

The course outcomes of various courses are:

Course/ Subject	Course Outcome
BBA(G) First Semester	
BBA 101 Management process and Organisation Development	CO1. Understanding of the concepts of management and its evolution CO2. Understanding the relevance of the theories of Motivation CO3: Understanding the concept of Organization Behaviour and importance of understanding Individual Behaviour CO4 : Understanding the concept and relevance of team and group behaviour CO5: Acquire skills to manage activities and develop leadership qualities to lead CO6. Acquire skills to understand individual behaviours and how to mold them with the change in the environment
BBA-103 Business Mathematics	CO1: Understanding and solve the problems of counting CO2. Understanding the concept and solve the problems of Matrix Algebra CO3: Understand the concept and solve the problems of Differential calculus CO4 : Understand the concept and solve the problems of Integral calculus CO5: Apply the concept in Business problems CO6: Apply the techniques in solving research problems
BBA 105: Financial Accounting & Analysis	CO1: Understand the basic concepts of accounting and the relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Understand the contemporary issue and challenges in accounting and the concept and the methods of depreciation CO4 : To acquire knowledge related to share capital and debentures CO5: Understand the concept of stock exchange of India and role of SEBI CO6: Acquire skills to do financial analysis of companies
BBA 107: Business Economics	CO1: Understand the fundamental concepts of Business Economics CO2: Understand the relationship between consumer behavior and demand analysis CO3: Understand the theory of production and through the use of ISO-QUANTS CO4 : Understand the concept and relevance of cost (Short term cost and Long term cost) CO5: Understand and determine the pricing under various

	markets CO6: Acquire skills to deal with economics related business and research problems
BBA 109: IT Applications in Business	CO-1: Upon the completion of this course, the students shall be able to explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications). CO-2: Select and judge usage of IT product and services. CO-3: Use internet web services and resource for learning and discovery. CO-4: Know about the importance of MS Word & Advance Excel in development of IT. CO-5: Understand the roles of databases in IT applications.
BBA 111: IT Applications in Business Lab	CO1: Understanding Microsoft office with the help of assignments and examples. CO2: Understanding MS excel platform and its advance features by creating a case study containing all its features. CO3: Efficiently able to develop presentation and communication skills.
Second Semester	
BBA 102: Cost Accounting	CO1: To understand the basic cost objectives and scope of cost accounting in business CO2: Acquire skills to control material through various material controlling techniques CO3: Understand the remuneration systems and incentive schemes to deal with labour cost CO4 : Acquire skills to handle the overhead cost through overhead functional analysis CO5: Preparation of Cost sheet and computation of normal profits/Loss and abnormal profits/Loss CO6: Preparation of contact accounts using escalation clause
BBA-104 —Decision making Techniques in Business	CO1: Understand the basic concepts of Statistics CO2: Acquire skills to apply correlation concepts in business and research problems CO3: Acquire skills to apply regression concepts in business and research problems. CO4 : Understand the linear programming in solving business problems and helps in taking decisions CO5: Understand the problems of general structure of transportation and assignment problems CO6: Acquire skills to take decisions related to business
BBA -106-Business Environment	CO1: Understand the overview of Business Environment and its relevance

	<p>CO2: Understand the Indian Economy structure</p> <p>CO3: Understand planning and economic development of Indian Economy</p> <p>CO4 : Understand the concept of Macro Economics and determination of National Income</p> <p>CO5: Understanding of Macro Economic framework</p> <p>CO6: Acquire skills to understand the structure of Economy</p>
BBA-108: Entrepreneurial Mindset (NUES)	
BBA-110: MOOC	
BBA 112: E-Commerce	<p>CO2: evaluate strengths and weaknesses, solve problems and make recommendations in business and commercial practices.</p> <p>CO3: be able to evaluate problems posed by utilizing electronic commerce, including security, legal jurisdictions and effectiveness;</p> <p>CO4: be able to evaluate applications of electronic commerce in organizations and analyze the barriers to successful implementation of these technologies.</p>
BBA 114: E-Commerce Lab	<p>CO1: Students should be able to design and implement a basic website.</p> <p>CO2: Students should be able to implement static HTML web pages</p> <p>CO3: Students will develop an ability to use the form controls for developing web sites.</p> <p>CO4: students will be able to demonstrate basic animation using HTML.</p>
BBA 116: Minor Project Report	<p>CO1: Acquire Analytical Skills</p> <p>CO2: Broaden the thinking horizon</p> <p>CO3: Helps in understanding business issues</p> <p>CO4 : Develop problem solving attitude</p>
Third Semester	
BBA 201: Business Laws	<p>CO1: Understand the Contract Act 1872 and its essential elements</p> <p>CO2: Understand the contract of sale of goods act 1930</p> <p>CO3: Understand companies act 2013 with upto date amendments</p> <p>CO4 : Understand the concepts of negotiable instrument act 1881</p> <p>CO5: Understand the concept of Endorsement and its kind</p> <p>CO6: Acquire skills to understand the valid contract regarding business transactions</p>

