

S. No.	Course Code	Course Name Name	Course Outcomes	
1	BBA-101	Fundamentals of Management	CO1	To understand the concepts related to business management.
			CO2	To understand the complexities associated with management and integrate the learning in handling these complexities.
			CO3	To apply the roles, skills and functions of practical business.
			CO4	To apply the various motivational theories and leadership styles in business management.
			CO5	To utilize application of fundamental knowledge so as to solve organizational problems and develop optimal managerial decisions.
2	BBA-102	Organizational Behavior	CO1	To understand the nature, functioning and design of organization as social collectives.
			CO2	To understand the cause and effect of different behaviors in an organization.
			CO3	To analyze the behavior of individual and groups in an organization.
			CO4	To contrast the reciprocal relationship between the organizational leaders and their subordinates.
			CO5	To develop conceptual understanding of change and how to implement it.
3	BBA-103	Managerial Economics	CO1	To apply the various economics principles so as to make effective economic decisions under conditions of risk and uncertainty.
			CO2	To analyze the concepts of demand & supply for various changing situations in industry for better utilization of resources.
			CO3	To evaluate the different market structure and pricing strategies.
			CO4	To analyze the macroeconomic concepts like business cycle & how it affect the business & economy.
			CO5	To make the students familiar with BOP & inflation.
4	BBA-104	Accounting & Financial Analysis	CO1	To understand accounting concepts, principles, & conventions for routine monetary transaction.
			CO2	To understand 'International & Indian Accounting Standards'.
			CO3	To apply the concept for preparation of financial statements and cash flow in accordance with GAAP.
			CO4	To analyse, interpret and communicate the information contained in basic financial statements.
			CO5	To know the concept and preparation of 'Fund Flow Statement'.
5	BBA-105	Business Law	CO1	To understand the basic aspect of Indian Contract Act and Sale of Goods Act.
			CO2	To understand the basic aspect of Partnership Act .
			CO3	To understand the basic aspect of Negotiable instrument Act.
			CO4	To analyze various types of contracts and different forms of negotiable instrument.
			CO5	To familiarize the students with application of business laws.
6	BBA-106	Business Organization & Ethics	CO1	To understand the basic of business essentials and ethical practices of business.
			CO2	To understand the process of developing new business including plant location, layout and promotion of business.
			CO3	To understand the various forms of business organisation.
			CO4	To know the social responsibility of business.
			CO5	To make the students aware with various philosophies of business.
7	BBA-008	Environmental Studies	CO1	To understand the basic aspects associated with structure and function of ecological systems.
			CO2	To understand the importance of natural resources and the need of their conservation for a sustainable environment.
			CO3	To understand their roles, responsibilities as a citizen, consumers and environmental actors in a complex interconnected world.
			CO4	To analyze the impact of human and pollution on environment.
			CO5	To communicate effectively about environmental issues and problems.
8	BBA-201	Quantitative Techniques for Business	CO1	To gain knowledge of basic concepts of business statistics.
			CO2	To inculcate the practical understanding of various analytical tools.
			CO3	To compute various measures of central tendency & Dispersion, Correlation and their implication in business problems.
			CO4	To analyze the business aspects using the concepts of Time-Series Analysis and Index Numbers.

			CO5	To take appropriate decisions by applying the concept of basic probability.
9	BBA-202	Business Communication	CO1	To understand the basic concept of business communication and their barriers.
			CO2	To apply the various aspect of verbal and non-verbal communication skills.
			CO3	To analyze critical thinking by designing and developing presentation and writing skills.
			CO4	To create appropriate organizational formats and channels used in business communication.
			CO5	To understand the various modern forms of business.
10	BBA-203	Human Resource Management	CO1	To develop the understanding of concept of human resource management and to understand its relevance in organizations.
			CO2	To develop necessary skill set for application of various HR issues
			CO3	To analyse the strategic issues and strategies required to select and develop manpower resources.
			CO4	To integrate the knowledge of HR concepts to take correct business decisions.
			CO5	To understand the concept of HR analytics.
11	BBA-204	Marketing Management	CO1	To understand and explain the nature and scope of marketing.
			CO2	To demonstrate how knowledge of marketing concepts and environment can be applied to take marketing decision making.
