#### Mapping of BBA (BANKING & INSURANCE) Programme

#### **Program Outcomes**

#### After the program the students will be able to:

- PO 1. Apply knowledge of various functional areas of business
- PO 2. Develop communication and professional presentation skills
- PO 3. Demonstrate critical thinking and Analytical skills for business decision making
- PO 4. Illustrate leadership abilities to make effective and productive teams
- PO 5. Explore the implications and understanding the process of starting a new venture
- PO 6. Imbibe responsible citizenship towards sustainable society and ecological environment
- PO 7. Appreciate inclusivity towards diverse culture and imbibe universal values
- PO 8. Foster Creative thinking to find innovative solutions for diverse business situations

# Program Specific Outcomes After the program the students will be able to:

- PSO 1. Develop proficiency in technical operations of Banking and Insurance organization.
- PSO 2. Demonstrate critical thinking and innovative ability to deal with problems in Banking and Insurance industry
- PSO 3. Exhibit Negotiation skills and networking abilities to market and promote products in Banking and Insurance industry
- PSO 4. Appraise social, legal and economic implications of Banking and Insurance Sector.

The Table depicts the degree of relation between course outcomes and the programme outcomes The letters "3" indicate high degree of relationship of CO with PO; The letters "2" indicate moderate degree of relationship of CO with PO; The letters "1" indicate low degree of relationship of CO with PO; Where 3= Excellent, 2= Good, 1= Little

# Mapping of Course Outcomes with Program outcomes and Program Specific Outcomes

The Table depicts the degree of relation between course outcomes and the programme outcomes where "3" indicates high degree of relationship, "2" indicates moderate degree of relationship and "1" indicates low degree of relationship of CO with PO and PSO

## **BBA B&I 201 Marketing Management**

	Program level Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Explore the concepts of Marketing Management	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Appraise concepts like New Product Development, product Line and width etc and also product pricing	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Understand the role and relevance of Place and Intermediaries	3	3	3	3	3	3	3	3	3	3	3	3
CO4	Acquire skills to understand the factors which influence the promotional mix	3	3	3	3	3	3	3	3	3	3	3	3
CO5	Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing	3	3	3	3	3	3	3	3	3	3	3	3
CO6	Acquire skills to handle marketing related business and research issues.	3	3	3	3	3	3	3	3	3	3	3	3
AVG		3	3	3	3	3	3	3	3	3	3	3	3

**BBA B&I 203 Management Accounting** 

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Prog Outco	ram level	PO	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO	PSO 2	PSO 3	PSO 4
CO1	Understand the nature and scope of Management Accounting	3	2	3	3	3	3	1	1	3	3	3	1
CO2	Analyse and interpret the accounting financial statements of a company and its limitations	3	3	3	3	3	1	1	3	3	3	3	1
CO3	Executing skills to prepare various Budgets	3	3	3	3	3	3	1	3	3	3	3	1
CO4	Examining the impact of different ratios on the financial performance of a company	3	2	3	1	3	1	1	1	3	3	3	1
CO5	Compute cash flow analysis and its likely impact on the company	_	2	3	2	3	1	1	1	3	3	3	1
AVG		3	2.4	3	2.4	3	1.8	1	1.8	3	3	3	1
	RRA	R&T	205	Mana	aem	ent o	f Cor	nme	rcial F	Banks			

BBA B&I 205 Management of Commercial Banks

_	ram level	РО	PSO	PSO	PSO	PSO							
Outco		1	2	3	4	5	6	7	8	1	2	3	4
CO1	Explore the structure of Commercial banks	3	1	3	1	3	1	1	3	3	3	3	3
CO2	Acquire skills to analyse the Assets and Liabilities	3	1	3	1	3	1	1	3	3	3	3	3
CO3	Examine the risks involved in commercial banking	3	1	3	1	3	1	1	3	3	3	3	3
CO4	Comprehend the global trends and developments in International banking	3	1	3	1	3	1	1	3	3	3	3	3
CO5	Understand the management of foreign exchange	3	1	3	1	3	1	1	3	3	3	3	3
AVG		3	1	3	1	3	1	1	3	3	3	3	3

