



Bhavan's Vivekananda College of Science, Humanities & Commerce

Accredited with 'A' Grade by NAAC
Autonomous College - Affiliated to Osmania University
Sainikpuri, Secunderabad – 500094

Bachelor of Business Administration

Program Objectives

PO1 Apply knowledge of management theories and practices to solve business problems.

PO2 Problem Analysis: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop: Ability to design and develop solutions to solve business problems.

PO4 Global Exposure and Cross-Cultural Understanding: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

PO5 Communication: Communicate effectively on problems, issues and solutions with 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.

PO6 Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms in research and the functional areas.

PO7 Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO8 Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio, economic and technological changes.

Program Specific Objectives

PSO1 Able to understand the various functional areas of an organization namely, finance, marketing, human resources, general management and social responsibilities.

PSO2 Able to demonstrate their competencies across business disciplines in analyzing, interpreting and evaluating problems and arrive at solutions both individually and as a team

PSO3 To analyze the impact of global business issues on specific management situations and relate current global events to emerging business opportunities

Course Outcomes

Name of the Course	Principles of Management
Course Code	BBA 181
CO1	Identify the key concepts of management
CO2	Explain the evolution of Management thought
CO3	Classify the different types of plans and decision making process
CO4	Analyze the different organization structures in the organization
CO5	Evaluate the effectiveness of coordination and control techniques of the organization

Name of the Course	Business Mathematics I
Course Code	BBA 182
CO1	Solve Problems of Progression and set Theory
CO2	Solve Business Problems using the concept matrices and determinants
CO3	Solve Problems in the areas of business calculus
CO4	Explain basic concepts of business statistics.
CO5	Solve business statistical problems of measures of central tendency and dispersion

Name of the Course	Financial Accounting I
Course Code	BBA 183
CO1	Discuss fundamental accounting principles, functions, uses and accounting cycle
CO2	Present journal entries using double entry bookkeeping and post in ledger accounts and Prepare Trial balance
CO3	Estimate the balances of two column, three column, petty cash book and other subsidiary books.
CO4	Perform the steps in the preparation of final accounts (sole proprietorship)
CO5	Find value of an asset using SLM, WDV methods of depreciation

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Name of the Course	Business economics
Course Code	BBA 184
CO1	Define basic concepts of business economics.
CO2	Describe the theories and laws of business economics and demonstrate when an individual consumer attains a state of equilibrium.
CO3	Illustrate the concept of elasticity and in take decisions with respect to pricing, and setting budgets for product promotion. The course shall help students in discovering the reasons for success or failure of a product in the market by studying the product elasticities.
CO4	Inspect the relationship between the output and the cost in the short run and the long run period of operation.
CO5	Describe the characteristics of the major types of market structures such as monopoly, oligopoly, perfect competition and monopolistic competition. Students will also be able to enumerate and elaborate on different pricing methods and pricing strategies.

Name of the Course	Organisation Behaviour
Course Code	BBA 281
CO1	Identify the disciplines and factors contributing for the effectiveness of OB
CO2	Analyze the components of Individual and Interpersonal behaviours in organizational context.
CO3	Demonstrate different leadership styles and skills required in working groups and teams.
CO4	Evaluate different approaches of change and types of culture.
CO5	Explain the concepts of conflict, negotiation and power tactics used in the organization.

Name of the Course	Business Environment
Course Code	BBA 282
CO1	Develop an understanding of business environment ,economic growth and economic development
CO2	Summarize the general environment of business environment of India
CO3	Discuss and analyze the phases of industrialisation and Industrial policies of India
CO4	Familiarise with the various policies in the current scenario
CO5	Determine and estimate the calculation of national income.

Name of the Course	Financial Accounting II
Course Code	BBA 283
CO1	Demonstrate meaning, types of a company and also able to compare different sources of capital.(equity, preference. Debentures)
CO2	Present financial statements of a company in accordance with accounting standards (

	income statement and balance sheet)
CO3	Distinguish causes / differences in balances of cash book and pass book and prepare bank reconciliation statement
CO4	Estimate the value of inventory using LIFO, FIFO, AVERAGE METHODS
CO5	Outline specific accounting standards, GAAP, IFRS.

Name of the Course	Introduction to Information Technology
Course Code	BBA 284
CO1	Identify the components of computers and analyze the basic concepts of operating systems.
CO2	Interpret the basic concepts of Information Systems.
CO3	Extract the knowledge of Multimedia concepts.
CO4	Execute online transactions through Internet.
CO5	Analyze office management applications.

