

PROGRAM NAME: B.B.A.

Graduate Attributes

Business Acumen and Knowledge

Leadership and Management Skills

Critical Thinking and Problem Solving

Communication Skills

Ethical and Social Responsibility

Global Awareness and Cultural Competency

Teamwork and Collaboration

Entrepreneurial Mindset

PROGRAM OUTCOMES

1. Comprehension of various functional areas of business in a global context
2. Ability to apply fundamental conceptual tools in decision-making
3. Ability to evolve strategies for organizational benefits
4. Capability of analysis, appraisal, and interpretation of the qualitative and quantitative data used in Decision Making
5. Capacity to develop models/frameworks to reflect critically on specific business contexts
6. Skill for effectively communicating through both oral and written means
7. Development of entrepreneurial skills of Innovation, Ideation, and other Entrepreneurial Skills
8. An understanding of social cues and contexts in social interaction
9. Development of ethical practices and inculcating values for better corporate governance and legal compliance.

COURSE OUTCOMES

Semester	Course Name	Course Outcomes	
I	Essentials of IT	CO-1	Understand the power of the MS excel basic and advanced functions and its applications in various other financial subjects and also in business.
		CO-2	Analyse any kind of data source and build effective data visualizations using Power Bi.
	Advance Excel	CO-1	Use of advance functions in Ms-Excel and its applications in business.
		CO-2	Demonstrate the ability to develop models/frameworks to reflect critically on specific business contexts.
	Financial Accounting	CO-1	Comprehend and apply fundamental accounting principles, concepts, and standards including GAAP, Ind AS, IFRS to financial transactions.
		CO-2	Analyse and record financial data through journal entries, ledger posting, and trial balance creation, while accurately categorizing capital and revenue expenditure, gains, and losses.
		CO-3	Understand and apply the principles of depreciation, amortization, and asset impairment, including various methods of calculation and their impact on financial statements.
		CO-4	Prepare financial statements for various business entities proprietorships and companies in compliance with the Companies (Amendment) Act, 2013.
		CO-5	Analyse complex accounting scenarios such as departmental accounts, including allocation, apportionment, interdepartmental transfers, and unrealized profits in stocks, ensuring adherence to relevant accounting standards and regulations.

Indian Knowledge System	CO-1	Demonstrate an understanding of the relevance of traditional Indian knowledge systems in modern times
	CO-2	Develop an interdisciplinary understanding of India's contribution towards science and technology
	CO-3	Develop a perspective on the evolution of Indian society and changing role of the State
	CO-4	Critically evaluate the contribution of Indian traditions of Yoga and Ayurveda towards maintaining physical and mental health
	CO-5	Develop a practitioner's understanding of traditional knowledge and practices
Indian Management Thoughts	CO-1	Understand and interpret Indian managerial tools and practices applicable in business world
	CO-2	Recognize & evaluate how Indian management practices are used around the world in different organizations
	CO-3	Appraise the problems encountered in managerial world and choose the possible solutions
	CO-4	Develop the ability to distinguish between the core differences between Indian and Western management approaches to business.
Personal Finance	CO-1	Understand various Investment and Liability avenues in the Indian Markets
	CO-2	Identify suitable investment and insurance products based on their requirements.
Principles of Management	CO-1	Understand and interpret the managerial tools and practices applicable in business world
	CO-2	Discover & evaluate how different management systems and approaches are used around the world in different organizations
	CO-3	Appraise the problems encountered in managerial world and choose the possible solutions

	Quantitative Techniques-I	CO-1	Implement the concepts discussed in Quantitative Techniques-I when making decisions in various management domains such as marketing, finance, economics, and more.
		CO-2	Develop capability to analyse and interpret data utilizing time series modelling and prediction, probability, and probability distribution upon completion of the course.
		CO-3	Able to construct fundamental models and frameworks that refer to practical situations.
		CO-4	Apply group learning principles when undertaking a statistical project using real-world data and Microsoft Excel upon completion of the course.
II	Cost Accounting	CO-1	Estimate, Analyse, Comprehend and Present the dimensions of decision making.
		CO-2	Analyse various functional issues within business organisation
	Principles of Marketing	CO-1	Recall, relate, and infer the marketing concepts to adapt to the business environment.
		CO-2	Develop and demonstrate marketing skills to apply and extend their Role in an organization.
		CO-3	Design and develop integrated marketing strategies for products for organizational and societal benefits
	Quantitative Techniques - II	CO-1	Application of Quantitative Techniques-II concepts in decision-making in marketing, finance, economics, and other management areas.
		CO-2	Able to analyze and interpret the data using Time series modeling and prediction, probability & probability distribution.
		CO-3	Create basic models and frameworks for real-life scenarios.
		CO-4	Able to utilise group learning while working On a statistical project on real-life data in ms excel.
	Organizational	CO-1	Generate innovative ideas and apply advanced skills to address

