

Bachelor of Business Administration (BBA)	
BBA-1 Semester	
Course Name: -Principles and Practices of Management (BBA 101)	
CO1	Describe fundamental concepts, nature and principles of Management.
CO2	Explain the role and responsibilities of managers and adapt to the various styles of management across organizations
CO3	Develop analytical abilities to face the business situations.
CO4	Apply various tools that would facilitate the decision-making process in the business.
CO5	Develop peer-based learning and working in groups and teams.
Course Name: -Basic Accounting (BBA 102)	
CO1	To understand the basic underlying concepts, principles and conventions of accounting.
CO2	To identify the rules of debit and credit in accounting.
CO3	To get an overview of the regulatory framework of accounting in India.
CO4	To prepare trading, profit & loss and balance sheet of a firm.
CO5	To comprehend the concept of depreciation and different methods to treat depreciation in accounting.
Course Name: -Managerial Economics- I(BBA-GE-101)	
CO1	Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
CO2	Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
CO3	Understand and estimate production function and Law of Diminishing Marginal Utility.
CO4	Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.
CO5	Understand the different costs of production and how they affect short and long run decisions.
Course Name: -English(BTHU103/18)	
CO1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication
CO2	To help the students become the independent users of English language.
CO3	To develop in them vital communication skills which are integral to their personal, social and professional interactions.
CO4	The syllabus shall address the issues relating to the Language of communication.
CO5	Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.
Course Name:-English Practical/ Laboratory (BTHU104/18)	
CO1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
CO2	To help the students become the independent users of English language.
CO3	To develop in them vital communication skills which are integral to personal, social and professional interactions

CO4	The syllabus shall address the issues relating to the Language of communication.
CO5	Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.
Course Name:-Human Values, De-addiction and Traffic Rules (HVPE 101-18)	
CO1	Illustrate the various basis of value education
CO2	Explain the harmony in “i” in relation with the “body”
CO3	Extend harmony in human-to-human relationship
CO4	Develop harmony in family, society and world family
CO5	Interpret importance of nature for human being in achieving sustainable development
CO6	Examine the significance of holistic development in relation to professional ethics
BBA-II Semester	
Course Name:-Business Statistics (BBA-201-18)	
CO1	To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.
CO2	To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.
CO3	To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
CO4	To understand the concept of correlation regression analysis and their applications.
CO5	To apply the learnt techniques in statistical testing and their applications.
Course Name:- Business Environment(BBA 202-18)	
CO1	To Identify and evaluate the complexities of business environment and their impact on the business.
CO2	To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country.
CO3	To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.
CO4	To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.
CO5	To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.
Course Name:- Managerial Economics-II (BBA 201-18)	
CO1	Explain the concept of national income and its measurement using different Approaches.
CO2	Describe the underlying theories of demand and supply of money in an economy.
CO3	Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.
CO4	Interpret macroeconomic issues like money, inflation and unemployment.
CO5	Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.
Course Name:-Environment Studies(EVS102-18)	

CO1	Students will enable to understand environmental problems at local and national level through literature and general awareness.
CO2	The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on Various environmental Issues.
CO3	The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
CO4	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

BBA-III Semester

Course Name:-Organizational Behaviour(BBA 301)

CO1	To explain the basics of Organizational behaviour and various challenges for OB.
CO2	To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.
CO3	To examine the dynamics of group development and group properties.
CO4	To understand various dimensions of organizational culture.
CO5	To analyze the process of conflict management and approaches to stress management

Course Name:-Marketing Management(BBA 302)

CO1	Explain the basics of marketing, selling, marketing mix and its core concepts.
CO2	Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
CO3	Develop necessary skills for effective market segmentation, targeting and positioning.
CO4	Illustrate various components of product mix, product life cycle and comprehend the new product development process.
CO5	Develop an understanding of promotion mix and strategies for successful promotion.

Course Name:-Cost And Management Accounting (BBA303-18)

CO1	Understand and differentiate between Cost accounting and management accounting.
CO2	Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.
CO3	Estimate the breakeven point of the firm.
CO4	Understand and apply the concepts of budgetary control for better decision-making.
CO5	Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Course Name:-Production and Operations Management(BBA 304)

CO1	Understand ever growing importance of Production and Operations management in uncertain business environment.
CO2	Gain an in-depth understanding of resource utilization of an organization.
CO3	Appreciate the unique challenges faced by firms in services and manufacturing.
CO4	Understand the subject as a crucial part of functional management.
CO5	Develop skills to operate competitively in the current business scenario.

