

- **BBA**

SEMESTER I (FYUGP BBA HONOURS)

BBA1CJ101 – FOUNDATIONS IN BUSINESS DECISION

CO1: Discuss various decision-making methods and tools.

CO2: Discuss the evolution of management.

CO3: Understand the different functions of management.

CO4: Real-life applications of management concepts.

BBA1CJ102 - MARKETING MANAGEMENT

CO1: Demonstrate a strong conceptual understanding of core principles and theories of marketing management.

CO2: Understand the key concepts of market research, consumer behavior, segmentation, targeting, and positioning

CO3: Analyse the external and internal factors that influence marketing decisions, including economic, social, technological, and competitive forces.

CO4: Understand the role of marketing in an organization and its contribution to overall business strategy.

CO5: Understand the various elements of the marketing mix (product, price, place, promotion) and how they interact.

CO6: Understand the impact of digital marketing and emerging technologies on marketing practices.

BBA1CJ103 - COMMUNICATING WITH FINANCIAL DATA

CO1: Provide basic accounting concepts, conventions, and terms to the learners and enable them to prepare the financial statement of a sole trader.

CO2: Acquire knowledge relating to income, expense, revenue & expenditure.

CO3: Learner understands primary steps to final accounts preparation through journalizing, ledgers, and trial balance preparation.

CO4: Understanding financial analysis through various tools like ratios, cash flows, and comparative and common size statements.

BBA1FS111 - DIGITAL MARKETING FOR BUSINESS

CO1: Understand the fundamentals of digital marketing, including its meaning, characteristics, and significance.

CO2: Gain knowledge of tools, trends, and technologies in digital marketing, including influencer marketing and artificial intelligence.

CO3: Explore various social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) and their specific use cases for marketing.

CO4: Gain practical experience in utilizing social media platforms and advanced SEO strategies.

CO5: Be equipped for roles in digital marketing, social media management, content creation, and more

SEMESTER II (FYUGP BBA HONOURS)

BBA2CJ101 - BUSINESS ECONOMICS

CO1: Understand the meaning nature & importance of the business environment, and how it influences organizational performance & decision-making.

CO2: Comprehends the meaning, nature & importance of business economics in analyzing & solving real-world business problems.

CO3: Recognising the role of economics in addressing issues of scarcity, demand,& supply.

CO4: Analyse the economic environment at both micro & macro levels.

CO5: Understands the demand & supply determinants.

BBA2CJ102 - FINANCIAL MANAGEMENT

CO1 : Make an insight knowledge about the concept of finance and Develop a skill to analyze a project based on return and risk.

CO2 : Practical application of finance functions in real-life situation

BBA2CJ103 - FOUNDATIONS FOR BUSINESS ANALYTICS

CO1: Understanding of fundamental concepts of business analytics

CO2: Application of probability concept in real life.

CO3: Develop proficiency in statistical analysis, and comprehensive analysis like correlation, regression, etc.

CO4: Develop the ability to interpret and analyse index numbers in real business.

CO5: The Concept of time series helps to make predictions and forecast future trend values.

BBA2FS112 - SPREADSHEET MODELLING FOR BUSINESS

CO1 : Comprehensive understanding of spreadsheet modelling techniques, ranging from basic functionalities to advanced tools.

CO2 : Impart practical skills to efficiently use Excel for various analytical and modelling tasks.

CO3 : Explore advanced analytics tools, and apply these skills to real-world business scenarios

CO4 : Apply learned skills to practical business scenarios, including contact management, marketing, customer and vendor management, sales reporting, and invoice preparation.

CO5 : Enable students to integrate their broader business knowledge with spreadsheet modelling skills.

SEMESTER III (BBA 2019 ADMISSION ONWARDS)

BBA3A11 - BASIC NUMERICAL METHODS

CO1 : Understand Numerical Equations, Matrix, Progression, Financial Mathematics, Descriptive Statistics and their applications.

CO2 : Students can become proficient in using spreadsheet modeling to solve real-world business problems, improve decision-making, and gain a competitive edge in the job market.

BBA3A12 - PROFESSIONAL BUSINESS SKILLS

CO1 : Gain insights into workplace etiquette, ethical practices, and effective communication

skills that are essential for career success.

CO2 : Develop the ability to use digital tools and platforms for continuous learning and professional development.

CO3 : Learn the fundamentals of analyzing and interpreting business data to support decision-making and strategic planning

CO4 : Acquire knowledge about the interaction between society and digital technology, focusing on cybersecurity, privacy, and ethical use of information systems.

CO5 : Learn strategies for leveraging digital platforms to promote products or services, engage customers, and drive business growth.

BBA3BO4 - CORPORATE ACCOUNTING

CO1 : Understanding of Corporate Structure. Grasp the different types of corporate entities (e.g., private limited, public limited, etc.) and their legal and financial implications.

CO2 : Analyze financial statements (income statement, balance sheet, cash flow statement) to assess a company's financial health and performance. Calculate and interpret financial ratios to evaluate profitability, liquidity, solvency, and efficiency.

CO3 : Understand the principles and standards governing corporate accounting (e.g., GAAP, IFRS). Apply these standards to prepare accurate and reliable financial statements.

CO4 : Prepare financial statements for corporate entities, including consolidation of financial statements of subsidiaries. Disclose relevant financial information in accordance with regulatory requirements.

CO5 : Analyze the accounting implications of corporate restructuring activities, mergers, and acquisitions. Prepare financial statements for entities undergoing these transactions.

BBA3BO5 - FINANCIAL MANAGEMENT

CO1: Gain insight into the concept of finance.

CO2: Develop the skills to analyse a project based on return and risk.

