
Business Research Methods BBA BBA 401-18: C401	
Course Code	Course Outcomes
C401.1	define the concept of business research and its process.
C401.2	explain the process of problem formulation in research, type of research design and errors.
C401.3	develop an understanding of different type of sampling techniques and data collection in order to solve a research problem.
C401.4	analyse data using research instruments and different measurement scales.
C401.5	apply data compilation techniques for analysis and preparing various types of reports.
Human Resource Management BBA 402-18: C402	
Course Code	Course Outcomes
C402.1	explain fundamentals of HRM in lieu of recent trends and their implication on HR planning process.
C402.2	illustrate various HR functions for competency in recruitment of personnel.
C402.3	Make use of various HR techniques of training & career planning in professional development of employees.
C402.4	apply the concept of performance appraisal and compensation management.
C402.5	explain the phenomenon of Industrial relations.
Financial Management BBA 403-18: C403	
Course Code	Course Outcomes
C403.1	define the basic concept of financial management in decision making.
C403.2	interpret the techniques of appropriate time value of money for financial decision making.
C403.3	estimate the cost of capital and optimum capital structure using leverage analysis.
C403.4	explain various cash flow valuation techniques for capital budgeting & investment decisions.
C403.5	analyze liquidity requirements and dividend policies for achieving business goals.



<b>Entrepreneurship Development BBAGE 401-18 : C404</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C404.1</b>	explain the basic concept of entrepreneurship, their theories in relation to the economic development of the country.
<b>C404.2</b>	develop ideas for business plan and identify the reason for failure.
<b>C404.3</b>	identify the steps required to start MSME along with features and limitations.
<b>C404.4</b>	list the entrepreneurial programs being conducted for the new ventures.
<b>C404.5</b>	assess the role of financial institutions and various government schemes in entrepreneurial development.
<b>Business Ethics &amp; Corporate Social Responsibility BBASEC 401-18 : C405</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C405.1</b>	explain the concept of ethics and its implications.
<b>C405.2</b>	outline linkage between moral codes and principle in workplace and their applicability.
<b>C405.3</b>	make use of the elements of corporate governance.
<b>C405.4</b>	examine various models of CSR.
<b>C405.5</b>	interpret the international framework for CSR.
<b>Mentoring and Personality development BMPD 402-18: C406</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C406.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C406.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C406.3</b>	identify the different techniques of communication.
<b>C406.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C406.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes of BBA 5th Semester</b>	
<b>After the completion of the course, the student will be able to :</b>	
<b>Operation Research BBA 501-18: C501</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C501.1</b>	explain the basics of operations research.
<b>C501.2</b>	illustrate transportation problems & assignment models.

<b>C501.3</b>	apply job sequencing and network models for solving business problems.
<b>C501.4</b>	examine replacement of industrial equipments after their useful life.
<b>C501.5</b>	determine different inventory model problems.
<b>Mercantile Law BBA 502-18: C502</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C502.1</b>	define the concept of Indian Business Law and articulate the statutory provisions related to Contract in business organization.
<b>C502.2</b>	explain the provisions related to sales of goods act in business enterprise.
<b>C502.3</b>	apply the concept of negotiable instrument in business organization.
<b>C502.4</b>	examine the partnership Act and RTI Act along with their provisions.
<b>C502.5</b>	interpret Consumer Protection Act, and analyze its provisions.
<b>Consumer Behavior BBA 511-18 : C503</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C503.1</b>	define consumer behavior and the emerging trends.
<b>C503.2</b>	explain the consumer as an individual, according to inter-personal and perceptual theories in the organization.
<b>C503.3</b>	analyze the consumer in social settings.
<b>C503.4</b>	examine the influence of culture and sub culture on consumer behavior.
<b>C503.5</b>	interpret the models required for consumer decision for business development.
<b>Advertising and Sales Management BBA 512-18: C504</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C504.1</b>	define the concept of advertising with legal, ethical and social aspects in respect to organization.
<b>C504.2</b>	outline the digital marketing concepts to frame advertising strategies for business prospective.
<b>C504.3</b>	apply the constituents and methods of media planning and scheduling for effective advertisement.
<b>C504.4</b>	discover the emerging trends in sales management and understand various concepts of personal selling.
<b>C504.5</b>	design the recruitment, selection, training, motivation and compensation processes for the enhance the sales of organization.