Name of the Course	Human Resource Management I
Course Code	BBA 381
CO1	Identify the importance of human resources and their effective management in organizations.
CO2	Compare and Contrast different tools used in forecasting and planning human resource needs.
CO3	Summarizing the appropriate use of Job analysis and Job design Processes.
CO4	Demonstrate the ability to prepare the Recruitment and selection strategies for a specific job.
CO5	Develop the different Post Selection processes followed in the Organization.

Name of the Course	Human Resource Management I
Course Code	BBA 381
CO1	Identify the importance of human resources and their effective management in organizations.
CO2	Compare and Contrast different tools used in forecasting and planning human resource needs.
CO3	Summarizing the appropriate use of Job analysis and Job design Processes.
CO4	Demonstrate the ability to prepare the Recruitment and selection strategies for a specific job.
CO5	Develop the different Post Selection processes followed in the Organization.

Name of the Course	Business Statistics
Course Code	BBA 382
CO1	Define Basic concepts of statistics in business and their applications
CO2	Describe about skewness and curtosis and become capable in understanding their applications.
CO3	Practically use regression analysis in research and business situations
CO4	To generate an understanding of Index numbers and their applications.
CO5	To provide application capabilities of Time series analysis in business situations.

Name of the Course	Fundamentals of Marketing I
Course Code	BBA 383
CO1	Expressing the Marketing as an important function and make students know about the basic concepts of Marketing
CO2	Develop an idea of marketing environment and its components
CO3	Familiarise the students with Marketing Information Systems and its contents
CO4	Identifying insights about Demand Analysis in Marketing Context
CO5	Explaining students about the process of Segmentation, Targeting

Name of the Course	Financial Statement Analysis
Course Code	BBA 384
CO1	Explain various tools for analysing financial statements.
CO2	Analyse financial statements and Apply comparative and common size techniques.
CO3	Analyse financial statements and apply various ratios and Interpret company's financial performance
CO4	Present Funds Flow Statement.
CO5	Present Cash Flow Statement as per AS-3.

Name of the Course	Human Resource Management II
Course Code	BBA 481
CO1	To explain the importance Human Resource Development and identify the different techniques of training.
CO2	To identify the career planning and development concepts and apply performance appraisal techniques in the organisation.
CO3	Able to evaluate the factors of compensation in organisational settings.
CO4	Apply the learnt concepts in maintaining effective employee relations
CO5	Enhances the knowledge relating to contemporary practices of HR

Name of the Course	Quantitative Techniques
Course Code	BBA 482
CO1	To Know the basic concept of probability
CO2	To Know the applications of Probability Distributions
CO3	To develop an idea about sampling procedures and apply them in practice
CO4	To know about hypothesis testing using one sample and two sample tests.
CO5	To Know the applications of Anova and Chisquare

Name of the Course	Fundamentals of Marketing II
Course Code	BBA 483
CO1	Define the basic concepts related to products, describe the steps in new product development, elaborate on the types and stages of a product life cycle and describe the various pricing methods.
CO2	Describe the various types and levels of distribution channels, elaborate on the channel design decisions, and describe the various tools of the promotion mix.
CO3	Define the online consumer, enumerate the advantages and disadvantages and challenges of online marketing, define web forums, web communities, webcasting and narrowcasting, and describe online marketing strategies.
CO4	Describe the various steps in strategic planning at the business level, designing a marketing plan, elaborate on the various methods of marketing control.
CO5	Define the service concept and the goods-services continuum, elaborate on the 4Is of services and the associated challenges, describe the tools of the services marketing mix, elaborate on the measurement of service quality through the service gaps model

Name of the Course	Elements of Financial Management
Course Code	BBA 484
CO1	Demonstrate functions of financial management in business corporations, Knowledge of the value of money overtime.
CO2	Calculate the various capital budgeting techniques for taking investment decisions
CO3	Distinguish between equity, debt and preference capital. Calculate specific cost of capital and weighted average cost of capital.
CO4	Demonstrate the concept of working capital Determine working capital estimation.
CO5	Calculate value of the firm using Walter's Model, Gordon's Model dividend theories .

Name of the Course	Management Accounting
Course Code	BBA 581
CO1	Compare between different branches of accounting and classify the cost
CO2	Construct the break-even charts and determine the break-even point.
CO3	Analyze business decisions using cost-volume-profit analysis.
CO4	Classify the budgets develop the various functional budgets.
CO5	Develop and apply standards and budgets for planning and controlling purposes.

