DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
Department Name **BBA HONOURS PROGRAMME**	**PSO1:** Demonstrate professional development on fundamentals of management and personal development through engagement in real world business scenario **PSO2:** Exhibit critical thinking and managerial competencies through effective communication, teamwork, problem solving, decision making, ICT and project management skills. **PSO3:** Create innovative systems and best practices in both domestic and global areas of work that are replicable and feasible. **PSO4:** Emerge as intrapreneur/entrepreneur leveraging on opportunities with relevant traits of a visionary leader

PROGRAMME OUTCOME
PO1: Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2: Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3: Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4: Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.

	PO5: Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions. **PO6**: Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment. **PO7**: Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

Programme: BBA (BACHELOR OF BUSINESS ADMINISTRATION)			
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
Cognitive level Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)			

	Semester 1		
Foundations for Business Decisions	**CO1**: Develop an understanding of the importance of decision-making.	U	C C
	CO2: Learn and apply various tools and techniques for decision-making.	Ap	P
	CO3: Analyse various decision-making models	Ap	P P
	CO4: Acquire knowledge about the roles of managers	U	C
	CO4: Apply planning and decision-making skills in the management process	Ap	P

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	CO5: Develop ethical considerations in decision-making	A p	P
Digital Marketing for Business	**CO1**: Develop the capability to establish a foundational understanding of Digital Marketing.	R	F
	CO2: Acquire the proficiency to apply Digital Marketing tools and strategies effectively.	A p	P
	CO3: Develop the ability to analyze both opportunities and challenges within the realm of Digital Marketing.	A n	C
	CO4: Able to develop the capability to master Social Media marketing skills and expertise	A p	P
	CO5: Acquire the ability to evaluate SEO and SEM strategies.	E	F
	CO6: Develop the capability to design and	C	C

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Programme: BBA (BACHELOR OF BUSINESS ADMINISTRATION)			
	execute impactful Email Marketing Campaigns.		
	CO7: Equip participants with the skills to develop innovative and captivating content strategies.	C	C
Semester 2			
Business Economics	**CO1:** Enable the learner to explain concepts of expenses, income, and profit of an organisation.	U	C
	CO2: Enable the learner to apply the accounting principles and standards to record the business transactions.	Ap	P
	CO3: Develop practical skills in the preparation of financial statements.	Ap	P
	CO4: Enable the learner to understand the financial health of a business.	U	C
	CO5: Interpret and communicate financial data effectively using appropriate tools and techniques.	Ap	P

COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	CO6: Apply innovative financial strategies to improve business performance and profitability.	Ap	P
Financial Management	**CO1**: Comprehend capital structure theories and the concept of capital structure	U	C
	CO2: Explain the purpose of financial management, the sources of funding, and the responsibilities of the financial manager	Ap	P
	CO3: Determine the issue and decide which alternative investments are the best	Ap	P
	CO4: Utilize quantitative financial instruments when making leasing financing decisions	U	C
	CO5: Evaluate the company's dividend policy	Ap	P
Foundations for Busines	**CO1**: Demonstrate a sound understanding of fundamental Business Analytics concepts	U	C
	CO2: Develop	Ap	P

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s Analytics	proficiency in statistical analysis, including probability estimation using relative frequency, joint probability, and conditional probability		
	CO3: Apply probability concepts to make informed decisions in business contexts	Ap	P
	CO4: Demonstrate competence in correlation analysis and comprehend regression analysis, in making managerial decision making	Ap	P
	CO5: Developing the ability to interpret and analyze index numbers to assess changes in prices, production, or other economic indicators in the real business scenario for decision making	Ap	P
	CO6: Developing the ability to use time series data to make predictions and forecasts for future trends and values	Ap	P
	CO1: Comprehensive understanding of spreadsheet modelling	U	C

