

BBA PROGRAM-PROGRAM AND COURSE OUTCOMES- 2020-2023

No.	Program Outcome
PO1	Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
PO2	Upon completion of the BBA program the students will have general idea of operations in business.
PO3	Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
PO4	Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.
PO5	Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

Program Educational Objectives

- To develop students professionally to handle business issues.
- To develop students to be a better team worker.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students.
- To promote entrepreneurial skills among students.

SEMESTER I

S. No	Course code	Course Type	Course Name	Course Outcomes
1	101	AECC	Environmental Science	CO1. Memorizing the concepts related to the ecological biodiversity of our planet. CO2. Interpreting important processes associated with the evolution of life on earth. CO3. Applying the concepts related to ecology for sustainable life on earth. CO4. Analyzing the importance of wildlife protection and its role in preserving the food chain. CO5. Evaluating the methods of prevention and safety from pollutants. CO6. Formulating the plan for environmental disaster management.
2	102	CC	Fundamentals of Management	CO1: Understand the concept of Management, its levels and functions. CO2: Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals. CO3: Understand the planning process, its types and various decision making models. CO4: Ascertain the nature of organization structure



				and its different types explaining Span of Control. CO5: Understand directing principles, its components and apply the control methods.
3	103	CC	Organisational Behaviour	CO1: Become effective leaders by addressing the human side of enterprise. CO2: Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories. CO3: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations. CO4: Understand the organizational system, including organizational structures, culture, human resources, and change.
4	104	CC	Statistics for Business Decisions	CO-1. Understand the meaning of statistical terms used in business statistics. CO-2. Analyze statistical data using measures of central tendency, dispersion and skewness. CO-3. Calculate and interpret the simple correlation for a set of data. CO-4. Construct Index numbers and its use. CO-5. Test the adequacy of Index number formulae.
5	105	GE	Generic Elective I	
6	106	SEC	Personality Development & Communication Skills	CO1: Understanding the basic fundamentals of English Grammar required for effective communication. CO2: Enhancing English vocabulary & Improving English Speaking Skills (Accent, Intonation & pronunciation) CO3: Enhancing confidence articulation Skills (to listen, speak and write in English at workplace). CO4: Demonstrating instant sophistication through soft skills, body language & presentation skills CO5: Grooming for corporate etiquettes, group discussion, resume writing (basic ingredients) & mock Interviews

SEMESTER II

S. No	Course code	Course Type	Course Name	Course Outcomes
1	201	AECC	English	CO1: Students will review the grammatical forms of English and the use of these forms in specific communicative contexts, which include: class activities, homework assignments, reading of texts and writing. CO2: Develop reading, writing and analytical skills and communicate their ideas critically, creatively, and persuasively through the medium of language.



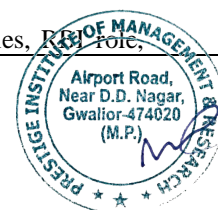
				<p>CO3: Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.</p> <p>CO4: Enhance LSRW communicative skills through language and literature.</p> <p>CO5: Increase confidence in their ability to read, comprehend, organize, and retain written information.</p> <p>CO6: Improve their ability to read and understand the written word in everyday life through the study of literary text</p>
2	202	CC	Managerial Economics	<p>CO1: Develop Understanding to take business decisions in different business situation using theory and concept.</p> <p>CO2: Analyzing consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.</p> <p>CO3: Apply the concept of demand and elasticity practically.</p> <p>CO4: Evaluate the relationship between price and output determination in different market structure.</p> <p>CO5: Demonstrate future demand of a product using qualitative and quantitative techniques.</p>
3	203	CC	Financial Accounting	<p>CO1: Demonstrate a good understanding the concept of double entry system and principles of accounting.</p> <p>CO2: Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.</p> <p>CO3: Understand of various methods of maintaining accounts of Departments.</p> <p>CO4 learn accounting for branches and departments</p> <p>CO5: develop understanding about the accounting of single entry system and its difference with double entry system.</p>
4	204	CC	Company Law	<p>CO1: Students will understand of the concepts Company Law.</p> <p>CO2: They will come to know the Process of formation and registration of company.</p> <p>CO3: They will understand the importance and of memorandum of association and Article of association</p> <p>CO4: They will understand legal rules related to issue of Prospectus and shares.</p> <p>CO4: They will come to know the Process of winding up of company.</p>
5	205	GE	Generic Elective II	
6	206	SEC	IT Tools for Business	<p>CO1: The student will understand the basic working of computers and about hardware and softwares.</p> <p>CO2: They will come to know working with MS Office, MS excel and MS office</p> <p>CO3: They will come to know concept of database management system</p> <p>CO4: They will understand communications system,</p>