Corporate Accounting BBA 521-18: C505	
Course Code	Course Outcomes
C505.1	define the basic concept of accounting for share capital.
C505.2	explain the treatment for preference share and debentures.
C505.3	build the final accounts and profit (loss) prior to incorporation.
C505.4	construct consolidated financial statements of companies as per Act, 2013.
C505.5	compile the corporate financial reports.
Financial Markets & Services BBA 522-18: C506	
Course Code	Course Outcomes
C506.1	define financial system and financial markets in India.
C506.2	classify various financial instruments and get overview of SEBI.
C506.3	choose the different financial services & its regulatory framework in India.
C506.4	determine allied financial instruments like Mutual Funds and its working.
C506.5	analyze the debt securitization and venture capital.
Industrial Relations & Labour Law BBA 531-18: C507	
Course Code	Course Outcomes
C507.1	explain the present state of Industrial relations in India.
C507.2	illustrate the concept of trade union & collective bargaining, grievances management & initiatives taken in resolving labor issues.
C507.3	identify the impact of Industrial conflict and worker's participation in management.
C507.4	examine the impact of factories act, industrial dispute Act, payment of wages & bonus act in resolving industrial dispute & welfare of employees.
C507.5	explain the concept of Payment of Gratuity Act, Minimum Wage Act, PF &ESI Act, and introduction to Industrial Relations Code-2019 in organization prospects.
Organisation Change & Development BBA 532-18: C508	
Course Code	Course Outcomes
C508.1	define the basic concept of change and development in business organization.
C508.2	illustrate the main drivers and approaches of the change in the organization.

<b>C508.3</b>	develop the ability to handle the implementation, accountability, and effectiveness assessment issues related to Intervention.
<b>C508.4</b>	analyze the Consultant-Client relationship in accordance to organization change.
<b>C508.5</b>	explain the ethical and contemporary issues in Organizational development.
<b>Mentoring and Professional Development BMPD 502-18: C509</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C509.1</b>	apply communication skills in today's workplace to facilitate their ability to work collaboratively.
<b>C509.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C509.3</b>	identify the different techniques of communication.
<b>C509.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C509.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes of BBA 6th Semester</b>	
<b>After the completion of the course, the student will be able to :</b>	
<b>Strategy Management BBA 601-18: C601</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C601.1</b>	define the basic concept of strategy formulation, implementation and evaluation.
<b>C601.2</b>	outline comprehensive and integrated analysis of external business environment and its scanning.
<b>C601.3</b>	make use of various diversification strategies and models of strategic choice.
<b>C601.4</b>	comprehend different modes of strategic implementation.
<b>C601.5</b>	identify applicability of strategic evaluation and control in business.
<b>Company Law BBA 602-18: C602</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C602.1</b>	define formation of company according to Indian Companies Act 2013.
<b>C602.2</b>	explain the documentation in formation of company.
<b>C602.3</b>	develop awareness about the share capital structure of the company.