<p>BBA 203 Marketing Management</p>	<p>CO1: Understand the basic concepts of Marketing Management process CO2: Acquire skills to understand products like New Product Development, product Line and width ect and also product pricing CO3: Understand the role and relevance of Place and Intermediaries CO4 : Acquire skills to understand the factors which influence the promotional mix CO5: Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing CO6: Acquire skills to handle marketing related business and research issues.</p>
<p>BBA 205 Human Resource Management</p>	<p>CO1: Understand the concepts and relevance of HRM vs Strategic HRM CO2: Understand the various dimensions of Human resource Planning CO3: Understand the needs, methods and designing of training and development programmes CO4 : Understand the career planning and career development CO5: Understand the concept and components of employee compensation CO6: Acquire skills to do employee 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: Understand the accounting financial analysis and its limitations CO3: Acquire skills to prepare various Budgets CO4 : Acquire skills to understand variance analysis and its computation CO5: Understand the marginal costing and profit planning CO6: Acquire skills to do take decisions involving alternatives</p>
<p>BBA 209: Production and Operation Management</p>	<p>CO1: Understand the basic concept and functions of production and operation management CO2: Acquire skills to design and development of proudction CO3: Acquire skills to decide plant location and plant layout CO4 : Understand the purchasing procedure and material management CO5: Understand Inventory management and JIT with quality management systems and TQM CO6: Acquire Skills to do plant maintenance and also</p>

	understands the emerging concepts and issues in manufacturing systems
BBA 211: Research Methodology	CO1: Understand the basic concepts and scope of Business research CO2: Understand the research process for solving the business related problems CO3: Understand the concept of measurement, sampling and hypothesis testing CO4 : Acquire skills to prepare research report CO5: Understand the role of computerized Data analysis CO6: Acquire skills to solve Business research problems systematically
BBA 213 Business Research Methodology Lab	CO1: Acquire skills to use software(Advance Excel/ SPSS) CO2: Understand research tools for solving business CO3: Acquire skills to implement statistical tests for resolving an issue CO4 : Helps in decision making
Fourth Semester	
BBA 202 Business Analytics	
BBA 204 Financial Management	CO1: Understand the concept of financial management and sources of financing CO2: Acquire skills to do capital Budgeting through different techniques CO3: Understand the concept of cost of capital and capital structure CO4 : Acquire skills to take decisions regarding Dividends CO5: Understand the concept of working capital management CO6: Acquire skills to manage finances well and take financial decision for a business
BBA 206 Corporate Governance, Ethics and Responsibility of Business	CO1: Understand the concept of values, ethics and their relevance in Business CO2: Understand the concept of Knowledge management and Wisdom management, acquire skills to manage stress. Understand the concept of Karma and Dharma CO3: Understand the concept of Progress, Success and acquire skills to manage transformation CO4 : Understand the relevance of Corporate Social Responsibility CO5: Understand the relevance of Corporate Social Responsibility and Corporate Governance CO6: Acquire skills to implement ethics and values when dealing with business related issues

