

Department of Management (BBA) Programme Outcomes

Upon completion of the B.B.A Degree Programme the graduate will be able to -

PO1: Provides a wide knowledge of all disciplines of the course and training in management of both animate and inanimate entities and develops leadership skills.

PO2: Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

PO3: Equips students to demonstrate the capabilities required to apply cross- functional business knowledge and technologies in solving real-world business problems.

PO4: Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.

PO5: Makes students capable of recognizing and resolving ethical issues.

PO6: Helps to prepare students for managerial roles and as entrepreneurs.

Department of Management (BBA) Programme Specific Outcomes

Programme Specific Outcomes	
PSO 1	Ability to analyze various functional issues affecting the organization
PSO 2	Ability to define, analyze the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
PSO 3	Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
PSO 4	Understand ethical challenges and choices in a business setting
PSO 5	Demonstrate understanding of sustainability related concerns in varied areas
PSO 6	Analyze Global Environment and its Impact on Business
PSO 7	Understand the ecosystem of start up in the country
PSO 8	Demonstrate the ability to create business plans.
PSO 9	Provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
PSO 10	Apply ethical principles and commitment towards professional ethics and responsibility.
PSO 11	Function effectively as a member, leader, individual or group in diverse environment.
PSO 12	Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.
PSO 13	Providing an opportunity for the students to gain practical exposure towards the work place and make them industry ready.
PSO 14	Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PSO 15	Ability to demonstrate technical competence in domestic and global arena of business through the study of major disciplines within the fields of business.

Department of Management (BBA)

Course Outcomes

First Year		
Semester - I		
Course Name	Code	Course Outcomes
Principles of Management	101	<ul style="list-style-type: none"> ➤ To understand basic concept regarding org. Business Administration. ➤ To examining various principles of Management. ➤ To develop managerial skills among the students.
Business Communication Skills	102	<ul style="list-style-type: none"> ➤ To understand what is the role of communication in personal and business world. ➤ To understand system and communication and their utility ➤ To develop proficiency in how to write business letters and other communications required in business
Business Accounting	103	<ul style="list-style-type: none"> ➤ To develop right understanding regarding role and importance of monetary and financial transactions in business ➤ To cultivate right approach towards classifications of different transactions and their implications ➤ To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L
Business Economics – Micro	104	<ul style="list-style-type: none"> ➤ To understand role of economics as it influences society and business. ➤ To study how different decisions are taken in relation to price demand and supply ➤ To develop right understanding regarding Monopoly, perfect competition, revenue etc.
Business Mathematics	105	<ul style="list-style-type: none"> ➤ To develop appropriate understanding as how to use mathematic like computation interest, profit etc. ➤ To cultivate right understanding regaining numerical aptitude ➤ To develop logical approach towards analytical approach data
Business Demography	106	<ul style="list-style-type: none"> ➤ To give proper understanding regarding concept of demography in modern economic setup ➤ . To study how population and structure changes affecting quality of life and business ➤ To develop clarity of concept regarding social economic process and urbanization and its impact on society

Semester – II

Course Name	Code	Course Outcomes
Business Organization and System	201	<ul style="list-style-type: none"> ➤ Understand how a business functions, Understanding the idea. of business as an economic entity, to understand modern commerce performs new business initiatives. ➤ Knowledge of selection and appropriateness of a form of business organization, learning functioning of different types of Sole proprietorship, how a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration ➤ Understanding of basic knowledge about how to start a business

		<p>enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business.</p> <ul style="list-style-type: none"> ➤ Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.
Principles of Marketing	202	<ul style="list-style-type: none"> ➤ Knowledge about functioning of modern Indian Markets Understanding the marketing process and planning in international prospects ➤ To improve understanding regarding marketing environment and segmentation in Indian context. ➤ To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer ➤ Developing a right and complete understanding different types of market in developing economy and how marketing services improve quality of life.
Principles of Finance	203	<ul style="list-style-type: none"> ➤ To develop Competence to apply various concept in finance for decision making ➤ To develop rational understanding regarding role and utility of different sources of finance ➤ To have right understanding how modern business is changing and what are the new trends in business finance
Basics of Cost Accounting	204	<ul style="list-style-type: none"> ➤ How to use cost of concept ➤ Development of basic ability to think about cost as an ingredient of price mechanism ➤ To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure ➤ Development of reasonable working knowledge of methods of ascertainment of cot of a contract or process.
Business Statistics	205	<ul style="list-style-type: none"> ➤ To understand role and importance of statistics in various business situations ➤ To develop skills related with basic statistical technique ➤ Develop right understanding regarding regression, correlation and data interpretation
Fundamentals of Computers	206	<ul style="list-style-type: none"> ➤ Proficiency in applying computers in business activities like data processing Tabulation, data analysis and presentation of data ➤ Proficiency in set up of Different structure computer network in business environment. ➤ Proficiency in handling of different applications, preparation of power point Presentation. ➤ Proficiency in usages in processing and transmission of data through computers and internet.