<b>C602.4</b>	analyse the roles and powers of the directors in company while conduction board and other meetings.
<b>C602.5</b>	elaborate the procedure of formation and winding up of a company.
<b>Services Marketing BBA 611-18: C603</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C603.1</b>	define the concept of services and their contribution of the service sector in India.
<b>C603.2</b>	demonstrate the role of consumer behaviour for building customer relationship and customer perception.
<b>C603.3</b>	utilize the concept of service design, physical evidence in services.
<b>C603.4</b>	analyse service innovation in managing demand and capacity of the organization.
<b>C603.5</b>	elaborate the concept of service delivery with customer centric approach.
<b>Retailing and Logistics Management BBA 612-18: C604</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C604.1</b>	define the concept of retailing and challenges in retail development.
<b>C604.2</b>	outline the formats of retail, and retailing strategy.
<b>C604.3</b>	choose various aspects to manage human resources and designing the layout of store.
<b>C604.4</b>	explain the concept of merchandise management and store handling.
<b>C604.5</b>	estimate the challenges in supply chain and logistics management.
<b>Personal Financial Planning BBA 621-18: C605</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C605.1</b>	explain the significance of personal finance planning along with the time value of money.
<b>C605.2</b>	outline the concept of risk-return policies and different type of insurances.
<b>C605.3</b>	make use of financial instruments as an investment component.
<b>C605.4</b>	explain tax planning and debt management.
<b>C605.5</b>	elaborate different retirement plans considering ethics in personal financial planning and estate planning.
<b>Direct and Indirect Tax Laws BBA 622-18: C606</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C606.1</b>	define the basic concept of income tax and their provisions.

<b>C606.2</b>	interpret the expenses and deductions in Gross Total Income considering different heads of income.
<b>C606.3</b>	identify direct and indirect taxes in a pragmatic situation, filing income tax returns and PAN request forms component.
<b>C606.4</b>	explain tax planning and debt management.
<b>C606.5</b>	elaborate the function of GST portal and registration provision.
<b>Training and Development BBA 631-18: C607</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C607.1</b>	define the principles and methods of learning.
<b>C607.2</b>	interpret the concept and process of training.
<b>C607.3</b>	apply the various methods for staff training and need assessment.
<b>C607.4</b>	interpret the concept of training and development and its effectiveness.
<b>C607.5</b>	elaborate the emerging trends of training and development in Indian industries.
<b>Cross culture Human Resource Management BBA 632-18: C608</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C608.1</b>	define the concept of cross-cultural human resource management and overseas strategic decision making.
<b>C608.2</b>	interpret cross cultural situations based on various models.
<b>C608.3</b>	identify the dynamics of staffing and leadership in cross culture Human Resource Management.
<b>C608.4</b>	explain the meaning of international cross culture human resource management.
<b>C608.5</b>	elaborate the meaning of cross culture ethics and its challenges.
<b>Mentoring and Professional Development BMPD 602-18: C609</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C609.1</b>	apply communication skills in today's workplace to facilitate ability to work collaboratively.
<b>C609.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C609.3</b>	identify the different techniques of communication.
<b>C609.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C609.5</b>	develop leadership qualities for fostering creativity and collaboration.

## Bachelors of Business Administration (Service Industry Management)

Program Outcomes (POs) Bachelors of Business Administration (Service Industry Management)		
1	<b>Business Environment and Domain Knowledge</b>	Relate the conceptual knowledge with an integrated approach to various functions of management in service industry.
2	<b>Leadership and Communication Skills</b>	Develop leadership, planning, communication and technological skills imperative to dynamic service industry environment for business development.
3	<b>Global Exposure</b>	Demonstrate various conceptual, theoretical and legal aspects related to domestic and cross cultural human resource, marketing operations, finance and accounting.
4	<b>Problem Solving</b>	Identify and collate relevant data from within and outside organization and analyze it using appropriate tools and techniques.
5	<b>Analytical Thinking</b>	Develop critical thinking, analytical and problem-solving skills through experiential learning and innovative pedagogy to make them competent entrepreneurs and executives.
6	<b>Life Long Learning</b>	Formulate lifelong skills of human values, social responsibility, ethics, and environmental consciousness for improving quality of services.

Program Specific Outcomes	
<b>PSO 1</b>	Develop understanding of various functional areas like total quality management, service marketing, supply chain, logistics, interpersonal skills and entrepreneurship.
<b>PSO 2</b>	Develop expertise in various aspects of business environment along with responsiveness of social issues through industrial exposure.

