Course Outcomes (COs)

and Mapping with

Program Outcomes (POs)

("2", "1" and "blank" indicate strong (above40%) moderate (below 40%) and no correlation respectively.)

Program Outcomes (POs):BBA: I, II, & III years

BBA (BACHELOR OF BUSINESS ADMINISTRATION) I Semester I

Subject Name:- Fundamentals of Management BBA-101

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To provide conceptual knowledge to the students regarding nature, complexity and various functions of management	2	1	2	1		1		1			1	
CO2. To give historical perspective of management	2	2	1				1		2			
CO3. Students will also gain some basic knowledge on recent trends and international aspects of management	1	2			1			2			1	

Subject Name:- Organizational Behavior BBA 102

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization.	1	1	2	2		1		2			1	
CO2. To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.	2	2	1		1		2		2		1	

Subject Name:- Managerial Economics BBA 103

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To study the behavior of working of the economy as a whole.	2	1	2	1		1		1			1	1
CO2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.	2	1	1			2	1		2		1	
CO3. To apply economic reasoning to problems of business and public policy.		2			2				2		1	

Subject Name:- Accounting and Financial Analysis BBA 104												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To provide understanding of nature, importance, structure of finance related areas.	2	1	1	1		1		1			1	1
CO2. To impart knowledge regarding sources of finance for a business.	2	1	1			2	1		2		1	
CO3. To impart basic accounting knowledge.	2	2		2	2				2		1	
CO4. To impart the knowledge about recording of transactions and preparation of final accounts	2	1		1			1		1		1	

Subject Name:- Business Law BBA 105												
Courese Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand basic legal terms and concepts used in law pertaining to business	2	1	1		1	2	1		2		1	1
CO2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.	2	2		1	2				1		1	

Subject Name:- Business Organization and Ethics BBA 106												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To make the students aware about various activities of business, business practices and recent trends in business world.	2	1	1		2	2	1		2		1	
CO2. To study the challenges before the businesses and setting up of a business enterprise.	2	2		1	2		1		2		1	
CO3. To develop the spirit of entrepreneurship among the students..	2	1	1	1			1		1		1	

Subject Name:- Environmental Studies (Qualifying paper) BBA 107												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. Understanding of issues related to environment and their impact on the human life.	2	2	1			2	2		2		1	1
CO2. Understanding on the solutions related to the environmental problems.	2	1		2	2		2	1	2	2	1	
CO3. Understanding of different component of environment and their function and sustainable development	2	1		1		1	1		1		1	

BBA (BACHELOR OF BUSINESS ADMINISTRATION) I Semester II

Subject Name:- Quantitative Techniques For Business BBA 201												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. Understand various quantitative & statistical methods	2	1	1	1		1		1			1	1
CO2. Understand data and draw inference from data	2	2	1			1	1		2		1	
CO3. Calculate and interpret statistical values by using statistical tool (correlation & regression)	1	2		1	2				1		1	
CO4. Demonstrate an ability to apply various statistical tool to solve business problem	2	1		1			1		1		1	

Subject Name:- Business Communication BBA 202												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To improve various skills such as linguistic, non linguistic and Paralinguistic skills.	2	1	2	1		1	2	1			1	1
CO2. To develop an integrative approach where reading, writing, oral and speaking components are used together to enhance the students' ability to communicate and write effectively.	2	1	2			2	1		2		2	
CO3. To create awareness among student about Methods and Media of communication.	2	2		2	2				2		1	

Subject Name:- Human Resource Management BBA 203												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**

CO1. To introduce the concept, principles and practices of H.R.M. to the students.	1	1	1	1		1		1			1	1
CO2. To orient them to the nature operations and functions of the HR department in detail.	2	1	1		1	2	1		2		2	
CO3. To explain in detail aspects relating to employee grievance , safety and welfare.	1	2		2	2			1	2		1	

Subject Name:- Marketing Management BBA 204												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.	1	1	1	1		1		1			1	
CO2. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.	1	2	2		1	1	1		2		1	
CO3. To develop basic and essential skills related to marketing.	1	2		1	2		2		1		1	1
CO4. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.	2	1		1			1		1		1	
Subject Name:- Business Environment BBA 205												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To develop knowledge base for demographic and environmental factors affecting business.	2	1	2	1		2		1			1	1
CO2. To make the students aware of environmental problems related to business and Commerce.	2	1	1	2	1	2	1	1	2		2	
CO3. To inculcate values of Environmental ethics amongst the students.	1	2		2	2			1	2		2	

