

## Course Outcome of BBA (2022)

On completion of this course, students will be able to -

Class	SEM	Course Code	Course Name	Course Outcome	
FY.BBA	One	2101-	Principles of Management	CO1	Understand various management concepts.
				CO2	Appreciate the contribution of Indian and Western Management thinkers.
				CO3	Comprehend different functions of management.
				CO4	Apply theoretical management knowledge to practical issues.
				CO5	Imbibe Ethical practices in Management.
				CO6	Explore diversity and inclusion, sustainability and other relevant trends.
FY.BBA	One	2102-	Basics of IT	CO1	Understand the basic terminology in IT.
				CO2	Classify the types of Software.
				CO3	Solve problems on number systems.
				CO4	Analyse concepts of Internet, Intranet, Extranet and its services.
				CO5	Use Application Software.
				CO6	Explore new trends in ICT.
FY.BBA	One	2103-	Business Accounting	CO1	Understand the basics of book keeping and accountancy.

				CO2	Record business transactions using basic concepts.
				CO3	Prepare Final Accounts of a sole proprietor.
				CO4	Acquaint with accounting software.
				CO5	Examine methods of depreciation in financial statements.
				CO6	Explore Indian and International accounting standards.
FY.BBA	One	2104-	Micro Economic Analysis	CO1	Understand the basic concepts of Micro-Economics.
				CO2	Explain graphs, charts and diagrams based on basic concepts of economics.
				CO3	Comprehend concept of producers' equilibrium.
				CO4	Analyse cause & effect relationship between market forces and equilibrium price & quantity.
				CO5	Compare perfectly and imperfectly competitive market structures.
				CO6	Understand theories related to factor pricing.
FY.BBA	One	2105-	Business Mathematics	CO1	Understand the mathematical tools used in business.
				CO2	Comprehend financial mathematics, matrices, counting tools and derivatives.
				CO3	Solve problems using various mathematical concepts.
				CO4	Interpret results obtained by using mathematical tools.
				CO5	Estimate the significance of mathematical decisions.
				CO6	Apply relevant concepts to business.
FY.BBA	One	2106-	Business Demography	CO1	Understand basics of Demography.
				CO2	Explore Indian and world population trends.

				CO3	Understand factors affecting Fertility, Mortality and Migration.
				CO4	Compare population distribution patterns.
				CO5	Interpret settlement patterns.
				CO6	Analyse cases related to population issues.
FY.BBA	Two	2201-	Introduction to Cost Accounting	CO1	Understand various concepts of cost accounting.
				CO2	Prepare cost statements and cost reports.
				CO3	Solve problems on inventory management using Tally.
				CO4	Compute labour and overhead costs.
				CO5	Explore concept of Marginal Costing.
				CO6	Ascertain cost of products.
FY.BBA	Two	2202-	Business Organisation and Systems	CO1	Recall the evolution of business.
				CO2	Differentiate the forms of organisation structures.
				CO3	Understand the characteristics of Entrepreneurs.
				CO4	Explore the relation between business and society.
				CO5	Understand the factors contributing to business.
				CO6	Analyse case-lets on Start-ups.

FY.BBA	Two	2203-	Entrepreneurship Development		
				CO1	Understand the basic aspects of Entrepreneurship.
				CO2	Appreciate the role of Entrepreneurs in economic development.
				CO3	Plan financial and marketing feasibility of new business ideas.
				CO4	Formulate business plans to launch start-ups.
				CO5	Analyse threats and opportunities facing current start-ups.
				CO6	Understand the trends in entrepreneurship development.
FY.BBA	Two	2204-	Personality Development		
				CO1	Understand the basic concepts of Personality.
				CO2	Examine different theories of Personality.
				CO3	Develop interpersonal skills through Team Building exercises.
				CO4	Ascertain self -worth through self- reflection exercises.
				CO5	Overcome personal limitations and complexes.
				CO6	Respect diversity at workplace.
FY.BBA	Two	2205-	Principles of Finance		
				CO1	Understand the basic concepts of Finance
				CO2	Comprehend role of Finance Manager.
				CO3	Calculate problems related to capital structure.

