

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES (PO)

On completion of the Under graduate programme, the student is expected to attain the following learning outcomes

PO No	Graduate Programme Outcomes
PO 1	Acquires adequate knowledge of the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance and Human Resource.
PO 2	Analyzes and comprehends the applicability of management principles in solving complex business problems.
PO 3	Demonstrates English proficiency for Business Communication for effective and Professional business management.
PO 4	Recognizes and solves business problems in an ethical manner for continuous development of business venture.
PO 5	Develops lifelong learning skills with interdisciplinary approach towards sustainable development.

PROGRAMME SPECIFIC OUTCOMES (PSO)

Bachelor of Business Administration Programme has been designed to prepare graduates for attaining the following specific outcomes.

PSO No	Intended Programme Specific Outcomes.
PSO 1	Students will acquire and demonstrate analytical and problem solving skills with in various disciplines of management, business, accounting, human resources, finance and marketing.
PSO 2	Students will attain proficiency in analyzing the opportunities and challenges of global and dynamic business environment.
PSO 3	Learns to communicate in a business context in a clear, concise, coherent and professional manner.
PSO 4	Ability to design, develop and apply business models and strategies to address business problems to the interest of various stakeholders.

Semester 1

Name of the Course	Course Outcome
<p align="center">PRINCIPLES AND METHODOLOGY OF MANAGEMENT</p>	<p>CO1 Ability to appraise the perspective of management as a discipline</p> <p>CO2 Gains understanding of the functions and responsibilities of a manager</p> <p>CO3 Understands the process of decision making.</p> <p>CO4 Learns to explain the tools and techniques used in a managerial job</p> <p>CO5 Ability to identify the modern trends in management.</p>
<p align="center">BUSINESS ACCOUNTING</p>	<p>CO1 Understands the basics of accounting</p> <p>CO2 Identifies the basic principles of accounting</p> <p>CO3 Understands the systems /processes for recording transactions</p> <p>CO4 Learns to prepare the final accounts of sole trader</p> <p>CO5 Gives a general awareness about depreciation accounting</p> <p>CO6 Learns the concept of bill of exchange in business.</p>
<p align="center">FUNDAMENTALS OF BUSINESS MATHEMATICS</p>	<p>CO1 Develops scientific attitude</p> <p>CO2 Learns to critically evaluate mathematical problems</p> <p>CO3 Gets a fundamental touch with industrial and commercial problems</p> <p>CO4 Learns modern trends in mathematics</p> <p>CO5 Prepares for management studies.</p>
<p align="center">FUNDAMENTALS OF BUSINESS STATISTICS</p>	<p>CO1 Gets a broad overview of statistics as a subject.</p> <p>CO2 Learns to organize a statistical survey.</p> <p>CO3 Understands the importance of summary measures to describe the characteristics of data set.</p> <p>CO4 Learns to analyse the relationship between two variables.</p> <p>CO5 Learns to use various forecasting techniques.</p>

ENGLISH PAPER I	<p>CO1 Comprehending and appreciating literature in the pure textual form</p> <p>CO2 Ensuring an acquaintance with English drama and its various devices</p> <p>CO3 Learning numerous literary techniques as put forth through the curriculum</p> <p>CO4 Enhancing writing skills through skill-based questions on the same</p> <p>CO5 Developing general awareness on current issues in target language</p>
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Semester II

Name of the Course	Course Outcome
COST AND MANAGEMENT ACCOUNTING	<p>CO1 Understands the basics of cost accounting</p> <p>CO2 Identifies the basics principles of overhead costing</p> <p>CO3 Understands the systems /processes of management costing</p> <p>CO4 Gives a general awareness about budgetary control</p> <p>CO5 Knows about the concept of Variance Analysis.</p>
BUSINESS COMMUNICATION	<p>CO1 Learns to write effective and concise letters and memos employing appropriate business format</p> <p>CO2 Learns to prepare informal and formal reports that include analysis and offer recommendations</p> <p>CO3 Understands how to participate in meetings and conduct proper techniques in telephone usage, emails and video conferencing.</p> <p>CO4 Learns to summarize personal achievements and skills in appropriate formats for future employers.</p> <p>CO5 Realizes the impact of language usage on applying business etiquette to a variety of professional situations.</p>

<p>MATHEMATICS FOR MANAGEMENT</p>	<p>CO1 Develops scientific attitude CO2 Knows about modern trends in mathematics CO3 Knows about problems in industry and management and to learn how to solve the problem CO4 Learns the use of research in Managerial Sciences.</p>
<p>STATISTICS FOR MANAGEMENT</p>	<p>CO1 Learns probability and probability distributions CO2 Develops the concept of a sampling distributions. CO3 Learns to formulate hypothesis about various population parameters. CO4 Understands how to conduct various statistical tests.</p>
<p>ENGLISH PAPER II</p>	<p>CO1 Comprehending and appreciating literature in the pure textual form CO2 Ensuring an acquaintance with English drama and its various devices CO3 Learning numerous literary techniques as put forth through the curriculum CO4 Enhancing writing skills through skill-based questions on the same CO5 Developing general awareness on current issues in target language</p>

Semester III

Name of the Course	Course Outcome
<p>HUMAN RESOURCE MANAGEMENT</p>	<p>CO1 Learns the various functions of Human Resource Manager. CO2 Understands the scope of HRM CO3 Familiarizes oneself with the different concepts used in Human Resource Management. CO4 studies the different skills which are required to be a good manager.</p>

