

**The course outcomes of various courses of BBA and BBA BI are:**

<b>Course/ Subject</b>	<b>Course Outcome</b>
<b>Fifth Semester</b>	
BBA 301: Goods and Services Tax	CO1: Defining the concept of GST in India CO2: Assessment of GST Tax CO3: Determining the steps to file returns and their due dates CO4: Describing offences and penalties under GST CO5: Comprehends the role of GST Practitioner CO6: Explore activities would neither be treated as supply of goods nor as supply
BBA 303: Business Policy and Strategy	CO1: Defining the concept of Business Policy, its evolution and strategic management CO2: Assessing the environmental analysis CO3: Analysis of Internal resources CO4: Explore skills to formulate various strategies in different Business portfolio models CO5: Reviewing major issues in the implementation of strategy
BBA 305 Information Systems Management	CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models. CO2: Provide the theoretical models used in database management systems to answer business questions. CO3: Relate the basic concepts and technologies used in field of management information systems. CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.
BBA 307 Information Systems Management Lab	CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models. CO2: Provide the theoretical models used in database management systems to answer business questions. CO3: Relate the basic concepts and technologies

	<p>used in field of management information systems.</p> <p>CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.</p>
<p><i>Marketing Analytics</i> <b>Elective: 309</b></p>	<p>CO1: The students will be able to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.</p> <p>CO2: Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives</p> <p>CO3 : Measure the effectiveness of marketing efforts.</p> <p>CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.</p>
<p><i>Performance Management</i> <b>Elective: 311</b></p>	<p>CO1: Identify the essential characteristics of accurate performance management</p> <p>CO2: Analyze some of the common problems with the performance appraisal process</p> <p>CO3: Compare and contrast different organizational performance and identify the best practices and define attributes of effective performance management system.</p> <p>CO 4: Identification and discussion on factors influencing different stakeholders in the performance appraisal process.</p>
<p><i>Financial Modeling</i> <b>Elective: 313</b></p>	<p>CO1: Develop spreadsheet based models and use a variety of spreadsheet tools and techniques.</p> <p>CO2: Create linked spreadsheets for decision making models.</p> <p>CO3: Take financial decisions using financial models created.</p> <p>CO4: Application of financial management and market concepts in MS Excel by way of creating various kinds of financial models</p>
<p>BBA 315 Summer Training Report</p>	<p>CO1: Work &amp; gain practical experience of working in a real business setting and environment</p>

	<p>CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios</p> <p>CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.</p> <p>CO4 : Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.</p>
<b>Sixth Semester</b>	
BBA 302 Project Management	<p>CO1: Explain the concept of Project Management and Techniques to manage the projects</p> <p>CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas</p> <p>CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.</p> <p>CO4 : Explore various sources of projects financing</p> <p>CO5: Understand the skills required to evaluate and control the projects</p> <p>CO6:Analyse the emerging concepts and issues in project management..</p>
BBA 304 Digital Marketing	<p>CO1 Interpreting the concept of Digital Marketing</p> <p>CO2: Assess the online buyer behavior and models</p> <p>CO3: Reconnoiter Digital promotional techniques I and II</p> <p>CO4: Acquire skills to take various decisions related to online marketing.</p> <p>CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.</p>
HR Analytics <i>Elective: 306</i>	<p>CO1: Explain the concept of HR analytics and strategic role of HR manager</p> <p>CO2: Examine the different HR metrics and HR valuation being followed.</p>

	<p>CO3 : Assess the work force planning and its use in analyzing HR</p> <p>CO4: Understand, analyse and communicate the theories of HR analytics.</p>
<p><b><i>Advertising and Sales Promotion</i></b> <b><i>Elective: 308</i></b></p>	<p>CO1: Apprehend the importance and role of advertising in Marketing Mix.</p> <p>CO2: Evaluate the advertising effectiveness and legal,ethical aspects of advertising in India.</p> <p>CO3: Analyse the different sales promotion strategies and evaluating them</p> <p>CO4: Examine various means of testing effectiveness of advertising and sales promotion.</p>
<p><b><i>Investment Analysis and Portfolio Management</i></b> <b><i>Elective: 310</i></b></p>	<p>CO1:Assess the risk profile of investors and prepare an appropriate investment portfolio</p> <p>CO2:Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns</p> <p>CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio</p> <p>CO4:Evaluate and compare the Intrinsic and Market Value of a share</p> <p>CO5:Examine the portfolio management techniques of Mutual Funds</p> <p>CO6:Analyze contemporary trends in Investment options available</p>
<p>BBA 312: Entrepreneurship Development</p>	<p>CO1Describe the concept of Entrepreneur and its emergence</p> <p>CO2: Identify how to go about the promotion of a venture</p> <p>CO3Recognize entrepreneurial Behaviour</p> <p>CO4 : Explain Development programmes for entrepreneur</p> <p>CO5: Interpret the role of Entrepreneur in economic growth</p> <p>CO6: Acquire skills regarding starting up their own business unit</p>
<p>BBA 314 Major Project</p>	<p>CO1: Apply all theoretical concepts learned in research methodology</p> <p>CO2: Articulate a clear research objective with accurate scope and limitations of the study</p>