<p>BBA 208 Environmental Science (NUES)</p>	<p>CO1: Understand the concept of ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work CO2: Understand the concept of water pollution and air pollution. Acquire skills how to prevent it. CO3: Understand the concept of solid waste and acquire skills how to manage it CO4 : Acquire skills to assess the impact of environment and environmental management system CO5: Understand the concept of Indian Environmental Laws CO6: Acquire skills how to protect environment and maintain ecological balance while dealing with business units</p>
<p>BBA 210: Income Tax Law and Practice</p>	<p>CO1: Understand the concept of Income Tax Act 1961 CO2: : Understand the Heads of Income under salary CO3: : Understand the Deductions u/s 80 C to 80 U CO4 : : Understand the concept of Deduction of Tax at Sources CO5: Acquire skills related to procedure of filling return (online filling-ITR) CO6: Understand the computation of total Income and Tax Liability</p>
<p>BBA 212 MOOC</p>	<p>CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:</p>
<p>Financial Modelling Elective 1: 214</p>	<p>CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:</p>
<p>Management Skills Elective 1: 214</p>	<p>CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:</p>
<p>Advertising and Public Relations Elective 1: 214</p>	<p>CO1: Understand the concept of CO2: CO3: CO4 : CO5:</p>

	CO6:
<i>Logistics and supply chain mgt.</i> Elective 2: 216	CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:
<i>International Business Mgt.</i> Elective 2: 216	CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:
<i>Services Marketing</i> Elective 2: 216	CO1: Understand the concept of CO2: CO3: CO4 : CO5: CO6:
Fifth Semester	
BBA 301: Goods and Services Tax	CO1: Understands the concept of GST in India CO2: Acquire skills to Assess GST Tax CO3: Understands how to file returns and their due dates CO4: Understands about offences and penalties CO5: Understands the role of GST Practitioner CO6: Understands which activities would neither be treated as supply of goods nor as supply
BBA 303: Business Policy and Strategy	CO1: Understand the concept of Business Policy, its evolution and strategic management CO2: Acquire skills to do environmental analysis CO3: Acquire skills to do analysis of Internal resources CO4 : Acquire skills to formulate various strategies CO5: Acquire skills to make choice among various business strategies in different Business portfolio models CO6: Understand various major issues in the implementation of strategy
BBA 305 Information Systems Management	The students will be able to develop an understanding of the concept of information systems and their components specially databases in business organizations.
BBA 307 Information Systems Management Lab	Lab will acquaint the students with the various aspects and components of Information Systems specially data bases. Students are required to design the Data bases using E-R Model and run SQL queries on DDL commands, DML commands and aggregate functions.

<i>Customer Relationship Mgt.</i> Elective: 309	The students will develop fundamental knowledge and exposure to the concepts, theories and practices in the field of CRM.
<i>Manufacturing Paradigms and technology</i> Elective: 309	The students will get advanced understanding of supply chain management, manufacturing paradigms, selection of materials, manufacturing information systems and their applications to deal with business challenges, management perspectives globally.
<i>Business Data Analytics</i> Elective: 309	The students will be able to translate data into clear and actionable insights and think critically in making decisions based on deep analytics.
BBA 311 Summer Training Report	CO1: Acquire Analytical Skills CO2: Broaden the thinking horizon CO3: Helps in understanding business issues CO4 : Develop problem solving attitude
Sixth Semester	
BBA 302 Project Management	CO1: Understand the concept of Project Management and Techniques to manage the projects CO2: Understand the project life cycle . Acquire skills to generate and screen the project ideas CO3: Acquire skills to do technical analysis and Market Analysis. Understands the network techniques. CO4 : Understand various sources of projects financing CO5: Acquire skills to evaluate and control the projects CO6:Understand the emerging concepts and issues in project management..
BBA 304 Digital Marketing	CO1: Understand the concept of Digital Marketing CO2: Understand online buyer behavior and models CO3: Understand the Digital promotional techniques I CO4 : : Understand the Digital promotional techniques I I CO5: Acquire skills to take various decisions related to online marketing. CO6: Acquire skills to exploit the opportunities of this medium to support the organization's marketing activities.
BBA 306 Marketing Analytics Elective: 306	The students will be able to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company, Understand consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives, Communicate and defend your recommendations and critically examine and build upon their commendations of your classmates both quantitatively and qualitatively and develop the understanding the current global and digital aspect of marketing.