			CO3	To be able to comprehend the knowledge of Consumer Behavior in taking marketing decision.
			CO4	To understand the concept of marketing mix.
			CO5	To apply the knowledge of marketing research in identifying characteristics of consumers to take marketing decisions.
12	BBA-205	Business Environment	CO1	To identify and evaluate the complexities of business environment and their impact on the business.
			CO2	To analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
			CO3	To analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.
			CO4	To understand the Industrial functioning and strategies to overcome challenges in competitive markets.
			CO5	To conduct the SWOT analysis of business.
13	BBA-206	Fundamentals of Computers	CO1	To gain knowledge of basic concepts / fundamentals of computer.
			CO2	To understand the various types of Input and Output devices.
			CO3	To understand the various types of memory used in computer systems.
			CO4	To gain knowledge of basic concepts of software and hardware and also knowledge of computer languages.
			CO5	To gain knowledge of Operating systems and also basic knowledge of Internet and search engines.
14	BBA-207	Assessment of Soft Skill Based on Presentations/GD/Personality Traits	CO1	To inculcate the important of softskills among the students.
			CO2	To involve the students among various management games.
			CO3	To improve the overall communication of the students.
			CO4	To develop the presentation skills among the students.
			CO5	To develop the social attitude among the students.
15	BBA-301	Advertising Management	CO1	To apply the ways that communicate through advertising and influence consumers.
			CO2	To understand the role of the advertising agency and its client relationships.
			CO3	To understand the decisions which need to be made in budgeting and planning for promotion.
			CO4	To set promotional objectives and identify their relationship with the strategic plan and discuss a range of creative strategies in advertising.
			CO5	To understand the concept of public relation and publicity.
16	BBA-302	Team Building and Leadership	CO1	
			CO2	To understand the techniques and practical understanding of how to apply theories and concepts to improve leadership skills.
			CO3	To be aware of the importance of teamwork and development of skills for building effective teams.
			CO4	To be able to analyse different personality traits.
			CO5	To understand the group dynamics.
			CO1	To acquaint the students with past, present and future of Indian economy.

17	BBA-303	Indian Economy	CO2	To analyse the impact of five year plans on Indian Economy.
			CO3	To analyse the role of small scale industries in boosting the Indian Economy.
			CO4	To analyse the importance and role of commercial banks and other financial institutions in enhancement the economy.
			CO5	To gain the knowledge of agriculture economics.
			CO1	To understand the basic concepts of CRM and CRM system.
18	BBA-304	Customer Relationship Management	CO2	To understand the CRM process and developing CRM strategy and measurement of service quality.
			CO3	To apply the process and strategy in choosing and implementing new CRM system in an contemporary scenario.
			CO4	To analyze the role of sales force automation in customer relationship management.
			CO5	To understand the five phases of CRM projects.
			CO1	To understand the basic concepts and technologies used in the field of management information system.
19	BBA-305	Management Information System	CO2	To apply the processes of developing and implementing information systems in the contemporary scenario.
			CO3	To analyze the role of information systems and strategic management in an organization.
			CO4	To evaluate how the various information systems work together to accomplish the objectives of an organization.
			CO5	To understand the concept of decision support system and AI.
			CO1	To understand the basic concepts of Income Tax Act & the rules to determine the residential status of assessee.
20	BBA-306	Income Tax Law and Practice	CO2	To understand the scope of Total Income & Income which does not form the part of Total Income.
			CO3	To apply the rules of Income Tax to compute income under different heads.
			CO4	To understand the aggregation of income after set-off & carry forward of losses.
			CO5	To understand the various deductions allowed from Gross Total Income.
			CO1	To understand consumer behaviour in an informed and systematic way.
21	BBA-401	Consumer Behavior	CO2	To demonstrate how knowledge of consumer behaviour can be applied to marketing.
			CO3	To relate internal dynamics such as personality, perception, learning, motivation and attitude to consumer choices.
			CO4	To able to use appropriate research approaches including sampling, data collection and questionnaire design for specific consumer behaviour.
			CO5	To enable the students in designing and evaluating the marketing strategies based on fundamental theories.
			CO1	To understand the different basic concept Corporate Finance.
22	BBA-402	Financial Management	CO2	To use and apply different models for firm's optimum dividend payout.
			CO3	To apply different approaches to manage working capital.