CO3: Make awareness about investment, financial, and dividend decisions.

CO4: Acquire knowledge about working capital management

BBA3C02 - BUSINESS REGULATIONS

CO1: Learner understands the Indian Contract Act and Business law.

CO2: Learner gets insights into different kinds of contracts, their breaches and remedies for breaches etc.

CO3: Knowledge about contractual competency, basics of Rights to Information, Competition Act, etc.

SEMESTER IV (BBA 2019 ADMISSION ONWARDS)

BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT

CO1 : Familiarize the students with the concept of entrepreneurship, women entrepreneurs, institutional support, and incentives to entrepreneurs, MSME Act.

CO2 : Make awareness about how to setup an industrial unit.

CO3 : Helps to identify and develop the entrepreneurial talents of the students.

CO4 : Helps the students to generate innovative business ideas in the emerging industrial scenario.

BBA4A14 - BANKING & INSURANCE

CO1 Students develop knowledge about basics of banking & insurance.

CO2 Learns about importance, functions & working of Indian banks & insurance companies

CO3 Recognise the new reforms taken place in insurance & banking sectors

CO4 Knowledge of modern trends in banking.

CO5 To understand LIC business in India & role of IRDA.

BBA4B06 - COST AND MANAGEMENT ACCOUNTING

CO1: Learners get insights into costing and cost accounting tools and techniques.

CO2: Learners understands the scientific cost control measures in use.

CO3: The scholars get used labour and overhead cost control measures.

CO4: Knowledge of various methods of costing helps the learner to practice in life.

CO5: Variance analysis helps to identify its cause and take corrective actions.

BBA4C03 - CORPORATE REGULATIONS

CO1 : Provide knowledge about the Indian company act , and detailed analysis of memorandum of association and articles of association.

CO2 : Develop a skill to how to manage a company and detailed analysis of rights, duties and powers of directors in a company.

CO3 : Provide knowledge of the situations when a company may go for liquidation .

BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS

CO1 : Understand and develop insights and knowledge base of various concepts of quantitative Techniques.

CO2: Develop skills for effectively analysing and applying Quantitative Techniques in decision-making.

CO3: Learn to apply probability, time series, and regression models for forecasting and managerial planning and control.

SEMESTER V (BBA 2019 ADMISSION ONWARDS)

BBA5B07 - HUMAN RESOURCES MANAGEMENT

CO1 : Develop insights on various concepts and Functions of Human Resource Management like recruitment, selection, training and development, performance management, compensation and benefits, employee relations, and labour laws.

CO2 : Learn the latest trends in Human Resource Management, HR information systems (HRIS) and other HR technology tools.

CO3 : Understanding the role of HR in organizational change and development.

CO4: Understanding of performance appraisal methods, goal setting, and feedback techniques. employee engagement, motivation, and well-being.

BBA5B08 - BUSINESS RESEARCH METHODS

CO1: Analyse basic concepts , terms and types of business research

CO2: Ensure learners to conduct real life researches

CO3: Helps the learner to evaluate different kinds of researches

CO4: Understand research design.

CO5: Helps learner to prepare research reports

BBA5B09 - OPERATIONS MANAGEMENT

CO1: Helps the students develop critical thinking and evaluation skills

CO1: It gives the students' knowledge regarding conducting of business processes efficiently and effectively.

CO1: Students are enhanced with knowledge relating to total functional areas in an industry

CO1: Students will be aware about the Recent and upcoming production trends.

BBA5B10 - INCOME TAX

CO1: Comprehensive Knowledge of Income Tax: Learners will gain in-depth understanding of income tax laws, computations, and exemptions.

CO2: Equip learners to handle real-world tax scenarios for individuals and businesses.

CO4: Develop the ability to compute taxable income accurately and optimize tax liability by leveraging deductions and reliefs.

CO5: Enhance analytical skills in interpreting and applying tax provisions effectively.

CO6: Build a foundation for more advanced topics in taxation and accounting.

BBA5B11 - FINANCIAL MARKET AND INSTITUTIONS

CO1: This course helps to understand the various components of financial systems like financial assets, financial markets, financial intuition, and regulatory authority.

CO2: Gives an insight into the share market and its investment patterns.

SEMESTER VI (BBA 2019 ADMISSION ONWARDS)

BBA6B12 - ORGANISATIONAL BEHAVIOUR

CO1: Understand the different concepts of Organisational Behaviour.

CO2: Analyse individual and group behaviour.

CO3: Understand and deal with organizational change, development, and stress

BBA6B13 - MANAGEMENT SCIENCE

CO1: On completion of the course the students will be able to learn different OR Techniques useful in managerial decisions

CO2: Develop critical thinking and use PERT and CPM techniques to improve decision-making.

CO3: Identify different types of decision-making environments and choose the appropriate decision-making approaches for each.

BBA6B14 - PROJECT MANAGEMENT

CO1 : To enable the students to acquire basic knowledge of different facets of Project Management.

CO2 : To equip students with the knowledge and skills necessary to plan, execute, and control projects effectively.

BBA6B15 - FINANCIAL SERVICES

CO1: Impart basic knowledge about financial services in India.

CO2:Familiarize merchant banking practices, mutual fund concept and schemes, lease financing, factoring , venture capital , retail banking etc.

CO3: Helping learner to accomplish basic and advanced knowledge in banking.

BBA6B16 - INVESTMENT MANAGEMENT

CO1 : Develop a broad understanding about the investment opportunity and its risk and return analysis.

CO2 : Learn security valuation of bonds, equity and preferences share

CO3 : Understand portfolio management

CO4 : A detailed study of fundamental analysis and technical analysis.