

BBA [REGULAR]

PROGRAM OUTCOME

BBA SEP course outcome aims to equip students with Managerial, Analytical and Entrepreneurial Skills for roles in Marketing, Finance and HR while fostering ethical, IT enabled and sustainable business practices.

Key Program Outcomes

1. Career Readiness
2. Skill Development
3. Entrepreneurial and Ethical Focus
4. Professional and Higher education
5. Global Perspective

BBA COURSE OUTCOME

I SEMESTER

SUBJECT: FUNDAMENTALS OF ACCOUNTING

CO1: Understand the basic Concepts of Accounting.

CO2: Pass Journal Entries and Prepare Ledger Accounts.

CO3: Prepare Subsidiary Books.

CO4: Prepare Trial Balance and Final Accounts of Proprietary concern.

CO5: Reconciliation of Pass Book and Cash Book.

SUBJECT: MANAGEMENT DYNAMICS

CO1: To provide an Understanding about the Management in various organization.

CO2: To give complete insight about policies like planning and organizing in any organization.

CO3: To upgrade the knowledge of students about present trends in recruiting and staffing.

CO4: Students will have the complete knowledge of being a leader and will develop the right attitude for their life in decision making.

CO5: Management decision and impact of Ethics in decision making gives a complete insight to the students for their future.

SUBJECT:BUSINESS ENVIRONMENT

CO1: Describe the concept, nature, elements, and significance of micro and macro business environments.

CO2: Identify and differentiate between various forms of business entities and understand the process of incorporation and documentation.

CO3: Analyze key provisions of the Companies Act 2013 and explain corporate concept like MOA, AOA, lifting the corporate veil, and SPICE forms.

CO4: Conduct a PESTEL analysis to assess macro-environmental factors affecting business operations.

CO5: Explain the relevance of Intellectual Property Rights and assess the impact of recent national initiatives such as Startup India, Skill India, and Make in India on entrepreneurship and innovation.

SUBJECT:QUANTITATIVE BUSINESS ANALYSIS

CO1: Understand the fundamental concepts, definitions, and importance of statistics in business decision-making.

CO2:Apply statistical tools for organizing and presenting data through tables, charts, and graphs.

CO3: Compute and interpret various measures of central tendency such as mean, median, and mode.

CO4:Analyze data dispersion using standard deviation, coefficient of variation, and skewness measures. Construct and evaluate index numbers using appropriate statistical methods for economic and business analysis.

II SEMESTER

SUBJECT:FINANCIAL ACCOUNTING

CO1:Understand the Basic Concepts of Ind AS and its applicability.

CO2: Students will learn how to calculate royalties and short workings and record them properly in accounts.

CO3:Students will understand how hire purchase and installment systems work and how to record them properly in the books of buyer and seller.

CO4:Demonstrate various accounting treatments between Branches.

CO5:Learn the methods and accounting procedures of fire insurance claims

SUBJECT:MARKETING DYNAMICS

CO 1: Understand the meaning and concept of Marketing in the present scenario of competitive world.

CO 2: Understand the evolution and growth of business with an approach to understand the value-based business activity

CO 3: insight to the students about the product planning and pricing based on various aspects in the market.

CO 4: Enhances the knowledge about the new trends in market, advertising and tech-based approach in reaching consumers.

CO 5: Possess the knowledge and skills to develop comprehensive and integrated marketing strategies that leverage emerging trends in marketing.

SUBJECT:ORGANIZATIONAL BEHAVIOUR

CO1:To understand the behaviour of individual and groups in the Organization.

CO2:To access the potential impact of organizational factors (such as change, culture, and structure) on organizational behaviour.

CO3:To Analyze and apply the practical experience in the field of Management and Organization Behaviour

CO4: To demonstrate the leadership styles and apply the concepts of personality, perception, attitude, and motivation.

CO5:To develop skills and ability to work as individual and in groups to achieve organizational goals.

SUBJECT:QUANTITATIVE BUSINESS TECHNIQUES

CO1:Understand and apply the concepts of correlation and compute Karl Pearson's and Spearman's coefficients to analyze relationships between variables.

CO2: Analyze and interpret regression equations to predict values and distinguish between correlation and regression analysis.

CO3: Apply various methods of trend analysis in time series data, including moving averages and least squares, and interpret graphical trends.

CO4:Perform interpolation and extrapolation using algebraic and graphical methods for estimating intermediate and future values.

SUBJECT:COMPUTER ACCOUNTING WITH TALLY PRIME

CO1: Understand the basic concepts of computerized accounting

CO2: Understanding payroll accounting through the usage of excel worksheet.

CO3: Setting up new company profiles, configuring financial years, and managing multiple company data within Tally Prime.