Second Year**Semester – III**

Course Name	Code	Course Outcomes
Principles of Human Resource Management	301	<ul style="list-style-type: none"> ➤ To introduce the basic concepts of Human Resource Management. ➤ To cultivate right approach towards Human Resource and their role in business. ➤ To create awareness about the various trends in HRM among the students.
Supply Chain Management	302	<ul style="list-style-type: none"> ➤ To enable the students to have a comprehensive understanding of Supply Chain Management. ➤ To understand key concepts and issues of Logistics and Inventory Management. ➤ To understand Warehousing and its role in Space Management.
Global Competencies and Personality Development	303	<ul style="list-style-type: none"> ➤ To build self-confidence, enhance self-esteem, and improve overall personality of the students. ➤ To enhance global and cultural competencies of the students. ➤ To groom the students for appropriate behavior in social and professional circles.
Fundamentals of Rural Development	304	<ul style="list-style-type: none"> ➤ To understand the development issues related to rural society. ➤ To find the employment opportunities for rural youth. ➤ To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development. ➤ To discourage seasonal and permanent migration to urban areas.
Specialization Marketing		
Consumer Behaviour & Sales Management	305A	<ul style="list-style-type: none"> ➤ To develop significant understanding of Consumer behaviour in Marketing ➤ To understand the relationship between consumer behaviour & Sales Management. ➤ To develop conceptual based approach towards decision making aspects & its implementation
Retail Management	306A	<ul style="list-style-type: none"> ➤ To provide basic understanding of forces that shape retail industry. ➤ To provide understanding of retail operations and strategy. ➤ To provide understanding of opportunities and challenges in retail industry
Specialization Finance		
Management Accounting	305B	<ul style="list-style-type: none"> ➤ To impart basic knowledge of management accounting. ➤ To understand the implications of various financial ratios in decision making. ➤ Application and use of various tools of management accounting in the business.
Banking & Finance	306B	<ul style="list-style-type: none"> ➤ Study of banking function and its operations. ➤ To study the functioning of Regulatory Authorities in India. ➤ To study recent technology in banking industry
Specialization Human Resource (HR)		
Organisational Behaviour	305C	<ul style="list-style-type: none"> ➤ To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour. ➤ To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level. ➤ To give knowledge about approaches to line-up individual, groups &

		managerial behaviour in order to achieve organisational goals
Legal Aspects in Human Resources	306C	<ul style="list-style-type: none"> ➤ 1. To study and explain rights of employees at work place. ➤ 2. To understand the Applications of different Legal Aspects

Semester IV

Course Name	Code	Course Outcomes
Entrepreneurship and Small Business Management	401	<ul style="list-style-type: none"> ➤ It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up. ➤ Development of interest and positive approach towards entrepreneurship and new startups. ➤ Ability to collect relevant data and its analysis and interpretation. ➤ Understanding key aspects of success and failure of businesses.
Production and Operation Management	402	<ul style="list-style-type: none"> ➤ Describe the basic concept of production and operation management. ➤ Understanding the manufacturing methods and various plant layouts used in industries. ➤ Understanding the importance of product design, production planning and Control. Develop the Problem- solving and decision-making skills. ➤ To understand the people's efficiency in their working condition ➤ Understand the Changing Environment, maintenance methods of production and operation.
Decision Making and Risk Management	403	<ul style="list-style-type: none"> ➤ To understand the role and scope of Decision making and Risk management in organizations. ➤ To understand the importance of Decision-making tools and models in business. ➤ To understand the role of leadership and its allied aspects while making decisions. ➤ To understand the role and importance of organizational values in Decision making and Risk Management
International Business Management	404	<ul style="list-style-type: none"> ➤ To understand the basics of International Business concept and its role. ➤ To understand the various international trade theories' use and experiments on the world trade. ➤ To understand the international trade concepts and various key concepts affecting the terms of trade. ➤ To understand how a country can gain through international trade practices - <ol style="list-style-type: none"> a) Understand the concept of currency exchange rate in the International market. b) To understand the role and contribution of international trade organizations. c) Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role. d) Understand the Regional Integration and Regional groups' concept in International trade.