**BBA B&I 207 Decision making Techniques in Business** 

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Prog Outco	ram level	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Understand the basic concepts of Statistics	3	1	3	3	1	1	1	1	3	3	1	1
CO2	Apply correlation and regression concepts in business and research problems	3	1	3	3	2	1	1	1	3	1	1	1
CO3	Explore the use of linear programming in business problem solving	3	1	3	3	2	1	1	1	3	3	2	1
CO4	Analyze transportation and assignment problems	3	1	3	3	2	1	1	1	3	1	1	1
CO5	Evaluate alternatives before taking business decisions	3	1	3	3	3	1	1	3	3	3	3	1
AVG		3	1	3	3	2	1	1	1.4	3	2.2	1.6	1
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BBA B&I 209 Business Research Methodology

Prog Outco	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Outline the significance of research and research methodology	3	3	3	1	3	1	2	3	3	3	3	2
CO2	Understand the basic concepts and scope of Business research	3	3	3	1	3	1	2	3	3	3	3	2
CO3	Formulate research process for solving the business related problems	3	3	3	1	3	1	2	3	3	3	3	2
CO4	Examine the concept of measurement, sampling and hypothesis testing	3	3	3	1	3	1	2	3	3	3	3	2

С	:05	Prepare a research report on the basis of collected data	3	3	3	1	3	1	3	3	3	3	3	2
Α	VG		3	3	3	1	3	1	2.2	3	3	3	3	2

BBA B&I 211 Lab Business Research Methodology

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Prog	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Acquire skills to use software(Advance Excel/ SPSS)	3	3	3	1	3	1	2	3	3	3	3	2
CO2	Understand research tools for solving business	3	3	3	1	3	1	2	3	3	3	3	2
CO3	Acquire skills to implement statistical tests for resolving an issue	3	3	3	1	3	1	2	3	3	3	3	2
CO4	Helps in decision making	3	3	3	1	3	1	2	3	3	3	3	2
AVG		3	3	3	1	3	1	2	3	3	3	3	2

**BBA (B&I) 215 Environmental Science** 

_	ram level	РО	PO	PO	РО	РО	PO	PO	РО	PSO	PSO	PSO	PSO
CO1	Explore ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Examine water pollution and air pollution and acquire skills to resolve the issue	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Demonstrate skills to manage solid waste concern	3	3	3	3	3	3	3	3	3	3	3	3

CO4	Acquire skills to assess the impact of environment and environmental management system	3	3	3	3	3	3	3	3	3	3	3	3
CO5	Contribution towards environment protection and ecological balance	3	3	3	3	З	3	3	3	3	3	3	3
AVG		3	3	3	3	3	3	3	3	3	3	3	3

## BBA (B&I) 202-Business Analytics

Prog Outco	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Demonstrate skills for computation and aggregation of data using different software.	3	3	3	1	3	1	2	3	3	3	3	2
CO2	Present data with the help of charts like pivot table etc.	3	3	3	1	3	1	2	3	3	3	3	2
CO3	Acquire Knowledge about data concepts like big data, data warehousing etc.	3	3	3	1	3	1	2	3	3	3	3	2
CO4	Analyze data using R studio package and interpret the results.	3	3	3	1	3	1	2	3	3	3	3	2
AVG		3	3	3	1	3	1	2	3	3	3	3	2

# BBA (B&I) 204: Financial Management

Prog Outco	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Explain the nature and scope of Financial Management	3	3	3	3	3	2	2	3	3	3	3	3
CO2	Analyze capital Budgeting process and apply capital budgeting	3	3	3	3	3	2	2	3	3	3	3	3

	techniques for business decisions												
CO3	Examine various capital structure theories and analyze factors affecting capital structure decisions.	3	3	3	3	3	2	2	3	3	3	3	3
CO4	Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy	3	3	3	3	3	2	2	3	3	3	3	3
CO5	Acquire skills to manage profitability and take sound financial decisions for a business	3	3	3	3	3	2	2	3	3	3	3	3
AVG		3	3	3	3	3	2	2	3	3	3	3	3

