

Course outcome – BBA

BBA 101: Principles of Management

CO: To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management

BBA 103: Business Economics-I

CO: To give understanding of the basic concepts and issues in business economics and their application in business decisions

BBA-105 Business Mathematics

CO: To equip student with a broad based knowledge of mathematics with emphasis on business applications.

BBA 107: Introduction to IT

CO: To familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

BBA 109: Financial Accounting

CO: To familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

BBA 111: Personality Development & Communication Skills - I

CO1 : To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

CO2: To improve their personality, communication skills and enhance their self-confidence.

BBA 102: Business Organization

CO: To provide basic concepts and knowledge with regard to a business enterprise and its various functional areas

BBA 104: Business Economics - II

CO: To develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

BBA-106 Quantitative Techniques and Operations Research in Management

CO: To develop student's familiarity with the basic concept and tools in statistics and operations research.

BBA 108: Data Base Management System

CO: To develop understanding of database management system and abilities to use DBMS packages.

BBA 110: Cost Accounting

CO: To familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing

BBA 112: Personality Development and Communication Skill-II

CO1. To develop the project writing and presentation skills of the undergraduate students.

CO2. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

BBA 201: Organizational Behaviour

CO: To provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario

BBA 203: Indian Economy

CO: To acquaint students of the Indian Economy, present and future of Indian Economics, and how the Indian Economy is influencing the business environment in India context.

BBA-205: Marketing Management

CO: To identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice.

BBA 207: Management Accounting

CO: To familiarize the students with the basic management accounting concepts and their applications in managerial decision making.

BBA 209: Personality Development and Communication Skill – III

CO: To explore the current management literature so as to develop an individual style and sharpen his skills in the area of leadership communication, decision making, motivation and conflict management

BBA 202: Human Resource Management

CO: To familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

BBA 204: Business Environment

CO: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions

BBA-206 Marketing Research

CO: To understand the various aspects of marketing research, identify the various tools available to a marketing researcher

BBA 208: Computer Applications

CO: To familiarize the students with various Web based packages to develop customize web site.

BBA 210: Business Law

CO: To acquaint the student with a basic and elementary knowledge of Business laws

BBA 212: Taxation Laws

CO: To comprehend the basic principles of the laws governing Direct and Indirect taxes.

BBA 301: Values & Ethics in Business

CO: To realize the importance of values and ethics in business and apply those skills to the real and current challenges of the information professions

BBA-303 Sales Management

CO: To acquaint the students with the process of personal selling and the strategies and methods for effective sales management

BBA 305: Production & Operations Management

CO: To understand concepts, theories and techniques of production process and operation management

BBA 307: Management Information System

CO: To acquaint the students about the concept of information system in business organizations, and also the management control systems

BBA-309: Financial Management

CO: To acquaint the students with the overall framework of financial decision- making in a business unit

BBA 302: Business Policy & Strategy

CO: To acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process

BBA-304 PROJECT PLANNING AND EVALUATION

CO: To familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review

BBA-306 Entrepreneurship Development

CO: To expose students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units

BBA-308 INTERNATIONAL BUSINESS MANAGEMENT

CO: To provide understanding to the students with the global dimensions of management

BBA-312 ENVIRONMENTAL SCIENCE

CO1 To gain an understanding of the concepts fundamental to environmental science

CO2 To understand the complexity of ecosystems and possibly how to sustain them

CO3 To understand the relationships between humans and the environment.

CO4 To understand major environmental problems including their causes and consequences.

CO5 To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.

CO6 To understand how social issues and politics impact the environment