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Program Outcomes (POs)
and
Course Outcomes (COs)
of
BBA
2017



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DME School of Management

Program Outcomes (POs) and Course Outcomes (COs)

The Bachelor of Business Administration (BBA) programme ensures that each student acquires the desired competencies after graduating, as stated below. To attain the same, the Program Outcomes (POs), Program Specific Outcomes (PSOs), and Course Outcomes (COs) of the course are elaborated as follows-

Program Outcomes (POs)

PO1: Knowledge of Business: Students who complete a BBA program should have a thorough understanding of the principles and practices of business, including accounting, finance, marketing, economics, operations management, and human resources.

Po2: Problem-solving skills: BBA graduates should be able to identify problems, analyse data, develop and implement solutions, and evaluate the results of their actions.

PO3: Communication skills: BBA graduates should communicate effectively verbally and in writing and work collaboratively with others.

PO4: Leadership skills: BBA graduates should be able to lead and motivate others, manage conflicts, and make effective decisions.

PO5: Ethics and Social Responsibility: BBA graduates should have a solid understanding of ethical and social responsibility issues in business and be able to apply these principles to their work.

PO6: Global perspective: BBA graduates should have a global perspective and understand the impact of global events and trends on business operations.



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Semester I Course Outcomes (COs)

Paper Details	Course Title	Outcome
BBA 101	Management Process & Organizational Behaviour	<p>CO1: Develop a better understanding in students about management principles (from a historical perspective).</p> <p>CO2: Understand the concept and nature of organizational behaviour.</p> <p>CO3: Understand management processes in organisations and skills needed for effective management.</p> <p>CO4: Describe the dynamics of individual and group behaviour.</p>
BBA 103	Business Mathematics	<p>CO1: Develop abroad-based knowledge of basic concepts of mathematics and their application in business decision-making</p> <p>CO2: Discuss the application of matrix algebra to business input and output analysis.</p> <p>CO3: Understand the application of calculus in solving complex business problems.</p> <p>CO4: Describe the voluminous data and convert it into useful information using descriptive statistics.</p>
BBA 105	Financial Accounting and Analysis	<p>CO1: Understand the nature and scope of accounting and its interrelationships with other disciplines.</p> <p>CO2: Utilize accounting concepts and theories to record transactions accurately.</p> <p>CO3: Apply concepts of depreciation, provisions, and reserves and their impact on asset and firm valuation</p> <p>CO4: Identify sources of finance and process of raising finance, thereby recording all the funds accumulated and placing them in the books of accounts.</p>
BBA 107	Business Economics	<p>CO1: Understand the economics concepts and apply them in their personal and business decision-making.</p> <p>CO2: Comprehend consumer behaviour through concepts of marginal utility and demand analysis</p> <p>CO3: Understand the optimum levels of production given scarce resources in the long and short run.</p> <p>CO4: Analyze different market structures in the context of costs and revenue.</p>



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BBA 109	Computer Applications	<p>CO1:Understand the basic functioning of a computer through hardware and software.</p> <p>CO2:Describe the functioning of the Operating System which supports the user interface.</p> <p>CO3:Achieve proficiency in Word, PowerPoint, and Excel for office automation assistance.</p> <p>CO4:Identify IT infrastructure for business organisation.</p>
BBA 111	Computer Applications Lab	<p>CO1:Gain proficiency in creating business documents like letters, memos, reports, term papers, and typesetting novels and magazines, etc</p> <p>CO2:Use audio-visual tools to have a more significant visual impact in presentations.</p> <p>CO3:Clear the concepts of Networking and application of IT</p> <p>CO4:Present data pictographically through charts,graphs etc.</p>

Semester II Course Outcomes (COs)

BBA 102	Cost Accounting	<p>CO1:Develop an understanding of costing methods for business decisions</p> <p>CO2:Ability to take decisions based on the cost attached to various alternatives.</p> <p>CO3:Calculate the different types of Overheads of business organisations.</p> <p>CO4:Able to determine the total cost of projects and contracts through detailed bifurcation processes.</p>
BBA 104	Quantitative Techniques	<p>CO1:Describe the voluminous data and convert it into useful information using descriptive statistics.</p> <p>CO2:Identify the relationship between the variables and analyse the extent of the relationship, assessing the model's suitability for the data type and its situation.</p> <p>CO3:Formulation of Linear programming problems related to business to Mathematica problems with restricted conditions.</p> <p>CO4:Solve complex business problems with multiple variables, controls and constraints using LPP</p>