Name of the Course	International Business
Course Code	BBA 582
CO1	Develop a clear perspective on environmental factors both the domestic and global business
CO2	To Know the basis knowledge on global integration
CO3	To be able to identify opportunities and challenges in designing strategies and to deal with them effectively.
CO4	To identify e-enabler of business
CO5	To identify functional resources useful for international business

Name of the Course	Research Methodology
Course Code	BBA 583
CO1	Explain the meaning and importance of research, explain the types of research, the research process, and a hypothesis, and explain the types of research designs.
CO2	Explain the methods of data collection for research, enumerate the contact methods, describe the research instruments for data collection, explain the importance of census and sample survey explain the steps and methods of sampling, determining the sample size.
CO3	Describe the various levels of measurement and the types of measurement scales, explain the validity and reliability of a scale.
CO4	Formulate and test a hypothesis using parametric and non-parametric tests such as ANOVA, Chi-square, McNemar, Wilcoxon matched pairs test, Mann Whitney U test, Kruskalwallis test.
CO5	Explain the methodology and precautions while writing reports, and explain what is plagiarism while writing a report.

Name of the Course	Investment Management
Course Code	BBA 584.1
CO1	Discuss the various investment avenues and differentiate between financial assets and real assets.
CO2	Discuss the relationship between economy, industry and company.
CO3	Interpret the chart patterns and construct the various charts used in technical analysis.

CO4	Calculate the risk and return and determine the intrinsic value of equity and bonds.
CO5	Construct the two and three security portfolio using Markowitz model. Rank the portfolios using sharpe's, Tryenor's and Jensens Model.

Name of the Course	Financial services
Course Code	BBA 584.2
CO1	To Categorize the classification of financial services and Define new financial services.
CO2	To Relate the methods of primary market and Express the secondary market functions.
CO3	To summarize the various services and responsibilities of Merchant banking.
CO4	To Comment on the various Credit Rating functions and Factoring.
CO5	To Relate the concepts - leasing, hire purchasing and venture capital.

Name of the Course	Leadership and Change Management
Course Code	BBA 585.1
CO1	To identify key theoretical concepts of Leaderships
CO2	To develop an understanding of basic attributes, behaviours and styles of Leadership
CO3	To learn how to design and develop leadership in decision making teams and groups
CO4	To develop insights and acquire a sound knowledge regarding the role and concepts of organisational change
CO5	To identify the process of effective planned change

Name of the Course	Talent Management
Course Code	BBA 585.2
CO1	Explain the various elements of Talent Value Chain
CO2	Analyse the various elements of talent friendly organizations and Explain the Talent Measurement System.
CO3	Explain the elements of Talent Management System
CO4	Explain the methods of planning the talents
CO5	Summarize the return of talent measurement techniques.

Name of the Course	Personal Selling
Course Code	BBA 586.1
CO1	Describe the evolution of the sales department, buyer-seller dyads and diversity of personal selling situations, elaborate on the theories of selling, sales forecasting methods and sales related marketing policies.
CO2	Describe the process of recruiting, selecting, training, motivating, compensating, supervising, controlling, and evaluating the sales personnel, elaborate on the personal selling process and the personal selling strategy.

CO3	Describe the sales organization, elaborate on the coordination of the sales department with other departments, explain the role of personal selling in the IMC program, and elaborate on sales budgets, quotas and sales territories.
CO4	Defining a sales information system(SIS), explain the features of an SIS and information structures, demonstrate on how to update in an SIS, elaborate on the factors that influence updation of an SIS, and define SRIS.
CO5	Explain the opportunities and challenges in electronic commerce, elaborate on the types and benefits of e-marketplaces, describe the benefits of online shopping, and elaborate on inside sales, online auctions and sales apps.

Name of the Course	Customer Relationship Management
Course Code	BBA 586.2
CO1	Develop an understanding of CRM as an important marketing function and observe the advantage of having and maintaining CRM in organization
CO2	Know the basic concepts applicable in CRM function
CO3	Design and develop CRM programmes and strategies for organizations
CO4	Analyse the application and development of CRM function in organizations.
CO5	Summarize the problems and issues in CRM implementation and be able to handle and control them

Name of the Course	Business and Corporate Law
Course Code	BBA 681
CO1	To Identify essential elements of contract act 1872.
CO2	To Define concepts of sale of goods act and to Distinguish sale and agreement to sale.
CO3	To Summarize various types and characteristics of negotiable instruments under Negotiable Instruments ac 1881.
CO4	To Summarize the formation, MOA, AOA along with Highlights of Companies act 2013.
CO5	To Explain Consumer protection Act and outline concepts of IPR.

