

## **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 301 Goods and Services Tax

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	Defining the concept of GST in India	3	2	3	3	3	3	2	2	3	3	2	3
CO2	Assessment of GST Tax	3	3	3	3	3	2	2	3	3	3	2	3
CO3	Determining the steps to file returns and their due dates	3	3	3	3	3	3	2	3	3	3	2	3
CO4	Describing offences and penalties under GST	3	2	3	2	3	2	2	2	3	3	3	3
CO5	Comprehends the role of GST Practitioner	3	2	3	2	3	2	2	2	3	3	2	3
CO6	Explore activities would neither be treated as supply of goods nor as supply	3	2	3	2	3	2	2	2	3	3	2	3
AVG		3	2.3	3	2.5	3	2.3	2	2.3	3	3	2.16	3

### BBA B&I 303 Practice of Life and General Insurance

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	The students will be able to acquaint with the advanced subject knowledge and apply the principles of Actuarial Planning and Control required in the operation of the Life and general Insurance Business.	3	2	3	2	3	2	2	3	3	3	3	3
CO2	Describe the different Non-life Insurance Products	3	2	3	2	3	2	2	3	3	3	3	3
CO3	Acquire the skills to deal with Physical and Moral Hazards loss prevention	3	2	3	2	3	2	2	3	3	3	3	3
CO4	Explain General Insurance Business Act,1972	3	2	3	2	3	2	2	3	3	3	3	3
CO5	Describe the conceptual framework of life Insurance	3	2	3	2	3	2	2	3	3	3	3	3
AVG		3	2	3	2	3	2	2	3	3	3	3	3

### BBA B&I 305 Business Policy and Strategy

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	Defining the concept of Business Policy, its evolution and strategic management	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Assessing the environmental analysis	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Analysis of Internal resources	3	3	3	3	3	3	3	3	3	3	3	3
CO4	Explore skills to formulate various strategies in different Business portfolio models	3	3	3	3	3	3	3	3	3	3	3	3
CO5	Reviewing major issues in the implementation of strategy	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 307 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	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







### **BBA (B&I) 315 Summer Training Report**

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
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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 (B&I) 306: HR Analytics

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	Apprehend the concept of HR analytics and strategic role of HR manager	3	3	3	3	3	3	3	3	3	3	3	3
CO2	Analyse the different HR metrics and HR valuation being followed.	3	3	3	3	3	3	3	3	3	3	3	3
CO3	Assess the work force planning and its use in analyzing HR	3	3	3	3	3	3	3	3	3	3	3	3
CO4	Understand, analyse and communicate the theories of HR analytics.	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) 308: Advertising & Sales Promotion

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
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CO1	Interpret the importance and role of advertising in Marketing Mix.	3	3	3	3	3	2	3	3	3	3	3	3
CO2	Evaluate the advertising effectiveness and legal,ethical aspects of advertising in India.	3	3	3	3	3	2	3	3	3	3	3	3
CO3	Analyse the different sales promotion strategies and evaluating them	3	3	3	3	3	2	3	3	3	3	3	3
CO4	Examine various means of testing effectiveness of advertising and sales promotion.	3	3	3	3	3	3	3	3	3	3	3	3
AVG		3	3	3	3	3	2	3	3	3	3	3	3

### **BBA (B&I) 310 (Elective): Marketing of Financial Products and Services**

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	Application of knowledge of how the marketing of financial services are done.	3	3	3	2	3	3	3	3	3	3	1
CO2	Explore the entire working of retail banking	3	3	3	2	3	3	3	3	3	3	3
CO3	Comprehend the regulatory framework of mutual funds.	3	3	3	2	3	3	3	3	3	3	1
CO4	Understand the concept and impact of globalization on financial services	3	3	3	2	3	3	3	3	3	3	1
AVG		3	3	3	2	3	3	3	3	3	3	1.5

### **BBA (B&I) 312 (Elective):Banking Laws and Practice**

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	The students will be familiarized with the various types of financial services and products and how these are to be marketed.	3	3	3	2	3	3	3	3	3	3	3	1
CO2	Explain the recent developments in marketing of Financial Products & Services.	3	3	3	2	3	3	3	3	3	3	3	3
CO3	Overview of Reserve Bank of India Act,1934	3	3	3	2	3	3	3	3	3	3	3	1
CO4	Explore the legal aspect of Negotiable Instrument Act 1860	3	3	3	2	3	3	3	3	3	3	3	3
CO5	Comprehend the cyber laws relating to banking	3	3	3	2	3	3	3	3	3	3	3	1
CO6	Explaining the SARFAESI Act,2002	3	3	3	2	3	3	3	3	3	3	3	1
AVG		3	3	3	2	3	3	3	3	3	3	3	1.67

### BBA (B&I) 314: Major Project

Program level Outcomes →		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2	PSO3	PSO4	PSO5	PSO 6
CO1	Apply all theoretical concepts learned in research	3	3	3	3	3	3	1	1	1	3	3	3

	methodology												
CO2	Articulate a clear research objective with accurate scope and limitations of the study	3	3	3	3	1	3	1	1	2	1	3	3
CO3	Identify an appropriate sample size for a study	3	3	3	3	3	1	1	1	1	2	1	3
CO4	Choose the appropriate data collection tools for accurate, authentic and complete data collection	3	2	3	3	3	3	1	1	2	3	3	3
CO5	Study the data using techniques appropriate to the Research Design	1	3	3	3	1	1	2	1	2	2	1	3
CO6	Analyze data using parametric techniques and conduct Univariate analysis	1	1	1	3	1	1	3	1	1	3	3	3
CO7	Draw conclusions based on the results from the analysis	3	3	3	3	3	3	1	1	1	3	3	3
AVG		2.42	2.57	2.71	3	2.14	2.14	1.42	1	2.14	2.42	2.42	3