

Program Out Comes

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.

BBA-101	Environmental Science	CO1 (A): Understand the concepts related to Environment, Ecosystem & Ecology.
		CO2: Analyse the various sources of natural resources and strategies to conserve it.
		CO3: Examining the significance of Bio-diversity and wildlife protection and its role in the preservation of the food chain.
		CO4: Analyse the concept of Disaster Management & Laws related to Wildlife conservation
BBA 102	Fundamentals of Management	CO1 a: Understand the concept & functions of Management , CO1 b: Ascertain the types of organization structure, staffing function, and individual behavior.
		CO2: Understanding the concept of attitude, Directing function and its techniques
		CO3: Analyzing group behaviours and Organizational Control methods
		CO4: Analyze and apply the management functions in organization.
BBA 103	Organisational Behaviour	co1: Become effective leaders by addressing the human side of enterprise
		co2: Understand individual behaviour 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.

BBA 104	Statistics for Business Decisions	Co-1a. Understand the meaning of statistical terms used in business statistics. co-1b. Analyze statistical data using measures of central tendency, dispersion and skewness'
		CO-2. Calculate the simple correlation for a set of data
		' CO-3. Construct Index numbers and its use'
		CO-4. Test the adequacy of Index number formula
BBA 105	Ethics And corporate Social Responsibility	co1: comprehend the concept of business ethics and reasons of unethical business practices'
		co2: Exhibit a relationship between business ethics and the changing Environment'
		Co3: Understand the relevance of driving forces of CSR present scenario.
		CO4: Familiarize with cultural differences of CSR in Indian and International context'
BBA 106	Personality Development And Communication Skills	CO1A: Understanding the basic fundamentals of Personality Development to enhance the Inter-personal Communication CO1B: Inculcating the soft skills in students for professional arena.
		CO2: Participating and communicating in Business group activities effectively.
		CO3: Enabling students understand the format to prepare effective resume ,cover letter & online offline Personal Interviews for corporate readiness.
		CO4: Evaluating the human values & workplace ethics & culture
BBA - 201	English	CO 1 A Students will be able to acquire a wide vocabulary and understanding of basic functional grammar and knowledge for reading, writing and spoken language. Students will be able to develop creative and critical writing skills along with developing an interest and appreciation of literary texts.
		CO 2: Students will be able to summarize and synthesize information into a coherent text and develop language competence.
		CO 3: To enable the learners to communicate effectively and appropriately in real life situations.
		CO 4: To understand the skills required to translate different texts and to acquire literary taste to critically analyse piece of poetry, prose provided.
BBA 202	Managerial Economics	CO1 a. Understand the basic terminologies in economics and apply the law of demand for business decision CO1 b. Evaluate Indian economy with context to national income and industrial policy of India since Independence
		CO2. Analyze the factors of production along with theories of rent, profit & interest
		CO3. Comprehend India's foreign trade and role of foreign direct investment
		CO4. Validate market structure and understand the economy of Madhya Pradesh
BBA 203	Financial accounting	Co 1a. Demonstrate a good understanding the concept of double entry system and principles of accounting. CO1b: Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.

		CO2: Understand of various methods of maintaining accounts of Departments.
		CO3 learn accounting for branches and departments.
		CO4: develop understanding about the accounting of single entry system and its difference with double entry system
BBA 204	Company Law	CO1a: Students will understand ofthe concepts Company Law. CO2b: They will come to know the Process of formation and registration of company.
		CO2: They will understand the importance and of memorandum of association and Article of association
		CO3: They will understand legal rules related to issue of Prospectus and shares.
		CO4: They will come to know the Process of winding up of company.
BBA 205	Development management thought	CO1: The students will understand the major influences on the development of management thought.
		CO2: Identify the five major perspectives of management thought that have evolved over the years.
		CO3: The different sub-fields that exist in the classical perspective of management and discuss the central focus of each.
		CO4: The theories of the major contributors to the behavioral perspective of management.
BBA 206	IT TOOLS FOR BUSINESS	CO1 a- Understand the basic structure of computer and utilization of software with operating System to perform management task.Understand and apply the MS Word and Power Point to be used in mangement for documentation and Presentation
		CO2 - Understand and apply the basics of MS-Excel for management data entry and formatting
		CO3 - Understand and apply the basics of MS-Access to give basic understanding of Data to be stored in live Applications
		CO4 - Understand and analyze the basics of communication modes and techniques to maker better communication in mangement
BBA 301	Macro Economics	CO1a: understanding of different school of thoughts of Macro economics CO1b: Demonstrate away to measure concepts of national income and its related measure.
		CO2: Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money.
		CO3: Analyze determinants of consumption and investment in the macro-economic environment
		CO4: Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy
BBA 302	Principles of Marketing	CO1 a: Understand the basic concepts, importance of marketing and marketing environment.Learn concepts related to consumer behavior and product decisions
		CO2: Discuss the concept of STP and its significance