Name of the Course	Operations Management
Course Code	BBA 682
CO1	To develop an understanding of operations management as important function of business organizations and know about process technologies
CO2	To learn how to plan and design production processes .
CO3	To Know the basic concepts about plant location and materials management
CO4	To learn the basics of Total quality Management and Six sigma concepts
CO5	To Analyse the Quality control process in Production process

Name of the Course	Strategic Management
Course Code	BBA 683
CO1	To develop an understanding of strategic management as important concept for business organizations functioning
CO2	To learn how to analyse environment
CO3	To Know the basic concepts to design strategies
CO4	To learn the alternatives available in strategic functioning of organizations
CO5	To Know the bases for implementation and execution of strategies

Name of the Course	Fundamentals of Financial Derivatives
Course Code	BBA 684.1
CO1	Discuss the uses of financial derivatives in managing the risk.
CO2	Apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk and credit risk.
CO3	Calculate the option pricing using BOPM and BSOPM models
CO4	Analyze the various factors affecting option pricing
CO5	Differentiate between different derivative instruments (Forwards, Futures and options)

Name of the Course	Banking & Insurance
Course Code	BBA 684.2
CO1	To Present the functions of banks and to Identify the various types (classification) of banks.
CO2	To compare various types of loans offered by Banks and Comment on Non-Performing Assets.
CO3	To Define various Trends and Innovations in Banking.
CO4	To Appraise principles of insurance and Summarize the functions of Insurers.
CO5	To Categorize insurance Intermediaries and to compare Life insurance and General insurance.

Name of the Course	Performance Management
Course Code	BBA 685.1
CO1	Explain performance management components.
CO2	Examine Performance planning, performance appraisal and performance review.
CO3	Examine the elements of Performance Management System and Strategic performance Management System
CO4	Identify the elements of competency-based performance management system
CO5	Categorize the types of decisions based on performance based on compensation.

Name of the Course	Industrial Relations in India
Course Code	BBA 685.2
CO1	To develop an understanding of Industrial Relations - concept and approaches
CO2	To learn about problems and determinants of Industrial relations
CO3	To Know about dynamics of trade unions
CO4	To learn the process, challenges and application of collective bargaining and workers participation in management
CO5	To Analyse the process of legislative framework of settlement of Industrial dispute

Name of the Course	Advertising and Sales Promotion
Course Code	BBA 686.1
CO1	Describe the marketing communication mix, IMC, communication models, elucidate the role of advertising in marketing communication, design an advertising plan and an advertising program using the 5 Ms of advertising, describe the methods for setting the advertising budget, and describe the functions of advertising agencies.
CO2	Develop a creative strategy using the steps in creative strategy development, explain the various styles of advertising executions, creative tactics, appeals, layouts, describe the elements of a media strategy, explain the implementation of media strategy with IMC perspective, and enumerate emerging media options.
CO3	Describe the methods for testing advertising effectiveness, explain the methods used in advertising research, explain the Social, Economic, Cultural and Ethical aspects of advertising, enumerate the functions of ASCI and types of advertising awards.
CO4	Define sales promotion and its purpose, explain the major decisions in sales promotions, differentiate between consumer and trade promotion tools, coordinate sales promotion with advertising, define Online consumer and explain the advantages, disadvantages and challenges of Online marketing,
CO5	Define digital media and the digital consumer, explain digital marketing methods, social media marketing and platforms, and enumerate methods for Online reputation management.

Name of the Course	Product Management
Course Code	BBA 686.2
CO1	Enumerate individual product decisions, develop an understanding of the dimensions of the product mix and product line decisions.
CO2	Develop an understanding of the steps in new product development, and apply the techniques for idea generation.
CO3	Enumerate the stages in the product life cycle and suggest strategies in each stage.
CO4	Develop an understanding of branding strategies, brand positioning and brand equity.
CO5	Demonstrate uses of the Ansoff's matrix, BCG matrix and GE grid for closing the strategic planning gap.