Specialization Marketing

Advertising & Promotion Management	405A	<ul style="list-style-type: none"> ➤ To learn the effectiveness of advertising on performance and profit ➤ Understanding the copy creations, medias planning and media selection. ➤ To understand the effectiveness of promotion. ➤ To understand the advantages of online advertising.
Digital Marketing	406A	<ul style="list-style-type: none"> ➤ To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges. ➤ To help students develop an understanding towards Digital Strategy building & its effectiveness. ➤ To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment. ➤ To use the digital tools effectively for marketing
➤ Specialization Finance		
Business Taxation	405B	<ul style="list-style-type: none"> ➤ Learning will be more practical based on theory, thereby aid students in better understanding. ➤ Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961. ➤ Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961. (as per the union budget of every financial year by Government of India). ➤ Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.
Financial Services	406B	<ul style="list-style-type: none"> ➤ To Study in detail financial services in India. ➤ To study & Understand working of Indian financial system. ➤ To make the students well acquainted regarding financial markets.
Specialization Human Resource (HR)		
Human Resource Management Functions & Practices	405C	<ul style="list-style-type: none"> ➤ Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations. ➤ Development of Problem-solving and decision-making skills of students. ➤ Better understanding of Fringe Benefits and its application in Organization. ➤ Better Understanding of importance of WPM. ➤ Creation of awareness about Organizational Power and politics. ➤ Understanding of Application of OD Interventions.
Employee Recruitment & Record Management	406C	<ul style="list-style-type: none"> ➤ To study and explain employee acquisition and its importance in industry. ➤ To cultivate right approach towards employee recruitment and record management.

Third Year		
Semester – V		
Course Name	Code	Course Outcomes
Research Methodology	501	<ul style="list-style-type: none"> ➤ To develop an understanding of the right approach of Research Methodology and its role in Business. ➤ To develop an understanding of the basic framework of the identification of various sources of information for data collection. ➤ To develop an understanding of various Designs, Tools and Techniques of Research Study. ➤ To enable the students in conducting Research work and write Research Paper and Research Project Report
Database Administration and Data Mining	502	<ul style="list-style-type: none"> ➤ To understand the Database Management System ➤ To understand the Data Mining Concepts ➤ To understand the current trends in Data Management
Business Ethics	503	<ul style="list-style-type: none"> ➤ To provide a comprehensive understanding of the concepts of Business Ethics ➤ To develop theoretical tools to understand current ethical issues and their impacts on business. ➤ To analyze the role of Ethics in business, Government and Society. ➤ To analyze the Ethical scenario concerning to Environment and consumer protection
Management of Corporate Social Responsibility	504	<ul style="list-style-type: none"> ➤ To understand the concept and process of CSR ➤ To Understand the industrial contribution for CSR Policy ➤ To Understand the context of CSR of present-day Management ➤ To Understand the contribution of CSR for the development of Society
Specialization Marketing		
Marketing Environment Analysis and Strategies	505A	<ul style="list-style-type: none"> ➤ To develop students' understanding of the factors shaping Marketing Environment ➤ To develop students' ability to analyze the Business Environment ➤ To develop students' understanding of the strategies for sustaining the forces in Marketing Environment
Legal Aspects in Marketing Management	506A	<ul style="list-style-type: none"> ➤ To understand the application of different legal aspects in Marketing Management.
Specialization Marketing		
Analysis of Financial Statements	505B	<ul style="list-style-type: none"> ➤ To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis. ➤ To enable to use of various types of ratios for financial and investment decisions. ➤ To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.
Legal Aspects of Finance & Security Laws	506B	<ul style="list-style-type: none"> ➤ To understand the Legal Aspects of Finance & Security Laws. ➤ To know the legal provisions to obtain finance from various source of finance. ➤ To explore various finance & securities-related laws in India.
Specialization Finance		

