



**BACHELOR OF BUSINESS ADMINISTRATION  
(MG0141)  
B.B.A.**

**Program Outcomes  
Program Specific Outcomes  
Course Outcomes**

## **B.B.A.**

### **PROGRAM OUTCOMES (PO's)**

- PO1: Critical Thinking Skills:** Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
- PO2: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- PO3: Technology Skills:** Students are competent in the uses of technology in modern organizational operations.
- PO4: Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- PO5: Business Knowledge:** Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
- PO6: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
- PO7: Environment and sustainability:** Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO8: Individual and team work:** Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- PO9: Project management and finance:** Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO10: Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

### **COURSE OUTCOM**

#### **BBA 101: Environmental Studies**

##### **Course Outcome:**

1. Debate on the impact of environmental depletion .especially on ecosystem and biodiversity.
2. Identify factors causing land, water , air and noise pollution
3. Develop keen understanding of non conventional energy source , solid waste management and technologies for sustainable development

#### **BBA 102: English**

##### **Course Outcome:**

1. Read excerpts of fiction, creative non-fiction, essays, and opinion while analyzing the structural and sentence level arrangement of the writing.
2. Write in an effective manner that demonstrates an understanding of the basic concepts of grammar.
3. Effectively express and exchange ideas through various modes of communication.

### **BBA 103: Computer Application in Business -I**

#### **Course Outcomes:**

1. Understand basic concepts and terminology of information technology.
2. Have a basic understanding of personal computer and acquire knowledge about generation of computers and types of computers.
3. Identify uses of spreadsheets in Managerial application

### **BBA 104: Principles of Management**

#### **Course Outcomes:**

1. Assume the roles and responsibilities associated with managerial functions.
2. Identify the key contributors and their contributions in the development of management thought.
3. Compare various approaches in management for problem solving.

### **BBA 105: Business Accounting**

#### **Course Outcomes:**

1. Demonstrate the role of accounting in business in economic world.
2. Explain the principles of accounting and book keeping
3. Apply accounting rules in determining financial results and preparation of financial statement

### **BBA 106: Economics- I**

#### **Course Outcomes:**

1. Analyze economic problems and can correlate scarcity with the requirements.
2. Evaluate demand and can analyse cost in order to optimise cost-production combination.
- 3 Recognize the existing market and can take appropriate decisions.

### **BBA 107 A: Fundamentals of Logistics**

#### **Course Outcomes:**

1. Able to communicate about professional issues relevant to SCM and logistics, on an expert-as well as a common level.
2. Have advanced knowledge about supply chains and logistics in general.
3. Able to select relevant models and methods for approaching a given logistical problem.

### **BBA 107 B: Business Ethics**

#### **Course outcomes:**

1. Understand the ethical components for managerial decision making in organization.
2. Apply the knowledge of ethics in managerial decision making.
3. Understand the concept of CSR in business organization.

### **BBA 201: Disaster Management**

#### **Course Outcome:**

1. Identify the concepts of disaster and its impact on people and society
2. Examine the cause of natural and manmade disaster
3. Debate on the components of the disaster relief and vulnerability profile of India

## **BBA 202: Business Communication**

### **Course Outcomes**

1. Relate to the various concepts and processes of managerial communication.
2. Identify the gap between current level of communication skills and the expected industry standards.
3. Develop essential communication skills required for managing a business.

## **BBA 203: Computer Application in Business-II**

### **Course Outcomes:**

1. Develops the understanding of database management system and abilities to use DBMS packages.
2. Understand the applications of power point presentation and types of slides.
3. Have the knowledge of MS-Access as a database tool to manage the organization information

## **BBA 204: Organizational Behavior**

### **Course Outcomes:**

1. Analyze the organizational behaviour concepts, and correlate organizational behavior concepts with individual and group behaviour.
2. Evaluate personality types, perception and learning process on human behavior
3. Recognize the application of motivational theories in practical terms.

## **BBA 205: Cost Accounting**

### **Course Outcomes**

1. Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm
2. Treat direct and indirect costs as per the costing techniques and from control purposes
3. Prepare cost sheet for the firm and develop insights on the use of budgets for cost control.

## **BBA 206: Legal Aspects of Business**

### **Course Outcomes:**

1. Analyze contract and define the business transactions as valid contracts.
2. Develop the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties.
3. Identify critical issues of partnership business and can recognize rights and duties of partners.

## **BBA 207 A: Business Environment**

### **Course Outcomes:**

1. Know and analysis different business environment.
2. Evaluate the major factors which affect the business.
3. Understand and analyze various political, technological and economic environment in the business

## **BBA 207 B: Financial Services**

### **Course Outcomes:**

1. Describe operational, business, financial and traditional risk.
2. Distinguish among various financial intermediaries and markets.

3. Explain the new and innovative financial services of India.

### **BBA 301: Principles of Marketing**

#### **Course Outcomes**

1. Explain the core concepts of marketing and the goals of the Marketing function
2. Analyze the environment and recommend appropriate Segmentation, Targeting and Positioning Strategy for a product and analyze the buying behavior of a given target market segment
3. Recommend suitable product, pricing, distribution and Marketing Communication strategies for a brand to achieve the Marketing objective

### **BBA 302: Statistical Methods for Business**

#### **Course Outcomes**

1. Appraise the need for data analysis and formulate the statistical problem and solve it.
2. Interpret the results of statistical analysis for improved managerial decision making.
3. Apply analytical skills in both private and public business organizations in the country.

### **BBA 303: Management Accounting**

#### **Course Outcomes**

1. Able to explain accounting statements and can analyze the financial statement with ratio and cash flow analysis.
2. Apply various cost control techniques for profit Maximization.
3. Able to explain changes in financial position of corporate entity and solve complex managerial problems.

### **BBA 304: Economics-II**

#### **Course Outcomes**

- 1 Explain and analyze the workings of Indian Financial system, Market and its assets
2. Explain the role of money market in Indian Financial System and the importance of legal framework.
3. Describe the organizational structure of RBI as well as the Monetary Policy.

### **BBA 305: Corporate Law-I**

#### **Course Outcomes:**

1. Apply basic legal knowledge related to formation and incorporation of companies.
2. Communicate effectively the procedure of capital formation in company.
3. Understand the documentation of company like memorandum of association, articles of association and prospectus.

### **BBA 306 A: Production & Materials Management**

#### **Course Outcomes**

1. Decide the purchase procedure and analyse and execute store management functions.
2. Design suitable strategy of inventory control by applying concepts of EOQ and ROP, Value analysis etc.
3. Develop and forecast production and sales and make facility layout decisions

## **BBA 306 B: Financial Audit**

### **Course Outcomes:**

1. Understand the differences between book keeping, accountancy and audit.
2. Prepare audit report of a business organization.
3. Understand the nature object and importance of investigation in audit.

## **BBA 401: Financial Management**

### **Course Outcomes**

1. Able to explain accounting statements and can analyse the financial statement with the help of ratio analysis
2. Apply the concept of time value of money for any investment decision.
3. Assess the capital structure of a firm and state its impact on firm's profitability.

## **BBA 402: Corporate Accounting**

### **Course Outcomes:**

1. Have a solid foundation in accounting and reporting requirements of the Companies Act and relevant Indian Accounting Standards
2. Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity
3. Understand the treatment regarding issue of bonus shares and treatment of prior period profits

## **BBA 403 Business Research Methods**

### **Course Outcomes**

1. Describe the research process and list the characteristics of various types of research.
2. Formulate Research Problem, Research Objectives and Hypothesis from a given research problem.
3. Describe various research designs and methods of data collection.

## **BBA 404: Banking and Insurance**

### **Course Outcomes**

1. Analyze the Indian banking system and its recent trends.
2. Integrate processes according to the functioning of Reserve Bank of India and commercial banks in Indian banking system and analyzing the dimensions of banker customer relationships.
3. Analyze the role of insurance in economic development.

## **BBA 405: Corporate Law-II**

### **Course Outcomes:**

1. Apply corporate law to generate solutions to complex legal problems and critique the operation of corporate law from a policy perspective.
2. Exercise appropriate corporate strategies to prevent oppression and mismanagement in companies.
3. Analyze the impact of restructuring of companies.

## **BBA 406 A: Human Resource Management**

### **Course Outcomes**

1. Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management.
2. Develop an overview on various functions and processes of human resource management.
3. Identify the human resource needs of an organization and plan accordingly.

### **BBA 406 B: International Marketing**

#### **Course Outcomes**

1. Able to understand and describe the concepts and processes of international marketing.
2. Having the abilities to analyze the international marketing environment and choose the suitable international markets for their organization.
3. Able to differentiate the direct and indirect exporting and other forms of international marketing.

### **BBA 501: E-Commerce**

#### **Course Outcome:**

1. Examine the features , functions and common practices of e-Commerce
2. Debate on the advantages and disadvantages of various e-Commerce models along with the infrastructure requirements
3. Identify areas of application along with contemporary issues arising in the field

### **BBA 502: Financial Institutions and Markets**

#### **Course Outcomes:**

1. Explain and analyse the workings of Indian Financial system, Market and its assets
2. Explain the role of money market in Indian Financial System and its regulatory environment.
3. Explain the role of capital market in Indian Financial System and its regulatory environment.

### **BBA-503 Management of Small Scale Industries**

#### **Course Outcomes:**

1. Understand the importance of entrepreneurs in growth and development of the economy.
2. Analyze the importance of small-scale industries in growth and development of the country.
3. Create a business plan that articulate and apply financial, operational, organizational and sales knowledge.

### **BBA-504: Corporate Governance**

#### **Course Outcomes:**

1. Debate on the role and importance of corporate governance
2. Examine the need for business ethics and role of business in the society
3. Identify the role and responsibilities of board members as well as the future of corporate governance in India

### **BBA 505: Quantitative Techniques for Management**

#### **Course Outcomes:**

1. Resolve the equations related to Linear programming.
2. Identify the specially structured programming of transportation and assignment
3. Analyze the decision making problems under uncertainty and competitive situations

## **BBA 506: Summer Project**

### **Course objectives:**

1. To acquaint the students with basic principles underlying the provisions of direct tax laws
2. To develop a broad understanding of tax practices.
3. To provide students with a working knowledge of the fundamental tax principles and rules that applies by individuals.

## **BBA 507 A: Elements of Taxes**

### **Course Outcomes:**

1. Exhibit sophisticated knowledge related to tax accounting rules and regulations.
2. Identify, define, and resolve tax issues through their understanding, knowledge and application.
3. Explain different types of incomes and their taxability and expenses and their Deductibility

## **BBA 507 B: Business Budgeting**

### **Course Objectives:**

1. Draft the budget of different functional area of business.
2. Understand the various stages of project planning and also the methods of estimating capital outlay.
3. Know the importance of business forecasting in current scenario.

## **BBA 601: Rural Marketing**

### **Course Outcomes**

1. Analyze the environment and recommend appropriate segmentation, targeting and positioning strategies.
2. Recommend suitable product, price, promotion and Distribution strategies for rural markets.
3. Recommend and design suitable CSR Activities for proper development of rural areas.

## **BBA 602: Project Planning and Control**

### **Course Outcomes**

1. Define the goals and objective of a project and analyse a project from technical, market and financial perspective
2. Appraise a project and decide whether to carry the project or not
3. Schedule and execute a project

## **BBA 603: Entrepreneurship Development**

### **Course Outcome:**

1. Examine the characteristics of an entrepreneur as well their role in the economic development of the country.
2. Process & develop business plan , foreseeing the entry barriers to the industry
3. Identify stages of growth in entrepreneurial ventures along with changing face of family business in India

## **BBA 604: Business Policies and Strategies**

### **Course Outcomes:**

1. Analyze strategy implementation alternatives for effective decision making.

2. Understand the strategic requirements and correlation between business plans with strategic plans.
3. Identify and evaluate different alternative strategies for effective decision making.

### **BBA 605: Industrial Law**

#### **Course Outcomes:**

1. Understand establishing & maintaining a sound relationship between the worker & the employer.
2. Identify and rectify the simmering issues which might take the form of a dispute in the workplace.
3. Clarify the use & importance of various Acts & their uses in Industrial Relations.

### **BBA 607 A: Export Import Procedure and Documentation**

#### **Course Outcomes:**

1. Explain the concepts in custom clearance in international business with respect to foreign trade
2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3. Handle documentation procedures during International business.

### **BBA 607 B: Cost & Management Auditing**

#### **Course Outcomes:**

1. Describe the procedure involved in cost audit of inventories.
2. Understand the ethical values and code of conduct of cost auditor.
3. Identify and resolve the issues involves in management audit.