

Chandigarh Business School of Administration

Vision of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

Mission of Chandigarh Business School of Administration

M1	To continuously grow and become a fountainhead among the business schools through effective teaching learning processes and pre-placement training.
M2	To strengthen connections with the academia, industry and alumni to facilitate overall development of the students.
M3	To enhance business and technological knowledge of students by providing state-of-the-art facilities.
M4	To provide opportunities to the students for global exposure through international tie-ups.
M5	To develop research, innovation and entrepreneurial culture among students and faculty.
M6	To create ethical and socially responsible professionals for the society.

Department of Business Administration

<u>Vision of Department of Business Administration</u>	
“The Department of Business Administration persistently strives to grow into a distinguishable position in Management Studies to create Business Graduates to become future business leaders, entrepreneurs, and socially responsible professionals who fit into the dynamic corporate world with a global outlook.”	
<u>Mission of Department of Business Administration</u>	
M1	To develop the expertise for leadership and professionalism amongst the students through student centric methods and Training and Placement Practices.
M2	To build strong relationships with the business community and alumni.
M3	To offer students opportunities to develop essential skills for success in the globalized business through international study programs.
M4	To inculcate foundation of human values for being ethical and socially responsible managers to protect the interest of society and community.
M5	To provide high-quality career-enhancing learning by encouraging creativity, critical thinking, and entrepreneurship and industry partnerships.

Bachelor of Business Administration

Program Outcomes (POs) of Bachelor of Business Administration		
1	Business Environment and Domain Knowledge	Apply business knowledge and strategies to solve complexities of various domains of business.
2	Communication Skills	Outline the concepts and complex issues into coherent oral and written statements.
3	Global Exposure	Make use of knowledge and understanding of all spheres of business for effective global business administration.
4	Analytical thinking	Analyze and devise solutions for structured and unstructured business problems using cohesive and logical reasoning for evaluating information and data.
5	Leadership and Teamwork	Explain the functions effectively as an individual, member or leader in diverse teams and in multi-disciplinary settings.
6	Innovation and Entrepreneurship	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 Bachelor of Business Administration	
PEO1	To develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.
PEO2	To build competencies in qualitative and quantitative techniques to analyse the business data.
PEO3	To develop an understanding of economic, legal and social environment of Indian business.
PEO4	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.

Course Outcomes – BBA 1st Semester	
After the completion of the course, students will be able to:	
Principles and Practices of Management 26C2BBU-101: C101	
Course Code	Course Outcomes
C101.1	Outline the fundamentals of management and the evolution of management thought.
C101.2	Identify planning and decision-making frameworks to managerial situations.
C101.3	Illustrate organizational design and teamwork practices in business organization.
C101.4	Analyze the basic concepts of staffing and motivation in business management.
C101.5	Explain the control mechanisms, and contemporary management practices.
Basic Accounting 26C2BBU-102: C102	
Course Code	Course Outcomes
C102.1	Explain various principles and practices of accounting in preparation of accounting statements.
C102.2	Analyze business transactions using the accounting equation and bookkeeping process.
C102.3	Apply standard accounting procedures to compute business results and determine financial position.
C102.4	Examine the final accounts of companies with the use of computer applications.
C102.5	Investigate the recent advancements in accounting.
Managerial Economics I 26C2BBU-103: C103	
Course Code	Course Outcomes
C103.1	Outline the fundamental concept of managerial economics and dynamics of market forces for economic decisions.
C103.2	Interpret the business decisions in the context of the consumer behavior.
C103.3	Apply production laws in the real world.
C103.4	Analyze cost of production for profit maximization.
C103.5	Explain different market structure and equilibrium situations
Business Communication 26C2CCU-101: C104	
Course Code	Course Outcomes