III	Behavior and Human Resource Management		issues and dilemmas related to human resources in an organization, synthesizing knowledge to propose creative Solutions and strategies.
		CO-2	Create a comprehensive understanding of self and explore its interactions with others, fostering the ability to contribute effectively to organizational success through insightful Analysis and integration of concepts.
		CO-3	Forge novel conceptual tools and methodologies for decision-making in human resources, leveraging insights gained from case study-based learning to revolutionize approaches Within the field
	Corporate Communications	CO-1	Communicate their ideas through effective and self-tailored Mediums including making effective presentations professionally.
		CO-2	Understand different strategies to adopt while communicating with different personalities with different objectives.
		CO-3	Communicate interpersonally at an organizational level and will be able to handle job opportunities successfully.
		CO-4	Mindful while communicating with people from different cultures and ethnicity.
	Environmental Management and Business Ethics	CO-1	Make environmentally ethical decisions in the personal and Organizational context
		CO-2	Illustrate knowledge and skills in the context of different sub Areas of environmental science
		CO-3	Able to be a stakeholder entrepreneur and understand a business that grows sustainably and exponentially and also makes the world a better place to live.
		CO-4	demonstrate ability to evolve environmentally friendly & Sustainable business strategies.
Banking and Insurance	CO-1	Analyse Bank Performances.	
	CO-2	Comprehend the offerings by Insurance Companies	

		CO-3	Identify the problems and provide solutions for Banking
Direct and Indirect Tax		CO-1	Understand & apply the basic concepts of income tax law and determine the residential status
		CO-2	Compute income under all the five heads of income under income tax law
		CO-3	Understand & apply provisions of clubbing of income, setoff and carry forward of losses, deductions from gross total income and computation of total income and tax there on for an individual assesses including computation of tax under optional tax regime
		CO-4	Understand the process of computation of GST (including composition levy) and input tax credit and determine time of supply, place of supply and the type of supply and compute GST accordingly
Financial Statement Analysis		CO-1	Help students in developing analytical and critical thinking abilities.
		CO-2	Equip students with the ability to understand, interpret and analyse Financial data and other financial information for proper decision-making.
Indian Economy in Global Scenario		CO-1	Understand and distinguish between the concepts of economic growth and economic development and understand the challenges in achieving these objectives.
		CO-2	Understand how Indian economic policies have evolved over the years and their impact on India's growth story.
		CO-3	Conscious about the difficult challenges of poverty, unemployment and inequality.
		CO-4	Understand how India's demography is a blessing and a challenge for India's economy.
		CO-5	Analyse the growth trends of different sectors of Indian economy and understand the various challenges they face.

	Operations Research	CO-1	Understand the applications of Operations Research concepts in decision-making in marketing, finance, production, and other management areas.
		CO-2	Analyse and interpret the data using Linear Programming Problems, Transportation and Assignment methods, Replacement Theory, Simulation, and Network Analysis for managerial decision-making.
		CO-3	Utilise group learning while working on a research project based on applications of Operations Research.
	Retail Management	CO-1	Understand the theoretical foundations of retailing such as Retail Strategy, Merchandising Management, Category Management, Store Management, and Retail Pricing.
		CO-2	Acquire conceptual clarity of the various functional areas of retailing such as SCM, EDI, RFID, VMI, CPFR, HR issues in retailing, CRM, financial implications of retail decisions, retail promotions, etc.
		CO-3	Make sense of the evolving external environment and competitive factors to make better strategic decisions.
		CO-4	Validate contemporary issues in retailing like retail analytics, green retailing, ethical issues in retailing, new formats of retail, etc.
IV	Advertising and Media	CO-1	Understand and analyse the different types of advertising and evaluate the rationale behind the medium chosen.
		CO-2	Understand how the process of Objective Setting, Budgeting, advertising research and Media planning is done for Integrated Marketing Communication (IMC).
		CO-3	Construct and design media alternatives for different marketing messages.
		CO-4	Understand the new trends and marketing strategies in the dynamic changing advertising and media environment.
	Business Law	CO-1	Ability to analyse various functional issues affecting the