Course Matrix

Name of the Course: Principles of Management								Course Code: BBA 181			
Semester: 1								Year:1			
Academic Year:2017-18								Batch:2017-2020			
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	1	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	2	1
CO4	3	2	1	1	1	1	1	1	3	1	1
CO5	3	2	2	1	1	1	1	1	3	1	1
	3	1.4	1.2	1	1	1	1	1	3	1.2	1

Name of the Course: Business Mathematics I									Corse Code: BBA 182		
Semester: 1									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	2	2	1
CO2	3	2	2	1	1	1	1	1	2	2	1
CO3	3	2	2	1	1	1	1	1	2	2	1
CO4	3	2	2	1	1	1	1	1	2	2	1
CO5	3	2	2	1	1	1	1	1	2	2	1
	3	2	2	1	1	1	1	1	2	2	1

Name of the Course: Financial Accounting I									Corse Code: BBA 183		
Semester: 1									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	1	1	1	3	3	1
CO2	3	3	3	1	1	1	1	1	3	2	1
CO3	3	3	3	1	1	1	1	1	3	3	1
CO4	3	3	3	1	1	1	1	1	3	3	1
CO5	3	3	3	1	1	1	1	1	3	2	1
	3	3	3	1	1	1	1	1	3	2.6	1

Name of the Course: Business Economics									Corse Code: BBA 184		
Semester: 1									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3			3	3	3	3	3	3	
CO2	3	3	3		3	3	3	3	3	3	
CO3	3	3	3		3	3	3	3	3	3	
CO4	3	3	3		3	3	3	3	3	3	

CO5	3	3	3	3	3	3	3	3	3	3	3	3
	3	3	2.4	0.6	3	3	3	3	3	3	3	0.6

Name of the Course: Organisation Behaviour									Corse Code: BBA 281		
Semester: II									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	1	1	1	1	1	1	3	1	1
CO3	3	2	2	1	1	1	3	1	3	1	1
CO4	3	2	2	1	1	1	1	1	3	1	1
CO5	3	1	1	1	1	1	1	1	3	1	1
	3	1.6	1.4	1	1	1	1.4	1	3	1	1

Name of the Course: Business Environment									Corse Code: BBA 282		
Semester: II									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	3	2	1	1	1	2	2	1	2
CO2	2	2	1	1	1	2	1	2	2	1	2
CO3	2	3	1	1	1	1	1	1	2	1	3
CO4	3	1	2	1	1	1	1	1	3	1	2
CO5	2	1	3	1	1	1	1	1	2	1	1
	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2

Name of the Course: Financial Accounting II									Corse Code: BBA 283		
Semester: II									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	1	1	1	3	3	1

CO2	3	3	3	1	1	1	1	1	3	2	1
CO3	3	3	3	1	1	1	3	1	3	3	1
CO4	3	3	3	1	1	1	1	1	3	3	1
CO5	3	3	3	1	1	1	1	1	3	2	1
	3	3	3	1	1	1	1.4	1	3	2.6	1

Name of the Course: Introduction to Information Technology									Corse Code: BBA 284		
Semester: II									Year:1		
Academic Year:2017-18									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	1	1	1	1	1
CO2	2	1	1	1	1	1	1	1	2	1	1
CO3	2	1	1	1	1	1	1	1	2	1	1
CO4	2	1	1	1	1	1	1	1	2	1	1
CO5	2	1	1	1	1	1	1	1	2	1	1
	2	1	1	1	1	1	1	1	1.8	1	1

Name of the Course: Human Resource Management-I									Corse Code: BBA 381		
Semester: III									Year:2		
Academic Year:2018-19									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	2	1	1	1	1	1	3	2	1
CO3	3	1	2	1	1	1	1	1	3	2	1
CO4	3	2	2	1	1	1	1	1	3	2	1
CO5	3	1	2	1	1	1	1	1	3	1	1
	3	1.4	1.8	1	1	1	1	1	3	1.6	1

Name of the Course: Business Statistics									Corse Code: BBA 382		
Semester: III									Year:1		
Academic Year:2018-19									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3

CO1	3	2	2	1	1	1	1	1	2	2	1
CO2	3	2	2	1	1	1	1	1	2	2	1
CO3	3	2	2	1	1	1	1	1	2	2	1
CO4	3	2	2	1	1	1	1	1	2	2	1
CO5	3	2	2	1	1	1	1	1	2	2	1
	3	2	2	1	1	1	1	1	2	2	1

Name of the Course: Fundamentals of Marketing -I									Corse Code: BBA 383		
Semester: III									Year:1		
Academic Year:2018-19									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	2	2	1	1	2	2	2	1
CO2	2	1	3	2	1	1	2	1	1	1	1
CO3	2	1	2	1	1	1	1	1	2	1	1
CO4	2	2	2	1	1	1	2	2	1	1	1
CO5	2	1	2	1	1	1	1	1	2	2	1
	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1