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BBA 106	E-Commerce	CO1:Conceptualize business activities through the internet CO2:Create and comprehend revenue models forweb-based businesses CO3:Design a website and control the content by identifying social, security, privacy, and ethical issues of business CO4:Analyse the functioning of digital paymentand synergise business transactions in it.
BBA 108	E-Commerce Lab	CO1:Design and develop websites and web pages using HTML CO2:Create multimedia components in HTML CO3:Leverage content and technology on a website. CO4:Exhibit the knowledge about various tags that are present in HTML 5.0
BBA 110	Business Communication	CO1:Use the process of communication to overcome the barriers to effective business communication. CO2:Draftpractical proposals, letters and other business reports CO3:Communicate effectively in English with brevity and clarity in both oral & written form CO4:Collect, analyse and present data persuasively for all kinds of business correspondence
BBA 112	Business Environment	CO1:Understand business environment through diversities and interdependencies. CO2:Analyse the fundamental economic problems and their impact on different macroeconomic variables. CO3:Understandthe challenges of the Indian economy from a historical perspective. CO4:Comprehend the global picture of the economic environment.

Semester III Course Outcomes (COs)

BBA 201	Business Laws	CO1:Develop an understanding of different laws applying to business transactions. CO2:Analyze and interpret the implications of transactions involvingcontractual obligations. CO3:Comprehend the vital legal aspects of setting up a new company, including the rights and responsibilities of shareholders. CO4:Interpret the various legal provisions todevelop their cases and examples tocontribute to the field of knowledge.
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BBA 203	Marketing Management	<p>CO1:Develop an understanding of fundamental concepts of Marketing Management.</p> <p>CO2:Apply the concepts of Marketing Management in contemporary business and social environments.</p> <p>CO3:Analyze the consumer behaviour patterns and decisions making process</p> <p>CO4:Develop an understanding of the importance of Marketing Management for individuals, organisations, society and nation</p>
BBA 205	Business Ethics and Corporate Social Responsibility	<p>CO1:Identify and prioritise personal values and apply those in making ethical decisions</p> <p>CO2:Apply the theoretical precepts of ethical theory to evaluate real-life ethical dilemmas</p> <p>CO3:Analyse the scope and content of ethical theory and its relevance for diverse institutional and operational business contexts</p> <p>CO4:Demonstration of ethical alternatives, articulate associated moral values and be able to explain techniques of moral reasoning</p>
BBA 207	Management Accounting	<p>CO1: Analyze and assess the financial status of a Company using its published financial reports and decision-makingbased on Cost allocation, budgets and budgetary control</p> <p>CO2:Illustrate the changes in the cost structure through variance analysis.</p> <p>CO3:Apply various costing techniques and cost centres in operational decisions relating to minimising costs and maximising profits</p> <p>CO4: Decide the optimal production and sales value for maximising profits.</p>
BBA 209	Indian Economy	<p>CO1:Understand the interplay of forces that drive the growth and development of the Indian Economy</p> <p>CO2:Assess the pre and post-reform period of the Indian Economy through the prism of the New Economic Policy</p> <p>CO3: Analyze the key Industrial Sectors in terms of their present challenges and future outlook</p> <p>CO4:Comprehend the Foreign Trade position of the Indian Economy concerning the world economy.</p>



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BBA 211	Environmental Science*(NUES)	<p>CO1: Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.</p> <p>CO2: Develop a multidisciplinary perspective to understand environmental issues and problems and appreciate the impact of our daily activities on their integrity.</p> <p>CO3: Apply systems concepts and methodologies to analyse and understand interactions between social and environmental processes</p> <p>CO4: Reflect critically on their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world</p>
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Semester IV Course Outcomes (COs)