<b>Course Outcomes for BBA SIM 1st Semester</b>	
<b>After the completion of the course, students will be able to :</b>	
<b>Principles and Practices of Management BBA 101-18 :C101</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C101.1</b>	explain basic concept of management and its tools and techniques to be used in the performance of the managerial job.
<b>C101.2</b>	outline forms of different organizations and the evolution of management.
<b>C101.3</b>	identify the process of planning, decision making and strategic planning in organization.
<b>C101.4</b>	analyse the functions and complexities associated with management of human resources (organising, staffing and motivation) in the organization and integrate the learning in handling these complexities.
<b>C101.5</b>	explain the vitality of authority and control, its methods to formulate best control practices- TQM and JIT.
<b>Basic Accounting BBA 102-18: C102</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C102.1</b>	explain the basics of book keeping and accounting along with underlying concepts, conventions and standards of accounting.
<b>C102.2</b>	solve the accounting equation and complete the book keeping process.
<b>C102.3</b>	construct the reconciliation statement and estimate the value of depreciation using different methods.
<b>C102.4</b>	evaluate financial statements of a sole proprietorship.
<b>C102.5</b>	create the final accounts of companies with the use of computer applications.
<b>Managerial Economics - 1 BBAGE 101-18:C103</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C103.1</b>	explain managerial economic concepts for decision making and forward planning.
<b>C103.2</b>	outline the concept of demand and its exceptions for different forecasting methods.
<b>C103.3</b>	develop the functional relationship between various factors of production.
<b>C103.4</b>	analyse basic market models of perfect competition, monopoly, monopolistic competition and oligopoly and relationship of price and quantity determinants in each model.



<b>C103.5</b>	evaluate various strategies of pricing for better profit by assessing the relationships between short-run and long-run costs.
<b>English BTHU103/18:C104</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C104.1</b>	define the concept of business communication along with the prerequisites for an effective communication.
<b>C104.2</b>	classify business communication with respect to its form (reading, writing, spoken), setting of usage (personal, social, business, interpersonal, intrapersonal or group).
<b>C104.3</b>	apply the knowledge and skills of business communication in areas of speaking, reading and writing presentations.
<b>C104.4</b>	explain the barriers of effective business communication.
<b>C104.5</b>	improve professional communication like reading and writing skills.
<b>English Practical / Laboratory BTHU104/18:C105*</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C105*.1</b>	build english vocabulary and language proficiency.
<b>C105*.2</b>	improve their professional communication through reading and writing practices.
<b>C105*.3</b>	develop vital communication skills which are integral to personal, social and professional interactions.
<b>C105*.4</b>	identify common errors in spoken and written communication.
<b>C105*.5</b>	make use of english language as an independent user.
<b>Human Values, De-addiction and Traffic Rules HVPE 101-18:C106</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C106.1</b>	explain the concepts of value education, with respect to an individual's understanding of self, his ambitions, happiness and prosperity.
<b>C106.2</b>	interpret the need of self (I) and body to ensure harmony in a human.
<b>C106.3</b>	construct a holistic view towards society as a whole and the role of human-to-human interaction in it.
<b>C106.4</b>	analyse harmony in the nature and existence.
<b>C106.5</b>	elaborate the knowledge on ethical human values and its implication on modern day professional requirement.
<b>Human Values, De-addiction and Traffic Rules ( Lab/Seminar ) HVPE 102-18:C107*</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C107*.1</b>	estimate the development of Holistic perspective among students towards life, profession and happiness.

<b>C107*.2</b>	identify the essential complementarity between “VALUES” and “SKILLS” to ensure sustained happiness and prosperity.
<b>C107*.3</b>	examine the value-based living in a natural way.
<b>C107*.4</b>	formulate plausible implications of such a holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior.
<b>C107*.5</b>	outline the responsibilities of a manager for society and organization in the era of globalization at workplace.
<b>Mentoring and Personality Development BMPD102-18:C108</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C108.1</b>	apply communication skills in today’s workplace to facilitates ability to work collaboratively.
<b>C108.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C108.3</b>	identify the different techniques of communication.
<b>C108.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C108.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes of BBA SIM 2nd Semester</b>	
<b>After the completion of the course , the student will be able to :</b>	
<b>Business Statistics BBA 201-18:C201</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C201.1</b>	explain the basic fundamentals of business statistics and sampling methods.
<b>C201.2</b>	compare different statistical tools like central tendency for strategic decision-making.
<b>C201.3</b>	make use of correlation and regression methods for understanding the relationships between different variables.
<b>C201.4</b>	apply probability theory for making estimates and prediction.
<b>C201.5</b>	build the understanding of statistical techniques in business operations.
<b>Business Environment BBA202-18: C202</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C202.1</b>	explain the concept of business environment along with the techniques of environmental scanning and its impact on economic environment.

