BACHELOR IN BUSINESS ADMINISTRATION(BBA) PROGRAMME OUTCOMES

PO1: Demonstrate a continuous pursuit of knowledge and skills in advanced areas of business management and related fields, fostering personal and professional growth.

PO2: Effectively adapt to and manage the rapidly changing economic, social, political, technological, and cultural environments that impact business organizations and society at large.

PO3: Equip themselves with the necessary skills and knowledge for gainful employment in their chosen specialized domains, ensuring a successful transition into the professional world.

PO4: Disseminate comprehensive knowledge of the critical functions in managing international business, finance, human resources, operations, marketing, and systems to gain a competitive advantage in a globalized economy.

PO5: Exhibit proficiency in the tools and techniques used for effective business decision- making, applying analytical and problem-solving skills to real-world business scenarios.

PO6: Utilize strategic management principles and practices to guide business operations, ensuring the alignment of organizational goals with market demands and opportunities.

PO7: Engage in research activities that provide insights into complex business challenges, fostering innovation and the development of effective solutions.

PO8: Effectively handle contemporary organizational challenges, demonstrating strong team spirit and collaborative skills to enhance organizational performance and cohesion.

BACHELOR IN BUSINESS ADMINISTRATION
1st SEMESTER

MAJOR	Business Organization, Basics of Accounting
Skill Enhancement Course	Computer Fundamentals and Office Automation Tools
Ability Enhancement Course	Hindi Bhasha Sanvardhan (One)
Value Added Course	Environmental Science
MINOR	Basic Mathematics, Fundamentals of Computing and Problem Solving using C, Basics of Economics
Multi Disciplinary Course	Financial Literacy, Fundamentals of Computing

Name of the Course- Business Organization
Course Code- 24IMSI401DS0

Course Outcomes-

CO1: Demonstrate domain knowledge in each of the functional areas of business

CO2: Demonstrate the ability to evaluate the business environment, then choose opportunities for business

CO3: Understanding of the business operations, finance and marketing related issues

CO4: Have knowledge of a glossary of economic terms widely used in the analysis and discussion of behavior in organizations.

Name of the Course- Basics of Accounting
Course Code- 24IMSI401DS02

Course Outcomes-

CO1: Describe various accounting concepts, principles and techniques.

CO2: Record transactions and prepare financial statements.

CO3: Understand the conceptual framework of Corporate Accounting.

CO4: Record issue and redemption of shares and debentures.

Name of the Course- Computer Fundamentals and Office Automation Tools
Skill Enhancement Course(SEC)
Course Code- 24IMSI401SE01

Course Outcomes-

CO1: Explain the basics of hardware and software and identify different components of hardware systems, cables & assemblies

CO2: Discuss the file management, word processing and demonstrate working with Graphics and DTP, Document Commands, Mail Merge, Spreadsheets

CO3: Demonstrate the ease to work with MS Excel and explain the fundamentals of MS Excel and manipulate various functions and commandS

CO4: Elucidate the need for MS PowerPoint, design & templates, and manipulate records, creating records and web designing using PPT.

Name of the Course- Environmental Science
Value Added Course(VAC)
Course Code- 23EVSX01VA01

Course Outcomes-

CO1: Gain in-depth knowledge on natural processes and resources that sustain life and govern economy.

CO2: Understand the consequences of human actions on the web of life, global economy, and quality of human life.

CO3: Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.

CO4: Acquire values and attitudes towards understanding complex environmental economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.

CO5: Adopt sustainability as a practice in life, society, and industry.

Name of the Course- Hindi Bhasha Sanvardhan (One)
Ability Enhancement Courses(AEC)
Course Code- 23HNDX01AE01

Course Outcomes-

CO1: शुद्ध हिन्दी के प्रयोग में अभिवृद्धि होगी।' (There will be an increase in the use of pure Hindi.)

CO2: 'व्यवसाय एवं रोज़गार की उपलब्धता वाले सभी क्षेत्रों में हिन्दी भाषा में निष्णात युवाओं की सहभागिता में अभिवृद्धि होगी।' (The participation of young people

proficient in Hindi language will increase in all fields where business and employment are available.)

CO3: 'अंतरराष्ट्रीय स्तर पर हिन्दी-भाषा के वर्चस्व की स्थापना होगी और हिन्दी-भाषी को देश और विदेश में समुचित सम्मान मिलेगा।' (The dominance of the Hindi language will be established at the international level, and Hindi speakers will receive due respect in the country and abroad).

MINOR SUBJECTS IN BBA-1ˢᵗ YEAR(1ˢᵗ Semester)

Name of the Course- Basic Mathematics
Course Code- 24MAT401MI01

Course Outcomes-

CO1: Understand and compute partial derivatives up to the second order for multivariable functions.

CO2: Use methods of integration to solve many real life problems.

CO3: Obtain maxima and minima of several functions. PLO1, PLO2

CO4: Define matrices, recognize their types, and perform matrix addition, subtraction, and multiplication.

CO5: Solve several system of linear equations using matrices.

Name of the Course- Fundamentals of Computing and Problem Solving using C
Course Code- 24CSC401MI01

Course Outcomes-

CO1: Gain knowledge of essential computing concepts and its applications in various fields.

CO2: Develop proficiency in writing, debugging, and executing C programs to efficiently solve computational problems.

CO3: Demonstrate an understanding of data types, control structures, functions, arrays, and pointers.

CO4: Cultivate problem-solving skills through algorithmic thinking and programming techniques in C.

CO5: Apply modular programming principles to effectively organize and structure code for improved maintainability, scalability, and code reuse in C programming projects.