C104.1	Outline the concept, principles of effective business communication.
C104.2	Compare verbal and non-verbal communication skills in professional settings.
C104.3	Apply different techniques to communication barriers in business communication.
C104.4	Develop reading and comprehensive skills for phrasing business texts.
C104.5	Explain the various professional writing skills for business.
Industrial Psychology 26C2CCU-102: C105	
Course Code	Course Outcomes
C105.1	Explain the concept and processes of industrial psychology and psychological tests applicable in Organization.
C105.2	Identify various aspects of attitude, job design, and satisfaction for business firms.
C105.3	Apply different theories of learning in process.
C105.4	Develop the various aspects of personality and interpersonal relationship for better decision making.
C105.5	Explore human engineering and stress management to improve workplace efficiency and cope with organizational stress.
Human Values, De addiction and Traffic Rules 26C2CCU-103: C106	
Course Code	Course Outcomes
C106.1	Explain the concept of value education, with respect to an individual's understanding of self, ambitions, happiness, and prosperity.
C106.2	Interpret the need of self and body to ensure harmony in a human being.
C106.3	Construct a holistic view towards family and society as a whole and the role of human-to-human interaction in it.
C106.4	Analyze harmony in the nature and existence.
C106.5	Elaborate the knowledge on ethical human values and its implication on modern day professional requirement.
Foundation of Digital Marketing 26C2BBU-104: C107	
Course Code	Course Outcomes
C107.1	Explain core marketing concepts and analyze the marketing environment.
C107.2	Analyze segmentation, targeting, positioning, and marketing mix decisions.
C107.3	Apply the key concepts and drivers of digital marketing and differentiate it from traditional marketing.

C107.4	Illustrate the major tools and techniques used in digital marketing for customer engagement.
C107.5	Assess the key components of digital display and programmatic advertising.
Business Analysis using RPA 26C2CCU-104: C108	
C108.1	Explain the concept of RPA and automation with their impact on digital transformation.
C108.2	Identify the role of a business Analyst throughout each of the stages of an RPA implementation.
C108.3	Analyze the processes that are suitable for discovery with UI-Path Process Mining.
C108.4	Classify the build diagram and capture process methods to map a process and edit the output.
C108.5	Explain the integration of automation hub with task capture, process mining, and automation store, and assess its value for business users.

Course Outcomes – BBA 2nd Semester	
After the completion of the course, students will be able to:	
Business Statistics and Mathematics 26C2BBU-201: C201	
Course Code	Course Outcomes
C201.1	Explain the basic fundamentals of statistics and compare statistical tools like central tendency for strategic decision making.
C201.2	Make use of correlation and regression methods for understanding the relationships between different variables.
C201.3	Apply the theories of probability to solve real world problem.
C201.4	Analyze the basic concepts of set theory and laws of set theory.
C201.5	Explain the concepts of matrices and determinants to solve problems related to modern business.
Business Environment 26C2BBU-202: C202	
Course Code	Course Outcomes
C202.1	Interpret the main dimensions related to business environment.
C202.2	Identify integration of business environment principles and strategies into domestic and international business.
C202.3	Apply knowledge of public policies and reforms for business entities.
C202.4	Analyze the emerging business trends and their impact on the modern business environment.
C202.5	Explain social factors and challenges in the Indian business environment.
Environmental Science and Sustainability 26C2CCU-203: C203	
Course Code	Course Outcomes
C203.1	Outline the fundamental aspects of environmental systems and sustainable natural resource management.
C203.2	Identify the concepts of natural sources and sustainable development for environmental conservation.
C203.3	Analyze the basic phenomenon of structure and function of ecosystem.
C203.4	Categorize the environmental mitigation techniques and disaster management strategies for the environment.
C203.5	Explain the social issues and environmental laws for sustainable development.
Managerial Economics-II 26C2BBU-203: C204	
Course Code	Course Outcomes
C204.1	Outline the basic concept of circular flow of income in four sector economies and different approaches to measurement of National Income.