HR Analytic <i>Elective: 306</i>	The students will get an advance subject knowledge related to different dimensions of HR analytics. This will help the students to use analytics as a tool to develop a deeper understanding of data and people management and find appropriate solutions to real like people challenges.
Training and Development <i>Elective: 306</i>	The students will be able to enhance their creativity and professional development.
BBA 308 : Entrepreneurship Development	CO1: Understand the concept of Entrepreneur and its emergence CO2: Understands how to go about the promotion of a venture CO3: Understands entrepreneurial Behaviour CO4 : Understands Development programmes for entrepreneur CO5: Understands the role of Entrepreneur in economic growth CO6: Acquire skills regarding starting up their own business unit
BBA 310 Project Report	CO1: Acquire Analytical Skills CO2: Broaden the thinking horizon CO3: Helps in understanding business issues CO4 : Develop problem solving attitude
BBA (B&I) First Semester	
BBA (B&I) 101: Management process and Organisation Development	CO1. Understanding of the concepts of management and its evolution CO2. Understanding the relevance of the theories of Motivation CO3: Understanding the concept of Organization Behaviour and importance of understanding Individual Behaviour CO4 : Understanding the concept and relevance of team and group behaviour CO5: Acquire skills to manage activities and develop leadership qualities to lead CO6. Acquire skills to understand individual behaviours and how to mold them with the change in the environment
BBA (B&I) 103: Principles of Banking	CO1: Understands the evolution of Banking

	<p>CO2: Understand the concept of Reserve Bank of India</p> <p>CO3: Understand the commercial Banking</p> <p>CO4: Understand the emerging trends in banking</p>
BBA (B&I) 105: Financial Accounting & Analysis	<p>CO1: Understand the basic concepts of accounting and the relevance of GAAP and accounting standards</p> <p>CO2: Preparation of company final accounts with adjustments</p> <p>CO3: Understand the contemporary issue and challenges in accounting and the concept and the methods of depreciation</p> <p>CO4 : To acquire knowledge related to share capital and debentures</p> <p>CO5: Understand the concept of stock exchange of India and role of SEBI</p> <p>CO6: Acquire skills to do financial analysis of companies</p>
BBA (B&I) 107: Business Economics	<p>CO1: Understand the fundamental concepts of Business Economics</p> <p>CO2: Understand the relationship between consumer behavior and demand analysis</p> <p>CO3: Understand the theory of production and through the use of ISO-QUANTS</p> <p>CO4 : Understand the concept and relevance of cost (Short term cost and Long term cost)</p> <p>CO5: Understand and determine the pricing under various markets</p> <p>CO6: Acquire skills to deal with economics related business and research problems</p>
BBA(B&I) 109 : Business Communication	<p>CO1: Acquire skills for effective communication</p> <p>CO2: Understand the concept of communicating in a Multicultural world</p> <p>CO3: Acquire skills for writing Business letters</p> <p>CO4: Understands the concepts of departmental communication</p> <p>CO5: Understanding the ways to improve command over spoken and written English</p> <p>CO6: Understands the relevance of effective listening</p>
BBA (B&I) 109: IT Applications in Business	<p>The students will be familiarized with computer and its applications in the relevant fields and will provide exposure to them to other related papers of IT.</p>