		organization and thereby understanding provisions of Business, corporate and Industry related Laws.
	CO-2	Application and implementation of various laws through interpretation, case studies and problems involving issues in business and industrial laws.
	CO-3	Understand the legal system and applicable regulations related to business and thereby create awareness about applicable provisions and legal compliance.
	CO-4	Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
Financial Management	CO-1	Able to apply the time value of money concept in financing decisions.
	CO-2	Able to analyse and interpret the data from financial statements related to investment and/ or financing decisions.
Management Accounting	CO-1	Apply the theoretical concepts of management accounting in business decision making.
	CO-2	Perform the necessary calculation through the relevant numerical problems of budgeting, standard costing, activity-based costing, CVP analysis and Transfer pricing.
	CO-3	Analyse the key financial as well as non-financial elements involved under various situations through budgeting, standard costing, activity-based costing, CVP analysis and Transfer pricing.
	CO-4	Evaluate the financial impact of decision making using budgeting, standard costing, activity based costing, CVP analysis and Transfer pricing.
Organizational Behavior and Human Resource Management	CO-1	Understand the factors influencing human behavior.
	CO-2	Apply theoretical frameworks to improve personal, team, and organizational effectiveness
	CO-3	Analyze and apply the strategic roles and responsibilities of HR

			managers in an organization
		CO-4	Generate new ideas and skills to solve issues and dilemmas related to human resources in an organization
	Research Methodology	CO-1	apply various concepts and tools used in research in different functional areas of business
		CO-2	able to analyse and interpret data through descriptive and inferential statistics.
		CO-3	present their findings in a clear, accurate and concise manner through research report.
V	Advanced Financial Management	CO-1	Assess and interpret the appropriateness of dividend and working capital decisions taken by the company.
		CO-2	Calculate the valuation of equity using different valuation models.
		CO-3	Critically evaluate M &A deals in terms of synergy and gains.
	Business Analytics	CO-1	Examine and clean the data for further processing
		CO-2	Identify correct statistical tools to apply to solve business problems
		CO-3	Learn the process of building model using historical data
		CO-4	Compare different model and choose the most appropriate model for predictions
	Consumer Behaviour and Services Marketing	CO-1	Demonstrate comprehension of theoretical and conceptual concepts of Consumer Behaviour & Services Marketing
		CO-2	Apply the theoretical frameworks and conceptual principles to analyse and deduce real life marketing problems
		CO-3	Analyse and evaluate the concepts in CBSM and apply them across industries
	Direct & Digital Marketing	CO-1	Recall, relate and infer the direct and digital marketing concepts for achieving marketing objectives, strategy and execution.
		CO-2	Make use of various direct and digital marketing tools for analysing

			direct and digital marketing strategy.
		CO-3	Design and evaluate direct & digital marketing strategies relevant to various business situations.
Financial Markets and Institutions		CO-1	Understand and critically discuss the existence of Indian financial markets, institutions and intermediaries.
		CO-2	Evaluate different financial instruments and their application in real life scenarios.
International Business and EXIM		CO-1	Understand the most widely used international business terms and concepts.
		CO-2	Gain knowledge to start their own Export Import Business by the basic understanding of documentations and procedures
		CO-3	Understand the role of international business in recent scenario and the global dynamics of different countries in an ever-changing environment.
Investment Analysis and Portfolio Management		CO-1	Analyse and interpret the company data, stock and fund data using various statistical tools and finance tools. In addition, analyse the investment performance in terms of risk and return
		CO-2	Demonstrate the ability to apply various portfolio management theories and construct portfolios based on Domestic and International Investment products as well as analyse their portfolio performance using appropriate performance evaluation tools.
		CO-3	Understand the Global Investment Eco-system, construct Global Portfolios, evaluate the performance of International Portfolios, identify the Risks, and Return dynamics of International Investing.
		CO-4	Construct portfolios using various Portfolio Management Theories and evaluate their performance.
		CO-5	Gain conceptual know-how of Portfolio Management styles and Behaviour of Stakeholders
		CO-6	Comprehend the process of Financial Planning and Wealth