				CO4	Analyse cost of capital for funds raised.
				CO5	Understand importance of financial planning.
				CO6	Examine profitable capital composition.
FY.BBA	Two	2206-	Global Business Environment	CO1	Understand concepts of Global Business Environment.
				CO2	Explore demographic and socio- cultural factors affecting business environment.
				CO3	Understand concept of capital flows.
				CO4	Comprehend political and legal factors on business.
				CO5	Analyse technological impact on global business environment.
				CO6	Evaluate business environment in different economic systems.
<b>SYBBA REVISED 2017 PATTERN</b>					
SY.BBA	Three	2301-	Income tax and GST	CO1	Understand concepts of Income tax and GST.
				CO2	Explore the various heads of income.
				CO3	Calculate deductions under section 80 of Income Tax Act. 1961.
				CO4	Compute income tax liability.
				CO5	Comprehend the concept of indirect taxes.
				CO6	Demonstrate the process of filing returns for an individual assessee.
SY.BBA	Three	2302-	Macro-Economic Analysis	CO1	Understand the concepts of National Income.
				CO2	Solve problems on National Income.
				CO3	Ascertain the value of money.
				CO4	Analyse Keynesian Economics.

				CO5	Evaluate the phases of a trade cycle.
				CO6	Depict Macro Economic concepts through presentations.
SY.BBA	Three	2303-	Ecommerce	CO1	Understand concepts of E-commerce.
				CO2	Differentiate types of electronic payment system.
				CO3	Understand e-governance and electronic data interchange.
				CO4	Comprehend characteristics of mobile commerce.
				CO5	Explore types of network.
				CO6	Apply security methods to protect electronic transactions.
SY.BBA	Three	2304-	Management Accounting	CO1	Define various tools used for analysis of financial statements
				CO2	Calculate financial ratios.
				CO3	Prepare comparative and common-size statements.
				CO4	Analyse financial information.
				CO5	Interpret the outcomes of financial statement analysis.
				CO6	Assess the quality of analysis and interpretation.
SY.BBA	Three	2305 (A)-	Financial Management	CO1	Understand the format of a Corporate Balance sheet.
				CO2	Comprehend the categories of different ratios.
				CO3	Calculate ratios for financial statement analysis.
				CO4	Prepare cash flow statement.
				CO5	Prepare fund flow statements.

				CO6	Evaluate cash from operation through cash flow.
SY.BBA	Three	2305 (B)-	Fundamentals of Marketing	CO1	Understand the concepts of Marketing.
				CO2	Explore factors affecting marketing environment.
				CO3	Comprehend various Marketing Strategies.
				CO4	Explain marketing situations through case studies.
				CO5	Inculcate ethical marketing practices.
				CO6	Support social and environmental causes through on-campus marketing activities.
SY.BBA	Three	2305 (C)-	Introduction to Functions of HRM	CO1	Understand concepts in HRM.
				CO2	Comprehend HRM functions.
				CO3	Understand HR Planning and Development.
				CO4	Examine various stages in training process.
				CO5	Explore basics of Labour Laws.
				CO6	Comprehend Performance Management and Compensation Management.
SY.BBA	Three	2305 (D)-	Services Management	CO1	Understand the basic concept of Services.
				CO2	Differentiate between goods and services.
				CO3	Explore the classifications of services.
				CO4	Comprehend capacity planning strategies
				CO5	Understand the factors responsible for growth of services.
				CO6	Analyse the role of services in economy.

SY.BBA	Three	2306 (A)-	Indian Financial System and Regulatories		
				CO1	Understand the basic structure of the Indian Financial System.
				CO2	Explore the milestones in the Indian financial system.
				CO3	Comprehend money markets of India.
				CO4	Understand stock markets of India.
				CO5	Appreciate the role of depositories in India.
SY.BBA	Three	2306 (B)-	Sales Management		
				CO1	Understand the evolution of Sales and Sales Management.
				CO2	Understand different types of sales organisations and their management.
				CO3	Explore Sales Management through Research.
				CO4	Demonstrate Selling Skills - on campus & off campus activities.
				CO5	Analyse the selling styles of Salesmen.
SY.BBA	Three	2306 (C)-	Organisational Behaviour		
				CO1	Understand basics of Organisational Behaviour.
				CO2	Comprehend aspects of individual and group behaviour.
				CO3	Explore theories of Motivation.
				CO4	Understand the importance of teams.
				CO5	Explore traditional and modern approaches to leadership.



				CO6	Analyse factors related to Organisational Change and Culture.
SY.BBA	Three	2306 (D)-	Services Marketing	CO1	Understand concept of Services' Marketing.
				CO2	Comprehend marketing mix 4Ps for goods and services.
				CO3	Comprehend extended 3Ps for services.
				CO4	Explore trends of modern services' marketing.
				CO5	Understand the concept of Service Package.
				CO6	Analyse relevant cases in services' marketing.
SY.BBA	Four	2401-	Production and Operations Management	CO1	Understand concepts of Production & Operations Management.
				CO2	Identify various techniques used in Production & Operations Management.
				CO3	Understand importance of plant location and layout.
				CO4	Explain importance of product design.
				CO5	Comprehend importance of quality control.
				CO6	Explore relevant trends in Productions and Operations Management.
SY.BBA	Four	2402-	International Business	CO1	Comprehend basic concepts of International Business.
				CO2	Explore different trade theories.
				CO3	Understand challenges faced by MNCs.
				CO4	Compare different exchange rate systems.
				CO5	Explore role of regulatory and financial institutions.

