

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Specific Outcomes (PSOs) – Bachelor of Business Administration

	Programme specific outcomes
PSO1	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.
PSO2	Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PSO3	Technology Skills: Students are competent in the uses of technology in modern organizational operations.
PSO4	Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PSO5	Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

Course Outcomes

New syllabus (2019 onwards)

Semester	Course Code	Course Name	Course outcomes
I	BBA1B01	Management theory and practices	<ul style="list-style-type: none"> • CO1:Discuss different schools of management thought
			<ul style="list-style-type: none"> • CO2:Understand apply the concepts of planning, organizing, staffing and controlling for effective management
			<ul style="list-style-type: none"> • CO3:Aware and apply the ethically and socially responsible behaviour in Management
			<ul style="list-style-type: none"> • CO4:Aware and pursue the modern management practices in business
I	BBA1C01	Managerial Economics	<ul style="list-style-type: none"> • CO1:Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
			<ul style="list-style-type: none"> • CO2:Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets

			<ul style="list-style-type: none"> • CO3:Make optimal business decisions by integrating the concepts of economics
II	BBA2B02	Financial accounting	<ul style="list-style-type: none"> • CO1: Discuss and apply fundamental accounting concepts, principles and conventions
			<ul style="list-style-type: none"> • CO2:Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
			<ul style="list-style-type: none"> • CO3:Record accounting transactions in respect of hire purchase and instalment system and branches
II	BBA2B03	Marketing management	<ul style="list-style-type: none"> • CO1: Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
			<ul style="list-style-type: none"> • CO2:Develop skills in organizing for effective marketing and in implementing the market planning process
			<ul style="list-style-type: none"> • CO3:Evaluate the significance of marketing
			<ul style="list-style-type: none"> • CO4:Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.
			<ul style="list-style-type: none"> • CO5:Identify the role and significance of various elements of marketing mix.
			<ul style="list-style-type: none"> • CO6:To evaluate the role and relevance of marketing organization in current marketing conditions
			<ul style="list-style-type: none"> • CO6:Understanding the marketing concepts in global environment. and its relevance.
III	BBA3A11	Basic Numerical methods	<ul style="list-style-type: none"> • CO1:Acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics.
			<ul style="list-style-type: none"> • CO2:Do calculation of arithmetic mean, median and mode and partition values.

			<ul style="list-style-type: none"> • CO3:Understand correlation regression analysis and their applications.
			<ul style="list-style-type: none"> • CO4:Understand statistical testing and their applications.
III	BBA3A12	Professional business skills	<ul style="list-style-type: none"> • CO1:To update and expand basic Informatics skills of the students.
			<ul style="list-style-type: none"> • CO2:To equip the students to effectively utilize the digital knowledge resources for their study.
			<ul style="list-style-type: none"> • CO3: to understand the basics of Business Data Analysis
			<ul style="list-style-type: none"> • CO4:update about Socio_Cyber Informatics
III	BBA3B04	Corporate accounting	<ul style="list-style-type: none"> • CO1:The course acquaints the students with the knowledge about corporate accounting. The modules introduce the fundamental Indian accounting standard and equip the students with skills for preparing corporate accounts.
			<ul style="list-style-type: none"> • CO2:Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
			<ul style="list-style-type: none"> • CO3:Prepare annual financial statements for companies and compute accounting ratios.
			<ul style="list-style-type: none"> • CO4:Record accounting transactions in respect of redemption of preference shares and debentures
III	BBA3B05	Financial management	<ul style="list-style-type: none"> • CO1:This course aims to enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.
			<ul style="list-style-type: none"> • CO2:Understand and develop insights and knowledge base of various concepts of finance
			<ul style="list-style-type: none"> • CO3:Develop skills for effective Financial, Investment and Dividend decisions making