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Spreadsheet Modelling for Business	techniques, ranging from basic functionalities to advanced tools and applications in business contexts.		
	CO2: Impart practical skills to efficiently use Excel for various analytical and modelling tasks.	Ap	P
	CO3: Explore advanced analytics tools, and apply these skills to real-world business scenarios	Ap	P
	CO4: Apply learned skills to practical business scenarios, including contact management, marketing, customer and vendor management, sales reporting, and invoice preparation.	Ap	p
	CO5: Enable students to integrate their broader business knowledge with spreadsheet modelling skills.	U	C
Semester 3			
	CO1: Able to build strong foundation on theories, principles, and practices	U	C

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Domestic Logistics Management	of Domestic Logistics Management		
	CO2: Able to solve the logistics problems and explore the opportunities and challenges in Domestic Logistics of the organization.	Ap	P
	CO3: Able to analyse and apply Logistic Strategies that foster a culture of innovation within an entrepreneurial environment.	Ap	P
	CO4: Able to acquire a comprehensive understanding of the challenges and strategies involved in managing Logistics across Domestic and Global	U	C
	CO5: Able to possess the knowledge and skills to integrate social and ethical consideration into Logistics in Decision making.	Ap	P
	CO6: Able to proficient in leveraging technology for Logistics function and will gain expertise in implementing	Ap	P

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Programme: BBA (BACHELOR OF BUSINESS ADMINISTRATION)			
	digital tools for planning and minimizing cost.		
Business And Corporate Regulations	**CO1:** Understand the principles of contract formation, elements of a valid contract, contractual capacity, types of contracts, and remedies for breach of contract.	U	p
	CO2: Understand the legal principles governing the sale of goods.	Ap	P
	CO3: Develop a solid understanding of the key provisions and principles outlined in the Companies Act or relevant legislation.	Ap	P
	CO4: Learn the process of forming a company, the different types of companies, and the associated legal requirements.	An	p
	CO5: Develop a comprehensive understanding of the concept of winding up a company and the various circumstances that may lead to the decision to wind up.	An	p
Human Resource	CO1: Able to build strong foundation on theories, principles, and practices	U	C

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Management	of Human Resource Management		
	CO2: Able to solve the human resource problems and explore the opportunities and challenges in human resource of the organization.	Ap	P
	CO3: Able to analyse and apply HR Strategies that foster a culture of innovation within an entrepreneurial environment.	Ap	P
	CO4: Able to acquire a comprehensive understanding of the challenges and strategies involved in managing human resource across diverse culture (Inter culture, cross culture and global)	U	C
	CO5: Able to possess the knowledge and skills to integrate social and ethical consideration into HR Decision making.	Ap	P
	CO6: Able to proficient in leveraging technology for HR function and will gain expertise in	Ap	P

COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	implementing digital tools for recruitment and learning & development.		
Strategic Cost Analysis	Understand the role and importance of management and cost accounting in business decisions making	U	C
	Students will be able to understand, develop and apply the techniques of costing in the decision-making in the business corporates.	Ap	P
	Students will be able to understand, develop, prepare and present the cost reports of business corporates	Ap	P
	Understand and apply and develop interpretation skill in analysing various costing methods	U	C
	Students will be able to acquire knowledge and skills to adopt techniques for reducing costs, improving profits, and controlling deviations in a business unit.	Ap	P

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Skills For Employability	CO1: Construct effective Resume and Cover Letter Development.	U	C
	CO2: Enhance Proficient Job Search Strategies	Ap	P
	CO3: Fostering Professional Communication Skills:	Ap	P
	CO4: Development of Critical Thinking and Problem-Solving Competence	U	C
	CO5: Ensuring Adaptability and Resilience in the Workplace	Ap	P
	CO6: Excelling in Strategic Online Presence and Networking Mastery	Ap	P
Semester 4			
Decision	CO1: To develop an understanding of basic management science techniques and their role in managerial decision-making	U	C
	CO2: To help the students to translate business situation into	Ap	P

