

Programme Outcomes (POs) & Course Outcomes (COs) of the BBA Programme

Bachelor of Business Administration (BBA) is designed to ensure that each student acquires the desired competencies after graduating with a degree, as stated below. To attain the same, Programme Outcomes (POs) for both the courses are identified and described as follows:

Programme Outcomes (POs) for BBA

After the program the students will be able to:

1. Apply knowledge of various functional areas of business.
2. Develop communication and professional presentation skills.
3. Demonstrate critical thinking and Analytical skills for business decision making.
4. Illustrate leadership abilities to make effective and productive teams.
5. Explore the implications and understanding the process of starting a new venture.
6. Imbibe responsible citizenship towards sustainable society and ecological environment.
7. Appreciate inclusivity towards diverse culture and imbibe universal values.
8. Foster Creative thinking to find innovative solutions for diverse business situations.



Jagannath International Management School

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Course Outcomes(COs) of the BBA Programme





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Course Outcomes of BBA Programme

The course outcomes of various courses of BBA are mentioned below:

First Semester

CO #	Course Outcome
BBA 101 Management process and Organizational Behaviour	CO1. Explore the evolution of the concepts of management CO2: Examine the relevance of the theories of Motivation CO3: Analyze the significance of Organization and Individual Behavior CO4: Analyse and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective teams CO6: Comprehend dynamics of human behavior
BBA-103 Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA 105: Financial Accounting & Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation CO5 : Comprehension about accounting for shares and debentures CO6: Explore the role of Stock exchanges and SEBI as a regulator CO7: Conduct comprehensive financial analysis of companies





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BBA 107: Business Economics	CO1: Understand the fundamental concepts of Business Economics CO2: Analyze the relationship between consumer behavior and demand CO3: Explore the theory of production and through the use of ISO-QUANTS CO4: Understand the concept and relevance of short term and long term cost CO5: Examine pricing decisions under various market conditions CO6: Analyse economic challenges posed to businesses
BBA 109: IT Applications in Business	CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications). CO2: Analyze the usage of IT product and services. CO3: Use internet web services and resources for learning and discovery. CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems. CO5: Comprehend the role of databases in IT applications.
BBA 111: IT Applications in Business (Lab)	CO1: Explore the utility of applications provided by MS Office CO2: Proficiency in MS Advanced Excel and Powerpoint CO3: Effective and professional presentation and communication skills CO4: Use Tables and Charts from Excel to create interactive and animated presentations
BBA-113: Entrepreneurial Mindset (NUES)	CO1: Exhibit entrepreneurial skills and abilities CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects CO3: Explore the laws and government assistance available for new entrepreneurs. CO4: Explore ways to achieve entrepreneurial success



Second Semester	
BBA 102: Cost Accounting	<p>CO1: Comprehensive understanding on objectives and scope of cost accounting in business</p> <p>CO2: Explore cost control through various material controlling techniques</p> <p>CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost</p> <p>CO4 : Examine overhead cost through overhead functional analysis</p> <p>CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss</p> <p>CO6: Prepare contract accounts using escalation clause.</p>
BBA-104 —Decision making Techniques in Business	<p>CO1: Understand the basic concepts of Statistics</p> <p>CO2: Apply Correlation and Regression concepts in business and research problems</p> <p>CO3 : Explore the use of linear programming in business problem solving</p> <p>CO4: Analyze transportation and assignment problems</p> <p>CO5: Evaluate alternatives before taking business decisions.</p>
BBA -106-Business Environment	<p>CO1: Explore the Business Environment and its relevance</p> <p>CO2: Comprehend the structure of Indian Economy</p> <p>CO3: Analyze the planning system and economic development in India</p> <p>CO4: Examine the concept of Macro Economics and determination of National Income</p> <p>CO5: Explore the Macro Economic framework.</p>