<b>C202.2</b>	outline various political institutions and the impact of legal environment on business.
<b>C202.3</b>	identify the impact of liberalization, privatization and globalization on business in India.
<b>C202.4</b>	analyse various concepts of business ethics and corporate social responsibility.
<b>C202.5</b>	explain the concept of MNCs and their impact at business.
<b>C202.6</b>	determine the outcome of WTO, IMF and regional groupings in India.
<b>Managerial Economics-II BBAGE 201-18: C203</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C203.1</b>	explain the concept of national income and its related aggregates.
<b>C203.2</b>	illustrate various theories related to demand and supply for money in economy.
<b>C203.3</b>	analyse economy in quantitative terms with the help of inflation and unemployment theories.
<b>C203.4</b>	interpret business cycle, economic policies and multiplier concept used in economy.
<b>C203.5</b>	elaborate macro-economic framework, different finance and tax system available in Indian economy.
<b>Environment Studies EVS102-18: C204</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C204.1</b>	explain various concepts used in environmental studies.
<b>C204.2</b>	relate the basic phenomenon of structure and functions of eco-system.
<b>C204.3</b>	develop the understanding of conventional and non-conventional energy sources, solid waste management and technologies for sustainable development.
<b>C204.4</b>	interpret the concept of bio-diversity and its conservation.
<b>C204.5</b>	explain the impact of pollution leading to climate change and environmental disasters.
<b>C204.6</b>	identify the role of citizen in prevention and safety from pollutants.
<b>Mentoring and Professional Development BMPD 202-18:C205</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C205.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C205.2</b>	outlines the understanding of effective group discussion and interview etiquettes.

<b>C205.3</b>	identify the different techniques of communication.
<b>C205.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C205.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes of BBA SIM 3rd Semester</b>	
<b>After the completion of the course, the student will be able to</b>	
<b>Human Resource Management BBASM301-18: C301</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C301.1</b>	explain the fundamentals of HRM in lieu of recent trends and their implication on HR planning process.
<b>C301.2</b>	illustrate various HR functions for Competency in recruitment of personnel.
<b>C301.3</b>	make use of various HR techniques of training & career planning in professional development of employees.
<b>C301.4</b>	apply the concept of performance appraisal and compensation management.
<b>C301.5</b>	explain the phenomenon of Industrial relations.
<b>Marketing Management BBASM 302-18: C302</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C302.1</b>	define the various marketing concepts and extended 7 Ps of service marketing.
<b>C302.2</b>	explain the product and pricing decisions for marketing the product.
<b>C302.3</b>	identify the different elements of the product mix, product life cycle, and new product development process.
<b>C302.4</b>	evaluate the importance of distribution channels in service marketing.
<b>C302.5</b>	discuss the various components and factors affecting the promotion in service marketing.
<b>Introduction to Service Industry BBASM 303-18: C303</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C303.1</b>	apply communication skills in today's workplace to facilitate ability to work collaboratively.
<b>C303.2</b>	outline the opportunities and challenges in financial services with respect to India.