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Science	quantitative models for optimal decision making		
	CO3: Building capabilities in the students for analyzing different situations in the industrial/ business scenario involving limited resources and finding the optimal solution within constraints.	Ap	P
	CO4: To familiarize the students with the scope and applications of OR tools in Managerial decision making	U	C
	CO5: To apply these techniques constructively to make effective business decisions.	Ap	P
	CO6: To develop mathematical models for a real-life situation and problems in Business and Management	Ap	P
Organizational Behavio	CO1: Cultivate a Positive Organizational Culture	U	F
	CO2: Apply Organizational Behaviour Concepts to Real- world Scenarios	Ap	C

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ur	CO3: Navigate Organizational Change Effectively	Ap	C
	CO4: Develop Ethical Leadership Practices	U	P
	CO5: Analyse and Improve Organizational Dynamics	Ap	M
Entrepreneurship Essentials	CO1: Provide knowledge on the basic concepts and terms related to Innovation and entrepreneurship, Entrepreneur, characteristics, traits, theories, concept of innovation, entrepreneurship environment, sources of ideas, starting a business, sources of funds, government support for entrepreneurship	U	C
	CO2: Develop application skills in entrepreneurship based on the understanding of the different contents delivered to apply them	Ap	P

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COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	with illustrations and cases.		
	CO3: Analyse the business environment to identify business opportunities and identify the elements of success of entrepreneurial ventures by considering the legal and financial conditions for starting a business.	Ap	P
	CO4: To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.	U	C
	CO5: Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.	Ap	P
	CO6: Generate new business ideas and create business plans and proposals for starting business or business expansion/diversification	Ap	P
Corporate	CO1: Understand the concepts and models related to corporate	U	C

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Governance & Business Ethics	governance.		
	CO2: Apply the principles and approaches in corporate governance and ethical decisions in business.	Ap	P
	CO3: Analyse business situations in view of the models and principles related to governance and ethics.	Ap	P
	CO4: Comprehend the relationship between ethics, morals and values in the workplace.	U	C
	CO5: Analyse and understand various ethical philosophies to explain how they contribute to current management practices.	Ap	P
	CO6: Understand the concepts and models related to corporate governance.	U	C
SEMESTER 5			
Innovation And Business Dynami	CO1: Able to comprehend the contemporary business landscape, factors influencing dynamics, and the fundamentals of innovation and	U	C

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cs	creativity, including ethical considerations.		
	CO2: Able to understand overcoming innovation challenges, implementing idea management, creative thinking, and entrepreneurial mindset and corporate culture.	Ap	P
	CO3: Able to foster a culture of experimentation, promote idea championship, implement co- creation, and understand the link between innovation and intellectual property rights (IPR).	Ap	P
	CO4: Able to gain insights into business models, successful entrepreneurship, social entrepreneurship, Blue Ocean Strategy implementation, reasons for business model failure, and managing investors for innovation.	Ap	C
	CO5: Able to navigate innovation marketing, technological innovation	Ap	P

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	management, sustainability integration, and the role of AI in enhancing creativity in innovation management.		
Operations Management	CO1: Enable the learner to explain the basic concepts and terms related to Production and Operations and its importance in an industrial organization.	U	C
	CO2: To equip the students with operations management concepts, strategies and tools for effective utilization of resources and meeting customer expectations. Apply the decision models to various real time problems.	Ap	P
	CO3: Describe MRP & CRP concepts, inventory types and its objectives and calculate EOQ using various models. Develop the optimum schedule for allocation of machines and jobs. To identify the bottlenecks and apply various methods to eliminate.	Ap	P

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	CO4: Familiarize the students with various tools and techniques used by operations managers for	U	C
	CO5: operational, tactical and strategic decision making.		
	CO6: The ability to make decisions and plan, develop, execute and control Operations strategies.	Ap	P
Behavioural Finance	CO1: Understand the concept of Behavioural Finance	U	C
	CO2:Apply analytical skills for financial decision making	Ap	P
	CO3: Identify the behavioural bias and psychological characteristics of investors	Ap	P
	CO3: Develop strategies to manage wealth effectively and wisely from mispriced assets	Ap	P
Business Researc	CO1: Enable the learner to explain concepts of expenses, income, and profit of an organisation.	U	C