			Management
	Sales and Distribution Management	CO-1	Comprehend the importance of sales and distribution function in the organization
		CO-2	Learn selling skills and sales management and distribution system
		CO-3	Learn designing of the distribution channels and how to manage channel members
	Strategic Management	CO-1	Understand the concept of strategy along with the strategic management process followed by organizations to achieve organizational goals.
		CO-2	Understand and assess the Internal and External Business environment affecting an organization.
		CO-3	Gain clarity regarding the various Corporate and Business Level Strategies available to organizations.
		CO-4	Analyse various Corporate and Business Level Strategies of an organization and discuss their understanding with respect to the same.
	Soft skills	CO-1	Equipped with necessary soft skills required at the workplace
		CO-2	Learn how to manage self and be sensitive towards others in the dynamic world
		CO-3	Know how to maintain good impression and engage stakeholders
			using people skills
		CO-4	Develop good networking skills needed for social well-being and professional confidence
	CO-5	Exhibit professionalism that helps them fulfil their varied roles	
VI	Strategic Brand Management	CO-1	Ability to analyse various issues affecting the brand management function

(including Luxury Brands)	CO-2	apply, analyse and evaluate brand strategies in practical real-life marketing situations.
	CO-3	Ability to work in Groups on Brand projects and exhibit skills like Empathy, EQ, Managerial and Inter-Personnel Skills
Operations & Supply Chain Management	CO-1	Gain a complete understanding of various functions and disciplines within Operations and Supply Chain Management.
	CO-2	Analyse the impact of Operations and Supply Chain Management on global business, fostering a broad perspective on its significance.
	CO-3	Incorporate multiple Japanese techniques into day-to-day business operations.
Marketing Strategy	CO-1	Understand the importance, framework and application of marketing strategies
	CO-2	Apply their understanding to help organisations achieve their objectives under different market conditions and market challenges
	CO-3	Understand the role of innovation in a dynamic environment
Marketing Analytics	CO-1	Create data visualizations to communicate data relationships and generate data-driven insights in a way that is easy to understand.
	CO-2	Apply various analytical techniques for improving marketing decisions.
	CO-3	Implement model building process used for solving marketing problems.
Customer Relationship Management and Rural Marketing	CO-1	Apply concepts and theories related to Customer Relationship Management and Rural Marketing.
	CO-2	Analyses various types of Customer Relationship Management-Strategic, Operational and Analytical and concept and theories of Rural Marketing.
	CO-3	Assess Customer Relationship Management and Rural Marketing strategies relevant to various business situations.

		CO-4	Formulate Customer Relationship Management and Rural Marketing strategies for various business situations.
Forex and Risk Management in Derivatives		CO-1	Understand methods to recognize and measure financial risks.
		CO-2	Apply the concepts of financial derivatives to take actions to mitigate financial risks in thereal-world scenarios.
Financial Planning & Wealth Management		CO-1	Understand various concepts of Financial Planning and wealth Management
		CO-2	Apply these concepts in developing financial plans for different categories of people based on their Risk profile, Life cycle stage and Investment psychology
		CO-3	Evaluate and recommend the investors, changes needed in their saving and investment habits and also in selection of Investment products.
Financial Modelling		CO-1	Create financial models for forecasting of financials and perform analysis
		CO-2	Create models for advanced valuation
		CO-3	Create other models to achieve different objectives
Equity Fund Management – Processes and Practices		CO-1	Able to Understand and learn Fund Management Environment and processes along with Fund Management Styles
		CO-2	Able to apply technical analysis for trading in securities and analyse historical data and back test and develop strategies to trade
Entrepreneurship and Business Plan		CO-1	Develop and analyse their business plans which would impact their professional career.
		CO-2	Understand the strategic role of business owner.
		CO-3	Understand dynamics of contemporary startups in an ever-changing environment and identify business opportunities.