# BBA (B&I) 206: Corporate Governance, Ethics and Responsibility of Business

Prog Outco	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Examine the concept of values, ethics and their relevance in Business	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Assess the concept of Knowledge management and Wisdom management, acquire skills to manage stress. Understand the concept of Karma and Dharma	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Analyze the concept of Progress and Success to manage transformation	3	3	3	3	3	3	3	3	3	3	3	3
CO4	Exhibit the relevance of Corporate Social Responsibility and	3	3	3	3	3	3	3	3	3	3	3	3

	Corporate Governance in present times												
CO5	Explain the linkage between ethics, corporate governance and corporate social responsibility and analyze specific cases of corporate governance failure	3	3	3	3	3	3	3	3	3	3	3	3
AVG		3	3	3	3	3	3	3	3	3	3	3	3
	В	BA (B	&I) 2	208: I	ncon	e Tax	<b>Law</b>	and	Practi	ce			

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_	ram level	РО	PO	PO	РО	PO	PO	PO	PO	PSO	PSO	PSO	PSO
Outco		1	2	3	4	5	6	7	8	1	2	3	4
CO1	Comprehend the concepts of taxation, including Assessment year, previous year, assessee, person, total income, agricultural income and determine the residential status of persons.	3	2	3	3	3	3	2	2	3	3	2	3
CO2	Compute income under different heads, applying the charging provisions, exemptions and deductions.	3	3	3	3	3	2	2	3	3	3	2	3
CO3	Examining the provisions of clubbing of income and set off and carry forward of losses.	3	3	3	3	3	3	2	3	3	3	2	3
CO4	Determine the total Income and Tax Liability	3	2	3	2	3	2	2	2	3	3	3	3
CO5	Comprehend the provisions relating to filing of return of income.	3	2	3	2	3	2	2	2	3	3	2	3
AVG		3	2.4	3	2.6	3	2.4	2	2.4	3	3	2.2	3

#### BBA (B&I) 210 (Elective): Financial Market and Institutions

Prog	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Analyze the functioning of financial markets and Institutions in India.	3	3	3	3	3	2	2	3	3	3	3	3
CO2	Examine the functioning of money market and capital market.	3	3	3	3	3	2	2	3	3	3	3	3
CO3	Assess the impact of recent initiatives like MUDRA Scheme on financial inclusion.	3	3	3	3	3	2	2	3	3	3	3	3
CO4	Explain the concept of Non-Banking Financial Companies (NBFCs)	3	3	3	3	3	2	2	3	3	3	3	3
AVG		3	3	3	3	3	2	2	3	3	3	3	3

### BBA (B&I) 212 (Elective): Sales Management

Program level Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Explore the nature and importance of sales management, types and skills of sales manager.	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Demonstrate the personal selling process.	3	3	3	2	3	3	3	3	3	3	3	3
CO3	Analyze the ethical and legal issues in sales management.	3	3	3	2	3	3	3	3	3	3	3	3
CO4	Examining the concept of Sales Personnel.	3	3	3	2	3	3	3	3	3	3	3	3
AVG		3	3	3	2.2 5	3	3	3	3	3	3	3	3

### BBA (B&I) 214 (Elective): Training and Development

Prog	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Examine the concepts of training and development.	3	3	2	2	3	3	3	3	3	3	3	1
CO2	Analyse the trends in employees and organization development programmes.	3	3	2	2	3	3	3	3	3	3	3	3
CO3	Identify training needs of an individual by conducting training need analysis.	3	3	2	2	3	3	3	3	3	3	3	1
CO4	Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme	3	3	3	2	3	3	3	3	3	3	3	3
AVG		3	3	2.2 5	2	3	3	3	3	3	3	3	2

### BBA (B&I) 216 (Elective): Minor Project Report

Prog Outco	ram level omes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO 4
CO1	Identify a field of study or a business problem	3	3	3	2	3	3	3	3	3	3	3	1
CO2	Examine the environment to identify the potential research areas	3	3	3	2	3	3	3	3	3	3	3	3
CO3	Crystallize a business concern into a concrete business research problem.	3	3	3	2	3	3	3	3	3	3	3	1
CO4	Explore alternative ways to resolve a business problem	3	3	3	2	3	3	3	3	3	3	3	3
AVG		3	3	3	2	3	3	3	3	3	3	3	2