<b>C303.3</b>	analyse the concepts related to telecom and I.T services with reference to India.
<b>C303.4</b>	explain healthcare services scenario in India.
<b>C303.5</b>	elaborate the concept of different sectors of service industry.
<b>Organizational Behaviour BBASM-GE 301-18 : C304</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C304.1</b>	define the concept of organisation behaviour and challenges related to individual behaviour.
<b>C304.2</b>	interpret the notion and constituent of perception, motivation, personality and attitude.
<b>C304.3</b>	identify the leadership style, team work and group behaviour of organisation.
<b>C304.4</b>	examine the process and approach of conflict management and stress management.
<b>C304.5</b>	explain the concept of organizational culture and its dimensions in detailed manner.
<b>IT Tools For Business BBASM-SEC301-18: C305</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C305.1</b>	explain the basic concepts of computers used in business organizations.
<b>C305.2</b>	illustrate the various functions, languages and operating systems of computers in modern business.
<b>C305.3</b>	develop the skills in Microsoft word and power-point for effective business presentations.
<b>C305.4</b>	apply various formulas of Microsoft excel in managing business data.
<b>C305.5</b>	determine the various tools used in worksheets for different management function.
<b>Mentoring and Professional Development BMPD 302-18: C306</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C306.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C306.2</b>	outlines the understanding of effective group discussion and interview etiquettes.
<b>C306.3</b>	identify the different techniques of communication.
<b>C306.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C306.5</b>	develop leadership qualities for fostering creativity and collaboration.

Course Outcomes of BBA SIM 4th Semester	
After the completion of the course, the student will be able to :	
Financial Management BBA SM 401- 18: C401	
Course Code	Course Outcomes
C401.1	define the basic concepts of financial management in decision making.
C401.2	interpret the techniques of appropriate time value of money for financial decision making.
C401.3	estimate the cost of capital and optimum capital structure using leverage analysis.
C401.4	explain various cash flow valuation techniques for capital budgeting & investment decisions.
C401.5	analyse liquidity requirements and dividend policies for achieving business goals.
Service Operations Management BBA SM 402-18: C402	
Course Code	Course Outcomes
C402.1	define the concept of production and operations management and its functional areas.
C402.2	outline the concept of plant location and layout in regards to location, layout and capacity planning.
C402.3	apply various strategies of service operations.
C402.4	examine the designing of service operations.
C402.5	determine capacity planning and quality enhancement tools.
Consumer Behaviour BBA SM 403-18: 403	
Course Code	Course Outcomes
C403.1	define the concept of consumer behaviour.
C403.2	explain the consumer as an individual, according to inter-personal and perceptual theories in the organization.
C403.3	analyse the consumer in social settings.
C403.4	examine the influence of culture and sub culture on consumer behaviour.
C403.5	interpret various models of consumer decision making.
Services Marketing BBA SM 404- 18: C404	
Course Code	Course Outcomes
C404.1	explain the concept of services and extension from 4 Ps to 7 Ps.
C404.2	outline 4 Ps i.e. product, price, place and promotion in detail.
C404.3	apply the elements of extended Ps of services marketing.

<b>C404.4</b>	analyse the models of services marketing.
<b>C404.5</b>	interpret the challenges of services provider.
<b>Business Research Methods BBA SM GE 401- 18: C405</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C405.1</b>	define the concept of business research and its process.
<b>C405.2</b>	explain the process of problem formulation in research, type of research design and errors.
<b>C405.3</b>	develop an understanding of different type of sampling techniques and data collection in order to solve a research problem.
<b>C405.4</b>	analyse data using research instruments and different measurement scales.
<b>C405.5</b>	apply data compilation techniques for analysis and preparing various types of reports.
<b>Business Ethics and Corporate Social Responsibility BBA SM-SEC 401-18: C406</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C406.1</b>	define the concept of ethical business practices and moral decision -making.
<b>C406.2</b>	demonstrate the holistic approach used by managers for effective functioning of organisation.
<b>C406.3</b>	apply the concepts of CSR.
<b>C406.4</b>	explain the drivers of corporate governance.
<b>C406.5</b>	interpret the international framework for CSR.
<b>Mentoring and Personality development BMPD 402-18: C407</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C407.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C407.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C407.3</b>	identify the different techniques of communication.
<b>C407.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C407.5</b>	develop leadership qualities for fostering creativity and collaboration.