			CO4	To analyze capital structure on the basis of cost of capital.
			CO5	To evaluate long term investment decisions with the help of time value of money.
			CO1	To gain an understanding o basics of production management.
23	BBA-403	Production & Operation Management	CO2	To understand the skills necessary to analyse a production systems.
			CO3	To understand the concept of plant location and layout.
			CO4	To understand how ERP and MRP systems are used in managing operations.
			CO5	To understand the quality system for operations and production.
			CO1	To identify the dealer and customer oriented sales distribution techniques.
24	BBA-404	Sales & Distribution Management	CO2	To explain the steps involved in sales force management.
			CO3	To conduct pre-testing, post testing and concurrent testing of advertisements to determine their effectiveness.
			CO4	To develop economic way of thinking in dealing with practical sales distribution problems and challenges.
			CO5	To understand various distribution networks.
			CO1	To understand the basic concepts of research and its methodologies.
25	BBA-405	Research Methodology	CO2	To understand various kinds of research and its objectives.
			CO3	To understand measurement & scaling techniques, data analysis-and hypothesis development techniques.

		methodology	CO4	To apply the research tools and techniques likes, questionnaire, sampling, data analysis for conduction research.
			CO5	To know how to write project reports.
26	BBA-406	Entrepreneurship & Small Business Management	CO1	To understand the basics of entrepreneurship and role of entrepreneurship in Indian economy.
			CO2	To understand the concepts of entrepreneurial development programme .
			CO3	To apply the different methodologies in executing project ideas.
			CO4	To apply the different methods of transportation and assignment problem.
			CO5	To understand the process of starting the small industry.
27	BBA-407	Computer Oriented Practical & Viva-Voce	CO1	To familiarize and equip the students with basic computer knowledge & skills.
			CO2	To understand the essentials of Internet.
			CO3	To make the students aware of mobile computing and its techniques.
			CO4	To familiarize the students with online transactions.
			CO5	To make the students understand the network security and its applications.
28	BBA-501	Arithmetic Aptitude	CO1	To understand the basic quantitative aptitude and general mathematics.
			CO2	To understand the various problems related to ages, calendar, clock, Time & work etc.
			CO3	To understand the concepts of data interpretation.
			CO4	To gain the knowledge of matrix and its types in detail.
			CO5	To understand the various charts and bar diagrams.
29	BBA-502	Aptitude Reasoning	CO1	To gain knowledge of basic concepts of reasoning and logical thinking.
			CO2	To understand the various types of emotional & social intelligence.
			CO3	To understand the various types of analogy, data arrangements, logical sequencing etc.
			CO4	To gain knowledge of number series, data sufficiency, arithmetic reasoning etc..
			CO5	To gain the knowledge of visual memory and its applications.
30	BBA-503	General Business Awareness	CO1	To obtain knowledge of international organisations like IMF, World Bank, WTO etc to the students.
			CO2	To understand the various geographical features from Indian and across the globe.
			CO3	To understand the everyday science to the students.
			CO4	To make the students familiar with the current business development and knowledge.
			CO5	To make the students familiar with the constitution and Indian polity.
31	BBA-504	General English	CO1	To make the students understand the basic grammar.
			CO2	To familiar the students with the basic editing and error locating in English.
			CO3	To make the students learn the basic vocabulary and use them.
			CO4	To gain the familiarity of students regarding the reading, writing, listening and comprehending.
			CO5	To provide the knowledge of basic communication to the students.
32	BBA - 505 (M1)	Rural Marketing	CO1	To enable the students with the rural marketing concepts.
			CO2	To familiar the students with the rural consumer.
			CO3	To understand the marketing of agricultural inputs.
			CO4	To gain knowledge of rural marketing strategies.
			CO5	To understand the 4 P's of rural marketing.
33	BBA - 505 (F1)	Corporate Taxes - Direct & Indirect Tax	CO1	To understand the basic provisions of Income Tax Act 1961.
			CO2	To understand the concept of tax planning & management..
			CO3	To impart knowledge regarding direct and indirect taxation.
			CO4	To enable the students to calculate the GST with knowledge of taxable event.
			CO5	To impart the knowledge of various Custom Laws and Regulations.