				CO6	Analyse working of different trading blocks.
SY.BBA	Four	2403-	Business Statistics	CO1	Describe various statistical tools relevant to decision making in business.
				CO2	Demonstrate descriptive statistical analysis of data on EXCEL.
				CO3	Distinguish between components of time series and use them for estimating values.
				CO4	Forecast using regression analysis.
				CO5	Interpret discrete probability distributions and compute their parameters.
				CO6	Compute relative change in values of variables using index numbers.
SY.BBA	Four	2404 (A)-	German	CO1	Understand the basics of German language.
				CO2	Comprehend grammatical structures of the language.
				CO3	Explore grammatical and vocabulary-based elements.
				CO4	Understand basic situational context.
				CO5	Manage basic communication in German.
				CO6	Apply studied concepts in practice.
SY.BBA	Four	2404 (B)-	French	CO1	Relate the Spellings to pronunciation.
				CO2	Understand the Basic facts about France.
				CO3	Discuss introduction of a Person and a Company.
				CO4	Study basic concepts of Grammar.
				CO5	Study the vocabulary and phrases of French Business atmosphere.
				CO6	Apply the studied concepts in practice.

SY.BBA	Four	2405 (A)-	Short Term Financial Management	CO1	Understand the concept of working capital.
				CO2	Compare cash credit and bank overdraft.
				CO3	Compute Maximum Permissible Bank Finance.
				CO4	Comprehend the use of leverages.
				CO5	Analyse the cases related to working capital management.
				CO6	Manage a portfolio through virtual trading.
SY.BBA	Four	2405 (B)-	Product & Strategic Brand Management	CO1	Understand different products and their anatomy.
				CO2	Differentiate between Products and Brands.
				CO3	Explore the evolution of Branding.
				CO4	Comprehend various terminologies in Branding.
				CO5	Examine the blocks in brand building.
				CO6	Analyse the success and failure of Brands.
SY.BBA	Four	2405 (C)-	Training & Development	CO1	Understand the steps in Training process.
				CO2	Identify Training Needs – Individual, Team, Organisational.
				CO3	Comprehend methods for implementing training program.
				CO4	Understand the use of ICT in Training methods.
				CO5	Explore the methods of Training Evaluation.
				CO6	Comprehend the importance of Competency mapping and Career Development.

SY.BBA	Four	2405 (D)-	Current Trends In Services		
				CO1	Understand marketing mixes for services.
				CO2	Explore different services like healthcare, education, entertainment, etc.
				CO3	Comprehend environmental factors responsible for growth of services.
				CO4	Analyse relevant trends in services.
				CO5	Interpret changes in service offerings.
				CO6	Evaluate the changes in the services management and marketing.
SY.BBA	Four	2406 (A)-	Long term Financial Management		
				CO1	Understand the concept of long-term funds.
				CO2	Explore situations of capital investment.
				CO3	Compute risk-analysis in long term investments.
				CO4	Analyse capital budgeting techniques.
				CO5	Evaluate capital investment scenario.
SY.BBA	Four	2406 (B)-	International Marketing		
				CO1	Understand basic concepts of international marketing.
				CO2	Explore international marketing management.
				CO3	Understand variables in the international marketing mix.
				CO4	Comprehend segmenting, targeting and positioning of global consumers.
				CO5	Analyse marketing strategies in international business operations.

				CO6	Develop an aptitude for international marketing research
SY.BBA	Four	2406 (C)-	Performance & Compensation Management	CO1	Understand the role of Performance Management.
				CO2	Explore various performance appraisal methods.
				CO3	Understand the mechanism of reward systems.
				CO4	Comprehend issues in compensation management.
				CO5	Explore different pay structures.
				CO6	Analyse cases in performance management
SY.BBA	Four	2406 (D)-	Services Operation Management and quality Issues	CO1	Understand the service quality concepts.
				CO2	Comprehend the Gap Model of Services.
				CO3	Explore methods of customer satisfaction surveys.
				CO4	Understand service recovery concept.
				CO5	Explore case studies related to customer complaints.
				CO6	Appraise distribution standards and service guarantee.
<b>TYBBA REVISED 2017 PATTERN</b>					
TY.BBA	Five	2501-	Supply Chain and Logistics Management	CO1	Understand terms used in Supply Chain and Logistics.
				CO2	Illustrate importance of Supply Chain in Business Processes.
				CO3	Apply Supply Chain principles to the non-corporate world.
				CO4	Compare supply chains of different industries.