Course Name:-IT Tools for Business(BBA- SEC 301)

CO1	Develop understanding of computer fundamentals, functions and their classifications.
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CO2	Develop a clear understanding and knowledge about the functioning of a computersoftware and window operating system.
CO3	Demonstrate proficiency in Microsoft word & Excel.
CO4	Apply formatting and editing features to enhance worksheets.
CO5	Use styles, themes, and conditional formats to customize worksheets.
BBA-IV Semester	
Course Name:-Business Research Methods(BBA 401)	
CO1	Explain the objectives and process of conducting research and its application in business.
CO2	Analyse the different types of research design and experimental errors.
CO3	Understand various techniques of sampling and methods of data collection.
CO4	Examine different types of scales and appraise about data preparation and analysis
CO5	Identify and prepare various types of reports.
Course Name:-Human Resource Management(BBA 402)	
CO1	To explain the basics of Human Resource Management and analyse the evolution ofHRM.
CO2	To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
CO3	To understand the role of training, development, career planning and performance appraisal functions in human resource development
CO4	To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits
CO5	To comprehend the meaning and concept of Industrial relations.
Course Name:-Financial Management(BBA403)	
CO1	Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.
CO2	Apply foundational finance theories and to analyse a forecast using relevant data andto conduct preliminary measurement of leverage analysis.
CO3	Apply time value of money techniques to various pricing and budgeting problems.
CO4	Apply modern techniques in capital budgeting analysis.
CO5	Assess dividend policy's impacts on share prices and to understand the implications ofDividend decisions in financial decision making.
Course Name:-Entrepreneurship Development (BBA GE- 401)	
CO1	Describe the concept and theories of entrepreneurship and its role in economic development of nation.
CO2	Develop business plan and identify the reasons of failure of business plans.
CO3	Illustrate the steps in starting MSME.
CO4	Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.
CO5	Identify different sources of finance for new enterprises and assess the role of financialinstitutions and various government schemes in entrepreneurial development.
Course Name:-Business Ethics & Corporate Social Responsibility (BBA SEC- 401)	
CO1	Explore the relationship between ethics and business across different cultural

	traditions
CO2	Understand the relationship between ethics, morals and values in the workplace.
CO3	Discuss the moral and social responsibility dimensions of corporate governance.
CO4	Describe models of CSR in India.
CO5	Assess international framework for CSR.
BBA-V Semester	
Course Name:-Operation Research (BBA 501-18)	
CO1	Understand the concept, approaches and applications of operations research.
CO2	Apply the methods of linear programming for decision making.
CO3	Analyse transportation and assignment problems of business.
CO4	Apply the methods of game theory to solve business problems
CO5	Apply the techniques of network analysis to schedule business / project activities.
Course Name:-Mercantile Law(BBA 502-18)	
CO1	Understand the concept, approaches and application of Contract Act in business decision making.
CO2	Understand and apply the provisions of Partnership Act in business decision making.
CO3	Understand and apply the provisions of sales Act in business decision making.
CO4	Understand and apply the provisions of Consumer Protection Act and EnvironmentProtection Act in business decision making.
CO5	Understand and apply the provisions of Negotiable Instrument Act in business decision making.
Course Name:-Consumer Behaviour (BBA 511-18)	
CO1	Understand fundamental concepts, nature and importance of consumer behaviour.
CO2	Analyze the various factors that influence consumer decisions.
CO3	Understand the individual, group or organizations make buying decisions.
CO4	Understand how and why groups affect consumer behavior.
CO5	Understand the emerging trends in field of consumer behavior.
Course Name:-Advertising and Sales Management (BBA 512-18)	
CO1	Understand advertising and its role in Marketing
CO2	Apply knowledge of advertising components in designing effective Advertising campaign for products and services
CO3	Design effective Media strategy for its product /Service awareness
CO4	Apply its knowledge in recruiting and selecting right set of Sales force for selling products and services in market
CO5	Design sound sales strategy for its products and services.
CO6	Measure performance of sales force and sales territories.
Course Name:-Corporate Accounting(BBA 521-18)	
CO1	To understand the accounting of issue of shares and debentures.
CO2	To understand the final accounts of company form of organization.
CO3	To get an overview of financial reporting of financial institutions
CO4	To understand the accounting treatment for amalgamation.
CO5	To understand the accounting for liquidation of the company.
Course Name:-Financial Markets and Services(BBA 522-18)	
CO1	To understand the concept of financial system and their importance.
CO2	To know the structure of Financial Markets.