Subject Name:- Fundamentals of Computer BBA 206												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To know the basics of Computer	2	1	1	1		1		1		1	1	

CO2. To understand the basics of networking	1	2	1		1	1	1		1		1	1
CO3. To know the basics of internet	1	2		1	1	1	2		1		1	
CO4. To know the basics of databases	2	1		1			1		1		1	

Subject Name:- Assessments of Soft Skill based on Presentations/G.D./Personality Traits BBA 207

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To make the students aware about the dimensions and importance of effective personality.	1	2	1		1	1	1		1		1	1
CO2. To understand personality traits and formation and vital contribution in the world of business	1	2		1	1	2	2		1		1	
CO3. To make the students aware about the various dynamics of personality development.	2	1		1		1	1		1		1	

BBA (BACHELOR OF BUSINESS ADMINISTRATION) II Semester III

Subject Name:- Advertisement Management BBA 301

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. Use of different analytical instruments.	1	2	1		2	1	1		1		1	
CO2. To develop knowledge and understanding of importance and functions of advertising.	1	2	1	1	1	2	2		1		1	
CO3. To understand Key features of Sales Promotion.	2	1		1		1	1		1		1	

Subject Name:- Indian Banking System BBA 302

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To study in detail various banking services in India	1	2	1	1	1	2	2		1		1	
CO2. To make the students well acquainted regarding financial markets	2	1		1		1	1		1		1	

Subject Name:- Human Resource Management BBA 303

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To introduce the concept, principles and practices of H.R.M. to the students.	1	2	1	1	1	2	2		1		1	
CO2. To orient them to the nature operations and functions of the HR department in detail.	2	1		1		1	1		1		1	

CO3. To explain in detail aspects relating to employee grievance , safety and welfare.	1	2	1	1	1	2	2		1		1	
CO4. To cultivate relevant technical style of communication and presentation at their work place and also for academic uses.	2	1		1		1	1		1		1	1
CO5. To enable students to apply it for practical and oral presentation purposes by being honed up in presentation skills and voice-dynamics.	1		1			2		2		1		

Subject Name:- Marketing Management BBA 304

Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To introduce and familiarize the student's basic concepts of marketing, it's general nature, scope and importance.	1	2	1	1	1	2	2		1		1	
CO2. To impart appropriate knowledge and understanding of its primary functions and applications and its gradual evolution and development.	2	1		1		1	1		1		1	2
CO3. To develop basic and essential skills related to marketing.	2	2	1	1	1	2	2		1		1	
CO4. To provide a learning platform for preparing students for marketing employability opportunities essential for industries.	2	1		1		1	1		1		1	

Subject Name:- Company Accounts BBA 305

Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To make the study of long-term financing	2	2	1	1	1	2	2		1		1	
CO2. To make the student well-acquainted regarding current financial structure	2	1		1	1	1	1		1		1	

Subject Name:- Company Law BBA 306

Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand basic legal terms and concepts used in law pertaining to Company	1	2	1	1	1	2	2		1		1	
CO2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases	1	1		1	1	1	1		1		1	

BBA (BACHELOR OF BUSINESS ADMINISTRATION) II Semester IV Subject Name:- Consumer Behavior BBA 401												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand Key features of Sales Promotion.	1	2	1	1	1	2	2		1		1	
CO2. To understand of application of theory into practice.	2	1		1		1	1		1		1	
Subject Name:- Financial Management BBA 402												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To study in detail various financial services in India	1	2	1	1	1	2	2		1		1	2
CO2. To make the students well acquainted regarding financial markets	2	1		2		1	1		1		1	
Subject Name:- Production Management BBA 403												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To provide goods and services at the right time, at the right place at the right manufacturing cost of the right quality	1	2	1	1	1	2	2		1		1	
CO2. To understand manufacturing technology and its role in developing business strategy	2	1		1		1	1		1		1	1
CO3. To identify the role of operation function.	1			2			2			1		

Subject Name:- Sales Management BBA 404												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.	1	2	1	1	1	2	1		1		1	
CO2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.	2	1		1	1	1	1		2		1	
Subject Name:- Research Methodology BBA 405												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**

CO1. To provide the students with basic understanding of research process and tools for the same.	1		1		2			1		1		