				CO5	Formulate a Supply Chain Strategy.
				CO6	Interpret Supply Chain and Logistics strategies in different countries.
TY.BBA	Five	2502-	Research Methodology	CO1	Understand concepts of research methodology.
				CO2	Comprehend research design methods.
				CO3	Review relevant literature.
				CO4	Collect primary and secondary data.
				CO5	Analyse collected data.
				CO6	Interpret data collected.
TY.BBA	Five	2503-	CRM	CO1	Understand concepts of CRM.
				CO2	Understand responsibility and accountability matrix.
				CO3	Explore front-end and back-end business process integration.
				CO4	Comprehend CRM processes.
				CO5	Appreciate role of technology in CRM.
				CO6	Categorise customers based on loyalty programs.
TY.BBA	Five	2504 (A)-	German	CO1	Remember basic vocabulary and grammar.
				CO2	Classify various themes being handled
				CO3	Develop an understanding towards the basic level literature
				CO4	Analyse grammatical and vocabulary structures of the content
				CO5	Identify co-relation between the elements of content in reference

				CO6	Communicate in simple German language.
TY.BBA	Five	2504 (B)-	French		
				CO 1	Understand the basic company hierarchy in French.
				CO 2	Study business etiquettes in France.
				CO 3	Execute basic conversational French in different business environments.
				CO 4	Co relate between Indian and French cultural and business situations.
				CO 5	Use the acquired skills to talk about business tour.
				CO 6	Make a presentation of a French company, businessman/woman, brand, imports exports from students as a team.
TY.BBA	Five	2505 (A)-	Working Capital Asset Management	CO1	Understand the concept of receivables management.
				CO2	Compute different types of factoring contracts.
				CO3	Comprehend management of receivables through ABC analysis.
				CO4	Analyse cases in factoring contracts.
				CO5	Suggest solutions for issues in receivables management.
				CO6	Analyse the portfolio in virtual trading.
TY.BBA	Five	2505 (B)-	IMC (Integrated Marketing Communication) & Advertising	CO1	Explore tools of Integrated Marketing Communication.
				CO2	Understand evolution of advertising.
				CO3	Understand various communication models.
				CO4	Explore five 'Ms' of advertising.

				CO5	Appraise different tools of promotion.
				CO6	Create content for Marketing communication.
TY.BBA	Five	2505 (C)-	Organizational Development	CO1	Understand the scope of Organisation Development.
				CO2	Comprehend the role of OD practitioner.
				CO3	Explore various OD interventions.
				CO4	Comprehend the process of OD.
				CO5	Understand the importance of constant learning
				CO6	Analyse the cases in Organisational Development.
TY.BBA	Five	2505 (D)-	Financial Services Management	CO1	Understand financial services management.
				CO2	Explore components of financial services marketing mix.
				CO3	Comprehend marketing mix in banking services.
				CO4	Understand segmentation in financial services.
				CO5	Explore Indian money markets.
				CO6	Analyse case studies on financial services.
TY.BBA	Five	2506 (A)-	Analysis of Corporate Financial Statements	CO1	Understand corporate financial statements.
				CO2	Comprehend financial health of companies.
				CO3	Explore financial trends of companies.
				CO4	Calculate ratios based on corporate financial statements.



				CO5	Interpret ratios for investment decisions.
				CO6	Construct Comparative Balance sheet for financial analysis.
TY.BBA	Five	2506 (B)-	Retail Management	CO1	Explore evolution of retailing in India.
				CO2	Understand the regulatory framework for Indian retailing.
				CO3	Categorise the different formats of retail.
				CO4	Understand the management of merchandise.
				CO5	Analyse strategies of retailers.
				CO6	Conduct surveys in retail market.
TY.BBA	Five	2506 (C)-	Labour laws	CO1	Remember relevant provisions of Indian labour Laws.
				CO2	Understand the importance of labour laws.
				CO3	Comprehend the applicability of various labour laws.
				CO4	Understand procedure for redressal system.
				CO5	Explore effects of non-compliance and violations.
				CO6	Comprehend the role of ILO.
TY.BBA	Five	2506 (D)-	Tourism Services Marketing and Management	CO1	Understand concepts in tourism services.
				CO2	Explore new forms of tourism.
				CO3	Understand concept of Destination Marketing.
				CO4	Explore use of ICT in tourism.
				CO5	Analyse crisis management in tourism.

