

Program Outcome

Department of BBA

At the end of the BBA Programme, graduates will be able to:

P01- Cross-Disciplinary Integration and Strategic Perspective: conceptualize, organize and resolve

complex business problems or issues by using their sources available under their discretion.

P02- Critical Thinking and Problem Solving: apply the perspective of their chosen specialized area of study to develop fully reasoned opinions on such contemporary issues as the need for integrity, leading and managing change, globalization and technology management.

P03- Teamwork: determine the effectiveness with which goals are defined and achieved in team environments to assess the contributions made by themselves as well as by their peers within those environments and identify and resolve conflicts.

P04- Leadership Skills: document their participation and contribution to organizations, business or consulting projects, internship opportunities or other BBA sanctioned initiatives.

P05- Modern Tool Usage: create, select, and apply appropriate techniques, resources and modern management and IT tools including prediction and modelling to complex management activities with an understanding of the limitations.

P06- Environment and Sustainability: understand the impact of the professional management solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

P07- Ethics: apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

P08- Entrepreneurial Perspective: identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

P09- Global Perspective: demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment.

Course Outcome

BBA 1st Semester

1. Major 1

Credit-4

Principles Of Management

Course Outcome:

- ☐ **Demonstrate** a comprehensive understanding of management principles, theories, and their application in various organizational contexts.
- ☐ **Analyze** and **evaluate** organizational challenges and opportunities, developing effective strategies and decision-making processes.
- ☐ **Effectively** lead and manage teams, fostering a positive work environment and achieving organizational goals.

2 MDC-1

Credit-3

Managerial Economics

Course Outcome:

- ☐ Apply economic principles to solve managerial problems.
- ☐ Analyze and evaluate market trends and their impact on business decisions.
- ☐ Make informed decisions regarding pricing, production, and resource allocation.

3. Minor- 1

Credit-4

Financial Accounting

Course Outcome:

- ☐ **Knowledge:** Students will demonstrate a solid understanding of fundamental accounting principles, concepts, and methods to accurately record, classify, and analyze financial transactions.
- ☐ **Skills:** Students will be able to prepare financial statements, including the income statement, balance sheet, and interpret the information presented therein.
- ☐ **Application:** Students will be able to apply their accounting knowledge to real-world financial scenarios, make financial decisions, and evaluate the financial performance of businesses.

4. VAC-1

Credit-2

Indian Constitution

Course Outcome:

1. Knowledge: Students will demonstrate a deep understanding of the historical context, principles, and evolution of the Indian Constitution.

2. Skills: They will be able to critically analyze and evaluate the effectiveness of the Constitution in promoting democracy, justice, and equality in India.

3. Abilities: Students will develop skills in constitutional interpretation, legal reasoning, and civic engagement, enabling them to contribute meaningfully to Indian society.

5. AEC-1 (Skill Enhancement Course)

Credits-4

Alternative English

Course Outcome:

The paper transcends conventional writing, encouraging individuals to explore language, structure, and narrative. It develops students writing skills and creativity. It encourages individuals to express themselves, often leading to a deeper understanding of themselves and the world around them. Serve as a basis for literary and artistic expression, allowing for innovative and authentic modes of creative expression.

6. SEC-1

Credits-3

Computer Fundamentals

Course Outcome:

- ☐ Demonstrate foundational knowledge of computer hardware, software, and operating systems.
- ☐ Utilize basic computer applications effectively for productivity and communication.
- ☐ Understand the ethical and social implications of technology in contemporary society.

BBA 3rd Semester

1. Major 3

Credit-4

Organizational Behavior

Course Outcome:

1. Knowledge: Students will demonstrate a comprehensive understanding of organizational behavior principles, theories, and concepts, including individual behavior, group dynamics, organizational culture, and leadership.

2. Skills: Students will be able to apply organizational behavior knowledge to analyze and diagnose workplace situations, effectively manage interpersonal relationships, and contribute to organizational effectiveness.

3. Abilities: Students will develop the ability to critically evaluate organizational practices, identify opportunities for improvement, and implement strategies to enhance employee engagement, motivation, and performance.

2. Major 4

Credit-4

Financial Management

Course Outcome:

1. Knowledge: students will demonstrate a strong understanding of financial concepts, principles, and tools to make informed decisions in various business contexts.

2. Skills: students will be able to effectively analyze financial data, evaluate investment opportunities, and manage financial risks to optimize organizational performance.