Name of the Course: Financial Statement Analysis									Corse Code: BBA 384		
Semester: III									Year:2		
Academic Year:2018-19									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	1	1	2	1	1	1	3	3	1
CO2	2	3	1	1	2	1	1	1	3	2	1
CO3	2	3	1	1	2	1	1	1	3	3	1
CO4	3	1	3	1	2	1	1	1	3	3	1
CO5	2	1	3	1	2	1	1	1	3	3	1
	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1

Name of the Course: Human Resource Management-II									Corse Code: BBA 481		
Semester: IV									Year:2		
Academic Year:2018-19									Batch:2017-2020		

COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	3	2	1
CO2	3	1	2	1	1	1	1	1	3	1	1
CO3	3	2	2	1	1	1	1	1	3	2	1
CO4	3	1	1	1	1	1	1	1	3	1	1
CO5	3	1	1	2	1	1	1	1	3	1	2
	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2

Name of the Course: Quantitative Techniques									Corse Code: BBA 482		
Semester: IV									Year:2		
Academic Year:2018-19									Batch:2017-2020		
COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	2	2	1
CO2	3	2	2	1	1	1	1	1	2	2	1
CO3	3	2	2	1	1	1	1	1	2	2	1
CO4	3	2	2	1	1	1	1	1	2	2	1
CO5	3	2	2	1	1	1	1	1	2	2	1
	3	2	2	1	1	1	1	1	2	2	1

Name of the Course: Fundamentals of Marketing-II									Corse Code: BBA 483		
Semester: IV									Year:2		
Academic Year:2018-19									Batch:2017-2020		
COs/POs	Program Outcomes								Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3		3	3	3	3	3	3	
CO2	3	3	3	2	3	3	3	3	3	3	2
CO3	3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	2	3	3	3	3	3	3	2
	3	3	3	2	3	3	3	3	3	3	2

Name of the Course: Financial Management									Corse Code: BBA 484		
Semester: IV									Year:2		
Academic Year:2018-19									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	2	1	1	1	3	3	1
CO2	3	3	1	1	2	1	1	1	3	2	1
CO3	2	2	1	1	1	1	1	1	3	2	1
CO4	2	2	2	1	2	1	1	1	3	3	1
CO5	3	2	1	1	1	1	1	1	3	3	1
	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1

Name of the Course: Management Accounting									Corse Code: BBA 581		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	3	1	2	1	1	2	3	2	1
CO3	3	3	1	1	1	1	1	1	3	3	1
CO4	3	1	3	2	1	1	1	2	3	1	1
CO5	3	1	3	2	1	1	1	2	3	1	1
	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1

Name of the Course: International Business									Corse Code: BBA 582		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1	2	2	1	1	2	3	3	2

CO2	2	2	2	2	1	2	1	2	2	3	3
CO3	3	3	3	3	2	2	2	2	3	3	3
CO4	3	3	2	3	2	2	2	2	3	3	3
CO5	2	2	2	3	3	3	2	2	3	3	3
	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8

Name of the Course: Research Methodology									Corse Code: BBA 583		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3		3	3	3	3	3	3	
CO2	3	3	3		3	3	3	3	3	3	
CO3	3	3	3		3	3	3	3	3	3	
CO4	3	3	3		3	3	3	3	3	3	
CO5	3	1	3		3	3	3	3	3	1	
	3	2.6	3	0	3	3	3	3	3	2.6	0

Name of the Course: Investment Management									Corse Code: BBA 584.1		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	1	1	1	3	3	1
CO2	3	1	3	2	1	1	1	2	3	3	1
CO3	3	2	2	2	1	1	1	2	3	3	1
CO4	2	3	3	1	1	1	1	1	3	3	1
CO5	2	3	3	1	1	1	1	1	3	3	1
	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1

Name of the Course: Leadership and Change Management									Corse Code: BBA 585.1		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3

CO1	2	2	2	2	2	3	3	3	3	3	3
CO2	1	1	1	2	2	3	3	2	2	2	2
CO3	2	3	3	3	2	2	2	2	3	3	3
CO4	3	3	3	3	3	2	2	2	3	3	3
CO5	2	2	2	1	1	1	2	2	2	2	2
	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6

Name of the Course: Talent Management									Corse Code: BBA 585.2		
Semester: V									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	1	1	1	1	1	1	1	3	1	1
CO3	3	1	1	1	1	1	1	1	3	1	1
CO4	3	1	1	1	1	1	1	1	3	1	1
CO5	3	1	1	1	1	1	1	1	3	1	1
	3	1	1	1	1	1	1	1	3	1	1