				CO6	Design customer driven market strategy.
TY.BBA	Six	2601-	Management Control System	CO1	Understand concepts of Management Control Systems.
				CO2	Explore control systems in functional areas.
				CO3	Explore components in designing MCS.
				CO4	Appreciate use of ICT in MCS.
				CO5	Comprehend different dimensions of project planning and control.
				CO6	Implement management controls for SMEs, Services and Non- profit organisations.
TY.BBA	Six	2602-	Strategic Management	CO1	Explore evolution of Strategic Management.
				CO2	Understand concepts of Strategic Management.
				CO3	Understand stages in strategy formulation.
				CO4	Analyse strategic control and evaluation framework.
				CO5	Apply strategic management concepts to cases.
				CO6	Explore recent trends in strategic management.
TY.BBA	Six	2603-	Business Communication and Soft Skills	CO1	Understand interpersonal skills.
				CO2	Enhance oral communication skills confidence.
				CO3	Write effectively for business (E-mails, Resumes, Letters).
				CO4	Cope with stressful situations.
				CO5	Use soft skills in business.
				CO6	Evaluate self-worth and remove self-doubt.

TY.BBA	Six	2604-	Introduction to Business Law	CO1	Remember definitions of legal terms.
				CO2	Appreciate the importance of business laws.
				CO3	Comprehend relevant provisions of Indian Contract Act.
				CO4	Understand relevant provisions of Sale of Goods Act.
				CO5	Interpret relevant provisions of Consumer Protection Act.
				CO6	Analyse cases related to Intellectual Property Rights.
TY.BBA	Six	2605 (A)-	Current Trends in Financial Services and Institutions	CO1	Understand concepts leasing and hire-purchase.
				CO2	Explore the concept of credit rating.
				CO3	Comprehend concepts of forfeiting, derivatives and mutual funds
				CO4	Analyse long term investments.
				CO5	Understand the concepts of forensic accounting, masala bonds and money laundering.
				CO6	Analyse the relevant cases in financial services.
TY.BBA	Six	2605 (B)-	Consumer Behaviour	CO1	Understand concepts of consumer behaviour.
				CO2	Explore consumer research process.
				CO3	Appreciate the role of technology in changing consumer buying behaviour.
				CO4	Identify buyer's personal characteristics in making a purchase decision.

				CO5	Comprehend marketers' segmentation strategies on the basis of consumers' traits.
				CO6	Analyse environmental factors affecting consumers' choices.
TY.BBA	Six	2605 (C)-	Global Trends in HRM	CO1	Understand the basics of HR Analytics.
				CO2	Explore different HR management trends (Work Life balance, Workforce Diversity etc).
				CO3	Comprehend HR practices (Employee engagement, Knowledge management etc).
				CO4	Understand Human Resource Information System (HRIS).
				CO5	Comprehend the importance of HR in sustainability.
				CO6	Analyse cases in HRM.
TY.BBA	Six	2605 (D)-	International Business in Service Sector	CO1	Understand concepts in international services.
				CO2	Comprehend international regulatory framework.
				CO3	Explore the modes of entry.
				CO4	Analyse global business strategies.
				CO5	Analyse cases on global marketing mix for services.
				CO6	Explore role of ICT in international services.
TY.BBA	Six	2606 (A)-	Projects in Finance	CO1	Identify Business Research Problems.
				CO2	Design Research Methodology.
				CO3	Collect Primary and Secondary data.

				CO4	Analyse and interpret data.
				CO5	Draw inferences from Research.
				CO6	Suggest solution(s) to Research Problems.
TY.BBA	Six	2606 (B)-	Projects in Marketing	CO1	Identify Business Research Problems.
				CO2	Design Research Methodology.
				CO3	Collect Primary and Secondary data.
				CO4	Analyse and interpret data.
				CO5	Draw inferences from Research.
				CO6	Suggest solution(s) to Research Problems.
TY.BBA	Six	2606 (C)-	Projects in Human Resource Management	CO1	Identify Business Research Problems.
				CO2	Design Research Methodology.
				CO3	Collect Primary and Secondary data.
				CO4	Analyse and interpret data.
				CO5	Draw inferences from Research.
				CO6	Suggest solution(s) to Research Problems.
TY.BBA	Six	2606 (D)-	Projects in Services Management	CO1	Identify Business Research Problems.
				CO2	Design Research Methodology.
				CO3	Collect Primary and Secondary data.
				CO4	Analyse and interpret data.

				CO5	Draw inferences from Research.
				CO6	Suggest solution(s) to Research Problems.