CO4:Entering various types of transactions such as sales, purchases, receipts, payments,journal entries, etc., accurately into Tally Prime

CO5:Understanding how to configure and manage GST (Goods and Services Tax) compliance within Tally Prime for businesses operating in regions where GST is applicable.

III SEMESTER

SUBJECT:CORPORATE ACCOUNTING

CO1: Understand the regulatory framework and accounting procedures related to the-issue and buyback of shares.

CO2: Apply accounting treatments for the redemption of debentures and preference shares in compliance with company law.

CO3:Evaluate the intrinsic and market value of shares using different valuation methods.

CO4: Prepare company final accounts as per the latest accounting standards and statutory requirements.

CO5: Understand and apply the concept of underwriting of shares, including the calculation of liability of underwriters.

SUBJECT:FINANCIAL MANAGEMENT

CO1:Understand the fundamental concepts and functions of financial management, as well as various sources of finance.

CO2: Apply the concepts of the time value of money to calculate the future and present values of cash flows.

CO3: Analyse capital structure decisions using EBIT-EPS analysis and leverage concepts, and assess the impact of operating and financial leverage on a firm's profitability.

CO4: Evaluate investment opportunities using capital budgeting techniques, including both traditional and discounted cash flow methods.

CO5: Understand and apply various dividend theories and models, such as Walter's Model, Gordon's Model, and the Miller-Modigliani Hypothesis, to analyse and make informed decisions regarding a firm's dividend policy.

SUBJECT:INDIAN FINANCIAL SYSTEM

CO1:Understand the structure and components of the Indian financial system.

CO2: Gain insights into the functioning of financial institutions and markets.

CO3: Develop knowledge of regulatory frameworks and financial services.

CO4: Analyze financial trends and their impact on economic growth.

SUBJECT:SUPPLY CHAIN & LOGISTIC.

CO1:Understand the core concepts, components, and functions of supply chains, including the role of logistics and challenges in modern SCM. (Knowledge/Comprehension)

CO2: Analyse logistics strategies by comparing transportation modes, warehousing functions, and third-party logistics (3PL).

CO3: Apply inventory control techniques (EOQ, ABC, VED, JIT) and procurement strategies to enhance supply chain efficiency.

CO4: Assess the role of emerging technologies (ERP, IoT, AI, Blockchain) in improving supply chain transparency and decision-making. (Evaluation)

CO5: Solve real-world SCM problems using Excel (dashboards, cost optimization, forecasting) and analyze global supply chain risks through Incoterms 2020 and case studies. (Synthesis/Application)

IV SEMESTER

SUBJECT:FUNDAMENTALS OF COSTING

CO1: Understand the fundamental concepts of cost accounting, including preparation of cost sheet, tenders and Quotations.

CO2:Implement effective material control techniques, including inventory management, stock level setting, EOQ calculation, and material pricing using various methods.

CO3: Analyse and control labour costs, including time-keeping, payroll procedures, handling idle time and overtime, and applying different wage payment methods and incentive schemes.

CO4: Manage overhead costs by executing allocation, apportionment, and absorption techniques, and accurately calculate overheads using methods like the machine hour rate.?

SUBJECT: DIGITAL ENTREPRENEURSHIP

- CO1:** Understand digital entrepreneurship concepts and startup ecosystem.
- CO2:** Compare different digital business models (B2B/B2C/C2C).
- CO3:** Design basic digital marketing strategies.
- CO4:** Evaluate funding options and legal requirements for startups.
- CO5:** Discuss emerging trends like AI and block chain in entrepreneurship.
- CO.6:** Identify and resolve discrepancies to ensure accurate financial reporting and informed decision making.

SUBJECT: BUSINESS RESEARCH METHODOLOGY

- CO1:** Understand business research concepts and apply ethical research practices.
- CO2:** Conduct a thorough literature review using various sources and AI tools.
- CO3:** Design and plan research studies with clear objectives, hypotheses, and methods.
- CO4 :** Collect data using different techniques, including AI tools, while minimizing errors.
- CO5:** Analyze data and present findings in clear and well-structured research reports.

SUBJECT: HUMAN RESOURCE MANAGEMENT

- CO1:** Explain core HRM functions using real-world examples
- CO2:** Demonstrate understanding of recruitment and selection processes
- CO3:** Describe modern training and performance appraisal methods
- CO4:** Analyze contemporary HR trends like work-from-home policies
- CO5:** Discuss legal and ethical aspects of HR practices

SUBJECT: SOFT SKILLS FOR BUSINESS

- CO1:** Write formal business letters and emails.
- CO2:** Prepare job-ready resumes and cover letters.
- CO3:** Conduct effective meetings with agendas/minutes.
- CO4:** Deliver confident presentations and handle negotiations.