BBA Business Analytics

Program Outcomes (POs):

1. **Business Acumen**: Demonstrate a strong understanding of business functions and their interdependencies to solve organizational challenges.

2. **Analytical Thinking**: Apply data-driven decision-making techniques to evaluate and address complex business problems.

3. **Communication Skills**: Exhibit effective verbal and written communication tailored to business contexts and diverse audiences.

4. **Ethics and Sustainability**: Demonstrate ethical reasoning and sustainability practices in business decision-making.

5. **Technology Proficiency**: Utilize modern tools and technologies for data analysis and visualization to enhance organizational outcomes.

6. **Team Collaboration**: Function effectively as a team member or leader in diverse, multidisciplinary settings to achieve business objectives.

7. **Global Perspective**: Apply global business knowledge to adapt strategies in a dynamic, interconnected marketplace.

Program Specific Outcomes (PSOs):

1. **Data-Driven Strategy**: Design and implement strategic business solutions by leveraging advanced analytical techniques and tools.

2. **Industry Insights**: Demonstrate expertise in industry-specific analytics practices, aligning them with contemporary business needs and trends.

COURSE OUTCOMES

Semester - I

COURSE NO. DSC - 101 PRINCIPLES OF MANAGEMENT

CO Number	Course Outcome	Bloom's Taxonomy Level (BTL)
CO1	Explain the evolution of management thought and compare different management theories.	Understanding
CO2	Apply the principles of planning to create effective decision-making processes.	Applying
CO3	Analyze organizational structures to recommend improvements in coordination and decentralization.	Analyzing
CO4	Evaluate staffing processes to suggest strategies for better recruitment and training.	Evaluating
CO5	Design solutions for emerging management issues using modern technology and leadership approaches.	Creating

COURSE NO. DSC - 102 BUSINESS MATHEMATICS

CO	Course Outcome	BTL
CO1	Define and explain fundamental mathematical concepts like functions, sets, differentiation, integration, vectors, and matrices.	Knowledge
CO2	Apply mathematical techniques to solve problems related to business and economics, such as calculating interest, profit, and loss.	Application
CO3	Analyze the behavior of functions using derivatives and integrals, and identify optimal solutions to real-world problems.	Analysis
CO4	Evaluate the effectiveness of different mathematical models and techniques in solving complex problems.	Evaluation
CO5	Develop mathematical models to represent real-world situations and use them to make informed decisions.	Synthesis

COURSE NO. DSC - 103 INFORMATION TECHNOLOGY FOR BUSINESS

CO	Course Outcome	BTL
CO1	Define and explain fundamental concepts of computer systems, software, networks, and the internet.	Knowledge
CO2	Identify and use various software applications for office productivity and multimedia creation.	Application
CO3	Analyze the ethical and social implications of information technology and its impact on society.	Analysis
CO4	Evaluate the security risks associated with internet usage and implement appropriate measures to protect personal and organizational data.	Evaluation
CO5	Design and implement a simple information system to solve a specific problem or task.	Synthesis

SEMESTER - II

COURSE NO. DSC - 201 BUSINESS ECONOMICS

CO Number	Course Outcome	BTL
CO1	Explain the fundamental concepts of Business Economics, including cost analysis and marginal principles.	Understanding
CO2	Analyze the elasticity of demand and supply to assess market dynamics and consumer behavior.	Analyzing
CO3	Apply production and cost concepts to solve practical problems in resource optimization and efficiency.	Applying
CO4	Evaluate different market structures and pricing strategies to determine their impact on competition.	Evaluating
CO5	Develop solutions for pricing and production issues using CVP analysis and economies of scale concepts.	Creating

COURSE NO. DSC - 202 FINANCIAL ACCOUNTING

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of financial accounting.	Knowledge
CO2	Identify and record financial transactions using appropriate journal entries and ledger accounts.	Comprehension
CO3	Prepare and analyze financial statements (Trading Account, Profit & Loss Account, and Balance Sheet) to assess a company's financial performance and position.	Application
CO4	Calculate and interpret financial ratios to evaluate a company's liquidity, solvency, profitability, and efficiency.	Analysis
CO5	Compare and contrast the key features of Indian Accounting Standards (Ind-AS) and International Financial Reporting Standards (IFRS).	Evaluation

COURSE CODE: DSC – 203 COURSE: INTRODUCTION TO BUSINESS ANALYTICS

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and techniques of business analytics, including descriptive, predictive, and prescriptive analytics.	Knowledge
CO2	Apply statistical methods and data visualization techniques to analyze and interpret business data.	Application
CO3	Use data mining and machine learning algorithms to identify patterns, trends, and relationships in large datasets.	Analysis
CO4	Evaluate the effectiveness of business analytics models and solutions in solving real-world problems.	Evaluation
CO5	Develop and implement data-driven decision-making strategies to improve business performance and achieve organizational goals.	Synthesis

SEMESTER – III

COURSE CODE: DSC - 301: BASICS OF MARKETING

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of marketing.	Knowledge
CO2	Identify and apply various market segmentation and targeting strategies to reach specific customer segments.	Application
CO3	Analyze the product life cycle and develop appropriate marketing strategies for different stages.	Analysis
CO4	Evaluate the effectiveness of different pricing strategies and their impact on consumer behavior and revenue.	Evaluation
CO5	Develop and implement a comprehensive marketing plan that integrates marketing mix elements to achieve organizational goals.	Synthesis

COURSE NO. DSC - 302 MANAGEMENT SCIENCE

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of production and operations management (POM).	Knowledge
CO2	Identify and apply appropriate techniques for planning, scheduling, and controlling production processes.	Application
CO3	Analyze the impact of various factors (e.g., technology, globalization, sustainability) on POM strategies and decision-making.	Analysis
CO4	Evaluate the effectiveness of different production systems and recommend improvements to optimize performance.	Evaluation
CO5	Design and implement a comprehensive production and operations management system to meet organizational goals.	Synthesis

COURSE NO. DSC – 303 DESCRIPTIVE BUSINESS ANALYTICS

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of statistics.	Knowledge
CO2	Apply statistical techniques to analyze and interpret data, using tools like MS-Excel.	Application
CO3	Calculate and interpret measures of central tendency, dispersion, skewness, and kurtosis to describe data distributions.	Analysis
CO4	Evaluate the probability of events using different probability distributions, including binomial, Poisson, and normal distributions.	Evaluation
CO5	Utilize data mining techniques to discover patterns and insights from large datasets.	Synthesis

SEMESTER – IV

COURSE CODE: DSC - 401: HUMAN RESOURCE MANAGEMENT

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of Human Resource Management (HRM).	Knowledge
CO2	Identify and apply various HR tools and techniques for acquiring, developing, and managing human resources.	Application
CO3	Analyze the impact of globalization, technology, and diversity on HR practices and policies.	Analysis
CO4	Evaluate the effectiveness of HRM practices in achieving organizational goals and employee satisfaction.	Evaluation
CO5	Develop strategies for improving employee performance, engagement, and well-being through effective HRM practices.	Synthesis

COURSE NO. DSC - 402 FINANCIAL MANAGEMENT

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of financial management.	Knowledge
CO2	Apply the time value of money concept to evaluate investment decisions and calculate financial metrics like NPV and IRR.	Application
CO3	Analyze various sources of long-term finance and their impact on the capital structure of a company.	Analysis
CO4	Develop effective working capital management strategies to optimize cash flows and minimize costs.	Synthesis
CO5	Evaluate the effectiveness of dividend policies and their impact on shareholder value.	Evaluation

COURSE CODE: DSC - 403: PREDICTIVE BUSINESS ANALYTICS

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts of statistical analysis techniques, including factor analysis, hypothesis testing, cluster analysis, time series analysis, and regression analysis.	Knowledge
CO2	Apply statistical methods to analyze and interpret data using appropriate software tools.	Application
CO3	Analyze the relationships between variables and identify patterns and trends in data.	Analysis
CO4	Evaluate the validity and reliability of statistical models and their results.	Evaluation
CO5	Develop and implement statistical models to make informed decisions and solve real-world problems.	Synthesis