34	BBA - 506 (M2)	Service Marketing	CO1	To make the student familiar with the concepts of services marketing.
			CO2	To understand the consumer behaviour and service design.

34	BBA - 500 (M2)	Service Marketing	CO3	To understand the marketing mix of service marketing.
			CO4	To make the students aware of various service marketing processes.
			CO5	To gain knowledge of service performance parameters and understanding the gap model in true manner.
35	BBA - 506 (F2)	Financial Institutions & Investment Management	CO1	To impart the knowledge of Indian capital market to the students.
			CO2	To make the students understand the Portfolio Analysis & Selection strategies.
			CO3	To familiar the students with various organisations like ICICI, IFCI, NABARD, RRB etc.
			CO4	To make the students aware with leasing and hire purchase policies.
			CO5	To provide insights of mutual funds and its constituents to the students.
36	BBA - 507	Summer Training Project Report Based Viva Voce	CO1	To make the students undergo the industrial training.
			CO2	To impart the knowledge of practical aspect of business world.
			CO3	To impart the knowledge of data collection.
			CO4	To make the students to write project report.
			CO5	To prepare the students of effective viva voce exam based on project report.
37	BBA-601	Strategic Mgt. & Business Policy	CO1	To expose students to various perspectives and concepts in the field of Strategic management.
			CO2	To enable the students to understand the principles of strategy formulation, implementation and control in an organization.
			CO3	To develop skills for applying various strategic concepts to the solution of business problems.
			CO4	To master the analytical tools of strategic management.
			CO5	To understand the porter's five model.
38	BBA-602	Operation Research	CO1	To understand the role of operations in overall business strategy of the firm.
			CO2	To understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.
			CO3	To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
			CO4	To understand the trends and challenges of 'Operations Management' in the current business environment.
			CO5	To apply techniques for effective utilization of operational resources.
39	BBA-603	Fundamentals of E-Commerce	CO1	To analyse the E-commerce market and trends worldwide.
			CO2	To make the students understand the various ecommerce platforms.
			CO3	To understand the various techniques of Ecommerce marketing.
			CO4	To compare physical and ecommerce mode of business.
			CO5	To understand the security issues in Ecommerce.
40	BBA-604	Economic & Industrial Law	CO1	
			CO2	To outline the important causes & impact of industrial disputes.
			CO3	To elaborate Industrial Dispute settlement procedures.
			CO4	To summarize the important provisions of Wage Legislations, and Factories Act in reference to Minimum Wages Act 1948 and health and safety of workers.
			CO5	To summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.
41	BBA - 605 (M3)	Retail Management	CO1	
			CO2	To make the students understand the various retail formats.
			CO3	To enable the students to learn various retail practices.
			CO4	To gain insights and inputs regarding retail marketing and promotion.
			CO5	To make the students familiar with limitation of retail markets.
			CO1	To enable the learner to understand the various concepts of cost accounting and management accounting.

42	BBA - 605 (F3)	Cost & Management Accounting	CO2	To describe cost accounting as a tool of managerial decisions.
			CO3	To develop various skills among the students related with accounting of elements of costing.
			CO4	To evaluate the cost of product at different levels of production.
			CO5	To understand various cost management tools.
			CO1	
43	BBA - 606 (M4)	Digital Marketing	CO2	To make the students understand advantages of digital marketing.
			CO3	To develop various skills among the students regarding tools of digital marketing.
			CO4	To evaluate the cost of product and comparison in traditional & digital marketing.
			CO5	To understand the limitations of digital marketing.
			CO1	
44	BBA - 606 (F4)	Company Accounts	CO1	To understand the accounting treatment of issue, forfeiture, re-issue of shares, debentures and redemption of preference shares.
			CO2	To understand the accounting treatment various special issues & buybacks.
			CO3	To understand the standalone and consolidated final accounts of the company.
			CO4	To understand the combinations and re-construction procedures and accounting of the company.
			CO5	To analyze the financial statements of the company.
45	BBA - 607	Comprehensive Viva Voce	CO1	To develop a strong sense of identity among students.
			CO2	To be able to comprehend the knowledge obtained in BBA program.
			CO3	To be able to communicate effectively.
			CO4	To make the students fully confident.
			CO5	To inculcate the personality shaping and dynamism among the students.