Name of the Course- Basics of Economics
Course Code-24ECO401MI01

Course Outcomes-

CO1: Students have a basic understanding of Economics

CO2: Students are Aware of the current challenges faced by any economy

MDC SUBJECTS IN BBA-1ST YEAR(1st Semester)

Name of the Course- Financial Literacy
Course Code- 24COMX01MD01

Course Outcomes-

CO1: Understand the significance of financial literacy and the process of financial planning, including the preparation of personal, family, business, and national budgets.

CO2: Identify and differentiate between various types of banks and banking products/services, as well as post office savings schemes and services provided by India Post Payments Bank.

CO3: Gain knowledge about different life insurance policies, health insurance plans, and property insurance policies, and understand the offerings of post office life insurance schemes.

CO4: Familiarize with key terms and concepts used in stock markets, including various types of shares, market indices, and stock market transactions, as well as the taxation on capital gains and mutual funds.

Name of the Course- Fundamentals of Computing
Course Code- 24CSCX01MD01

Course Outcomes-

CO1: Learn the fundamental concepts of Computers and understand various input and output devices.

CO2: Understand the concept of memory and its types.

CO3: Learn about the role of operating system and its functions.

CO4. Understand the concept of data communication, networking and Internet.

CO5: Know about E-Mail and the concepts related to Business data processing.

BACHELOR IN BUSINESS ADMINISTRATION(BBA)

2nd SEMESTER

MAJOR	Managerial Skills, Essentials of Economics
Skill Enhancement Course	Business Communication
Ability Enhancement Course	English
Value Added Course	Digital and Technological Solutions
MINOR	Indian Economic Policy, Internet and Web Designing, Business Mathematics
Multi-disciplinary Course	Office Automation, Business Documentation

Name of the Course- Managerial Skills
Course Code- 24IMSI402DS01

Course Outcomes-

CO1: Understand the essential managerial skills and the applications

CO2: Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial

CO3: Know the importance of team building and group behavior in an organization

CO4: Analyze the importance of communication and motivation skills in developing effective and efficient

Name of the Course- Essentials of Economics
Course Code- 24IMSI402DS02

Course Outcomes-

CO1: Distinguish between nominal and real economic measures

CO2: To understand behaviour of economic agents and their inter-dependence

CO3: Explain the important measures of the aggregate performance of an economy

CO4: Develop a critical ability to analyse public policy

CO5: Understand the challenges in meeting macroeconomic performance targets.

Name of the Course- Business Communication
SKILL ENHANCEMENT COURSE
Course Code- 24IMSI402SE01

Course Outcomes-

CO1: Describe the basics of communication and its process, elements, and importance

CO2: Familiar with the various barriers in communication

CO3: Outline the listening skills and the characteristics of good and poor listeners

CO4: Identify the various types of listening, their approaches, and barriers

CO5: Present themselves in front of the people and organizers.

Name of the Course- English-I
ABILITY ENHANCEMENT COURSE
Course Code- 23ENGX01AE01

Course Outcomes-

 CO1: To introduce basic concepts of phonetics and train them to transcribe speech sounds using the symbols given in OALD (Oxford Advanced Learner's Dictionary).

CO2: To enable students understand basic grammar and vocabulary so that they can use it for their everyday communication.

CO3: To build elementary level Reading skills of the students to enable them to read and speak sentences frequently .

Name of the Course- Digital and Technological Solutions
Value Added Course(VAC)
Course Code- 23CSAX01VA01

Course Outcomes-

CO1: Knowledge about digital paradigm.

CO2: Realization of importance of digital technology, digital financial tools, e-commerce.

CO3: Know-how of communication and networks.

CO4: Familiarity with the e-governance and Digital India initiatives

CO5: An understanding of use & applications of digital technology.

CO6: Basic knowledge of all machine learning and big data

MINOR SUBJECTS IN BBA-1ˢᵗ YEAR(2ⁿᵈ Semester)

Name of the Course- Indian Economic Policy
Course Code- 24ECO402MI01

Course Outcomes-

CO1: Students have a basic understanding of Indian economy

CO2:Students are aware of the current challenges faced by Indian economy

CO3:Students is able to Enhance knowledge about the key reforms undertaking from time of time

Name of the Course- Internet and Web Design
Course Code- 24CSC402MI01

Course Outcomes-

CO1: Understand the fundamental concept to Internet and search engine.

CO2: Understand the concept of Web-casting techniques.

CO3: Understand the concept of website planning.

CO4: Get exposure of HTML.

CO5: Gain good exposure of CSS.

Name of the Course- Business Mathematics
Course Code- 24MAT402MI01

Course Outcomes-

CO1: Formulate linear programming problems (LPP) and solve them graphically

CO2: Apply the Simplex method to solve LPPs involving up to three variables, including mixed constraints

CO3: Understand and analyze the concept of duality in linear programming

CO4: Obtain compound interest with different types of interest rates.

CO5: Understand the problems related to annuities.

MDC SUBJECTS IN BBA-1ST YEAR(2nd Semester)

Name of the Course- Business Documentation
Course Code- 24COMX02MD01

Course Outcomes-

CO1: Understand the significance of business documentation and its advantages.
CO2:Learn to identify, draft, and create various business documents while adhering to necessary precautions.
CO3: Gain knowledge of banking documents like cheques, demand drafts, and mutual funds/stock market documents.
CO4: Develop the skills to complete account opening forms for different bank accounts and prepare financial instruments like bills of exchange and promissory notes.

Name of the Course- Office Automation
Course Code- 24CSCX02MD01

Course Outcomes-

CO1: Understand the fundamental concepts of window operating system.
CO2: Understand and use of various functions of windows.
CO3. Use word processing tool for text processing.
CO4: Learn Data analysis tool for effective data analysis.
CO5: Learn about Presentation tool for creating presentations.