				types of network, internet, WWW, emails
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SEMESTER III

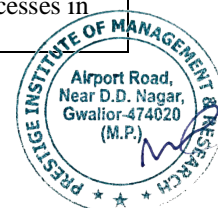
S. No	Course Code	Course Type	Course Name	Course Outcomes
1	301	CC	Macro Economics	CO1: understanding of different school of thoughts of Macro economics CO2: Demonstrate a way to measure concepts of national income and its related measure CO3: Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money CO4: Analyze determinants of consumption and investment in the macro economic environment CO5: Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy
2	302	CC	Marketing Management	CO1: Understand the basic concepts, importance of marketing and marketing environment. CO2: Learn concepts related to consumer behaviour and market segmentation. CO3: Analyze the concept of product, branding and product life cycle. CO4: Learn and understand the concepts of pricing and distribution. CO5: Demonstrate the concepts of promotion and promotion mix.
3	303	CC	Cost Accounting	CO1: Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues. CO2: Develop the knowledge about remuneration and incentives of labour with calculations of overheads. CO3: Gather knowledge on preparation of cost sheet in organization practical point of view. CO4: Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains. CO5: Impart the knowledge of operating costing with various methods and techniques of operating costing.
4	304	CC	Business Environment	CO1: Understand the concept, factors of the business environment and five year plans of India. CO2: Examine the concept and role of social environment, ethics and corporate governance. CO3: Understand various government policies, institutions and its role in business. CO4: Develop insights of economic policies, FDI, etc.



				process of economic reforms. CO5: Develop knowledge of Technological environment, issues in technology acquisition and transfer.
5	305	GE	Generic Elective III	
6	306	SEC	E-Commerce	CO1: Demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations CO2: Develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing CO3: Demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats CO4: Build and understanding of various concepts related to E-Payment Systems and Internet Banking CO5: Exhibit the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce

SEMESTER IV

S. No	Course code	Course Type	Course Name	Course Outcomes
1	401	CC	Business Research	CO1: Understand the concept, process, design, tools and techniques of RM. CO2: Apply tools, techniques/methods to assist various functions of management. CO3: Analyse the data collected. CO4: Evaluating the results, interpret and present findings. CO5: Preparing research report
2	402	CC	Human Resource Management	CO1: Develop an understanding of the concepts of HRM and its importance in the organization. CO2: Inculcate the essential skill sets required to function as an HR manager. CO3: Integrate the knowledge of HR concepts to take the best managerial decisions. CO4: Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.