BBA 108: E-Commerce	<p>CO1: Examine strengths and weaknesses of digital profiles of business organizations</p> <p>CO2: Explore ways to enhance online visibility of business</p> <p>CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce</p> <p>CO4: Examine the barriers to successful online positioning of businesses.</p>
BBA 110: Business Communication	<p>CO1: Proficiency in formal written communication</p> <p>CO2: Appreciate diversity and adapt to multicultural communication</p> <p>CO3: Analyze the forms and methods of formal and informal mode of communication</p> <p>CO4: Ability to make effective and well-articulated presentations</p> <p>CO5: Explore the significance of effective listening.</p>
BBA 112: E-Commerce Lab	<p>CO1: Design, develop and maintain a basic website.</p> <p>CO2: Create static HTML web pages</p> <p>CO3: Formulate controls for developing web sites</p> <p>CO4: Demonstrate basic animation using HTML.</p>
BBA 114: Minor Project - I	<p>CO1: Identify a business problem or a field of study</p> <p>CO2: Explore the environment to identify potential research areas</p> <p>CO3: Crystallize a business concern into a concrete business research problem</p> <p>CO4: Explore alternative ways to resolve a business problem.</p>
BBA 116: MOOC	<p>A student is required to earn 3 credits by completing quality – assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.</p>

Third Semester

BBA 201: Business Laws	<p>CO1: Examine various aspects of contract and implications of various types of contract.</p> <p>CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.</p> <p>CO3: Understand and analyse Companies Act 2013 with latest amendments.</p> <p>CO4: Examine the concepts of Negotiable Instrument Act, 1881.</p> <p>CO5: Comprehend the concepts of valid contract regarding business transactions.</p>
BBA-203: Marketing Management	<p>CO1: Explore the concepts of Marketing Management.</p> <p>CO2: Appraise in New Product Development, product Line and width and also product pricing.</p> <p>CO3: Understand the role and relevance of Place and Intermediaries.</p> <p>CO4: Acquire skills to understand the factors which influence the promotional mix.</p> <p>CO5: Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.</p> <p>CO6: Acquire skills to handle marketing related business and research issues.</p>
BBA 205: Human Resource Management	<p>CO1: Examine the concepts and relevance of HRM.</p> <p>CO2: Explore the various dimensions of Human Resource Planning.</p> <p>CO3: Analyze the needs, methods and designing of training and development programmes.</p> <p>CO4: Exhibit the career planning and career development.</p> <p>CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.</p>

<p>BBA 207: Management Accounting</p>	<p>CO1: Understand the nature and scope of Management Accounting. CO2: Analyse and interpret the accounting financial statements of a company and its limitations. CO3: Executing skills to prepare various Budgets. CO4: Examining the impact of different ratios on the financial performance of a company. CO5: Compute cash flow analysis and its likely impact on the company.</p>
<p>BBA 209: Production and Operations Management</p>	<p>CO1: Interpret the basic concept and functions of production and operations management. CO2: Able to understand the process of design and development of production systems. CO3: Explore the various factors in deciding location and plant layout. CO4: Articulate inventory management and JIT with quality management systems and TQM. CO5: Identify critical factors for plant maintenance.</p>
<p>BBA-211: Business Research Methodology</p>	<p>CO1: Outline the significance of research and research methodology. CO2: Understand the basic concepts and scope of Business research. CO3: Formulate research process for solving the business related problems. CO4: Examine the concept of measurement, sampling and hypotheses testing. CO5: Prepare a research report.</p>

BBA-213: Business Research Methodology Lab	CO1: Acquire skills to use software (Advance Excel/ SPSS). CO2: Examine research tools for solving business problems. CO3: Implement statistical tests for resolving an issue. CO4: Demonstrate skills for decision making.
BBA-215: NSS/NCC/NSO/other skills notified by university (NUES)	NCC/NSS are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said programme as per guidelines shall be awarded two credits after the same is duly approved by the NSS/NCC Cell and recommended by the Controller of Examination to post two credits as per decision of the Board of Studies of the School.
BBA-217: Environmental Studies	CO1: Explore ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work. CO2: Examine water pollution and air pollution and acquire skills to resolve the issue. CO3: Demonstrate skills to manage solid waste concern. CO4: Acquire skills to assess the impact of environment and environmental management system. CO5: Contribution towards environment protection and ecological balance.