		CO3: Comprehend the promotion mix and pricing decisions
		CO4: Understand the application of above concepts
BBA 303	Cost Accounting	CO1. familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issue
		CO2. develop the knowledge about remuneration and incentive of labour with calculations of overheads
		CO3. gather knowledge of preparation of cost sheet in organisation 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 and gain
BBA 304	Business Environment	CO1a: Understand the concept, importance and types of the business environment. CO1b: Comprehend with the concept of economy, economic development and government role.
		CO2: Improve knowledge of various laws and industrial policy.
		CO3: Develop understanding of government role in the development and monitoring of businesses through policies and regulations.
		CO4: Learn about business ethics, CSR and its importance
BBA 305	Production and Operations Management	CO1 a: Understand the general concepts of operations, product design, plant location, and Layout planning. Understand and analyze forecasting, work design and measurements.
		CO2. Comprehend capacity planning and scheduling.
		CO3. Discuss aggregate planning and master scheduling techniques
		CO4. Understand the various inventory management techniques and Just in Time production.
BBA 306	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. Exhibit the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce
BBA 401	Business Research	CO1. Understand the concept, process, design, tools and techniques of RM CO1b: to develop research process for study
		CO2. Analyse the data collected
		CO3. Evaluating the results, interpret and present findings
		CO4. Preparing research report
BBA 402	HUMAN RESOURCE MANAGEMENT	CO1 a: Understand concept, policies pertaining to HRM CO1 b: Understand concept, policies pertaining to SHRM
		CO2: Analyzing different methods and strategies for the acquisition of human resources
		CO3: Evaluating and applying the concepts and methods of performance management and appraisal

		CO4: Comprehend internal mobility & other HR Contemporary Issues in organizations
BBA 403	FINANCIAL MANAGEMENT	CO1 a. To understand the Basics of Financial Management.
		CO2: To Illustrate the concept of Capital Structure and Interpret types of Leverage
		CO3 : To Appraise the Projects by Capital Budgeting Techniques
		CO4: To Demonstrate the Understanding of Working Capital and Dividend Theories
BBA 404	Banking Law	co1: Demonstrate a good understanding of the Banking system, its challenges and functions
		CO2: Analyze critically the role of RBI, its functions and schemes in India
		Co3: Examine relationship between banker and customer and their obligations
		Co4: Evaluate the various types of accounts and problems faced by the customers
BBA 405	INCOME TAX LAWS AND PRACTICES	CO1 a: To Understand the basic terms and concepts of Income tax CO1 b: To assess the taxable income under the head of Salary, House Property and Profits & gains from business and profession
		CO2: compute taxable income under capital gains and other sources & understand the process of set-off, carry forward and clubbing
		CO3: Discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961 and compute the net total income of an individual
		CO4: Calculate tax liability & perform assessment procedures and file ITR
BBA 406	Statistical Software packages	CO1. Understand about the various statistical softwares
		CO2. Understand the testing of hypothesis and non-parametric tests
		CO3. Learn to apply correlation & regression and its application
		CO4. Understand the concept and application of multivariate analysis
BBA 501	Quantitative techniques FOR MANAGEMENT	CO1: Understand the basic tools of statistics co1 b : graphical representation of the data
		CO2: Evaluate the concept of elementary matrices, inverse and various equations, and analyze statistical data using measures of central tendency, dispersion, and skewness
		CO3: Understand the rate of change in one variable and maxima minima of functions and its terminologies to tackle uncertainty in business
		CO4: Construct Index numbers and its use and understand probability and its terminologies to tackle uncertainty in business
BBA 502	BUSINESS LEGISLATION FOR MANAGEMENT	CO1 a: Gain basic knowledge of the provisions of the Indian Contract Act, 1872 in relation to general principles of contract and specific contracts CO1 b: Acquire knowledge of the drafting of varied agreements and notices, affidavits, bonds and calculations of various kinds of damages under Indian Contract Act, 1872
		CO2: Understand the laws related to the Sales of Goods Act, 1930 including performance of contract of sale.