				CO5: Evaluate and implement employee training and development programs. CO6: Analyze the strategies aimed at transfer and promotion of the employees.
3	403	CC	Financial Management	<p>CO1: Demonstrate a good understanding of concepts, goals and functions of financial management.</p> <p>CO2: Analyze the pattern of fund requirement and associated risk through financial planning.</p> <p>CO3: Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity</p> <p>CO4: Estimate various capital structure theories and factors affecting capital structure decisions in a firm.</p> <p>CO5: Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.</p> <p>CO6: Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.</p>
4	404	CC	Banking Law & Practice	<p>CO1: Demonstrate a good understanding of the Banking system, their challenges and functions.</p> <p>CO2: Analyze critically the role of RBI , its function s and schemes in India</p> <p>CO3:Examine relationship between banker and customer and their obligations</p> <p>CO4: Evaluate the various types of accounts and problems faced by the customers</p> <p>CO5: Applying bank committees report and bank credit policy</p>
5	405	GE	Generic Elective -IV	
6	406	SEC	Statistical Software Package	<p>CO1: Demonstrate a good understanding of various software used in business analytics and other related activities</p> <p>CO2: Develop and in-depth understanding of how the statistical data is used using statistical software and spreadsheets</p> <p>CO3: Display a better understanding statistical tools and performing them using popular software like, SPSS and MS Excel</p> <p>CO4: Analyzing data looking at different situations</p> <p>CO5: Perform the multivariate statistical tools also</p>



SEMESTER V

S. No	Course code	Course Type	Course Name	Course Outcomes
1	501	CC	Quantitative Techniques for Management	<p>CO-1. Understand the key terminologies, concepts, tools and techniques of Quantitative techniques.</p> <p>CO-2. Calculate and interpret the simple regression equation for a set of data.</p> <p>CO-3. Apply probability rules and theoretical distributions to solve problems.</p> <p>CO-4. Analyse time series data and its components by various methods.</p> <p>CO-5. Knowledge about association of attributes and inferential aspects such as test of hypotheses and associated concepts.</p>
2	502	CC	Business Legislation for Management	<p>CO1: Will become aware of law related to sales of goods, the unpaid seller</p> <p>CO2: Understand about creation and termination of the contract of agency</p> <p>CO3: Will understand the different provision related to negotiable instruments</p> <p>CO4: Will understand the process of creation and termination of the partnership.</p> <p>CO5: Understand consumer protection measures available in India</p> <p>CO5: Will be able to understand the applicability of IPR, filing and infringement of IPR</p>
3	BBA-FM-503	DSC	Investment Analysis & Portfolio Management	<p>CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management</p> <p>CO2: analyzing stock returns and risk in economic environment and indicators and using various models for the purpose of investment.</p> <p>CO3: measuring the risk and return of a portfolio position and diversify and manage investment portfolios in accordance with a person's risk preferences</p> <p>CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models</p>
	BBA-MM-503	DSC	Consumer Behaviour	<p>CO1: Discuss the rationale for studying consumer behavior.</p> <p>CO2: Identify and explain factors that influence consumer behavior inclusive of society and culture and demonstrate how knowledge of consumer behavior can be applied to marketing.</p> <p>CO3: Develop an understanding of the motivational factors in consumer behavior and will be able to measure the consumer personality</p>



				<p>CO4: Demonstrate the impact of reference groups in influencing buying decisions.</p> <p>CO5: Explain the diffusion of innovation and various models of consumer decision making</p>
	BBA-HRM-503	DSC	HRD: Systems & Strategies	<p>CO1: Understand the HRD concepts, evolution and its activity areas.</p> <p>CO2: Analyze and design HRD process.</p> <p>CO3: Understand HRD interventions and its application.</p> <p>CO4: Measure competency and interpret high performance work systems.</p>
4	BBA-FM-504	DSC	Business Analysis & Valuation	<p>CO1: Describe and apply the basic techniques of financial statement analysis (FSA);</p> <p>CO2: Explain the linkage between strategic business analysis, accounting analysis and financial analysis;</p> <p>CO3: Identify and utilize value-relevant information contained within financial statements;</p> <p>CO4: Recognize and explain the fundamental role of accounting numbers in the valuation of entities;</p> <p>CO5: Prepare and substantiate a valuation that incorporates the strategic, accounting and financing activities of a business entity;</p> <p>CO6: Identify and assess ethical considerations accounting disclosure.</p>
	BBA-MM-504	DSC	Advertising & Brand Management	<p>CO1: Understand needs and importance of advertising, models of advertising and required planning framework for promotional strategy.</p> <p>CO2: Analyze about the target audience, advertising media and its effectiveness.</p> <p>CO3: Learn about the media planning, scheduling and media decisions.</p> <p>CO4: Demonstrate how to do brand management and strategies corresponding to</p>
	BBA-HRM-504	DSC	Management of Industrial Relations	<p>CO1: Understand the concepts of Trade Unions, Social Security, Labour Welfare and Industrial Relations.</p> <p>CO2: Illustrate the applicability of concepts in various types of organizations.</p> <p>CO3: Demonstrate the problems faced in dealing with disputes and grievances.</p>