C204.2	Interpret the theory of income determination in modern economics.
C204.3	Apply theories of money and interest to resolve macroeconomic issues.
C204.4	Analyze the concepts of balance of payment and exchange rate.
C204.5	Explain inflation and its indicators in an economy.
Design Thinking for Managers 26C2CCU-202: C205	
Course Code	Course Outcomes
C205.1	Outline the fundamentals of the design thinking framework for problem-solving.
C205.2	Identify the needs and challenges of different stakeholders in the design problem domain.
C205.3	Apply ideation techniques to generate innovative solutions for modern business problems.
C205.4	Analyze the feasibility of a business idea for project formulation.
C205.5	Design prototype solutions through testing methods to assess their effectiveness in addressing identified problems.
Entrepreneurship Setup and Launch 26C2CCU-211: C206	
C206.1	Outline the fundamental concepts of entrepreneurship and family business, and analyze the role of entrepreneurs in economic development.
C206.2	Identify business opportunities using evaluation and feasibility analysis tools for business.
C206.3	Analyze a structured business plan and select appropriate legal structures while ensuring compliance with regulatory and IPR requirements.
C206.4	Explain various sources of venture funding and apply strategies for effective financial and human resource management in start-ups.
C206.5	Interpret the start-up ecosystem and role of IPA to support entrepreneurial growth.
E-Marketing 26C2BBU-204 : C207	
C207.1	Identify key concepts of lead generation including landing pages, thank you pages, and their types.
C207.2	Explain the process of A/B testing and lead nurturing in converting leads into customers.
C207.3	Apply e-marketing concepts and techniques in different digital business contexts.
C207.4	Analyze various e-marketing applications such as online advertising, distribution, and customer relationship mechanisms.
C207.5	Estimate the effectiveness of e-marketing tools to engage potential customers.
Data Science using R 26C2CCU-104: C208	
C208.1	Outline the concept of data science and basic features of R programming.
C208.2	Identify different R including variables, vectors, data structures, and control

	statements in R.
C208.3	Apply basic techniques in R to import, clean, filter, and manipulate datasets for analysis.
C208.4	Evaluate s different types of visualization technique such as bar charts, pie charts, histograms, and scatter plots in R.
C208.5	Analyze business data using descriptive statistics and correlation techniques to support basic business decision- making.

Course Outcomes – BBA 3rd Semester	
After the completion of the course, students will be able to:	
Organizational Behaviour 25C2BBU-301:C 301	
Course Code	Course Outcomes
C301.1	Define fundamental concepts of organizational behaviour and individual learning processes.
C301.2	Apply perception, attitude, personality, and motivation theories in workplace behaviour.
C301.3	Analyse group dynamics, team effectiveness, and leadership theories in organizations.
C301.4	Categorize conflict and stress management techniques to enhance organizational effectiveness.
C301.5	Explain the organizational culture and change processes in dynamic business environments.
Marketing Management 25C2BBU-302: C 302	
Course Code	Course Outcomes
C302.1	Outline the core marketing concepts and dynamics of marketing environment.
C302.2	Explain segmentation, targeting, positioning, and marketing mix decisions in marketing management.
C302.3	Apply product and pricing strategies in market offerings.
C302.4	Interpret distribution channels and promotion mix strategies used in marketing.
C302.5	Explain consumer behaviour and emerging marketing trends.
Cost and Management Accounting 25C2BBU-303: C 303	
Course Code	Course Outcomes
C303.1	Define the concept of management accounting and cost accounting.
C303.2	Analyze financial statements, their interpretation, and standard costing in managing financial accounts.
C303.3	Examine the Budgetary control techniques for decision making.
C303.4	Interpret marginal costing concept for improved financial decision making.
C303.5	Explain the concept of service costing & responsibility costing in current management practices.
Production and Operations Management 25C2BBU-304: C 304	
Course Code	Course Outcomes
C304.1	Explain the various product design processes in operations management for uncertain business environment.
C304.2	Analyze facility location, layout, capacity planning, and production planning decisions for optimizing operational processes.