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h Methods			
	CO2: Enable the learner to apply the accounting principles and standards to record the business transactions.	Ap	P
	CO3: Develop practical skills in the preparation of financial statements.	Ap	P
	CO4: Enable the learner to understand the financial health of a business.	U	C
	CO5: Interpret and communicate financial data effectively using appropriate tools and techniques.	Ap	P
	CO6: Apply innovative financial strategies to improve business performance and profitability.	Ap	P
Communicating With AI	CO1: Understand the fundamental principles of AI and machine learning, including how AI systems Are designed,trained, and deployed.	U	C
	CO2: Develop skills in designing, implementing, and evaluating human-AI	Ap	P

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COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	interfaces, with a focus onenhancing usability, accessibility, and effectiveness.		
	CO3: Analyze the ethical, cultural, and societal dimensions of AI communication, emphasizing the importance of responsible AI development and usage.	Ap	P
	CO4: Apply communication theories and practices in the context of AI, fostering meaningful interactions between humans and machines.	U	C
	CO5: Engage in interdisciplinary research and projects that explore innovative approaches to AI communication in various sectors, including education, healthcare, business, and entertainment.	Ap	P
SEMESTER 6			
Networking In Business	CO1: Assess the importance of people, teams and networks for business success.	U	C

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	CO2: Understand the various types of business networks	U	C
	CO3: Achieve the various networking skills required in business to resolve conflicts easily	Ap	P
	CO4: Apply the skills to develop own networks	Ap	P
	CO5: Understand the role of social media in business networking.	AP	P
Total Quality Management	CO1: Understand the Evolution and Principles of TQM	U	C
	CO2: Grasp Core TQM Concepts	Ap	P
	CO3: Apply TQM Tools and Techniques	Ap	P
	CO4: Analyse TQM Implementation Strategies	U	C
	CO1: Enable learner to gain a comprehensive grasp of the external factors shaping organizational operations, strategies, and performance, facilitating informed decision-making for sustained success	U	C
	CO2: Enable the learner to analyze the government influence on	Ap	P

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Sustainable Business Environment	business environment, comprehend the intricate relationship between regulatory policies and business operations, enabling adept navigation of legal frameworks for sustainable growth and compliance.		
	CO3: Enable the learner to grasp the significance of macroeconomic factors and global trends in shaping business decisions and strategies for sustained profitability.	Ap	P
	CO4: Enable the learner to understand the impact of government policies and regulations on business operations, enabling strategic adaptation to navigate regulatory complexities and foster sustainable growth.	U	C
	CO5: Enable learner to analyze how innovations drive industry evolution, while in the socio-cultural module, analyze cultural dynamics to adapt strategies for diverse consumer markets.	Ap	P

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	CO6: Enable students to explore sustainable business practices to ensure long-term viability and positive impact on both society and the environment	Ap	P
SEMESTER 7			
Strategic Management	CO1: Understand the concept, process and levels of strategic management	U	C
	CO2: Have proficiency in competitive strategies in different types of industries	Ap	P
	CO3: Have proficiency in forms of corporate restructuring	Ap	P
	CO4: Ability to identify strategic issues and design appropriate courses of action	U	C
Data Analysis Tools for Social Scientists	CO1: Comprehend the steps involved in developing a research plan, from formulating research questions to selecting appropriate methodologies.	U	C
	CO2: Enable the learner to gain	Ap	P

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COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	proficiency in designing research studies, including hypothesis development, selection of research design, and methodology.		
	CO3: Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems	Ap	P
	CO4: Demonstrate an understanding of ethical considerations inherent in social science research, including participant consent,confidentiality, and minimizing harm.	U	C
	CO5: Construct different types of testable hypotheses and interpret the statistical test outcomes	Ap	P
	CO6: Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design and research	Ap	P

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COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BBA course the student will able to	COGNITIVE LEVEL	KNOWLEDGE CATEGORY
	proposal.		

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