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. Apply reflective thinking and research skills using latest technological tools
- PSO 2. Assimilate technical functional knowledge of operations in business organization
- PSO 3. Demonstrate strategic and proactive thinking towards business decision making
- PSO 4. Illustrate negotiation skills and networking abilities

The course outcomes of various courses of BBA are:

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 201 Business Laws

	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	Examine various aspects of contract and implications of various types of contract		3	3	3	3	3	2	3	3	3	3	3
CO2	Interpret the regulation concerning the Contract of Sale of Goods Act, 1930	3	3	3	3	3	3	2	3	3	3	3	3
CO3	Understand and analyse Companies Act 2013 with latest amendments	3	3	3	3	3	3	2	3	3	3	3	3
CO4	Examine the concepts of Negotiable Instrument Act, 1881	3	3	3	3	3	3	2	3	3	3	3	3
CO5	Comprehend the concepts of valid contract regarding business transactions	3	3	3	3	3	3	2	3	3	3	3	3
AVG		3	3	3	3	3	3	2	3	3	3	3	3

BBA 203 Marketing Management

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	Explore the concepts of Marketing Management	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Appraise in 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 205 Human Resource 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	Examine the concepts and relevance of HRM vs Strategic HRM	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Explore the various dimensions of Human resource Planning	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Analyze the needs, methods and designing of training and development programmes	3	3	3	3	3	3	3	3	3	3	3	3
CO4	Exhibit the career planning and career development	3	3	3	3	3	3	3	3	3	3	3	3
CO5	Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations	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 207 Management Accounting

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	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	3	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

BBA 209 Production and Operations Management

_	ram level	РО	PSO	PSO	PSO	PSO							
Outco	omes	1	2	3	4	5	6	7	8	1	2	3	4
CO1	Interpret the basic concept and functions of production and operation management	3	3	3	3	3	1	1	1	3	3	3	1
CO2	Acquire skills to design and development of production	3	3	3	3	3	1	1	1	3	3	3	1
CO3	Explore the various factors in deciding location and plant layout		3	3	3	3	2	1	1	3	3	3	1

CO4	Articulate inventory management and JIT with quality management systems and TQM	3	3	3	3	3	1	1	1	3	3	3	1
CO5	Demonstrate factors for plant maintenance and application of the emerging concepts and issues in manufacturing systems	3	3	3	3	3	2	1	1	3	3	3	1
AVG		3	3	3	3	3	1.4	1	1	3	3	3	1

BBA 211 Business Research Methodology

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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
CO5	Prepare a research report on the basis of collected data	3	3	3	1	3	1	3	3	3	3	3	2
AVG		3	3	3	1	3	1	2.2	3	3	3	3	2

BBA 213 Business Research Methodology Lab

Prog	ram level	РО	PO	PSO	PSO	PSO	PSO						
Outco	omes	1	2	3	4	5	6	7	8	1	2	3	4
CO1	Acquire skills to use software(Advance Excel/ SPSS)	3	3	3	1	3	1	2	3	3	3	3	2
CO2	Examine research tools for solving business	3	3	3	1	3	1	2	3	3	3	3	2
CO3	Implement statistical tests for resolving an issue	3	3	3	1	3	1	2	3	3	3	3	2
CO4	Demonstrate skills for 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 217 - Environmental Studies

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	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	3	3	3	3	3	3	3	3	3	3	3	3

	ecological balance												
AVG		3	3	3	3	3	3	3	3	3	3	3	3

BBA -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 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 techniques for business decisions	3	3	3	3	3	2	2	3	3	3	3	3
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	3	3	3	3	3	2	2	3	3	3	3	3

	analyze factors affecting dividend policy and suggest sound dividend policy												
CO5	Acquire skills to manage profitability and take sound financial decision 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 206: Corporate Governance, Ethics & Social Responsibility of Business

Prog	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	Examine the concept of values, ethics and their relevance in Business		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 Corporate Governance in present times	3	3	3	3	3	3	3	3	3	3	3	3
CO5	Explain the linkage between ethics, corporate governance and corporate social responsibility and analyze specific cases of corporate	3	3	3	3	3	3	3	3	3	3	3	3

	governance failure												
AVG		3	3	3	3	3	3	3	3	3	3	3	3

BBA 208:Income Tax Law and Practice

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	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 212: Elective Training and Development

Progr 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 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	2	3	3	3	3	3	3	3	2

BBA 214: Elective Sales 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	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 216: Elective Financial Markets 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 218: Minor Project-II

Prog	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	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