CO3	To develop basic understanding of derivatives and currency markets
CO4	To understand the importance and role of Primary and Secondary markets.
CO5	To understand the role and types of Financial Services
CO6	To understand structure and system of leasing, mutual funds, credit rating, credit cards, Dematerialization, merchant banking, venture capital, factoring, and securitization.
Course Name:-Industrial Relations and Labour Laws (BBA 531-18)	
CO1	Understand establishing & maintaining a sound relationship between the worker & the employer.
CO2	Identify and rectify the simmering issues which might take the form of a dispute in the workplace.
CO3	Clarify the use & importance of various Acts & their uses in Industrial Relations.
CO4	Keep away from strikes & lockouts so as to enhance the economic status of the employee.
CO5	Understand the significance & functioning of Trade Unions
Course Name:-Organizational Change and Development(BBA 532-18)	
CO1	Develop understanding of organization change and illustrate theories of planned change
CO2	Analyze the issues and problems arising out of organizational change initiatives.
CO3	Explain the meaning, objectives and process of organizational development.
CO4	Understand the role of various intervention strategies in organizational development
CO5	Explain the issues in the consultant client relationship
BBA-VI Semester	
Course Name:Strategy Management(BBA 601-18)	
CO1	Gain familiarity with the basics of strategy planning
CO2	Understand the complete process of strategic management- planning, implementation and control
CO3	Comprehend various models of strategic choice
CO4	Identify and understand different types of strategy and its applicability in corporate world
Course Name:Company Law (BBA 602-18)	
CO1	Understand the basic concept and provisions of company law in business decision making
CO2	Understand the concept of different types of companies and differentiate among them.
CO3	Understand the process of formation of company and different documents required for that.
CO4	Understand the process of appointment and qualification of different types of directors of company
CO5	Understand the need of different meetings and process of winding up of company.

Course Name:Services Marketing(BBA 611-18)	
CO1	Understand fundamental concepts, nature and importance of Services Marketing.
CO2	Analyze the various factors that influence service marketing.
CO3	Understand the role of customers and employees in service delivery.
CO4	Understand how and why new service development takes palce.
CO5	Understand the emerging trends in field of service marketing.
Course Name:Retailing and Logistics Management (BBA 612-18)	
CO1	Understand Retail Environment, challenges and Retail formats in retailing in India.
CO2	Design Merchandise System for effective execution of retailing function.
CO3	Understand and recognize the importance of store design and apply the concepts ofstore design to determine store layout and merchandising.
CO4	Understand various activities in logistics system and its importance.
CO5	To apply knowledge of Inventory management, Transportation, warehousing, Packaging in designing overall strategy of Logistic Function.
Course Name:Personal Financial Planning (BBA 621-18)	
CO1	To familiarise students with the concept, objectives and importance of personal financial planning.
CO2	To enable the students to understand the implications of environmental factors
CO3	To familiarize students with the concepts of time value of money on the personal financial statements and their use in personal financial planning.
CO4	To enable students to identify various types of risks any individual is exposed to andhow they can hedge diversifiable risk
CO5	To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals.
Course Name:-Direct and Indirect Tax Laws(BBA 622-18)	
CO1	The students will be familiarised with the concepts, framework and incidence of taxes inIndia.
CO2	To acquaint students with the provision of the current finance act with regard to variousheads of income.
CO3	To enable students to compute the tax liability of individuals after considering theirresidential status, various exempted incomes, permissible deduction, clubbing of income andsetting off of losses.
CO4	To familiarize students with the concepts of Value Added Tax, excise duty and customduty.
CO5	To enable students to understand the concept and importance of One-Nation-One-Taxsystem brought in India through Goods and Services Tax.
CO6	To enable students to understand the framework and structure of GST.
CO7	To acquaint students with the process of tax credit and refund of GST.
Course Name: Cross Cultural Human Resource Management (BBA 632-18)	
CO1	Understand issues, opportunities and challenges pertaining to international

	HumanResource Management.
CO2	Develop competency in dealing with cross cultural situations.
CO3	Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation,motivation and repatriation;
CO4	Identify the role of cross-cultural leadership in managing multicultural teams.
CO5	Understand external forces (e.g.globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM.