

## **BBA**

### **Program Outcomes (POs):**

1. **Business Acumen:** Demonstrate a comprehensive understanding of business concepts, management practices, and their application in solving organizational challenges.
2. **Analytical Thinking:** Apply critical thinking and analytical tools to evaluate business problems and make data-driven decisions.
3. **Effective Communication:** Exhibit strong oral and written communication skills, with the ability to interact professionally across diverse audiences and contexts.
4. **Ethical Responsibility:** Recognize and uphold ethical standards in business practices, fostering socially responsible decision-making.
5. **Leadership and Teamwork:** Display leadership abilities and collaborate effectively within teams to achieve organizational objectives.
6. **Global Awareness:** Adapt to global business environments by understanding cross-cultural dynamics, international markets, and emerging trends.
7. **Entrepreneurial Skills:** Innovate and develop sustainable business solutions by integrating entrepreneurial principles and risk management strategies.

### **Program Specific Outcomes (PSOs):**

1. **Industry Readiness:** Acquire practical knowledge and skills to analyze and respond to dynamic business scenarios using modern tools and techniques.
2. **Domain Specialization:** Apply expertise in core business domains like finance, marketing, and human resources to design and implement strategic initiatives.

## COURSE OUTCOMES

### Semester - I

#### COURSE NO. DSC - 101 PRINCIPLES OF MANAGEMENT

<b>CO Number</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy Level (BTL)</b>
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 BASICS OF MARKETING

<b>CO Number</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy Level (BTL)</b>
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 - 103 BUSINESS ECONOMICS**

<b>CO Number</b>	<b>Course Outcome</b>	<b>BTL</b>
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

**Semester – II**

**COURSE NO. DSC - 201 ORGANISATIONAL BEHAVIOUR**

<b>CO Number</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Explain the key concepts of organizational behavior, including perception, personality, and learning theories.	Understanding
CO2	Analyze the role of leadership and motivation theories in enhancing organizational effectiveness.	Analyzing
CO3	Apply group dynamics principles to improve team collaboration and decision-making processes.	Applying
CO4	Evaluate strategies for managing organizational change and overcoming resistance effectively.	Evaluating
CO5	Develop actionable strategies to enhance organizational culture and effectiveness using appropriate frameworks.	Creating

**COURSE NO. DSC – 202 BUSINESS STATISTICS**

<b>CO Number</b>	<b>Course Outcome (CO)</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts of statistics, including data collection, classification, and presentation methods.	Remember
CO2	Calculate measures of central tendency such as mean, median, and mode for given datasets.	Apply
CO3	Apply appropriate measures of dispersion (range, standard deviation, and variance) to analyze the spread of data.	Apply
CO4	Evaluate the skewness and kurtosis of datasets and interpret their significance in understanding data distribution.	Evaluate
CO5	Analyze the relationship between variables using correlation and regression techniques and interpret the results.	Analyze

**COURSE NO. DSC - 203 FINANCIAL ACCOUNTING**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
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

**Semester – III**

**COURSE NO. DSC – 301 HUMAN RESOURCE MANAGEMENT**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of Human Resource Management (HRM).	Knowledge
CO2	Identify and apply various HRM 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 - 302 INFORMATION TECHNOLOGY FOR BUSINESS**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
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

**COURSE NO. DSC - 303 FINANCIAL MANAGEMENT**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
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

#### IV SEMESTER

#### COURSE NO. DSC - 401 BUSINESS LAW & ETHICS

CO	Course Outcome	BTL
CO1	Define and explain fundamental concepts of contract law, including essential elements and remedies for breach.	Knowledge
CO2	Identify and apply legal principles to analyze and solve problems related to special contracts like agency, bailment, and sale of goods.	Application
CO3	Analyze the legal structure and governance of companies, including the roles of directors and shareholders.	Analysis
CO4	Evaluate the rights and responsibilities of consumers and businesses under consumer protection laws.	Evaluation
CO5	Develop strategies to promote ethical and socially responsible business practices.	Synthesis

#### COURSE NO. DSC - 402 MARKETING RESEARCH

CO	Course Outcome	BTL
CO1	Define and explain the fundamental concepts and principles of marketing research.	Knowledge
CO2	Identify and apply appropriate data collection methods (primary and secondary) to gather relevant marketing information.	Application
CO3	Analyze and interpret data using various statistical techniques to draw meaningful insights.	Analysis
CO4	Evaluate the reliability and validity of measurement scales used in marketing research.	Evaluation
CO5	Design and implement a comprehensive marketing research project to address a specific business problem.	Synthesis



**COURSE NO. DSC - 403 MANAGEMENT SCIENCE**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
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

**SEMESTER – V**

**COURSE NO. GE -1 MOBILE COMMERCE**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of mobile commerce (m-commerce).	Knowledge
CO2	Identify and apply various mobile technologies and communication protocols to support m-commerce applications.	Application
CO3	Analyze the impact of m-commerce on business models, consumer behavior, and societal trends.	Analysis
CO4	Evaluate the security and privacy risks associated with m-commerce and recommend appropriate measures to mitigate them.	Evaluation
CO5	Design and develop innovative m-commerce solutions to address specific business needs and consumer preferences.	Synthesis

**COURSE NO. DSE - 501 (A) ENTREPRENEURSHIP DEVELOPMENT**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of entrepreneurship.	Knowledge
CO2	Identify and apply various factors that influence entrepreneurial success, such as economic, non-economic, and psychological factors.	Application
CO3	Analyze the role of entrepreneurship in economic development, particularly in the context of small and medium enterprises (SMEs).	Analysis
CO4	Evaluate the effectiveness of different sources of financing for entrepreneurial ventures, including commercial banks, venture capital, and government programs.	Evaluation
CO5	Develop and implement a comprehensive business plan to start and grow a successful entrepreneurial venture.	Synthesis

**COURSE NO. DSC - 501 (a) FINANCIAL MARKETS AND SERVICES (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of the Indian financial system, including its structure, functions, and key institutions.	Knowledge
CO2	Identify and apply various financial instruments and investment options available in the Indian financial markets.	Application
CO3	Analyze the performance of financial markets and institutions, and assess the impact of economic and regulatory factors on their operations.	Analysis
CO4	Evaluate the risks and returns associated with different investment strategies and make informed investment decisions.	Evaluation
CO5	Develop a comprehensive financial plan to achieve personal and financial goals, considering factors like risk tolerance, time horizon, and investment objectives.	Synthesis

**COURSE NO. DSC – 501 (b) BRAND MANAGMENT (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of brand management.	Knowledge
CO2	Identify and apply various branding strategies and techniques to create and build strong brands.	Application
CO3	Analyze the impact of branding on consumer behavior and brand equity.	Analysis
CO4	Evaluate the effectiveness of branding initiatives and recommend improvements to enhance brand performance.	Evaluation
CO5	Develop a comprehensive brand strategy to achieve organizational goals and establish a strong brand identity.	Synthesis

**COURSE NO. DSC – 501 (c) ORGANIZATION DEVELOPMENT (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of Organization Development (OD).	Knowledge
CO2	Identify and apply various OD models and theories to diagnose and address organizational challenges.	Application
CO3	Analyze the impact of OD interventions on organizational culture, performance, and employee satisfaction.	Analysis
CO4	Evaluate the effectiveness of OD programs and recommend improvements to enhance their outcomes.	Evaluation
CO5	Design and implement a comprehensive OD plan to address specific organizational needs and drive sustainable change.	Synthesis

**COURSE NO. DSC – 502 (a)**

**ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of investment, including risk, return, and the different types of investments.	Knowledge
CO2	Identify and apply various valuation techniques to assess the intrinsic value of fixed-income securities and common stocks.	Application
CO3	Analyze the relationship between risk and return in portfolio management, and construct diversified portfolios to optimize risk-adjusted returns.	Analysis
CO4	Evaluate the performance of investment portfolios using relevant metrics and compare them to appropriate benchmarks.	Evaluation
CO5	Develop an investment strategy that aligns with an investor's risk tolerance, time horizon, and financial goals, considering factors like asset allocation, diversification, and rebalancing.	Synthesis

**COURSE NO. DSC - 502 (b) RETAIL MANAGEMENT (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of retail management.	Knowledge
CO2	Identify and apply various retail formats and strategies to meet customer needs and achieve business objectives.	Application
CO3	Analyze the impact of technological advancements, economic factors, and consumer behavior on the retail industry.	Analysis
CO4	Evaluate the effectiveness of retail operations and recommend improvements to enhance customer satisfaction and profitability.	Evaluation
CO5	Develop a comprehensive retail strategy, including merchandising, store design, and distribution management, to create a competitive advantage.	Synthesis

**COURSE NO. DSC – 502 (c) PERFORMANCE APPRAISAL AND COUNSELLING (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of performance appraisal.	Knowledge
CO2	Identify and apply appropriate methods and techniques for measuring and evaluating employee performance.	Application
CO3	Analyze the factors that influence employee performance and identify areas for improvement.	Analysis
CO4	Evaluate the effectiveness of performance appraisal systems and recommend strategies to enhance their impact.	Evaluation
CO5	Develop and implement a comprehensive performance management system that aligns with organizational goals and promotes employee development.	Synthesis

**COURSE NO. DSC – 503 (a) INSURANCE (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of insurance.	Knowledge
CO2	Identify and apply various types of insurance policies to meet different needs and risk profiles.	Application
CO3	Analyze the financial implications of insurance policies, including premiums, benefits, and claim settlement processes.	Analysis
CO4	Evaluate the effectiveness of insurance products and services, and recommend appropriate coverage to individuals and businesses.	Evaluation
CO5	Develop a comprehensive insurance plan to protect assets and income against various risks, considering factors like risk tolerance, financial goals, and legal requirements.	Synthesis

**COURSE NO. DSC – 503 (b) CUSTOMER RELATIONSHIP MANAGEMENT (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of Customer Relationship Management (CRM).	Knowledge
CO2	Identify and apply various CRM strategies and techniques to acquire, retain, and enhance customer relationships.	Application
CO3	Analyze customer data and insights to improve customer satisfaction, loyalty, and profitability.	Analysis
CO4	Evaluate the effectiveness of CRM initiatives and recommend improvements to optimize performance.	Evaluation
CO5	Develop and implement a comprehensive CRM strategy to achieve organizational goals and create long-lasting customer relationships.	Synthesis

**COURSE NO. DSC - 503 (c) COMPENSATION MANAGEMENT (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of strategic compensation management.	Knowledge
CO2	Identify and apply various compensation strategies and techniques to attract, motivate, and retain employees.	Application
CO3	Analyze the impact of compensation practices on employee behavior, organizational performance, and overall business strategy.	Analysis
CO4	Evaluate the effectiveness of compensation systems and recommend improvements to enhance their alignment with organizational goals.	Evaluation
CO5	Develop a comprehensive compensation strategy that balances internal equity, external competitiveness, and individual performance, considering factors like job design, performance management, and employee benefits.	Synthesis

**SEMESTER – VI**

**COURSE NO. DSE-601 (A) SUPPLY CHAIN MANAGEMENT**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of Supply Chain Management (SCM).	Knowledge
CO2	Identify and apply various strategies for sourcing, distribution, and inventory management in a supply chain.	Application
CO3	Analyze the impact of different factors (e.g., demand variability, supply uncertainty, transportation costs) on supply chain performance.	Analysis
CO4	Evaluate the effectiveness of supply chain strategies and recommend improvements to optimize efficiency and reduce costs.	Evaluation
CO5	Develop and implement a comprehensive supply chain management plan to meet customer needs and achieve organizational goals.	Synthesis

**COURSE NO. DSC – 601 (a) BANKING (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of banking, including the role of banks in the economy and the regulatory framework.	Knowledge
CO2	Identify and apply various banking products and services to meet the needs of different customer segments.	Application
CO3	Analyze the financial performance of banks and assess the impact of economic and regulatory factors on the banking industry.	Analysis
CO4	Evaluate the effectiveness of risk management practices and recommend strategies to mitigate risks in the banking sector.	Evaluation
CO5	Develop innovative banking solutions to address emerging challenges and opportunities, such as digital banking, fintech, and sustainable finance.	Synthesis



**COURSE NO. DSC – 601 (b) BUYER BEHAVIOUR (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of buyer behavior.	Knowledge
CO2	Identify and apply various psychological and sociological factors that influence consumer decision-making.	Application
CO3	Analyze the impact of cultural, social, and personal factors on consumer behavior and preferences.	Analysis
CO4	Evaluate the effectiveness of marketing strategies and tactics in influencing consumer behavior.	Evaluation
CO5	Develop and implement marketing campaigns that target specific consumer segments and drive desired behaviors.	Synthesis

**COURSE NO. DSC – 601 (c) LEADERSHIP AND CHANGE MANAGEMENT (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of leadership.	Knowledge
CO2	Identify and apply various leadership styles and theories to address different organizational situations.	Application
CO3	Analyze the impact of leadership on organizational culture, change management, and performance.	Analysis
CO4	Evaluate the effectiveness of leadership interventions and recommend strategies to improve leadership effectiveness.	Evaluation
CO5	Develop and implement a leadership development plan to cultivate effective leaders and drive organizational success.	Synthesis

**COURSE NO. DSC – 602 (a) RISK ANALYSIS AND MANAGEMENT (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of risk management, including the types of risks and the risk management process.	Knowledge
CO2	Identify and apply various risk measurement techniques (e.g., VaR, CaR) to assess the potential impact of financial risks.	Application

CO3	Analyze the effectiveness of different risk management strategies and recommend appropriate measures to mitigate risks.	Analysis
CO4	Evaluate the impact of regulatory changes and market conditions on financial institutions and their risk profiles.	Evaluation
CO5	Develop and implement innovative financial engineering solutions to address complex risk management challenges and create value for the organization.	Synthesis

**COURSE NO. DSC – 602 (b) ADVERTISING AND SALES PROMOTION (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of promotion mix and its elements.	Knowledge
CO2	Identify and apply various promotional tools and techniques to achieve marketing objectives.	Application
CO3	Analyze the effectiveness of different advertising campaigns and recommend strategies to improve their impact.	Analysis
CO4	Evaluate the performance of sales promotion activities and measure their contribution to sales and brand awareness.	Evaluation
CO5	Develop and implement a comprehensive promotion strategy that integrates various promotional elements to create a cohesive and impactful marketing campaign.	Synthesis

**COURSE NO. DSC – 602 (c) TALENT AND KNOWLEDGE MANAGEMENT (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of talent management and knowledge management.	Knowledge
CO2	Identify and apply various tools and techniques for talent acquisition, development, and retention.	Application
CO3	Analyze the impact of knowledge management practices on organizational performance and innovation.	Analysis
CO4	Evaluate the effectiveness of talent management and knowledge management strategies and recommend improvements.	Evaluation
CO5	Develop and implement a comprehensive talent and knowledge management plan to achieve organizational goals and create a sustainable competitive advantage.	Synthesis

**COURSE NO. DSC – 603 (a) INTERNATIONAL FINANCE (F)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of international finance, including globalization, multinational firms, and international trade.	Knowledge
CO2	Identify and apply various risk management techniques to mitigate foreign exchange exposure and other financial risks.	Application
CO3	Analyze the impact of global economic and financial factors on international business operations.	Analysis
CO4	Evaluate the effectiveness of international financial institutions and their role in promoting global economic stability and development.	Evaluation
CO5	Develop and implement strategies to manage international financial risks and opportunities in a complex and ever-changing global environment.	Synthesis

**COURSE NO. DSC – 603 (b) RURAL MARKETING (M)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and characteristics of rural economy, marketing, and consumer behavior.	Knowledge
CO2	Identify and apply appropriate marketing strategies and techniques to reach rural consumers effectively.	Application
CO3	Analyze the challenges and opportunities in rural markets and develop strategies to overcome barriers to market penetration.	Analysis
CO4	Evaluate the impact of various marketing initiatives on rural consumer behavior and business performance.	Evaluation
CO5	Design and implement a comprehensive rural marketing plan to achieve specific marketing objectives and contribute to rural development.	Synthesis

**COURSE NO. DSC – 603 (c): EMPLOYEE RELATIONS (HR)**

<b>CO</b>	<b>Course Outcome</b>	<b>BTL</b>
CO1	Define and explain the fundamental concepts and principles of industrial relations.	Knowledge
CO2	Identify and apply various methods for resolving industrial disputes, such as negotiation, conciliation, mediation, arbitration, and grievance handling.	Application
CO3	Analyze the impact of labor laws and regulations on employee relations and organizational performance.	Analysis
CO4	Evaluate the effectiveness of trade unionism and collective bargaining in promoting employee rights and improving working conditions.	Evaluation
CO5	Develop and implement strategies to foster positive employee relations, enhance organizational culture, and improve overall productivity and efficiency.	Synthesis