C304.3	Apply productivity improvement techniques to improve productivity and resource utilization.
C304.4	Examine the modern productivity techniques and quality tools for enhancing productivity and operational effectiveness.
C304.5	Explain inventory and quality management techniques for effective operational control in organisation.
IT Tools For Business 25C2BBU-305: C 305	
Course Code	Course Outcomes
C305.1	Identify the basic components, generations, and types of computer hardware and software.
C305.2	Explain the features and functions of MS Word used for report and letter writing.
C305.3	Make use of MS Excel for data entry, formatting worksheets, and generating charts and graphs for data visualization.
C305.4	Analyze presentation elements in MS PowerPoint to organize slides, graphics, and slide show features effectively.
C305.5	Explain database structures and operations in MS Access including tables, queries, forms, and reports.
Design Thinking for Managers 25C2CCU-301: C 306	
Course Code	Course Outcomes
C306.1	Outline the fundamentals of the design thinking framework for problem-solving.
C306.2	Examine the needs and challenges of different stakeholders in the given problem domain.
C306.3	Apply design thinking framework and strategies to develop innovative solutions.
C306.4	Interpret the financial viability of the proposed solution (product/service).
C306.5	Explain possible new product or service to assess the market, business, and technical merits of the concept.
Career Planning and Placement 25C2BBU-316: C 307	
C307.1	Explain the fundamentals of professional and business communication and demonstrate self-awareness in academic and workplace interactions.
C307.2	Apply grammatical rules and sentence structures to produce clear and professional written and spoken communication.
C307.3	Analyze vocabulary and textual information to enhance reading comprehension and contextual language usage in business situations.
C307.4	Demonstrate effective speaking skills including pronunciation, clarity, and structured communication in discussions and presentations.
C307.5	Evaluate ideas and participate confidently in group discussions and collaborative professional communication.

Course Outcomes of BBA 4th Semester	
After the completion of the course, the student will be able to :	
Business Research Methods 25C2BBU-401:C 401	
Course Code	Course Outcomes
C401.1	Outline the fundamentals of business research and research methodology in managerial decision-making.
C401.2	Identify needs of research design and sources of experimental errors in business research.
C401.3	Classify different types of sampling techniques and primary and data collection methods in order to solve business research problem.
C401.4	Analyze the data using research scaling techniques and measurement concepts.
C401.5	Explain techniques of data analysis and prepare various types of structured research reports in appropriate academic and professional formats.
Human Resource Management 25C2BBU-402: C402	
Course Code	Course Outcomes
C402.1	Outline the fundamental concepts and evolution of Human Resource Management.
C402.2	Apply the process of Human Resource Planning and job analysis techniques in modern organizations.
C402.3	Analyze recruitment, selection, and employee retention strategies in dynamic environment.
C402.4	Illustrate training, career development, and performance appraisal methods for succession planning.
C402.5	Explain compensation management and industrial relations practices for welfare of employee.
Financial Management 25C2BBU-403: C403	
Course Code	Course Outcomes
C403.1	Explain the basic concept of financial management, different sources of funds and techniques of appropriate time value of money for decision making.
C403.2	Estimate the cost of Capital and Optimum Capital structure using leverage analysis.
C403.3	Identify the various cash flow valuation techniques for capital budgeting & investment decisions.
C403.4	Examine working capital, cash, and receivable management to maintain adequate liquidity.
C403.5	Classify the factors and theories related to dividend decisions for achieving business goals.
Entrepreneurship Development 26C2BBU-404: C404	

