

BBA: 1st Sem

BBA-101

Principles and Practices of Management

- CO1:** Describe fundamental concepts, nature and principles of Management.
- CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.
- CO3:** Develop analytical abilities to face the business situations.
- CO4:** Apply various tools that would facilitate the decision making process in the business.
- CO5:** Develop peer based learning and working in group and teams.

BBA-102

Basic accounting

- CO1:** To understand the basic underlying concepts, principles and conventions of accounting.
- CO2:** To identify the rules of debit and credit in accounting.
- CO3:** To get an overview of the regulatory framework of accounting in India.
- CO4:** To prepare trading, profit & loss and balance sheet of a firm.
- CO5:** To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

BBAGE-101

Managerial Economics: I

- CO1:** Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
- CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
- CO3:** Understand and estimate production function and Law of Diminishing Marginal Utility.
- CO4:** Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.
- CO5:** Understand the different costs of production and how they affect short and long run decisions.

BTHU103/18

English

- CO 1:** The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
- CO 2:** To help the students become the independent users of English language.
- CO 3:** To develop in them vital communication skills which are integral to their personal, social and professional interactions.
- CO 4:** The syllabus shall address the issues relating to the Language of communication.
- CO 5:** Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc

BTHU104/18
English Practical/Laboratory

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HVPE 101-18
Human Values, DE: addiction and Traffic

- CO 1:** To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- CO 2:** To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- CO 3:** To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

BBA 2nd Sem
BBA201-18
Business Statistics

- CO1:** To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.
- CO2:** To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.
- CO3:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
- CO4:** To understand the concept of correlation regression analysis and their applications.
- CO5:** To apply the learnt techniques in statistical testing and their applications.

BBA202-18
Business Environment

- CO1:** To Identify and evaluate the complexities of business environment and their impact on the business.
- CO2:** To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.
- CO3:** To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.
- CO4:** To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
- CO5:** To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

BBAGE 201-18
Managerial Economics: I

- CO1:** Explain the concept of national income and its measurement using different approaches.
- CO2:** Describe the underlying theories of demand and supply of money in an economy.
- CO3:** Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
- CO4:** Interpret macroeconomic issues like money, inflation and unemployment.
- CO5:** Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.

EVS102-18
Environment Studies

- CO1:** Students will enable to understand environmental problems at local and national level through literature and general awareness.
- CO2:** The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
- CO3:** The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
- CO4:** Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

BBA 3rd Sem

BBA301

Organizational Behavior

- CO1:** To explain the basics of Organizational behavior and various challenges for OB.
- CO2:** To illustrate the foundations of Individual Behaviors and various factors influencing individual behavior viz. learning, personality, perception, attitude and motivation.
- CO3:** To examine the dynamics of group development and group properties.
- CO4:** To understand various dimensions of organizational culture.
- CO5:** To analyze the process of conflict management and approaches to stress management.

BBA-302

Marketing Management

- CO1:** Explain the basics of marketing, selling, marketing mix and its core concepts.
- CO2:** Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
- CO3:** Develop necessary skills for effective market segmentation, targeting and positioning.
- CO4:** Illustrate various components of product mix, product life cycle and comprehend the new product development process.
- CO5:** Develop an understanding of promotion mix and strategies for successful promotion

BBA303-18

Cost and management accounting

- CO1:** Understand and differentiate between Cost accounting and management accounting.
- CO2:** Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.
- CO3:** Estimate the breakeven point of the firm.
- CO4:** Understand and apply the concepts of budgetary control for better decision: making.
- CO5:** Understand and estimate material, labor, overheads and sales variances for comparing planned with actual results.

BBA-304

Production and Operations Management

- CO1:** Understand ever growing importance of Production and Operations management in uncertain business environment.
- CO2:** Gain an in: depth understanding of resource utilization of an organization.
- CO3:** Appreciate the unique challenges faced by firms in services and manufacturing.
- CO4:** Understand the subject as a crucial part of functional management.
- CO5:** Develop skills to operate competitively in the current business scenario.

BBASEC-301

IT Tools for Business

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

BBA 4th Sem

BBA401

Business Research Methods

- CO1:** Explain the objectives and process of conducting research and its application in business.
- CO2:** Analyze the different types of research design and experimental errors.
- CO3:** Understand various techniques of sampling and methods of data collection.
- CO4:** Examine different types of scales and appraise about data preparation and analysis.
- CO5:** Identify and prepare various types of reports.

BBA402

Human Resource Management

- CO1:** To explain the basics of Human Resource Management and analyze the evolution of HRM.
- CO2:** To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
- CO3:** To understand the role of training, development, career planning and performance appraisal functions in human resource development.
- CO4:** To analyze the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.
- CO5:** To comprehend the meaning and concept of Industrial relations.

BBA403

Financial Management

- CO1:** Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.
- CO2:** Apply foundational finance theories and to analyze a forecast using relevant data and to conduct preliminary measurement of leverage analysis.
- CO3:** Apply time value of money techniques to various pricing and budgeting problems.
- CO4:** Apply modern techniques in capital budgeting analysis.
- CO5:** Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

BBAGE-401

Entrepreneurship Development

- CO1:** Describe the concept and theories of entrepreneurship and its role in economic development of nation.
- CO2:** Develop business plan and identify the reasons of failure of business plans.
- CO3:** Illustrate the steps in starting MSME.
- CO4:** Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.
- CO5:** Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development

BBASEC-401

Business Ethics & Corporate Social Responsibility

CO1: Explore the relationship between ethics and business across different cultural traditions

CO2: Understand the relationship between ethics, morals and values in the workplace

CO3: Discuss the moral and social responsibility dimensions of corporate governance.