BBA (B&I) 111: IT Applications in Business Lab	Students will be equipped with the various commands of using Windows and will be able to apply the skills in data analysis.
Second Semester	
BBA (B&I) 102: Cost Accounting	<p>CO1: To understand the basic cost objectives and scope of cost accounting in business</p> <p>CO2: Acquire skills to control material through various material controlling techniques</p> <p>CO3: Understand the remuneration systems and incentive schemes to deal with labour cost</p> <p>CO4 : Acquire skills to handle the overhead cost through overhead functional analysis</p> <p>CO5: Preparation of Cost sheet and computation of normal profits/Loss and abnormal profits/Loss</p> <p>CO6: Preparation of contact accounts using escalation clause</p>
BBA (B&I) 104: Business Mathematics	<p>CO1: Understand the basic concepts of principle of counting</p> <p>CO2: Understand the concepts of Matrix Algebra</p> <p>CO3: Acquire skills to calculate compound interest in a transaction.</p> <p>CO4 : Understand the concepts of immediate and deferred Annuities</p> <p>CO5: Understand the preparation and use of interest tables</p> <p>O6: Acquire skills to take decisions related to business</p>
BBA (B&I) 106 Business Environment	<p>CO1: Understand the overview of Business Environment and its relevance</p> <p>CO2: Understand the Indian Economy structure</p> <p>CO3: Understand planning and economic development of Indian Economy</p> <p>CO4 : Understand the concept of Macro Economics and determination of National Income</p> <p>CO5: Understanding of Macro Economic framework</p> <p>CO6: Acquire skills to underatnd the structure of Economy</p>
BBA (B&I): 108 Principles of Insurance	<p>CO1: The students will be familiarized with different risk and their management</p> <p>CO2: Understand the relevance of Insurance to the emerging Socio-Economic needs of the society</p> <p>CO3: Understand the formation of Insurance contract</p> <p>CO4: Understand the classification of Insurance</p>

	<p>Co5 : Acquire skills to deal with various Insurance contract and its types</p> <p>CO6: Understand the concept of utmost good faith, Indemnity and Insurable Interest</p> <p>Insurance, Insurance Contract and Types of Insurance</p>
BBA BI: 110 MOOC	Enhancement of Ability
BBA (B&I) 112: E-Commerce	The students will develop an understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.
BBA (B&I) 114: E-Commerce Lab	Lab will enhance skills of the students by equipping them creating web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of web page: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and controls and other relevant things.
BBA BI: EVS 116	<p>CO1: Understand the concept of ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work</p> <p>CO2: Understand the concept of water pollution and air pollution. Acquire skills how to prevent it.</p> <p>CO3: Understand the concept of solid waste and acquire skills how to manage it</p> <p>CO4 : Acquire skills to assess the impact of environment and environmental management system</p> <p>CO5: Understand the concept of Indian Environmental Laws</p> <p>CO6: Acquire skills how to protect environment and maintain ecological balance while dealing with business units</p>
BBA (B&I) 118 Minor Project Report I	<p>CO1: Acquire Analytical Skills</p> <p>CO2: Broaden the thinking horizon</p> <p>CO3: Helps in understanding business issues</p> <p>CO4 : Develop problem solving attitude</p>

Third Semester	
BBA (B&I) 201 Marketing Management	<p>CO1: Understand the basic concepts of Marketing Management process</p> <p>CO2: Acquire skills to understand products like New Product Development, product Line and width ect 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 (B&I) 203: Management Accounting	<p>CO1: Understand the nature and scope of Management Accounting</p> <p>CO2: Understand the accounting financial analysis and its limitations</p> <p>CO3: Acquire skills to prepare various Budgets</p> <p>CO4 : Acquire skills to understand variance analysis and its computation</p> <p>CO5: Understand the marginal costing and profit planning</p> <p>CO6: Acquire skills to do take decisions involving alternatives</p>
BBA (B&I) 205 Management of Commercial Banks	<p>CO1: Understand the structure of Commercial banks</p> <p>CO2: Acquire skills to analysis of Assets and Liability</p> <p>CO3: Understand the risks involved in commercial banking</p> <p>CO4: Understand the global trends and developments in International banking</p> <p>CO5: Understand the management of foreign exchange</p> <p>CO6: The students will get an opportunity to understand various analytical tools and to take managerial decisions.</p>
BBA BI 207: Decision making techniques in Business	<p>CO1: Understand the basic concepts of Statistics</p> <p>CO2: Acquire skills to apply correlation concepts in business and research problems</p> <p>CO3: Acquire skills to apply regression concepts in business and research problems.</p> <p>CO4 : Understand the linear programming in solving</p>