Course Code	Course Outcomes
C404.1	Explain the fundamental concepts of entrepreneurship, their theories in relationship to economic development of the country.
C404.2	Analyze the role of entrepreneur in creating and implementing innovative business ideas.
C404.3	Examine the contribution of MSME and other business opportunities along with their legal consideration.
C404.4	Explain the importance of EDPs, government policies, and institutional support systems in promoting entrepreneurship.
C404.5	Evaluate various sources of entrepreneurial finance and strategies for venture growth, revival, and exit.
AI for Manager 25C2CCU-401: C405	
Course Code	Course Outcomes
C405.1	Outline the basic concepts of artificial intelligence.
C405.2	Interpret the role of supervised learning in business.
C405.3	Apply the concept of unsupervised learning in business.
C405.4	Classify various problem-solving methods and searching solutions.
C405.5	Investigate the latest trends in artificial intelligence in business management.
Business Ethics & CSR 25C2BBU-405: C406	
Course Code	Course Outcomes
C406.1	Explain the core concepts of business ethics and ethical decision-making.
C406.2	Apply the relevance of Indian ethos and human values in management.
C406.3	Analyse the concept and evolution of CSR along with its dimensions and sustainable business practices in India.
C406.4	Identify the relationship between CSR and corporate governance, focusing on CSR models, drivers and practices in India.
C406.5	Examine the framework and guidelines for CSR at international level.
Career Planning and Placement (Aptitude) 25C2BBU-416: C407	
C407.1	Analyze numerical and logical patterns to identify relationships and determine missing elements in series-based aptitude problems.
C407.2	Interpret quantitative information and percentage-based data from graphs, charts, and tables for effective problem solving.
C407.3	Examine relational information to logically determine family relationships and solve blood relation problems accurately.
C407.4	Compute financial outcomes using mathematical formulas related to simple and compound interest.
C407.5	Evaluate quantitative business situations involving inequalities, profit, loss, and pricing strategies to make logical decisions.

Course Outcomes of BBA 5th Semester	
After the completion of the course, the student will be able to :	
Operation Research BBA 501-18: C501	
Course Code	Course Outcomes
C501.1	Explain the basics of operations research.
C501.2	Illustrate transportation problems & assignment models.
C501.3	Apply job sequencing and network models for solving business problems.
C501.4	Examine replacement of industrial equipments after their useful life.
C501.5	Determine different inventory model problems.
Mercantile Law BBA 502-18: C502	
Course Code	Course Outcomes
C502.1	Define the concept of Indian Business Law and articulate the statutory provisions related to Contract in business organization.
C502.2	Explain the provisions related to sales of goods act in business enterprise.
C502.3	Apply the concept of negotiable instrument in business organization.
C502.4	Examine the partnership Act and RTI Act along with their provisions.
C502.5	Interpret Consumer Protection Act, and analyze its provisions.
Consumer Behavior BBA 511-18 : C503	
Course Code	Course Outcomes
C503.1	Define consumer behavior and the emerging trends.
C503.2	Explain the consumer as an individual, according to inter-personal and perceptual theories in the organization.
C503.3	Analyze the consumer in social settings.
C503.4	Examine the influence of culture and sub culture on consumer behavior.
C503.5	Interpret the models required for consumer decision for business development.
Advertising and Sales Management BBA 512-18: C504	
Course Code	Course Outcomes
C504.1	Define the concept of advertising with legal, ethical and social aspects in respect to organization.
C504.2	Outline the digital marketing concepts to frame advertising strategies for business prospective.
C504.3	Apply the constituents and methods of media planning and scheduling for effective advertisement.
C504.4	Discover the emerging trends in sales management and understand various concepts of personal selling.
C504.5	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.
C508.3	Develop the ability to handle the implementation, accountability, and effectiveness assessment issues related to Intervention.
C508.4	Analyze the Consultant-Client relationship in accordance to organization change.

C508.5	Explain the ethical and contemporary issues in Organizational development.
Mentoring and Professional Development BMPD 502-18: C509	
Course Code	Course Outcomes
C509.1	Apply communication skills in today's workplace to facilitate their ability to work collaboratively.
C509.2	Outline the understanding of effective group discussion and interview etiquettes.
C509.3	Identify the different techniques of communication.
C509.4	Explain various elements of group dynamics, team building activity and cooperation.
C509.5	Develop leadership qualities for fostering creativity and collaboration.

