

## **Program Outcome**

### **BBA DEPARTMENT**

At the end of the BBA Programme, graduates will be able to:

**PO1-** Cross-Disciplinary Integration and Strategic Perspective: conceptualize, organize and resolve complex business problems or issues by using the resources available under their discretion.

**PO2-** Critical Thinking and Problem Solving: apply the perspective of their chosen specialized area of study to develop fully reasoned opinions on such contemporary issues as the need for integrity, leading and managing change, globalization and technology management.

**PO3-** Teamwork: determine the effectiveness with which goals are defined and achieved in team environments to assess the contributions made by themselves as well as by their peers within those environments and identify and resolve conflicts.

**PO4-** Leadership Skills: document their participation and contribution to organizations, business or consulting projects, internship opportunities or other BBA sanctioned initiatives.

**PO5-** Modern Tool Usage: create, select, and apply appropriate techniques, resources and modern management and IT tools including prediction and modelling to complex management activities with an understanding of the limitations.

**PO6-** Environment and Sustainability: understand the impact of the professional management solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

**PO7-** Ethics: apply ethical principles and commit to professional ethics and responsibilities and norms of the management practice.

**PO8-** Entrepreneurial Perspective: identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

**PO9-** Global Perspective: demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment.

## Course Outcome

### BBA 1<sup>st</sup> Semester

#### 1. Core A-1

Credit-4

#### **Principles Of Management**

##### Course Outcome:

- Demonstrate** a comprehensive understanding of management principles, theories, and their application in various organizational contexts.
- Analyze** and **evaluate** organizational challenges and opportunities, developing effective strategies and decision-making processes.
- Effectively** lead and manage teams, fostering a positive work environment and achieving organizational goals.

#### 2 Core B-1

Credit-4

#### **Managerial Economics**

##### Course Outcome:

- Apply economic principles to solve managerial problems.
- Analyze and evaluate market trends and their impact on business decisions.
- Make informed decisions regarding pricing, production, and resource allocation.

#### 3. Core C-1

Credit-4

#### **Financial Accounting**

##### Course Outcome:

- Knowledge:** Students will demonstrate a solid understanding of fundamental accounting principles, concepts, and methods to accurately record, classify, and analyze financial transactions.
- Skills:** Students will be able to prepare financial statements, including the income statement, balance sheet, and interpret the information presented therein.
- Application:** Students will be able to apply their accounting knowledge to real-world financial scenarios, make financial decisions, and evaluate the financial performance of businesses.

4. VAC-1  
Credit-2

**Indian Constitution**

Course Outcome:

- 1. Knowledge:** Students will demonstrate a deep understanding of the historical context, principles, and evolution of the Indian Constitution.
- 2. Skills:** They will be able to critically analyze and evaluate the effectiveness of the Constitution in promoting democracy, justice, and equality in India.
- 3. Abilities:** Students will develop skills in constitutional interpretation, legal reasoning, and civic engagement, enabling them to contribute meaningfully to Indian society.

5. SEC-1 (Skill Enhancement Course)  
Credits-3

**Creative Writing**

Course Outcome:

The paper transcends conventional writing, encouraging individuals to explore language, structure, and narrative. It develops students writing skills and creativity. It encourages individuals to express themselves, often leading to a deeper understanding of themselves and the world around them. Serve as a basis for literary and artistic expression, allowing for innovative and authentic modes of creative expression.

6. MULTI-1  
Credits-3

**Computer Fundamentals**

Course Outcome:

- Demonstrate foundational knowledge of computer hardware, software, and operating systems.
- Utilize basic computer applications effectively for productivity and communication.
- Understand the ethical and social implications of technology in contemporary society.

7. AEC (Ability Enhancement Course)  
Credits-2

**Business Communication-1**

Course Outcome:

Students will be able to demonstrate a good understanding of effective business writing, effective business communications, research approaches and informal collection. It provides valuable tools for developing clarity and precision in expressing ideas both verbally and in writing. It equip individuals with the necessary skills not only to succeed professionally but also build strong relationships within their workplace.

## BBA 3<sup>rd</sup> Semester

### 1. Core-A

Credit-4

#### **Organizational Behavior**

##### Course Outcome:

**1. Knowledge:** Students will demonstrate a comprehensive understanding of organizational behavior principles, theories, and concepts, including individual behavior, group dynamics, organizational culture, and leadership.

**2. Skills:** Students will be able to apply organizational behavior knowledge to analyze and diagnose workplace situations, effectively manage interpersonal relationships, and contribute to organizational effectiveness.

**3. Abilities:** Students will develop the ability to critically evaluate organizational practices, identify opportunities for improvement, and implement strategies to enhance employee engagement, motivation, and performance.

### 2. Core-B

Credit-4

#### **Financial Management**

##### Course Outcome:

**1. Knowledge:** students will demonstrate a strong understanding of financial concepts, principles, and tools to make informed decisions in various business contexts.

**2. Skills:** students will be able to effectively analyze financial data, evaluate investment opportunities, and manage financial risks to optimize organizational performance.

**3. Abilities:** students will possess the skills and knowledge necessary to develop and implement sound financial strategies that align with organizational goals and contribute to sustainable growth.

### 3. Core-C

Credit-4

#### **Principles Of Marketing**

##### Course Outcome:

**1. Knowledge:** Students will demonstrate a solid understanding of fundamental marketing concepts, theories, and strategies.

**2. Skills:** Students will be able to apply marketing principles to develop effective marketing plans and strategies for various products and services.

**3. Application:** Students will be able to critically analyze marketing situations and make informed decisions based on market research, consumer behavior, and competitive analysis.

4. SEC 3 (Skill Enhancement Course)

Credits-3

### **Personality and Personal Skill Development**

#### Course Outcome:

The paper helps the students to gain positive thought pattern, gain confidence, improve behavior, improve their social skills and develop a healthy personality. Students can learn leadership skills that can help them in their professional careers, develop strong interpersonal skills that are important for a successful personal and professional life. Students can learn build strong relationships and make better decisions, manage their emotions effectively and learn to handle both personal and professional responsibilities.

5. MULTI-3

Credit-3

### **Computer Application**

#### Course Outcome:

**Demonstrate proficient use of computer software and hardware:** Students will be able to effectively utilize various computer applications and understand the basic components and functions of computer systems.

**Apply computational thinking and problem-solving skills:** Students will be able to analyze problems, develop logical solutions, and implement them using computer-based tools.

**Communicate effectively using technology:** Students will be able to use technology to create, share, and collaborate on digital content, and communicate effectively in a digital environment.

6. AEC-2

Credit-2

### **Minor Project**

Course Outcome:

Students will be able to determine the challenges and future potential for his/her internship organization in particular and the sector in general. Students will be able to test the theoretical learning in practical situations by accomplishing the task assigned during the internship period.

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