CO-PO MAPPING

Semester	Course	CO No.	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	
I	Essentials of IT	CO-1	L	M		H						
		CO-2	M	L	L	H		L				
	Advance Excel	CO-1		M		H		L				
		CO-2					M					
	Financial Accounting	CO-1	L	H								
		CO-2	M			H					M	
		CO-3	M	M								
		CO-4	M			M						
		CO-5	H	M	M		H					
	Indian Knowledge System	CO-1		M	L						M	
		CO-2							L			
		CO-3									M	
		CO-4										L
		CO-5									M	H
	Indian Management Thoughts	CO-1	M	M								
		CO-2				L						

		CO-3			H		M					
		CO-4					H				L	
	Personal Finance	CO-1		M		L						
		CO-2		M	H							
	Principles of Management	CO-1	H	H	L							
		CO-2					M		M			
		CO-3	M		M							
	Quantitative Techniques-I	CO-1	H	M		H						
		CO-2				H	H					
		CO-3				M	M					
		CO-4				H		H				
	II	Cost Accounting	CO-1	M	M							
			CO-2				M					
Principles of Marketing		CO-1	H									
		CO-2							M			
		CO-3			M							
Quantitative Techniques - II		CO-1		H								
		CO-2			L	H						
		CO-3					L					
		CO-4									L	
Organizational Behavior and Human Resource Management		CO-1	H		M							
		CO-2				M						
		CO-3		M			L					
Corporate		CO-1						H				

	Communications	CO-2			M						
		CO-3								H	
		CO-4									M
	Environmental Management and Business Ethics	CO-1									M
		CO-2				L					
		CO-3									H
		CO-4				M					
III	Banking and Insurance	CO-1				M					
		CO-2		M							
		CO-3				H					
	Direct and Indirect Tax	CO-1	M	H							
		CO-2		H							
		CO-3		L		M					
		CO-4		M							
	Financial Statement Analysis	CO-1					H				
		CO-2		M		H					
	Indian Economy in Global Scenario	CO-1	H	H							
		CO-2				M					
		CO-3									H
		CO-4								M	
		CO-5				M					
	Operations Research	CO-1	H	H							
		CO-2				H	H	M			
		CO-3					M		H		
	Retail Management	CO-1	M	L	M						
CO-2		H	L								

		CO-3	L		M							
		CO4									H	
IV	Advertising and Media	CO-1	H		M							
		CO-2		M	L							
		CO-3			H	L	M					
		CO-4	M									
	Business Law	CO-1	M									
		CO-2		L	M							
		CO-3	M									L
		CO-4										H
	Financial Management	CO-1		M								
		CO-2			M	H						
	Management Accounting	CO-1	L	M								
		CO-2				H						
		CO-3		M								
		CO-4			H	M						
	Organizational Behavior and Human Resource Management	CO-1	H									
		CO-2		M								
CO-3				M								
CO-4								M				
Research Methodology	CO-1	L	M									
	CO-2				H							
	CO-3						M					
V	Advanced Financial Management	CO-1		M		H						
		CO-2		H	M	H						

		CO-3		M			H				
	Business Analytics	CO-1		M							
		CO-2		H		H					
		CO-3					H				
		CO-4					H				
		CO-1	H			L					
	Consumer Behaviour and Services Marketing	CO-2	M		M	M					
		CO-3		M	H						
		CO-1	H			M					
	Direct & Digital Marketing	CO-2		M	L						
		CO-3			H		M				
		CO-1	M								
	Financial Markets and Institutions	CO-2		M		M					
		CO-1		M	H						
	International Business and EXIM	CO-2		M	H		H				
		CO-3					M				
		CO-1		M	H						
	Investment Analysis and Portfolio Management	CO-2		M	H		H				
		CO-3					M				
		CO-4					H				
		CO-5		M							
		CO-6					L				
		CO-1	H								
	Sales and Distribution Management	CO-2						M	H		
		CO-3				H					
		CO-1	M	M	H						
	Strategic Management	CO-1	M	M	H						

		CO-2		H	H						
		CO-3		M	M						
		CO-4				L	M				
	Soft skills	CO-1						H		H	L
		CO-2								H	H
		CO-3								H	
		CO-4								H	
		CO-5									H
VI	Strategic Brand Management (including Luxury Brands)	CO-1	H	L							
		CO-2				H					
		CO-3								M	
	Operations & Supply Chain Management	CO-1	H								
		CO-2	L			H					
		CO-3			M						
	Marketing Strategy	CO-1	H								
		CO-2			M	L					
		CO-3							L		
	Marketing Analytics	CO-1	H		M			L			
		CO-2		M		H					
		CO-3					M				
	Customer Relationship Management and Rural Marketing	CO-1	H	M							
		CO-2			L	H					
		CO-3			M	L					
		CO-4			M		H				
	Forex and Risk Management in	CO-1		M							
		CO-2			M	H					