				CO4: Suggest the ways to manage various IR issues.
5	BBA-DSE- 505	DSE	Discipline Specific Elective*	
6	BBA-506	SEC	Summer Training Project & Viva	
7	BBA-507	SEC	Research Project Report & Viva	

SEMESTER VI

S. No	Paper code	Course Type	Course Name	Course Outcomes
1	601	CC	Business Policy & Strategy	CO: On completion of the course, the student will be able to CO1: design, deploy and evaluate business strategies. CO2: conduct environmental scanning using different methods. CO3: implement tools and techniques for strategic analysis and decision making.
2	602	CC	Financial Institutions & Markets	CO1: Understanding the concepts, structure, functioning and theories related to financial markets, institutions and services CO2: Analyzing the different types of financial markets and the product traded therein. CO3: Illustrating an awareness of the current structure and functioning of the financial Markets, Institutions and Services. CO4: Demonstrating an awareness of the regulation of the Indian Financial Markets, Institutions and services sector. CO5: Evaluating and creating strategies to promote financial products and services. CO6: Identifying the Regulators in Financial System and understanding the role of various intermediaries in the system



3	BBA-FM-603	DSC	Project Appraisal & Analysis	<p>CO1: understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects</p> <p>CO4: interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment</p> <p>CO5: evaluating and appreciating contemporary project management tools and methodologies in Indian context</p>
	BBA-MM-603	DSC	Marketing of Services	<p>CO1: Students will be able to learn growth and importance of services and basics of service.</p> <p>CO2: Students will be able to learn marketing mix in service marketing and its implementation</p> <p>CO3: Students will be able to learn service marketing strategy, how to frame them and how to use them so to have competitive advantage.</p> <p>CO4: Students will be able to learn concept, dimensions and process of services and models of services and demand management in services.</p> <p>CO5: Students will be able to learn importance of relationship building and how to use them to build a strong personal-professional relationship with the customers and they also able to learn about different service industries prevailing in Indian economy.</p>
	BBA-HRM-603	DSC	Performance & Compensation Management	<p>CO1: Design an organization's performance management process that is compliant with law.</p> <p>CO2: Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.</p> <p>CO3: Assess performance appraisal methods and various tools to devise their successful career paths (through feedback, mentoring, coaching, and competency development).</p> <p>CO4: Understand basic compensation concepts and recognize job evaluation methods and related pay decisions.</p>



				CO5: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations and understand the wage concepts in India.
4	BBA-FM-604	DSC	Investment Banking & Financial Services	CO1: Understanding various concepts of Merchant Banking Services. CO 2: Learning different terminologies and stages involved in issue management. CO 3: Understanding and Evaluating fund and fee based financial services namely leasing; Insurance; hire purchase; venture capital financing; credit rating; and securitization.
	BBA-MM-604	DSC	Retail Management	CO1: Memorize the concepts related to retail management. CO2: Explain the reasons for the growth of retailing in India. CO3: Illustrate the various types of retail formats. CO4: Examine the store design, location, and layout planning. CO5: Evaluate the retail sales promotion strategy. CO6: Synthesize the plan for retail store operation.
	BBA-HRM-604	DSC	Talent & Knowledge Management	CO1: The students will understand the concept of Talent management and its relevance in organizations. CO2: The students will develop the necessary skill set for the application of various Talent issues. CO3: Integrate the knowledge of concepts to take correct talent management and talent retention decisions CO4: They will understand planning for acquiring and retention of talent management CO5: Students will understand proper strategies for talent engagement and retention
5	BBA-DSE-605	DSE	Discipline Specific Elective*	