	<p>business problems and helps in taking decisions</p> <p>CO5: Understand the problems of general structure of transportation and assignment problems</p> <p>CO6: Acquire skills to take decisions related to business</p>
<p>BBA BI 209 Business Research Methodology</p>	<p>CO1: Understand the basic concepts and scope of Business research</p> <p>CO2: Understand the research process for solving the business related problems</p> <p>CO3: Understand the concept of measurement, sampling and hypothesis testing</p> <p>CO4 : Acquire skills to prepare research report</p> <p>CO5: Understand the role of computerized Data analysis</p> <p>CO6: Acquire skills to solve Business research problems systematically</p>
<p>BBA (B&I) 211 Business Research Methodology Lab</p>	<p>CO1: Acquire skills to use software(Advance Excel/ SPSS)</p> <p>CO2: Understand research tools for solving business</p> <p>CO3: Acquire skills to implement statistical tests for resolving an issue</p> <p>CO4 : Helps in decision making</p>
<p>BBA (B&I) 213: NSS/NCC/NSO/other Skills notified by University (NUES)</p>	
<p>Fourth Semester</p>	
<p>BBA (B&I) 202 Business Analytics</p>	
<p>BBA (B&I) 204 Financial Management</p>	<p>CO1: Understand the concept of financial management and sources of financing</p> <p>CO2: Acquire skills to do capital Budgeting through different techniques</p> <p>CO3: Understand the concept of cost of capital and capital structure</p> <p>CO4 : Acquire skills to take decisions regarding Dividends</p> <p>CO5: Understand the concept of working capital management</p> <p>CO6: Acquire skills to manage finances well and take</p>

	financial decision for a business
BBA(B&I) 206 Corporate Governance, Ethics and Responsibility of Business	CO1: Understand the concept of values, ethics and their relevance in Business CO2: Understand the concept of Knowledge management and Wisdom management, acquire skills to manage stress. Understand the concept of Karma and Dharma CO3: Understand the concept of Progress, Success and acquire skills to manage transformation CO4 : Understand the relevance of Corporate Social Responsibility CO5: Understand the relevance of Corporate Social Responsibility and Corporate Governance CO6: Acquire skills to implement ethics and values when dealing with business related issues
BBA (B&I) 208 Entrepreneurial Mindset(NUES)	
BBA (B&I) 210: Income Tax Law and Practice	CO1: Understand the concept of Income Tax Act 1961 CO2: : Understand the Heads of Income under salary CO3: : Understand the Deductions u/s 80 C to 80 U CO4 : : Understand the concept of Deduction of Tax at Sources CO5: Acquire skills related to procedure of filling return (online filling-ITR) CO6: Understand the computation of total Income and Tax Liability
BBA (B&I) 212: MOOC	
Financial Modelling Elective 1: 214	The students will be able to understand the basics of excel and applying various tools of advanced excel in relation to financial management concepts. The students will develop learning of the core concept of financial modelling and creation of certain financial models and templates.
Management Skills Elective 1: 214	The students will be equipped with skills that would make the student confident to handle corporate world confidently.
Advertising and Public Relations Elective 1: 214	The students will develop an understanding of basic fundamentals of advertising that helps to deliver promotional marketing messages to consumers and its various tools and emerging importance of discipline in various areas of

	decision making.
<i>Logistics and supply chain mgt.</i> Elective 2: 216	The students will be able to develop an understanding of the supply chain management, practices and their interrelationship with other organizational functions. It provides the students with necessary analytical tools and prepares them for managing the supply chain operation.
<i>International Business Mgt.</i> Elective 2: 216	The students will be able to gain understanding of the global dimensions of management and how to manage international business.
<i>Services Marketing</i> Elective 2: 216	Students will be able to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.
Fifth Semester	
BBA (B&I) 301: Goods & Services Tax	CO1: Understands the concept of GST in India CO2: Acquire skills to Assess GST Tax CO3: Understands how to file returns and their due dates CO4: Understands about offences and penalties CO5: Understands the role of GST Practitioner CO6: Understands which activities would neither be treated as supply of goods nor as supply
BBA (B&I) 303: Practice of Life and General Insurance	CO1: The students will be able to acquaint with the advanced subject knowledge and apply the principles of Actuarial Planning and Control required in the operation of the Life and general Insurance Business. CO2: Understand the different Non-life Insurance Products CO3: Acquire the skills to deal with Physical and Moral Hazards loss prevention CO4: Understand General Insurance Business Act, 1972 CO5: Understand the conceptual framework of life Insurance CO6: Understand various group health insurance and special purpose schemes