Fourth Semester

BBA-202: Business Analytics	CO1: Demonstrate skills for computation and aggregation of data using different software. CO2: Present data with the help of charts etc. CO3: Acquire Knowledge about data concepts like big data, data warehousing etc. CO4: Analyze data and interpret the results.
BBA-204: Financial Management	CO1: Explain the nature and scope of Financial Management. CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions. CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions. CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy. CO5: Acquire skills to manage profitability and take sound financial decision for a business

<p>BBA 206: Corporate Governance, Human Values & Ethics</p>	<p>CO1: Exhibit the relevance of Corporate Governance in present times. CO2: Examine the concept of Human values and their relevance in Business. CO3: Explain the linkage between Corporate Governance, Human Values and Ethics in Business. CO4: Discuss the issues related to whistle blowing and moral issues in business</p>
<p>BBA 208: Income Tax Law and Practice</p>	<p>CO1: Comprehend the concepts of taxation and determine the residential status of person. CO2: Compute income and deductions under different heads. CO3: Examining the provisions of clubbing of income and set off and carry forward of losses. CO4: Determine the Tax Liability. CO5: Ability to file income tax return.</p>
<p>BBA-210: MOOC</p>	<p>A student will have the option to earn 3 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 3.</p>
<p>BBA 212: Training & Development <i>Elective</i></p>	<p>CO1: Examine the concepts of training and development. CO2: Analyse the trends in employees and organization development programmes. CO3: Identify training needs of an individual by conducting training need analysis. CO4: Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.</p>

<p>BBA 214: Sales Management <i>Elective</i></p>	<p>CO1: Explore the nature and importance of sales management, types and skills of sales manager. CO2: Demonstrate the personal selling process. CO3: Analyze the ethical and legal issues in sales management. CO4: Designing the Motivational and Compensation Plans of Sales Personnel.</p>
<p>BBA 216: Financial Markets and Institutions <i>Elective</i></p>	<p>CO1: Analyze the functioning of financial markets and Institutions in India. CO2: Examine the functioning of money market and capital market. CO3: Assess the impact of initiatives on financial inclusion. CO4: Understand the Role and Functions of Financial Institutions.</p>
<p>BBA-218: MINOR PROJECT - II</p>	<p>CO1: Identify a field of study or a business problem. CO2: Examine the environment to identify the potential research areas. CO3: Crystallize a business concern into a concrete business research problem. CO4: Explore alternative ways to resolve a business problem.</p>

Fifth Semester

BBA-301: Goods and Services Tax	CO1: Understand the concept of GST. CO2: Undertake Assessment of GST. CO3: Recognize the steps to file GST returns. CO4: Understand offences and penalties under GST. CO5: Comprehends the role of GST Practitioner.
BBA 303: Business Policy and Strategy	CO1: Describe the concept of Business Policy, its evolution and strategic management. CO2: Perform the SWOT analysis. CO3: Develop skills to formulate various strategies in different Business portfolio models. CO4: Discover the issues in Strategy Implementation.
BBA-305: Information Systems Management	CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models. CO2: Provide the theoretical models used in database management systems to answer business questions. CO3: Relate the basic concepts and technologies used in field of management information systems. CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.
BBA-307: Information Systems Management Lab	CO1: Select the relevant data for decision making using SQL. CO2: Understand the relevance of E-R Models. CO3: Create and Manipulate Databases.
BBA 309: Marketing Analytics <i>Elective</i>	CO1: Assess Market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. CO2: Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives CO3: Measure the effectiveness of marketing efforts. CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.