Course Outcomes of BBA 6th Semester	
After the completion of the course, the student will be able to :	
Strategy Management BBA 601-18: C601	
Course Code	Course Outcomes
C601.1	Define the basic concept of strategy formulation, implementation and evaluation.
C601.2	Outline comprehensive and integrated analysis of external business environment and its scanning.
C601.3	Make use of various diversification strategies and models of strategic choice.
C601.4	Comprehend different modes of strategic implementation.
C601.5	Identify applicability of strategic evaluation and control in business.
Company Law BBA 602-18: C602	
Course Code	Course Outcomes
C602.1	Define formation of company according to Indian Companies Act 2013.
C602.2	Explain the documentation in formation of company.
C602.3	Develop awareness about the share capital structure of the company.
C602.4	Analyse the roles and powers of the directors in company while conduction board and other meetings.
C602.5	Elaborate the procedure of formation and winding up of a company.
Services Marketing BBA 611-18: C603	
Course Code	Course Outcomes
C603.1	Define the concept of services and their contribution of the service sector in India.
C603.2	Demonstrate the role of consumer behaviour for building customer relationship and customer perception.
C603.3	Utilize the concept of service design, physical evidence in services.
C603.4	Analyse service innovation in managing demand and capacity of the organization.
C603.5	Elaborate the concept of service delivery with customer centric approach.
Retailing and Logistics Management BBA 612-18: C604	
Course Code	Course Outcomes
C604.1	Define the concept of retailing and challenges in retail development.
C604.2	Outline the formats of retail, and retailing strategy.
C604.3	Choose various aspects to manage human resources and designing the layout of store.
C604.4	Explain the concept of merchandise management and store handling.
C604.5	Estimate the challenges in supply chain and logistics management.

Personal Financial Planning BBA 621-18: C605	
Course Code	Course Outcomes
C605.1	Explain the significance of personal finance planning along with the time value of money.
C605.2	Outline the concept of risk-return policies and different type of insurances.
C605.3	Make use of financial instruments as an investment component.
C605.4	Explain tax planning and debt management.
C605.5	Elaborate different retirement plans considering ethics in personal financial planning and estate planning.
Direct and Indirect Tax Laws BBA 622-18: C606	
Course Code	Course Outcomes
C606.1	Define the basic concept of income tax and their provisions.
C606.2	Interpret the expenses and deductions in gross total income considering different heads of income.
C606.3	Identify direct and indirect taxes in a pragmatic situation, filing income tax returns and pan request forms component.
C606.4	Explain tax planning and debt management.
C606.5	Elaborate the function of gst portal and registration provision.
Training and Development BBA 631-18: C607	
Course Code	Course Outcomes
C607.1	Define the principles and methods of learning.
C607.2	Interpret the concept and process of training.
C607.3	Apply the various methods for staff training and need assessment.
C607.4	Interpret the concept of training and development and its effectiveness.
C607.5	Elaborate the emerging trends of training and development in Indian industries.
Cross Culture Human Resource Management BBA 632-18: C608	
Course Code	Course Outcomes
C608.1	Define the concept of cross-cultural human resource management and overseas strategic decision making.
C608.2	Interpret cross cultural situations based on various models.
C608.3	Identify the dynamics of staffing and leadership in cross culture Human Resource Management.
C608.4	Explain the meaning of international cross culture human resource management.
C608.5	Elaborate the meaning of cross culture ethics and its challenges.

Mentoring and Professional Development BMPD 602-18: C609	
Course Code	Course outcomes
C609.1	Apply communication skills in today's workplace to facilitate ability to work collaboratively.
C609.2	Outline the understanding of effective group discussion and interview etiquettes.
C609.3	Identify the different techniques of communication.
C609.4	Explain various elements of group dynamics, team building activity and cooperation.
C609.5	Develop leadership qualities for fostering creativity and collaboration.