III	BBA3C02	Business regulations	<ul style="list-style-type: none"> • CO1:This course aims to familiarise the students with major statutes affecting the operations of business organizations.
			<ul style="list-style-type: none"> • CO2:Interpret statutory provisions related to business laws
			<ul style="list-style-type: none"> • CO3:Analyse legal issues arising in day-to-day business operations prevalent in India
			<ul style="list-style-type: none"> • CO4:Evaluate the core concepts in the legal structure of business organisations
			<ul style="list-style-type: none"> • CO5:Discuss possible solutions to issues in organisations in the frame work of business laws
IV	BBA4A13	Entrepreneurship Development	<ul style="list-style-type: none"> • C01:To familiarize the students with the concept of entrepreneurship.
			<ul style="list-style-type: none"> • CO2:To identify and develop the entrepreneurial talents of the students.
			<ul style="list-style-type: none"> • CO3:To generate innovative business ideas in the emerging industrial scenario.
			<ul style="list-style-type: none"> • CO4:Become aware of entrepreneurship opportunities available in the society for the entrepreneur.
			<ul style="list-style-type: none"> • CO5:Acquaint them with the challenges faced by the entrepreneur.
			<ul style="list-style-type: none"> • CO6:Develop the motivation to enhance entrepreneurial competency.
IV	BBA4A14	Banking and insurance	<ul style="list-style-type: none"> • CO1:To enable the students to acquire knowledge about basics of Banking and Insurance.
			<ul style="list-style-type: none"> • CO2:To familiarize the students with the modern trends in banking.
			<ul style="list-style-type: none"> • CO3:Have an exposure of the techniques & application of contemporary banking.
			<ul style="list-style-type: none"> • CO4:Understand the Structure of Indian Banking System.
			<ul style="list-style-type: none"> • CO5:Gain specialist legal knowledge and an understanding of

			<p>the theoretical underpinnings of Insurance Law within a practical context, whilst developing expertise in these areas</p> <ul style="list-style-type: none"> • CO6: Create valuable insights into the key principles and practices that regulate the insurance industry. • CO7: Provide knowledge about approaches to risk management and other essential issues.
IV	BBA4B06	Cost and Management accounting	<ul style="list-style-type: none"> • CO1: The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting • CO2: Understand cost and management accounting concepts and its application for decision making. • CO3: Aware as to cost consciousness and the various methods and techniques of costing • CO4: Analyse implications of cost in managerial decisions. • CO5: Prepare different budgets. • CO6: Understand Break Even concept. • CO7: Understand Standard costing and analysis of deviation.
IV	BBA4C04	Corporate regulations	<ul style="list-style-type: none"> • C01: To familiarise the students with corporate law and to make them aware of the applications of importance of company law in the management of organisations. • C02: Understand the features and different types of companies • C03: Aware as to the formation of companies and also as to different documents of companies • C04: Understand the share capital and other relevant provisions of the same • C05: Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI,

			<ul style="list-style-type: none"> • C06:Understand the provisions of conducting meetings and also the winding up procedure of companies.
IV	BBA4C05	Quantitative Techniques for Business	<ul style="list-style-type: none"> • C01: To familiarise student with the use quantitative techniques in managerial decision making.
			<ul style="list-style-type: none"> • C02:Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
			<ul style="list-style-type: none"> • C03:Develop skills for effectively analyse and apply Quantitative Techniques in decision making.
V	BBA5B07	Human resources management	<ul style="list-style-type: none"> • CO1:To give a conceptual understanding of human resource practices in organizations.
			<ul style="list-style-type: none"> • CO2:Understand and develop insights and knowledge base of various concepts and Functions of Human Resource Management
			<ul style="list-style-type: none"> • CO3: Learn the latest trends in Human Resource Management
V	BBA5B08	Business research methods	<ul style="list-style-type: none"> • CO1:To provide an insight into the fundamentals of business research and to acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners
			<ul style="list-style-type: none"> • CO2;Understand and develop insights and knowledge base of various concepts in Research.
			<ul style="list-style-type: none"> • CO3:Develop skills for conducting business research
			<ul style="list-style-type: none"> • CO3:Judge the reliability and validity of experiments and perform exploratory data analysis.
			<ul style="list-style-type: none"> • CO4:Use parametric and non-parametric hypothesis tests (and interpreting their results).
			<ul style="list-style-type: none"> • CO5:Use computer-intensive methods for data analysis.
V	BBA5B09	Operations Management	<ul style="list-style-type: none"> • CO1:To familiarize the students with the concepts, tools and practices of operations management