		CO3: Be familiarized with the provisions of the company law
		CO4: Gain basic knowledge of the provisions of the Negotiable Instruments Act, 1881, types of Negotiable Instruments and the laws related to bouncing of cheques
BBA 503 – MM	CONSUMER BEHAVIOR	CO1 a: Understand and evaluate consumer behaviour. CO1 b: Acquire the knowledge of individual determinants of consumer behaviour
		CO2: To Understand the facets of group dynamics with reference to consumer behaviour
		CO3: Comprehend the communication and consumer decision making process
		CO4: Evaluate the various model of consumer behaviour
BBA 503 – FM	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	CO1 a: Demonstrate a basic understanding of investments and capital market. CO1 b: Comprehend the measures of risk and return in financial assets and valuation models
		CO2: Analyzing EIC framework and technical indicators and oscillators for market predictions
		CO3: Constructing and portfolio through modern portfolio management models
		CO4: Evaluating investment to develop an optimal portfolio and evaluation of readymade portfolio through sharpe , treynor and jensen's models
BBA 503 HRM	HRD: Systems and Strategies	CO1: Understand the HRD concepts, evolution and its activity areas
		CO2: Analyze and design HRD process'
		CO3: Understand HRD interventions and its application'
		CO4: Measure competency and interpret high performance work systems
BBA 504 – MM CO1	ADVERTISING AND BRAND MANAGEMENT	CO1: Understand the needs and importance of advertising, models of advertising, and required planning framework for promotional strategy.
		CO2: Analyze the target audience, advertising media, and its effectiveness.
		CO3: Learn about media planning, scheduling, and media decisions.
		CO4. Demonstrate how to do brand management and strategies corresponding to
BBA 504 – FM	BUSINESS ANALYSIS AND VALUATION	CO1 a: Understand the various financial statement to evaluate the financial soundness of the company, CO1 b: Comprehend the different cash flow models to determine the effect on tax, earning and investment
		CO2: Evaluate additional disclosure statement and the concepts related with corporate governance
		CO3: Analyze the fundamental role of accounting numbers in valuation of entities
		CO4: Formulate the valuation that incorporates the strategic accounting and financial activities of the business activity
BBA 504 – HRM	MANAGEMENT OF INDUSTRIAL RELATIONS	CO1 a: Understand concepts, parties and bodies related to Industrial relations. CO1 b: Comprehend the causes and methods for the resolution of industrial disputes also the functions, roles of trade unions in India
		CO2: Identify the significance and need of good disciplinary system and grievance redressal in industries
		CO3: Interpret measures and provisions related to social security and labour welfare

		CO4: Identify the significance of collective bargaining and workers' participation in Industries
BBA 505	Management Accounting	Co1: Acquaint with the fundamental principles of management accounting.
		CO2: Prepare; analyze and interpret financial statements'
		Co3: Analyze type of business transaction to determine their effects on the financial statements
		CO4: Take decisions using management accounting tools'
BBA 601	BUSINESS POLICY AND STRATEGIC PLANNING	CO1 : Understand the basic fundamentals of strategy, business policy and strategic management.
		CO2: Explain the process of strategic management and demonstrate the skills in strategy building
		CO3: Able to do environmental analysis for decision making
		CO4: To understand strategic planning and its implementation
BBA – 602	Financial Institutions and Markets	CO1: Understanding the concepts, structure, functioning and theories related to financial markets' institutions and services. Co2: Analysing the different types of financial markets and the product traded therein.
		CO2: Illustrating an awareness of the current structure and functioning of the financial Markets' Institutions and Services'
		CO3: Demonstrating an awareness of the regulation of the Indian Financial Markets' Institutions and services sector'.
		CO4: Evaluating and creating strategies to promote financial Products and services'.
BBA 603 – MM	MARKETING OF SERVICES	CO1 a: Understand the basics of service marketing and its importance. CO1 b: Understand the concept of service marketing mix
		CO2: Comprehend service marketing strategy with respect to competitive advantage.
		CO3: Discuss the service quality models and their applications.
		CO4: Understand the various aspects of customer relationship with respect to different industrial sectors.
BBA 603 – FM	PROJECT APPRAISAL AND ANALYSIS	CO1 a: 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. CO1b: analyzing the learning and understand techniques for Project planning, scheduling and Execution Control
		CO2: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects

		CO3: Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment
		CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context
BBA 603 - HRM	PERFORMANCE AND COMPENSATION MANAGEMENT	CO1 a: Understand concepts and Methods of Performance management and Appraisal. CO1 b: Comprehend Developmental, technological and ethical aspects of performance management
		CO2: Analyze different methods of job evaluation
		CO3: Understand several performance incentives and benefits
		CO4: Understand prevailing wage system in India and the regulatory bodies
BBA 604 FM	Investment banking and financial services	CO1 A To Understand various concepts of Merchant Banking Services. CO1 B To Understand various concepts of Issue Management.
		CO2 To analyse the concept of Leasing and Hire Purchase
		CO 3 To Demonstrate the concept of Venture Capital.
		CO4 To Evaluate the Credit Rating system among various Financial Organisations
BBA 604 MM	Retail Management	co1: Memorize the concepts related to retail management. Co1b: to understand the strategies of retail
		CO2. Explain the reasons for the growth of retailing in India.
		CO3. Examine the store design, location, and layout planning
		CO4. Evaluate the retail sales promotion strategy
BBA 604 HRM	Talent & Knowledge Management	CO1: The students will understand the concept of Talent management and its relevance in organizations. CO1B: 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
BBA 605	Transnational & Cross Cultural marketing	co1 a: define culture, communication, intercultural communication, co1 b : to understand ethnocentrism and multiculturalism
		CO2. identify and describe the various aspects of culture which affect a person's worldview, values and behavior
		CO3. understand the roles of culture, language, power and communication of product development

		CO4. demonstrate the concepts of pricing decision keeping cultural aspect into consideration
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