

Course: BBA: Bachelors of Business Administration

| Program Outcome(PO) | |
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| PO | Attain knowledge of fundamentals of management, communication skills, finance, economics, and legal issues, accounting practices, mathematical & statistical tools and understanding human behavior. |
| Program Specific Outcome(PSO) | |
| PSO | It gives practical knowledge of corporate business activities, understanding the key concepts of business administration and entrepreneurship development skills. |

| I Year Semester I | |
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| Course: BBA-101 Business Organization | |
| CO-101 | To understand different forms of business organization viz. sole proprietorship ,partnership, company and co-operative organizations |
| Course: BBA-102 Business Accounting | |
| CO-102 | To develop analytical skills of comparing various statements and finding the results, to make the students aware of the accounting software of tally |
| Course: BBA-103 Managerial Economics-I | |
| CO-103 | Understanding Principles of Economics, Theory of Demand, Utility, Cost and Production, different Market Structures. |
| Course: BBA-104 Business Mathematics-I | |
| CO-104 | To equip students with concept of Differentiation and Integration, to understand about solution of system of linear equations, matrix, determinants and calculus. |
| Course: BBA-105 Hindi | |
| CO-105 | To develop essay and letter writing skills, Awareness of general topics of essays, understanding of various novels. |
| Course: BBA-106 Computer Fundamentals | |
| CO-106 | To understand the basics of Computers, use of word processors ,spreadsheet and presentation software , to equip students with applications of computer and technology in managing business |
| Course: BBA- 107 Seminar | |

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| CO-107 | Presenting the PPTs increase the confidence level of the students improves the communication skills mental alertness and personality development |
| Course: BBA 108 Principles of Management | |
| CO-108 | Students will be able to know about development of management thoughts, management skills, functions of management , motivational and leadership theories will help them to adopt them in their business |
| I Year Semester II | |
| Course: BBA 109 Analysis of Financial Statements | |
| CO-109 | To analyze the profitability of the firms by using various financial statements viz. cash flow statements, accounting ratios and their interpretation. |
| Course: BC-110 Managerial economics-II | |
| CO-110 | To understand the functioning of economy at the macro Level, to explain the concept of macroeconomics, to study the important indicators of the economy and their significance, to understand how the economy is regulated through monetary and fiscal policies and to analyze the income determination through classical and Keynesian economics |
| Course: BBA-111 Understanding of Social Behavior | |
| CO-111 | To understand the concept of sociology and social process, social changes, social problems and social institutions |
| Course: BBA-112 Business Mathematics | |
| CO-112 | To understand about concepts of integration, logarithms, compound interest, sequence and series and their application in real life problems. |
| Course: BBA-113 Business Communication | |
| CO-113 | To understand about communication and barriers out communicating, various parts of speech, verbal and nonverbal communication to expand their knowledge about communication in various business circles professionally. |
| Course: BBA-114 Viva-voce | |
| CO-114 | To understand as well as to apply the knowledge gained by the students at the end of respective semester course. |
| Course: BBA-115 Environmental studies | |
| CO-115 | To make students aware about social issues and environment, renewable and non-renewable resources and cultivating habit of recycling for safeguarding the environment. |
| II Year Semester-III | |
| Course: BBA-201 Understanding Human Behavior | |

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| CO-201 | Students will learn about nature, meaning; approaches for studying human behavior , personality & motivational theories ,perceptual theories ,learning theories, different aspects of memory & forgetting. |
| Course: BBA-202 Micro Business Environment | |
| CO-202 | Students will learn about different components & their importance of business environment, economic systems: capitalism, socialism & mixed economy, Economic planning in India, Social responsibility of business. |
| Course: BBA-203 Business Statistics-I | |
| CO-203 | Students will learn about definition, scope, functions, importance, limitations and distrust of statistics, Types of statistical methods, Data collection and analysis; Types of data, Index numbers, Measures of dispersion and skewness Sampling. Computation of above mentioned statistical techniques with Microsoft excel |
| Course: BBA-204 Management Accounting | |
| CO-204 | Students will learn about Management Accounting techniques, Cost accounting techniques, Budgetary control techniques, Responsibility Accounting. |
| Course: BBA -205 Fundamentals of DBMS and ORACLE | |
| CO-205 | Students will learn about Traditional file oriented approach Database approach, inventory control, SQL, ORACLE. |
| Course: BBA-206: Business Communication-II | |
| CO-206 | Students will learn about communication approaches, Barriers of communication & how to handle them, effective listening. |
| Course: BBA-207 Seminar | |
| CO-207 | PPTs increase the confidence level of the students improves the communication skills mental alertness and personality development. |
| II Year Semester IV | |
| Course: BBA- 208 Human Behavior at Work | |
| CO-208 | Students will learn human behavior at Workplace, Factors affecting human behavior at Workplace, Group Dynamics, Team Building at Workplace, Inter personal communication at Workplace, Feedback Process |
| Course: BBA – 209 Macro Business Environment | |
| CO-209 | To learn about The Economic Reforms-Liberalization, Privatization and Globalization ,Concept of Foreign Capital and Foreign Investment in India, Nature and operations of Multilateral Economic Institutions World Bank, WTO, The Monetary policy of India and EXIM Policy of India |
| Course :BBA – 210 Business Statistics-II | |