Cultural HR & Industrial Relations	505C	<ul style="list-style-type: none"> ➤ To make students understand Cultural Variables in Multinational Enterprises. ➤ To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe ➤ To make students understand the relationship between Cross-Culture Management and Human Resource Management. ➤ To explain how employees can be prepared for international assignments. ➤ To provide students with the fundamental knowledge of Industrial Relations. ➤ To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017
Cases in Human Resource Management	506C	<ul style="list-style-type: none"> ➤ To understand the application of theory into practice. ➤ Design critical thinking by making judgments related to problems in Case Studies of Human Resource. ➤ Develop critical thinking for solving Case Studies of Human Resource. ➤ To analyze the broad fundamental components of HRM.

Semester - VI

Course Name	Code	Course Outcomes
Essentials of E-Commerce	601	<ul style="list-style-type: none"> ➤ Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models. ➤ Understanding of the working of the Ecommerce transactions in E-Commerce and its Utility. ➤ Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector. ➤ Understanding the scope of cyber security and technology. Understanding the need for cyber security and its implementation.
Management Information System	602	<ul style="list-style-type: none"> ➤ Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS. ➤ Student's active participation in an understanding of Information Technology and Management Information Technology. ➤ The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. ➤ Practical Knowledge Acquisition about System Analysis and Design
Business Project Management	603	<ul style="list-style-type: none"> ➤ To have an adequate understanding of the subject their various perspectives. ➤ To help students develop a cognizance towards Project-specific strategy building & its effectiveness. ➤ To develop the hands-on training mindset amongst the students. ➤ To develop the solution-based approach amongst the management students towards problem-solving.
Management of Innovations and Sustainability	604	<ul style="list-style-type: none"> ➤ It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up. ➤ Development of interest and positive approach towards entrepreneurship and new start-ups. ➤ Ability to collect relevant data and its analysis and interpretation ➤ Understanding key aspects of success and failure of businesses.

Specialization Marketing		
International Brand Management	605A	<ul style="list-style-type: none"> ➤ Understanding of basic Brand Concepts ➤ Understanding the process of Brand Development ➤ Understanding the concept and process of Brand Evaluation ➤ Understanding Brand Management
Cases in Marketing Management	606A	<ul style="list-style-type: none"> ➤ Students shall understand the challenges faced by the people and organisations in the day-to-day work life. ➤ They shall understand the techniques and solutions to overcome those challenges
Specialization Finance		
Financial Management	605B	<ul style="list-style-type: none"> ➤ To understand various sources of finance for raising capital /funds required for the business ➤ To understand the proportion of borrowed capital & owned capital, considering their cost of capital ➤ To understand the process of undercapitalization & overcapitalization
Cases in Finance	606B	<ul style="list-style-type: none"> ➤ To understand the fundamentals of fundraising. ➤ To understand the practical applications of capital budgeting. ➤ To understand the practical applications of Cost of Capital. ➤ To understand the research-based outcomes of core areas of finance based on internship.
Specialization Human Resource (HR)		
Global Human Resource Management	605C	<ul style="list-style-type: none"> ➤ Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM. ➤ Students' active participation in understanding Global HRM. ➤ The shift towards student centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Practical Knowledge Acquisition about Global Recruitment and Selection ➤ Practical Knowledge Acquisition about Global Training &Development, Global Compensation and Global Performance Management. ➤ A better understanding of Global HRM Trends and Future Challenges through student's activities
Recent Trends & HR Accounting	606C	<ul style="list-style-type: none"> ➤ Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement. ➤ Active participation in an understanding strategy of Employee Engagement. ➤ The shift towards student-centeredness significantly enhanced students' learning through computer lab to understand the use of computer in HRIS. ➤ Interactive small group activities and a high level of discussion and interaction. ➤ Exposure of hidden skills and talent of students. ➤ Practical Knowledge Acquisition about HR Accounting and HR Audit. ➤ A better understanding of different methods of HR valuation through computer lab practice and Expert's Guest Lecture