BBA (B&I) 305: Business Policy and Strategy	<p>CO1: Understand the concept of Business Policy, its evolution and strategic management</p> <p>CO2: Acquire skills to do environmental analysis</p> <p>CO3: Acquire skills to do analysis of Internal resources</p> <p>CO4 : Acquire skills to formulate various strategies</p> <p>CO5: Acquire skills to make choice among various business strategies in different Business portfolio models</p> <p>CO6: Understand various major issues in the implementation of strategy</p>
BBA (B&I) 307 Business Laws	<p>CO1: Understand the Contract Act 1872 and its essential elements</p> <p>CO2: Understand the contract of sale of goods act 1930</p> <p>CO3: Understand companies act 2013 with upto date amendments</p> <p>CO4 : Understand the concepts of negotiable instrument act 1881</p> <p>CO5: Understand the concept of Endorsement and its kind</p> <p>CO6: Acquire skills to understand the valid contract regarding business transactions</p>
<i>BBA BI 307</i> <i>Customer Relationship Mgt.</i> <i>Elective: 307</i>	The students will develop fundamental knowledge and exposure to the concepts, theories and practices in the field of CRM.
<i>Manufacturing Paradigms and technology</i> <i>Elective: 307</i>	The students will get advanced understanding of supply chain management, manufacturing paradigms, selection of materials, manufacturing information systems and their applications to deal with business challenges, management perspectives globally.
<i>Business Data Analytics</i> <i>Elective: 307</i>	The students will be able to translate data into clear and actionable insights and think critically in making decisions based on deep analytics.
BBA (13&I) 309: Summer Training Report	<p>CO1: Acquire Analytical Skills</p> <p>CO2: Broaden the thinking horizon</p> <p>CO3: Helps in understanding business issues</p> <p>CO4 : Develop problem solving attitude</p> <p>CO5: Will get the firsthand experience in the corporate</p> <p>CO6: Understand the corporate culture</p>
Sixth Semester	
BBA (B&I) 302: Project Management	<p>CO1: Understand the concept of Project Management and Techniques to manage the projects</p> <p>CO2: Understand the project life cycle . Acquire skills to</p>

		<p>generate and screen the project ideas</p> <p>CO3: Acquire skills to do technical analysis and Market Analysis. Understands the network techniques.</p> <p>CO4 : Understand various sources of projects financing</p> <p>CO5: Acquire skills to evaluate and control the projects</p> <p>CO6:Understand the emerging concepts and issues in project management..</p>
BBA BI 304 Human Management Elective: 304	Resource	<p>CO1: Understand the concepts and relevance of HRM vs Strategic HRM</p> <p>CO2: Understand the various dimensions of Human resource Planning</p> <p>CO3: Understand the needs, methods and designing of training and development programmes</p> <p>CO4 : Understand the career planning and career development</p> <p>CO5: Understand the concept and components of employee compensation</p> <p>CO6: Acquire skills to do employee performance appraisal and to understand the relevance of employee maintenance and Industrial Relations</p>
HR Analytic Elective: 306		The students will get an advance subject knowledge related to different dimensions of HR analytics. This will help the students to use analytics as a tool to develop a deeper understanding of data and people management and find appropriate solutions to real like people challenges.
Training and Development Elective: 306		The students will be able to enhance their creativity and professional development.
BBA (B&I) 308: Banking Laws and Practice		<p>CO1: The students will be familiarized with the various types of financial services and products and how these are to be marketed.</p> <p>CO2: Understand the recent developments in marketing of Financial Products & Services.</p> <p>CO3: Understand the overview of Reserve Bank of India Act,1934</p> <p>CO4: Understand the legal aspect of Negotiable Instrument Act 1860</p> <p>CO5: Understand the cyber laws relating to banking</p> <p>CO6: Understand the SARFAESI Act,2002</p>
BBA (B&I) 310 Project Report		<p>CO1: Acquire Analytical Skills</p> <p>CO2: Broaden the thinking horizon</p>

and viva -voce	CO3: Helps in understanding business issues CO4 : Develop problem solving attitude
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