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| CO-210 | To understand about Correlation – its types and methods, linear regression, Probability, Time Series, to learn about Hypothesis Testing. |
| Course :BBA – 211 Marketing Management | |
| CO-211 | To study about marketing environment and marketing mix, the Marketing Information System, pricing of product and promotion mixes in marketing. |
| Course :BBA- 212 Financial Management | |
| CO-212 | To study nature and scope of Financial Management, investment Decision such as Capital Budgeting, Financial decisions and Divided Decisions and working capital management. |
| Course : BBA- 213 Principles of Material Management | |
| CO-213 | To Learn about material management and its use out Organization, fundamental objectives of Purchasing, Inventory management and control and about Physical Distribution and Logistics. |
| Course : BBA-214 Viva-voce | |
| CO-214 | To understand as well as to apply the knowledge gained by the students at the end of respective semester course. |
| III Year Semester-V | |
| Course :BBA- 301 Business Laws-I | |
| CO-301 | The student will be able to explain the concepts in business laws with respect to foreign trade, Apply the global business laws to current business environment. Awareness of global business laws and its impact on businesses. |
| Course :BBA- 302 Principles of Retailing | |
| CO-302 | Knowledge of all functional areas of retailing, essential principles of retailing ,a perspective of the Indian retailing scenario and perspective of the Indian retailing scenario. |
| Course BBA- 303 Principles of Banking | |
| CO-303 | Students will be able to demonstrate a comprehension of the principles of Banking laws and its relationship to banks and Analyzing the Indian Banking system and its recent trends and customers and Integrate process according to the functioning of Reserve Bank of India and commercial banks. |
| Course: BBA- 304 Fundamentals of E-Commerce | |
| CO-304 | To understand the basic concepts and technologies used in the field of management information systems; different types of management information systems and aware about the ethical, social, and security issues of Information systems. |
| Course: BBA- 305 Export Procedure and Documentation | |
| CO-305 | To Learn about concepts in custom clearance in international |

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| | business with respect to foreign trade and Handle documentation procedures during International business. |
| Course: BBA- 306 Principles of Production Management | |
| CO-306 | Gaining knowledge about managing production processes, quality management and Management skills needed for the effective operations management. |
| Course: BBA-307 Training Report | |
| CO-307 | Practical Training Exposure to students |
| III Year Semester-VI | |
| Course: BBA-308 Entrepreneurship Development | |
| CO-308 | Skills required for aspiring entrepreneurs, Qualities of a successful Entrepreneur and Awareness of Government and Non- Government Promotional strategies |
| Course: BBA-309 Business Law-II | |
| CO-309 | Knowledge of the promotion and establishment of The Indian Companies Act, 2013, Awareness regarding rule of membership of the company, Provisions relating to the Company Meetings and Legal provisions of Securities Exchange Board of India Act 1992. |
| Course: BBA-310 Logistics Management | |
| CO-310 | Acquire in them the skills of supply chain management how to provide service to customers in a business role of technology out Logistics Performance Measurement and control |
| Course: BBA-311 Principles of Insurance | |
| CO-311 | To learn about concept of Insurance – Life and Non- Life, General Insurance that works in organization, Distribution Channel in Insurance and procedure of Claim Settlement. |
| Course: BBA -312 Introduction to Financial Services | |
| CO-312 | To Learn about Financial Services their meaning and types, Merchant Banking, Equity Issues, Role of SEBI and get familiarize with leasing and hire purchase Concept. |
| Course: BBA -313 Viva-voce | |
| CO-313 | To understand as well as to apply the knowledge gained by the students at the end of respective semester course. |