<p>BBA 311: Performance Management <i>Elective</i></p>	<p>CO1: Identify the essential characteristics of performance management CO2: Analyze the problems associated with the performance appraisal process CO3: Compare and contrast different organizational performance. CO4: Identify the attributes of effective performance management system.</p>
<p>BBA 313: Financial Modeling <i>Elective</i></p>	<p>CO1: Develop spreadsheet-based models, tools and techniques. CO2: Create linked spreadsheets for decision making models. CO3: Apply financial models for Decision Making.</p>
<p>BBA 315: SUMMER TRAINING REPORT</p>	<p>CO1: Work & gain practical experience of working in a real business setting and environment. CO2: Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios. CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated. CO4: Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.</p>

Sixth Semester

<p>BBA-302: Project Management</p>	<p>CO1: Explain the concept of Project Management and Techniques to manage the projects. CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas. CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques. CO4: Explore various sources of projects financing. CO5: Understand the skills required to evaluate and control the projects CO6: Analyze the emerging concepts in project management.</p>
<p>BBA-304: Digital Marketing</p>	<p>CO1: Interpreting the concept of Digital Marketing. CO2: Assess the online buyer behavior and models. CO3: Explore Digital promotional techniques. CO4: Acquire skills to take various decisions related to online marketing. CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.</p>
<p>BBA 306 -HR Analytics <i>Elective</i></p>	<p>CO1: Explain the concept of HR analytics and strategic role of HR manager CO2: Examine the different HR metrics and HR valuation being followed. CO3: Assess the work force planning and its use in analyzing HR CO4: Understand, analyse and communicate the theories of HR analytics.</p>

<p>BBA 308 - Advertising and Sales Promotion <i>Elective</i></p>	<p>CO1: Connect the importance and role of advertising in Marketing Mix. CO2: Evaluate the advertising effectiveness. CO3: Analyse the different sales promotion strategies and their evaluation. CO4: Appraise various means of testing effectiveness of sales promotion.</p>
<p>BBA 310 - Investment Analyses and Portfolio Management <i>Elective</i></p>	<p>CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns. CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio. CO4: Evaluate and compare the Intrinsic and Market Value of a share. CO5: Examine the portfolio management techniques of Mutual Funds. CO6: Analyze contemporary trends in Investment options available.</p>
<p>BBA-312 Entrepreneurship Development</p>	<p>CO1: Describe the concept of Entrepreneur and its emergence. CO2: Identify how to go about the promotion of a venture. CO3: Recognize Entrepreneurial Behaviour. CO4: Explain Development programmes for entrepreneur. CO5: Interpret the role of Entrepreneur in economic growth. CO6: Acquire skills regarding starting up their own business unit</p>
<p>BBA-314: Major Project</p>	<p>CO1: Apply all theoretical concepts learned in research methodology. CO2: Articulate a clear research objective with accurate scope and limitations of the study. CO3: Identify an appropriate sample size for a study. CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection. CO5: Study the data using techniques appropriate to the Research Design. CO6: Analyze data using parametric techniques and conduct Univariate analysis. CO7: Draw conclusions based on the results from the analysis</p>

Suggested Readings (Latest Editions):

1. Laudon, C.Kenneth and Laudon, P.Jane, Management Information Systems, Pearson Education.
2. Elmsari, R. and Navathe, S., Fundamentals of Database Systems, Pearson Education.
3. O'Brien, James A., Management Information Systems, McGraw Hill Company.
4. Gordon, Davis, B., Management Information Systems, McGraw Hill Company.
5. Goyal D.P., Management Information Systems, Macmillan Publication.
6. Azam, M., Management Information Systems, McGraw Hill Company.

CO-PO MAPPING

BBA 305 Information Systems Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	1	3	2	3	1	1	2
CO2	3	3	3	2	3	1	1	3
CO3	3	3	3	2	3	1	1	3
CO 4	3	2	3	2	3	1	1	3
AVG	3	2.2 5	3	2	3	1	1	2.75