Subject Name:- Operations Research BBA 406

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To understand the external and internal effects of five operation performance objectives.	2		2		1		1		1	2		

BBA (BACHELOR OF BUSINESS ADMINISTRATION) III Semester V

Subject Name:- Managerial Economics BBA 501

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To use economic reasoning to problems of business.	1	2	1	1	1	2	2		1		1	
CO2. To apply economic analysis in the formulation of business policies.	2	1		1		1	1		1		1	

Subject Name:- Entrepreneurship & Small business Management BBA 502

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To create entrepreneurial awareness among the students.	1	2	1	1	1	2	2		1		1	
CO2. To help students to up bring out their own business plan.	2	1		1		1	1		1		1	2
CO3. To develop knowledge and understanding in creating and managing new venture.				1		1		2		2		2

Subject Name:- Income Tax BBA 503

Course Outcomes	PO_1	PO_2	PO_3	PO_4	PO_5	PO_6	PO_7	PO_8	PO_9	PO_{10}	PO_{11}	PO_{12}
CO1. To understand the basic concepts and definitions under the Income Tax Act, 1961.	2	2	1	1	1	2	2		1		1	
CO2. To update the students with latest development in the subject of taxation.	2	1		1		1	1		1		1	2
CO3. To Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.	2		2			2		1		2		

Subject Name:- Cost & Management Accounting BBA 504												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To Impart the Knowledge of Basic cost concepts, element of cost & preparation of Cost Sheet.	2		2	2	2	1		1	1	2		
Subject Name:- Industrial Law BBA 505												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To impart the students with the knowledge about complexities between labour and management relationships.	1		1		1		1	1		2	2	2
Subject Name:- Fundamentals of Computer BBA 506												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand the basics of operating systems.	1		2		2	2	1	1	1	1	1	
BBA (BACHELOR OF BUSINESS ADMINISTRATION) III Semester VI												
Subject Name:- International Trade BBA 601												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand the importance of foreign trade for Indian economy.	2		2		2	2	2	1	1			1
Subject Name:- Strategic Management & Business Policy BBA 602												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To develop knowledge base for demographic and environmental factors affecting business.	2		2	2		2	2		2	2	1	

Subject Name:- Goods and Service Tax BBA 603												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To Distinguish the earlier indirect tax system and present indirect tax system	1	2	1	1	1	2	2		1		1	
CO2. To understand the functions, powers and structure of GST Council and GSTN	2	1		1		1	1		1		1	

Subject Name:- Management Information System BBA 604												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To understand the basics of networking	1	2	1	1	1	2	2		1		1	
CO2. To understand the concepts of Information System	2	1		1		1	1		1		1	
CO3. To study the concepts of system analysis and design	1	2	1	1	1	2	2		1		1	
CO4. To understand the issues in MIS	2	1		1		1	1		1		1	

Subject Name:- Auditing BBA 605												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To maintain the accuracy of the books of Accounts.		2		2	2		1		1	1	1	

Subject Name:- Fundamental of E- Commerce BBA 606												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. To help students to up bring out their own business plan.	1	2	1	1	1	2	2		1		1	
CO2. To develop knowledge and understanding in creating and managing new venture.	2	1		1		1	1		1		1	2
CO3. To know the concept of Cyber Law & Cyber Jurisprudence	1	2	1	1	1	2	2		1		1	2
CO4. To know Internet marketing techniques.	2	1		1		1	1		1		1	
CO5. To know the concept of electronic commerce	1			1		1		2	2		2	

Subject Name:- Project Report (Viva Voce) BBA 607												
Course Outcomes	**PO_1**	**PO_2**	**PO_3**	**PO_4**	**PO_5**	**PO_6**	**PO_7**	**PO_8**	**PO_9**	**PO_{10}**	**PO_{11}**	**PO_{12}**
CO1. The student shall write a project report on the topics selected under the guidance of a faculty.	1	2	1	1	1	2	2		2		1	
CO2. To understand of application of theory into practice. The student shall write a project report on the topics selected under the guidance of a faculty.	1	1		2		1	1		2		1	

PROGRAM OUTCOMES (POs)

1. **Engineering knowledge**: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
2. **Problem analysis**: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
3. **Design/development of solutions**: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
4. **Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
5. **Modern tool usage**: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
6. **The engineer and society**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
7. **Environment and sustainability**: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
8. **Ethics**: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
9. **Individual and team work**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
10. **Communication**: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
11. **Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
12. **Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.