Course Outcomes of BBA SIM 5th Semester	
After the completion of the course, the student will be able to :	
Total Quality Management BBA SM 501- 18: C501	
Course Code	Course Outcomes
C501.1	define the basic concept and framework of quality system and quality council.
C501.2	explain the importance of lean, six sigma, pareto and DMAIC to achieve operational excellence.
C501.3	apply different tools of total quality management.
C501.4	mark the contribution and journey of quality gurus in TQM.
C501.5	elaborate the thoughts and various awards of the thinkers in total quality management.
Legal Aspects of Business ( Mercantile Law) BBA SM 502- 18: C502	
Course Code	Course Outcomes
C502.1	define law of contract and remedies for breach of contract.
C502.2	interpret the provisions related to sales of goods act in business enterprise.
C502.3	apply the concept of negotiable instrument & provision of negotiable instrument act.
C502.4	examine the partnership act and RTI act along with their provisions.
C502.5	explain consumer protection act and its provisions.
Sales, Distribution and Supply Chain Management BBA SM 503- 18: C503	
Course Code	Course Outcomes
C503.1	define personal selling and sales management in service industry.
C503.2	outline various elements in organising sales department.
C503.3	develop an understanding of sales force management.
C503.4	build the marketing channels considering the recent trends in channel management.
C503.5	interpret supply chain and logistics management and its integration with information technology.
Project Report on Training BBA SM TR 501-18: C504**	
Course Code	Course Outcomes
C504**.1	find an opportunity to apply theoretical concepts in real life world. .
C504**.2	identify the company's working environment and corporate code of conduct.



<b>C504**. 3</b>	outline the functioning and organization structure of business.
<b>C504**. 4</b>	analyse the way of communication with different professionals at the work environment in regards to time and work management.
<b>C504**. 5</b>	develop the ability of self-reliance, analytical power technical skills effectively.
<b>Mentoring and Professional Development BMPD 502-18:C505</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C505.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C505.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C505.3</b>	identify different techniques of communication.
<b>C505.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C505.5</b>	develop leadership qualities for fostering creativity and collaboration.

<b>Course Outcomes of BBA SIM 6th Semester</b>	
<b>After the completion of the course, the student will be able to :</b>	
<b>Merchant Banking and Financial Services BBA SM 601- 18: C601</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C601.1</b>	define the applicability of merchant banking and issue management.
<b>C601.2</b>	explain issue management process, its obligations and operational guidelines.
<b>C601.3</b>	apply the conceptual and theoretical framework of leasing, hire purchase, factoring and bill discounting.
<b>C601.4</b>	analyse the features and importance of venture capital and credit rating.
<b>C601.5</b>	assess the role of banking, mutual funds and insurance products and services.
<b>Enterprise Resource Planning BBA SM 602- 18:C602</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C602.1</b>	define the concept and evolution of ERP and MRP along with the limitations of system.
<b>C602.2</b>	outline the software solutions for ERP with regards to small, medium, large enterprise.

<b>C602.3</b>	apply various ERP modules in relations to production, purchasing and inventory sales.
<b>C602.4</b>	explain the selection and evaluation system of ERP and its implementation.
<b>C602.5</b>	predict the emerging trends of ERP with the business analytics and intelligence.
<b>Entrepreneurship Development BBA SM 603- 18: C603</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C603.1</b>	explain the basic concepts of entrepreneurship, their theories in relation to the economic development of the country.
<b>C603.2</b>	develop ideas for business plan and identify the reason for failure of business plan.
<b>C603.3</b>	outline the steps required to start MSME along with features and limitations.
<b>C603.4</b>	list the entrepreneurial programs being conducted for the new ventures.
<b>C603.5</b>	assess the role of financial institutions and various government schemes in entrepreneurial development.
<b>Mentoring and Professional Development BMPD 602-18:C 604</b>	
<b>Course Code</b>	<b>Course Outcomes</b>
<b>C604.1</b>	apply communication skills in today's workplace to facilitates their ability to work collaboratively.
<b>C604.2</b>	outline the understanding of effective group discussion and interview etiquettes.
<b>C604.3</b>	identify the different techniques of communication.
<b>C604.4</b>	explain various elements of group dynamics, team building activity and cooperation.
<b>C604.5</b>	develop leadership qualities for fostering creativity and collaboration.