	<p>CO3: Identify an appropriate sample size for a study</p> <p>CO4 : Choose the appropriate data collection tools for accurate, authentic and complete data collection</p> <p>CO5:Study the data using techniques appropriate to the Research Design</p> <p>CO6: Analyze data using parametric techniques and conduct Univariate analysis</p> <p>CO7:Draw conclusions based on the results from the analysis</p>
<b>Fifth Semester</b>	
BBA (B&I) 301: Goods & Services Tax	<p>CO1: Defining the concept of GST in India</p> <p>CO2: Assessment of GST Tax</p> <p>CO3:Determining the steps to file returns and their due dates</p> <p>CO4: Describing offences and penalties under GST</p> <p>CO5:Comprehends the role of GST Practitioner</p> <p>CO6: Explore activities would neither be treated as supply of goods nor as supply</p>
BBA (B&I) 303: Practice of Life and General Insurance	<p>CO1:The students will be able to acquaint with the advanced subject knowledge and apply the principles of Actuarial Planning and Control required in the operation of the Life and general Insurance Business.</p> <p>CO2: Describe the different Non-life Insurance Products</p> <p>CO3: Acquire the skills to deal with Physical and Moral Hazards loss prevention</p> <p>CO4: Explain General Insurance Business Act,1972</p> <p>CO5: Describe the conceptual framework of life Insurance</p>
BBA (B&I) 305: Business Policy and Strategy	<p>CO1: Defining the concept of Business Policy, its evolution and strategic management</p> <p>CO2: Assessing the environmental analysis</p> <p>CO3: Analysis of Internal resources</p> <p>CO4: Explore skills to formulate various strategies in different Business portfolio models</p> <p>CO5: Reviewing major issues in the</p>

	implementation of strategy
BBA (B&I) 307 Business Laws	CO1:Examine various aspects of contract and implications of various types of contract. CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930 CO3: Understand and analyse Companies Act 2013 with latest amendments CO4: Examine the concepts of Negotiable Instrument Act, 1881 CO5: Comprehend the concepts of valid contract regarding business transactions
<i>BBA BI 309</i> <i>Investment Banking</i> <i>Elective: 307</i>	CO1: Examine the mechanics and financial analysis required to value, negotiate and successfully close transactions CO2: Explore the framework used in the investment banking process: financial analysis, valuation and the mechanics of deal structuring CO3: Analyze the value of a Mergers & Acquisition deal and a deal through a Leveraged Buy Out CO4: Explore the significance of corporate governance, ethics and legal factor in investment banking deals.
<i>Marketing Analytics</i> <i>Elective: BBA BI 311</i>	CO1:The students will be able to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. CO2: Analyze consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives CO3: Measure the effectiveness of marketing efforts CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.
<i>Performance Management</i> <i>Elective: BBA BI 313</i>	CO1: Identify the essential characteristics of accurate performance management CO2: Explore some of the common problems with the performance appraisal process CO3: Compare and contrast different organizational

	<p>performance and identify the best practices and define attributes of effective performance management system.</p> <p>CO 4: Identification and discussion on factors influencing different stakeholders in the performance appraisal process.</p>
BBA (B&I) 315: Summer Training Report	<p>CO1: Work &amp; gain practical experience of working in a real business setting and environment</p> <p>CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios</p> <p>CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.</p> <p>CO4 : Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.</p>
<b>Sixth Semester</b>	
BBA (B&I) 302: Project Management	<p>CO1: Explain the concept of Project Management and Techniques to manage the projects</p> <p>CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas</p> <p>CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.</p> <p>CO4 : Explore various sources of projects financing</p> <p>CO5: Comprehend the skills required to evaluate and control the projects</p> <p>CO6:Analyse the emerging concepts and issues in project management..</p>
BBA BI 304 Human Resource Management	<p>CO1: Examine the concepts and relevance of HRM vs Strategic HRM</p> <p>CO2: Explore the various dimensions of Human resource Planning</p> <p>CO3: Analyze the needs, methods and designing of training and development programmes</p>

	<p>CO4 : Exhibit the career planning and career development</p> <p>CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations</p>
<p>HR Analytics <i>Elective: BBA BI 306</i></p>	<p>CO1: Apprehend the concept of HR analytics and strategic role of HR manager</p> <p>CO2: Analyse the different HR metrics and HR valuation being followed.</p> <p>CO3 : Assess the work force planning and its use in analyzing HR</p> <p>CO4: Understand, analyse and communicate the theories of HR analytics.</p>
<p><i>Advertising and Sales Promotion</i> <i>Elective: BBA BI 308</i></p>	<p>CO1: Interpret the importance and role of advertising in Marketing Mix.</p> <p>CO2: Evaluate the advertising effectiveness and legal,ethical aspects of advertising in India.</p> <p>CO 3: Analyse the different sales promotion strategies and evaluating them</p> <p>CO4: Examine various means of testing effectiveness of advertising and sales promotion.</p>
<p><i>Marketing of Financial Products and Services</i> <i>Elective: BBA BI 310</i></p>	<p>CO1: Application of knowledge of how the marketing of financial services are done.</p> <p>CO2 Explore the entire working of retail banking</p> <p>CO3: Comprehend the regulatory framework of mutual funds.</p> <p>CO4: Understand the concept and impact of globalization on financial services</p>
<p>BBA (B&amp;I) 312: Banking Laws and Practice</p>	<p>CO1: The students will be familiarized with the various types of financial services and products and how these are to be marketed.</p> <p>CO2: Explain the recent developments in marketing of Financial Products &amp; Services.</p> <p>CO3: Overview of Reserve Bank of India Act,1934</p> <p>CO4: Explore the legal aspect of Negotiable Instrument Act 1860</p> <p>CO5: Comprehend the cyber laws relating to banking</p> <p>CO6: Explaining the SARFAESI Act,2002</p>



<p>BBA (B&amp;I) 314 Major Project</p>	<p>CO1: Apply all theoretical concepts learned in research methodology  CO2: Articulate a clear research objective with accurate scope and limitations of the study  CO3: Identify an appropriate sample size for a study  CO4 : Choose the appropriate data collection tools for accurate, authentic and complete data collection  CO5:Study the data using techniques appropriate to the Research Design  CO6: Analyze data using parametric techniques and conduct Univariate analysis  CO7:Draw conclusions based on the results from the analysis</p>