6	BBA-606	SEC	Comprehensive Viva	
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GENERIC ELECTIVES

S. No	GENERIC ELECTIVE	COURSE	Course outcomes
1	BBA GE -01	Ethics & Corporate Social Responsibility	<p>CO1: Comprehend the concept of business ethics and reasons of unethical business practices.</p> <p>CO2: Exhibit a relationship between business ethics and the Changing Environment.</p> <p>CO3: Understand the relevance of driving forces of CSR present scenario.</p> <p>CO4: Familiarize with cultural differences of CSR in Indian and International context.</p>
2	BBA GE -02	Entrepreneurship And Small Business Management	<p>CO1: Define the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p> <p>CO2: Explain the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p> <p>CO3: Illustrate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p> <p>CO4: Examine the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p> <p>CO5: Evaluate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p> <p>CO6: Synthesize the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.</p>
3	BBA GE -03	Development of Management Thought	<p>CO1: The students will understand the major influences on the development of management thought.</p> <p>CO2: Identify the five major perspectives of management thought that have evolved over the years.</p>



			<p>CO3: The different sub-fields that exist in the classical perspective of management and discuss the central focus of each.</p> <p>CO4: The theories of the major contributors to the behavioral perspective of management.</p>
4	BBA GE -04	Production & Operations Management	<p>CO1: Analyze the Network Design and Logistics Management of a firm</p> <p>CO2: Apply the concepts of Vendor Management.</p> <p>CO3: Understand the Inventory Management concepts.</p> <p>CO4: Learn and understand the key issues of IT in SCM</p>
5	BBA GE -05	Income Tax Law And Practices	<p>CO1: Acquire knowledge regarding the basic concepts of Income Tax.</p> <p>CO2: Compute the taxable income/gain under different heads of Income.</p> <p>CO3: Determine eligible deductions and compute taxable income and tax liability of an individual.</p> <p>CO4: Understand the Assessment procedure & e-filing of Income Tax Returns and Computation of Tax.</p> <p>CO5: Obtain knowledge about TDS, advance payment of tax, income tax authorities, and provisions of appeal, revision and penalties</p>
6	BBA GE -06	Management Information System	<p>CO1: Students will be able to understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.</p> <p>CO2: Student will be able to analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.</p> <p>CO3: Students will be able to effectively communicate strategic alternatives to facilitate decision making.</p> <p>CO4: Student will be able to establish and understanding of the various techniques for system analysis and design.</p> <p>CO5: Student will be able to develop an understanding of the principles and techniques used in the System Development Life Cycle.</p>
7	BBA GE -07	Foreign Language- French I	<p>CO1: The students will be understanding the basic concepts of French language and its importance in today's time</p> <p>CO2: The learner will be analyzing the basic visuals, auditory of French.</p> <p>CO3: The students will be familiarizing with the Francophone cultures.</p> <p>CO4: The students will be comparing and contrasting the similarities and differences between his/her own culture and those of various French-speaking cultures</p> <p>CO5: he students will be combining sentences and phrases to express opinions on topics related to the self, personal interest, and everyday life.</p>