Name of the Course: Business and Corporate Law									Corse Code: BBA 681		
Semester: VI									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	2	1	2	3	3	1
CO2	3	1	1	1	1	1	1	2	3	2	1
CO3	3	1	1	1	1	1	1	2	3	3	1
CO4	3	1	1	1	1	2	1	1	3	3	1
CO5	3	1	1	1	1	1	1	1	3	2	1
	3	1	1	1	1	1.4	1	1.6	3	2.6	1

CO2	3	3	3	1	1	1	1	2	3	2	1
CO3	3	3	3	1	1	1	1	2	3	2	1
CO4	3	1	1	1	1	1	1	1	3	2	1
CO5	3	3	3	1	1	1	1	1	3	3	1
	3	2.4	2.2	1	1	1	1	1.4	3	2.2	1.2

Name of the Course: Banking and Insurance									Corse Code: BBA 684.2		
Semester: VI									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	2	1	2	2	2	3	2	3
CO2	3	1	1	1	1	1	1	2	3	3	2
CO3	3	1	1	1	1	1	1	1	3	3	2
CO4	3	1	1	1	1	1	1	1	3	2	2
CO5	3	1	1	1	1	1	1	1	3	2	2
	3	1	1	1.2	1	1.2	1.2	1.4	3	2.4	2.2

Name of the Course: Performance Management									Corse Code: BBA 685.1		
Semester: VI									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	1	1	1	1	1	1	1	3	1	1
CO2	3	2	1	1	1	1	1	1	3	2	1
CO3	3	2	1	1	1	1	1	1	3	2	1
CO4	3	2	1	1	1	1	1	1	3	2	1
CO5	3	2	1	1	1	1	1	1	3	2	1
	3	1.8	1	1	1	1	1	1	3	1.8	1

Name of the Course: Industrial Relations in India									Corse Code: BBA 685.2		
Semester: VI									Year:3		
Academic Year:2019-20									Batch:2017-2020		
	Program Outcomes								Program Specific Outcomes		
COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	1	1	2	2	1	1	2	2
CO2	3	3	2	2	2	2	3	1	2	2	2
CO3	2	2	2	2	2	2	3	2	3	3	2
CO4	2	2	1	1	1	2	2	1	3	3	3
CO5	3	3	2	1	1	1	1	2	3	3	3
	2.4	2.4	1.8	1.4	1.4	1.8	2.2	1.4	2.4	2.6	2.4

Programme Matrix

Name of the Program: BBA												
Batch : 2017-20												
	Program Outcomes								Program Specific Outcomes			
Course/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
English	0	0	0	0	2.4	2	2.4	2.4	2.4	2.4	0	
Second Language	0	0	0	1.5	3	2.5	3	3	3	1.5	1.25	
Principles of Management	3	1.4	1.2	1	1	1	1	1	3	1.2	1	
Business Mathematics I	3	2	2	1	1	1	1	1	2	2	1	
Financial Accounting I	3	3	3	1	1	1	1	1	3	2.6	1	

Business Economics	3	3	2.4	0.6	3	3	3	3	3	3	0.6
English	0.75	1.5	0.75	3	3	2.75	3	3	3	3	0
Second Language	0	0	0	1.5	3	1.5	3	3	2.75	1.25	1.5
Organisational Behaviour	3	1.6	1.4	1	1	1	1.4	1	3	1	1
Business Environment	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2
Financial Accounting II	3	3	3	1	1	1	1.4	1	3	2.6	1
Introduction to Information Technology	2	1	1	1	1	1	1	1	1.8	1	1
English	0.4	0.6	0.6	1.4	3	2.4	3	3	0.6	0.4	0
Second Language	0	0	0	0	3	1.5	3	3	2.75	1.25	1.5
Human Resource Management I	3	1.4	1.8	1	1	1	1	1	3	1.6	1
Business Statistics	3	2	2	1	1	1	1	1	2	2	1
Fundamentals of Marketing I	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1
Financial Statement Analysis	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1
English	0	0.6	0	1.2	3	2.2	3	3	0	0	0
Second Language	0	0	0	0	3	2.4	3	3	1.6	0	0
Human Resource Management II	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2
Quantitative Techniques	3	2	2	1	1	1	1	1	2	2	1
Fundamentals of Marketing II	3	3	3	2	3	3	3	3	3	3	2
Elements of Financial Management	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1
Management Accounting	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1
International Business	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8
Research Methodology	3	2.6	3	0	3	3	3	3	3	2.6	0