CO4: Describe models of CSR in India.

CO5: Assess international framework for CSR.

BBA 5th Sem

BBA501-18

Operation Research

- CO1:** Formulate and solve simple and complex optimization problems.
- CO2:** Formulate and solve transportation and assignment problems for cost minimization.
- CO3:** Formulate and solve job sequencing and network models.
- CO4:** Carry out economical replacement analysis for obsolete /worn out industrial equipment.
- CO5:** Formulate and solve different inventory model problems.

BBA502-18

Mercantile Law

- CO1:** Understand the applicability of various laws applicable to different business
- CO2:** Understanding and implementing various contract acts applicable to business
- CO3:** Learning and understanding the different types of negotiable instruments
- CO4:** Understanding various acts applicable to partnership firm of business
- CO5:** Gain knowledge about the applicability of different rights and protective laws for consumers.

BBA511-18

Consumer Behavior

- CO1:** Understand the concept of consumer behavior and the emerging trends.
- CO2:** Acquire knowledge on factors affecting the behavior and perception of the consumers.
- CO3:** Learn and understand the impact of social and cultural setting on consumer behavior.
- CO4:** Understand the process of consumer decision making.

BBA512-18

Advertising and Sales Management

- CO1:** Understand the basic concepts of advertisements & the way these advertisements are created.
- CO2:** Acquire knowledge about the type of media used and planning/ scheduling of media.
- CO3:** Understand the ethics to be practiced in advertising.
- CO4:** Identify the concept and role of Sales management
- CO5:** Understand the hiring process of sales force management and role of technology in sales

BBA521-18

Corporate Accounting

- CO1:** Understand and apply the basic concepts of accounting for share capital
- CO2:** Understand accounting of preference share and debentures
- CO3:** Acquire practical knowledge about preparation of financial statements and their provisions
- CO4:** Understand the fundamentals of consolidation of accounts and apply them.

BBA522-18

Financial Market and Services

- CO1:** Understand the prevailing financial system in India.
- CO2:** Acquire knowledge about different financial services
- CO3:** Comprehend the basics of financial markets in India
- CO4:** Apprise about the roles of intermediaries and regulating bodies in Indian Financial System.

BBA531-18

Industrial Relations and Labor Laws

- CO1:** Describe fundamental concepts and nature of Industrial Relations.
- CO2:** To understand the nature and role of trade unions for workers and industries.
- CO3:** To study the relevance of collective bargaining and its impact on employee: management relations.
- CO4:** To understand industrial disputes and ways to resolve them.
- CO5:** To apply various industrial legislations in business.

BBA532-18

Organization Change and Development

- CO1:** Different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes organization, group and individual levels.
- CO2:** Understand the framework Organizational Development and its foundations
- CO3:** Design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness
- CO4:** Understand the contemporary issue in OD

BBA 6th Sem

BBA601-18

Strategy Management

CO1: Gain familiarity with the basics of strategy planning

CO2: Understand the complete process of strategic management: planning, implementation and control

CO3: Comprehend various models of strategic choice

CO4: Identify and understand different types of strategy and its applicability in corporate world

BBA 602-18

Company Law

CO1: Understand the various clauses of Indian Companies Act:2013

CO2: Know the procedure of formation of a company and winding up of a company.

CO3: Describe the borrowing powers of a company

CO4: Know about the appointment and removal of directors.

CO5: Develop an understanding of conducting of board and other meetings.

BBA611-18

Services Marketing

CO1: Understand the different types Services and its characteristics.

CO2: Comprehend the customer centric approach in the service marketing

CO3: Know about various concepts of marketing and its integration with services

CO4: Infer about delivery of the services with customer centric approach.

BBA612-18

Retailing and Logistics Management

CO1: Understand the significance of retailing and various retail formats available

CO2: Gain knowledge of retailing strategy and financial and human resource management in retailing

CO3: Comprehend merchandise and store management strategy

CO4: Develop an understanding of Supply Chain Management and Logistics.

BBA621-18

Personal financial planning

CO1: Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.

CO2: Understand the various sources of investment and credit and their respective income tax implications.

CO3: Understand the concept of risk- return and risk management.

CO4: Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.

CO5: Master the ethical guidelines and standards, disciplinary rules and procedures, and the consumer protection laws regarding personal finance.

BBA622-18

Direct and Indirect Tax Laws

- CO 1:** Describe the provisions in the corporate tax laws.
- CO 2:** Explain different types of incomes and their taxability and expenses and their deductibility.
- CO 3:** Learn various direct and indirect taxes and their implication in practical situations.
- CO 4:** Use various deductions to reduce the taxable income.
- CO 5:** Working knowledge of principles and provisions of GST.

BBA-631-18

Training and Development

- CO1:** Understand the concepts and principles of Learning.
- CO2:** Develop understanding about training and development concept.
- CO2:** Able to assess training needs and select optimal method for employee Training.
- CO3:** Develop acumen to evaluate training effectiveness.
- CO4:** Comprehend the emerging issues for Training & development in Indian Industries.

BBA 632-18

Cross Cultural Human Resource Management

- CO1:** Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.
- CO2:** Develop competency in dealing with cross cultural situations.
- CO3:** Identify the role of cross cultural leadership in managing multicultural teams.
- CO4:** Understand external forces (e.g. globalization, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM.
- CO5:** To understand different cultures with respect to cross culture differences.