3. Abilities: students will possess the skills and knowledge necessary to develop and implement sound financial strategies that align with organizational goals and contribute to sustainable growth.

3. Minor 3

Credit-4

Principles Of Marketing

Course Outcome:

1. Knowledge: Students will demonstrate a solid understanding of fundamental marketing concepts, theories, and strategies.

2. Skills: Students will be able to apply marketing principles to develop effective marketing plans and strategies for various products and services.

3. Application: Students will be able to critically analyze marketing situations and make informed decisions based on market research, consumer behavior, and competitive analysis.

4. SEC 3 (Skill Enhancement Course)

Credits-3

Training and Development

Course Outcome:

- **Understand Training Concepts and Methods:** Gain knowledge of the principles, processes, and types of employee training and development programs.
- **Design and Implement Training Programs:** Learn to assess training needs, design effective programs, and implement them to enhance employee performance.
- **Evaluate Training Effectiveness:** Develop the ability to measure and analyze the impact of training initiatives on individual and organizational growth.

5. MDC-3

Credit-3

Computer Application

Course Outcome:

☐ **Demonstrate proficient use of computer software and hardware:** Students will be able to effectively utilize various computer applications and understand the basic components and functions of computer systems.

☐ **Apply computational thinking and problem-solving skills:** Students will be able to analyze problems, develop logical solutions, and implement them using computer-based tools.

☐ **Communicate effectively using technology:** Students will be able to use technology to create, share, and collaborate on digital content, and communicate effectively in a digital environment.

6. VAC-3

Credit-2

Advertising And Publicity

Course Outcome:

- **Understand Advertising and Publicity Concepts:** Gain knowledge of the principles, types, and roles of advertising and publicity in marketing and brand communication.
- **Develop Strategic Communication Skills:** Learn to create effective advertising messages and publicity campaigns targeting specific audiences through various media channels.
- **Analyze Impact and Effectiveness:** Acquire the ability to evaluate the effectiveness of advertising and publicity efforts using appropriate tools and metrics.

BBA 5th Semester

1. Major -8

Credit-4

Management of Industrial Relation

Course Outcome

- **Understand Industrial Relations Systems:** Grasp the roles of unions, employers, and government in labor markets, along with legal and ethical aspects of labor relations.
- **Develop Conflict Resolution Skills:** Learn techniques for resolving disputes and conducting negotiations between employers and employees.
- **Implement IR Strategies:** Gain the ability to develop and apply effective industrial relations policies that align with organizational goals and legal requirements.

2. Major-9

Credit-4

Indian Financial Markets and Operation

Course Outcome

- **Understand Financial Market Structures:** Gain knowledge of the structure, functions, and key participants in Indian financial markets, including stock exchanges, commodities, and money markets.
- **Analyze Financial Instruments and Operations:** Learn to evaluate various financial instruments (stocks, bonds, derivatives) and understand their role in market operations and investment strategies.
- **Apply Regulatory Framework and Risk Management:** Understand the regulatory environment of Indian financial markets and develop skills to assess and manage risks in financial operations.

3. Major-10

Credit-4

Sales Management

Course Outcome

- **Understand Sales Strategies and Techniques:** Develop a strong understanding of sales strategies, techniques, and the sales process to drive business growth and customer engagement.
- **Master Sales Forecasting and Planning:** Gain the skills to create and implement effective sales plans, set goals, and forecast sales performance to meet organizational objectives.
- **Manage Sales Teams and Performance:** Learn how to lead, motivate, and evaluate sales teams, optimizing individual and team performance through effective coaching and performance management.

4. Major-11

Credit-4

Business Research Methodology

Course Outcome

- **Understand Research Concepts and Design:** Gain foundational knowledge of research methods, types, and processes used in business decision-making.
- **Develop Data Collection and Analysis Skills:** Learn techniques for collecting, analyzing, and interpreting qualitative and quantitative data using appropriate tools.
- **Apply Research to Business Problems:** Acquire the ability to design and conduct research projects to address real-world business issues and present findings effectively.

5. Major-12

Credit- 4

Legal Aspects of Business

Course Outcome

- **Understand Business Laws and Regulations:** Gain knowledge of key legal frameworks governing contracts, companies, partnerships, and commercial transactions.
- **Apply Legal Principles to Business Decisions:** Develop the ability to identify legal issues and apply relevant laws in real-world business scenarios.

- **Ensure Legal Compliance and Risk Management:** Learn to ensure organizational compliance with laws and manage legal risks in business operations effectively.