	<p>CO5 Learns the process of recruitment, selection and training.</p> <p>CO6 Learns the various methods of performance evaluation.</p> <p>CO7 Understands to develop human resource planning process.</p>
MARKETING MANAGEMENT	<p>CO1 Gets an awareness of market , market segments and consumer behaviour</p> <p>CO2 Understands the meaning and importance of product mix.</p> <p>CO3 Understands the pricing policies and the applicability of different pricing strategies</p> <p>CO4 Learns the scope of advertising and sales promotion.</p> <p>CO5 Identifies and develops salesmanship</p>
RESEARCH METHODOLOGY	<p>CO1 Prepares the students for projects through providing basic aspects of research methodology.</p> <p>CO2 Makes the participants familiar with different phases of research</p> <p>CO3 Equips the students with basic insights into Data Analysis and Report Writing</p>
BUSINESS LAWS	<p>CO1 Identifies the principles behind law of contract</p> <p>CO2 Equips students to identify the validity of contracts</p> <p>CO3 Creates awareness about various special contracts</p>

Semester IV

Name of the Course	Course Outcome
FINANCIAL MANAGEMENT	<p>CO1 Learns about the various sources of finance</p> <p>CO2 Familiarizes with the techniques used in financial management.</p> <p>CO3 Understands the relationship between finance with other allied disciplines</p> <p>CO4 Understands the meaning of Capital budgeting</p>

	<p>CO5 Learns to analyze the combined effects of financial and operating leverages</p> <p>CO6 Understands capital structure and value of a company and their relationship</p>
MANAGERIAL ECONOMICS	<p>CO1 Understands tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.</p> <p>CO2 Explores the economics of information and network industries</p> <p>CO3 Understands how economics affect the business strategy of companies in industries</p> <p>CO4 Develops economic way of thinking in dealing with practical business problems and challenges</p>
ENTREPRENEURSHIP	<p>CO1 Develops spirit of entrepreneurship</p> <p>CO2 Learns competencies needed to become an entrepreneur</p> <p>CO3 Builds insights into the Management of Small Family Business</p>
BASIC INFORMATICS FOR MANAGEMENT	<p>CO1 Gets a thorough knowledge in Excel.</p> <p>CO2 Gets adequate knowledge in Excel to use it in their Research Work.</p> <p>CO3 Becomes Computer proficient.</p> <p>CO4 Gets enough knowledge in Computerized Accounting.</p> <p>CO5 Gets the ability to scientifically analyse the financial position of a firm.</p>
CORPORATE LAWS	<p>CO1 Identifies the various steps in the formation of a company</p> <p>CO2 Understands the basic principles of corporate laws</p> <p>CO3 Learns the basic principles of partnership law</p> <p>CO4 Understands the basic features of limited liability partnership</p>

Semester V

Name of the Course	Course Outcome
<p>ORGANISATIONAL BEHAVIOUR</p>	<p>CO1 Understands the implications of individual and group behaviour in organisational context.</p> <p>CO2 Understands the concept of organisational behaviour, social organisation and the diverse environment alongside the management of groups and teams</p> <p>CO3 Learns to appreciate the organisational culture</p>
<p>OPEN COURSE BRAND MANAGEMENT</p>	<p>CO1 Understands the concept-Brand.</p> <p>CO2 Understands the process of Brand Building.</p> <p>CO3 Understands the value of Brand to an organisation</p>
<p>ENVIRONMENT SCIENCE AND HUMAN RIGHTS</p>	<p>CO1 Provide a basic understanding of Environment Management in the Context of Business Management</p> <p>CO2 Gets focus on sustainable development by considering the Environmental angle</p> <p>CO3 Makes socially responsible citizens and to help to conserve natural resources for optimum usage.</p> <p>CO4 Understands the functions of Government in regulating Business</p> <p>CO5 To motivate the students to focus on a greener planet.</p>
<p>INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS</p>	<p>CO1 Learns the concepts of patent and trademark protection</p> <p>CO2 Understands various legal provisions in the Factories Act and Industrial Disputes Act.</p> <p>CO3 Identifies the benefits offered by ESI Act.</p>
<p>OPERATION MANAGEMENT</p>	<p>CO1 Familiarizes with the techniques used in operations management.</p> <p>CO2 Learns the functions of operations management</p> <p>CO3 Identifies the different types of techniques of quality control</p>

	<p>CO4 Understands the significance of production and operations management.</p>
INDUSTRIAL RELATIONS	<p>CO1 Understands various prospects of workers and employers</p> <p>CO2 Understands more about the employee performance and their carrier planning.</p> <p>CO3 Learns how they are made in industries between workers and management.</p> <p>CO4 Understands how the workers are participating in daws making programmes.</p> <p>CO5 To understand various welfare measures and education programmes provided by employers to their employees.</p>

Semester VI

Name of the Course	Course Outcome
OPTIONAL 1 HEALTH CARE MANAGEMENT	<p>CO1 Orientation in health care management</p> <p>CO2 Enhances knowledge in the health care industry</p> <p>CO3 Familiarization about various services</p> <p>CO4 Familiarization with office management.</p>
OPTIONAL 1I PRINCIPLES OF TOURISM MANAGEMENT	<p>CO1 Gets a conceptual base on tourism</p> <p>CO2 Understands the need for developing tourism</p> <p>CO3 Identifies the motivating factors of tourism</p> <p>CO4 Evolves plans for new and existing tourism destinations.</p> <p>CO5 Understands the database for tourism planning.</p>
STRATEGIC MANAGEMENT	<p>CO1 Explores various perspectives and concepts in the field of Strategic Management</p> <p>CO2 Develops skills for applying these concepts to the solution of business problems</p> <p>CO3 Creates mastery in analytical tools of strategic management.</p>



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<p>COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT</p>	<p>CO1 Understands fundamentals of communication and to be able to use concepts in day to day world</p> <p>CO2 Demonstrates necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.</p> <p>CO3 Builds confidence and to enhances competitiveness by projecting a positive image of oneself and one's future.</p>
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