Investment Management	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1
Financial services	3	1	1.6	1	1	1	1.4	1	3	2.6	1
Leadership and Change Management	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6
Talent Management	3	1	1	1	1	1	1	1	3	1	1
Business and Corporate Law	3	1	1	1	1	1.4	1	1.6	3	2.6	1
Operations Management	2.8	2.2	2	2.2	2	1.8	2.4	1	2	2	2
Strategic Management	2.8	2.6	2.6	2.2	2	1.8	2.4	1.4	1	2	2
Fundamentals of Financial Derivatives	3	2.4	2.2	1	1	1	1	1.4	3	2.2	1.2
Banking & Insurance	3	1	1	1.2	1	1.2	1.2	1.4	3	2.4	2.2
Performance Management	3	1.8	1	1	1	1	1	1	3	1.8	1
Industrial Relations in India	2.4	2.4	1.8	1.4	1.4	1.8	2.2	1.4	2.4	2.6	2.4
Programme Targets	2.22	1.61	1.55	1.20	1.73	1.54	1.77	1.73	2.51	1.92	1.14

Programme Attainment

Name of the Program: BBA											
Batch : 2017-20											
	Program Outcomes								Program Specific Outcomes		
Course/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
English	0	0	0	0	2.4	2	2.4	2.4	2.4	2.4	0
Second Language	0	0	0	1.5	3	2.5	3	3	3	1.5	1.25
Principles of Management	3	1.4	1.2	1	1	1	1	1	3	1.2	1
Business Mathematics I	3	2	2	1	1	1	1	1	2	2	1
Financial Accounting I	3	3	3	1	1	1	1	1	3	2.6	1

Business Economics	3	3	2.4	0.6	3	3	3	3	3	3	0.6
English	0.75	1.5	0.75	3	3	2.75	3	3	3	3	0
Second Language	0	0	0	1.5	3	1.5	3	3	2.75	1.25	1.5
Organisational Behaviour	3	1.6	1.4	1	1	1	1.4	1	3	1	1
Business Environment	2.2	1.8	2	1.2	1	1.2	1	1.4	2.2	1	2
Financial Accounting II	3	3	3	1	1	1	1.4	1	3	2.6	1
Introduction to Information Technology	2	1	1	1	1	1	1	1	1.8	1	1
English	0.4	0.6	0.6	1.4	3	2.4	3	3	0.6	0.4	0
Second Language	0	0	0	0	3	1.5	3	3	2.75	1.25	1.5
Human Resource Management I	3	1.4	1.8	1	1	1	1	1	3	1.6	1
Business Statistics	3	2	2	1	1	1	1	1	2	2	1
Fundamentals of Marketing I	2	1.2	2	1.4	1.2	1	1.4	1.4	1.6	1.4	1
Financial Statement Analysis	2.4	2.2	1.8	1	2	1	1	1	3	2.8	1
English	0	0.6	0	1.2	3	2.2	3	3	0	0	0
Second Language	0	0	0	0	3	2.4	3	3	1.6	0	0
Human Resource Management II	3	1.4	1.6	1.2	1	1	1	1	3	1.4	1.2
Quantitative Techniques	2	1.3	1.3	0.7	0.7	0.7	0.7	0.7	1.3	1.3	0.7
Fundamentals of Marketing II	2	2	2	1.3	2.0	2.0	2.0	2.0	2.0	2.0	1.3
Elements of Financial Management	2.6	2	1.2	1	1.6	1	1	1	3	2.6	1
Management Accounting	3	1.6	2.2	1.4	1.2	1	1	1.6	3	1.6	1
International Business	2.4	2.4	2	2.6	2	2	1.6	2	2.8	3	2.8
Research Methodology	3	2.6	3	0	3	3	3	3	3	2.6	0
Investment Management	2.6	2.2	2.6	1.4	1	1	1	1.4	3	3	1
Financial services	3	1	1.6	1	1	1	1.4	1	3	2.6	1
Leadership and Change Management	2	2.2	2.2	2.2	2	2.2	2.4	2.2	2.6	2.6	2.6
Talent Management	3	1	1	1	1	1	1	1	3	1	1
Business and Corporate Law	3	1	1	1	1	1.4	1	1.6	3	2.6	1
Operations Management	2.8	2.2	2	2.2	2	1.8	2.4	1	2	2	2
Strategic Management	2.8	2.6	2.6	2.2	2	1.8	2.4	1.4	1	2	2