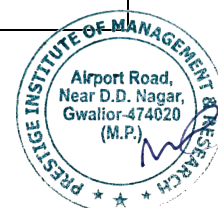


DISCIPLINE SPECIFIC ELECTIVES

S.NO.	DS ELECTIVES	COURSE	SEMESTER	Course Outcomes
1	BBA DSE 505-01	Management Accounting	V SEMESTER	<p>CO1: Acquaint with the fundamentals principles of management accounting.</p> <p>CO2: Prepare; analyze and interpret financial statements.</p> <p>CO3: Analyze typical business transactions to determine their effects on the principal elements of financial statements</p> <p>CO4: Take decisions using management accounting tools.</p> <p>CO5: Understand the role of management accounts in planning, control and decision making in an organization</p>
2	BBA DSE 505-02	Distribution & Supply Chain Management	V SEMESTER	<p>CO1: Analyze the Network Design and Logistics Management of a firm</p> <p>CO2: Apply the concepts of Vendor Management.</p> <p>CO3: Understand the Inventory Management concepts.</p> <p>CO4: Learn and understand the key issues of IT in SCM</p>
3	BBA DSE 505-03	Counseling & Negotiation Skills For Managers	V SEMESTER	<p>CO1: Understand the concept, process and skills of counseling.</p> <p>CO2: Evaluate the impact of counseling on employee behavior and performance.</p> <p>CO3: Understand the concept, process and tactics of negotiation.</p> <p>CO4: Know the sub process, communication and barriers in negotiation.</p> <p>CO5: Determine the role of trust, ethics, cultural differences in negotiation.</p>
4	BBA DSE	Global Business	V	CO1: selecting and applying disciplinary knowledge to business



	505-04	Environment	SEMESTER	<p>situations in a local and global environment.</p> <p>CO2: identifying the research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</p> <p>CO3: identifying and assessing ethical, environmental and/or sustainability considerations in business decision-making and practice,</p> <p>CO4: implying social and cultural aspects of business situations.</p>
1	BBA DSE 605-01	International Finance	VI SEMESTER	<p>CO1: Understanding international integration of finance and analyzing various theories of international trade.</p> <p>CO2: Learning basic theorems of exchange rate determination.</p> <p>CO3: Identifying various financial instruments and strategies used in forex market.</p> <p>CO4: Applying knowledge of hedging strategies to identify, evaluate and manage foreign exchange risk exposures faced by forex market participants.</p> <p>CO5: Learning international investment and working capital management system.</p>
2	BBA DSE 605-02	International Marketing	VI SEMESTER	<p>CO1: Developed an understanding of major issues related to international marketing</p> <p>CO2: Access the different entry modes in the international business</p> <p>CO3: Analyze the recent trends in India foreign trade policy and its procedures</p> <p>CO4: Demonstrate the various channels of distribution used in international marketing, its procedure and promotion tools used in export and import.</p> <p>CO5: Evaluate export documentation and its procedures in the international marketing</p>



3	BBA DSE 605-03	Industrial Law	VI SEMESTER	<p>CO1: Analyse the dynamic legal context in which employment relationships are enacted.</p> <p>CO2: Understand the provisions of the Industrial Disputes Act, 1947 which provides for settlement of industrial disputes through conciliation, voluntary arbitration and compulsory adjudication.</p> <p>CO3: Understand the process of trade union formation, working, role of trade union and concept & process of bonus.</p> <p>CO4: Determine the process and rules of wages, minimum wages payment to the workers.</p> <p>CO5: Gained insights in workers contract, apprentices training and equal remuneration to the workers.</p>
4	BBA DSE 605-04	Transnational And Cross Cultural Marketing	VI SEMESTER	<p>CO1: Define culture, communication, intercultural communication, ethnocentrism, and multiculturalism.</p> <p>CO2: Identify and describe the various aspects of culture which affect a person's worldview, values, and behavior.</p> <p>CO3: Understand the diversity of worldviews, values, behavior, traditions, and experiences of co-cultures and their interactions.</p> <p>CO4: Understand the diversity of worldviews, values, behavior, traditions, and experiences of</p> <p>CO5: Understand the roles of culture, language, power, and communication on global product development.</p> <p>CO6 Demonstrate the concepts of pricing decision keeping cultural aspect into consideration</p>