			<p>and to learn about the decisions and processes of operations management in a business firm.</p> <ul style="list-style-type: none"> • CO2:Understand the different concepts of operation Management. • CO3:Acquire the knowledge to make plans at the operational level of an industry • CO4:Understand ever growing importance of Production and Operations management in uncertain business environment. • CO5:Gain an in-depth understanding resource utilization of an organization. • CO6:Appreciate the unique challenges faced by firms in services and manufacturing. • CO7:Develop skills to operate competitively in the current business scenario.
V	BBA5B10	Income tax	<ul style="list-style-type: none"> • CO1:To impart basic knowledge and equip students with application of principles and provisions of Income Tax Act, 1961 amended up-to-date. • CO2:On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and as well as and • C03: enable to compute different heads of income • CO4:enable to compute Total income • CO5: enable to compute tax liability.
V	BBA5B11	Financial market and institutions	<ul style="list-style-type: none"> • CO1:To provide basic knowledge about the structure, organisation and working of financial system in India. • CO2:The course helps to understand different aspects and components of financial Institutions and financial markets.

			<ul style="list-style-type: none"> • CO3:This will enable the students to take rational decisions on financial market and institutions.
			<ul style="list-style-type: none"> • CO4:Identify roles of financial intermediaries within financial markets.
V	BBA5D01	E-Commerce	<ul style="list-style-type: none"> • CO1:To understand the importance of database systems for business management
			<ul style="list-style-type: none"> • CO2:To gain a practical orientation to database development and maintenance.
			<ul style="list-style-type: none"> • CO3:On completing the course the students will be able to Understand the practice of E-commerce, e-payment and also the security issues.
VI	BBA6B12	Organizational Behaviour	<ul style="list-style-type: none"> • CO1:To familiarize the students with the basic concepts of individual behaviour and organizational behaviour
			<ul style="list-style-type: none"> • CO2:To enable the students to catch an idea about inter-personal and group behaviour
			<ul style="list-style-type: none"> • CO3:To acquire knowledge regarding the organizational change and organizational development
			<ul style="list-style-type: none"> • CO4:Understand the different concepts of Organisational Behaviour
			<ul style="list-style-type: none"> • CO5:Analyse individual and group behaviour
			<ul style="list-style-type: none"> • CO6:Understand and deal with organisational change, development and stress
VI	BBA6B13	Management science	<ul style="list-style-type: none"> • CO1:To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations.
			<ul style="list-style-type: none"> • CO2:On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.

VI	BBA6B14	Project management	<ul style="list-style-type: none"> • CO1:To enable the students to acquire basic knowledge of different facets of Project Management. • CO2:Understand the different concepts of managing a project • CO3:Analyse the viability of a project. • CO4:Identify and assess risks (including OHS) as well as the economic, social and environmental impacts of engineering activities. • CO5:Communicate in a various ways to collaborate with other people, including accurate listening, reading and comprehension, based on dialogue when appropriate, taking into account the knowledge, expectations, requirements and terminology.
VI	BBA6B15	Financial services	<ul style="list-style-type: none"> • CO1:the students with an understanding of the various financial services and investment opportunities available in the country • CO2:On completion of the course students will be able to aware of various financial services available in Indian financial system • CO3:Describe operational, business, financial and traditional risk. • CO4:Distinguish among various financial intermediaries and markets.
VI	BBA6B16	Investment management	<ul style="list-style-type: none"> • CO1: To familiarise the students with the world of investments and to provide a theoretical framework for the analysis and valuation of investments. • CO2: By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.

			<ul style="list-style-type: none"> • CO3: Develop the relationship between interests and prices of bonds.
			<ul style="list-style-type: none"> • CO4: Understand the nature of share prices movements.
			<ul style="list-style-type: none"> • CO5: Interpret the evidence relating to market efficiency.
VI	BBA6B17 (PR)	Project and viva voce	<ul style="list-style-type: none"> • CO1: Develop a thorough understanding of the chosen subject area.
			<ul style="list-style-type: none"> • CO2: Demonstrate the ability to collate and critically assess/interpret data
			<ul style="list-style-type: none"> • CO3: Develop an ability to effectively communicate knowledge in a scientific manner.
			<ul style="list-style-type: none"> • CO4: Provide recommendations based on research findings.