BBA 202	Human Resource Management	<p>CO1: Identify and Analyze Challenges of Managing Human Resources</p> <p>CO2: Create a Recruitment and Selection plan for an organisation using various resources and processes</p> <p>CO3: Design a need-based training program and measure its effectiveness</p> <p>CO4: Create compensation and development strategies for employees based on the Performance Appraisal process</p>
BBA 204	Financial Management	<p>CO1: Apply the understanding of financial management in business operations</p> <p>CO2: Evaluate the various sources of finance and their implications</p> <p>CO3: Appreciate the importance of economic theories in decision making</p> <p>CO4: Analyse financial reports given current developments in financial services and initiate actions</p>
BBA 206	Research Methodology	<p>CO1: Identify a business problem and formulate hypotheses for it.</p> <p>CO2: Prepare a research plan to solve a research problem.</p> <p>CO3: Identify sources of data and analyse data collection methods and tools to Perform a detailed data analysis using software and tools</p> <p>CO4: Analyse various research designs in different business / organisational situations and contexts and prepare and present reports of research findings.</p>



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BBA 208	Research Methodology Lab	<p>CO1: Gain proficiency in tools like Advance Excel and R for data analysis.</p> <p>CO2: Execute essential and complex mathematical functions in Excel</p> <p>CO3: Develop data pictographically using tables, graphs and charts</p> <p>CO4: Analyze quantitative data through execution of various statistical tests, conclude and present the results</p>
BBA 210	Information Systems Management	<p>CO1: Develop a comprehensive understanding of different Information systems.</p> <p>CO2: Differentiate between Information systems at different levels of the management of decision making.</p> <p>CO3: Create and manipulate database for speedy retrieval of data.</p> <p>CO4: Exhibit the role and concept of databases in information systems and analyse alternative information systems.</p>
BBA 212	Information Systems Management Lab	<p>CO1: Achieve proficiency in developing databases with SQL</p> <p>CO2: Apply the syntax and semantics of SQL</p> <p>CO3: Develop databases using SQL</p> <p>CO4: Reproduce a working model related to Database Management Systems</p>
BBA 214	Managerial Skill Development* (NUES)	<p>CO1: Develop the concept of self and self-esteem</p> <p>CO2: Conduct SWOT analysis of one's self. Appraise self-competencies and map the skill set.</p> <p>CO3: Analyse one's personality and identify gaps in skills required by the corporate environment-personality fit.</p> <p>CO4: Identify alternatives and evaluate them without subjectivity, prejudice and biases</p>

Semester V Course Outcomes (COs)

BBA 301	Income Tax Law and Practice	<p>CO1: Understand the fundamental law of income tax laws in India.</p> <p>CO2: Determining the relationship between the residential status of an assessee and its relationship with the tax incidence.</p> <p>CO3: Calculation of incomes under the five heads of payments: Salaries, House property, Profits and Gains from Business or Profession, Capital Gains and other sources.</p> <p>CO4: Assess and apply ways of tax planning and determination of taxable income of an individual and file an income tax return</p>
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BBA 303	Production and Operations Management	<p>CO1:Comprehend the importance of operations management and its challenges in changing business environment.</p> <p>CO2:Analyze various production processes and services to uncover problems and improvement opportunities</p> <p>CO3:Apply quality management principles to continuous improvement in operations management</p> <p>CO4:Analyse operation processes from a variety of perspectives, such as productivity, workflow, and quality</p>
BBA 305	Services Marketing	<p>CO1:Comprehend services sector in India</p> <p>CO2: Identify GAPs between the end user and service provider and devise strategies to close them.</p> <p>CO3:Designa service marketing plan by measuring service quality and assessing the impact of service quality on consumer behaviour.</p> <p>CO4:Conduct a services audit plan and identify and analyse best service practices in the industry.</p>
BBA 307	Entrepreneurship Development	<p>CO1:Identify different ways to become an entrepreneur – Family business owner, Startup, social entrepreneur, franchisee owner, intrapreneur.</p> <p>CO2:Analyze the entrepreneurial environment and opportunities there.</p> <p>CO3:Prepare a business plan for pitching to prospective funding agencies.</p> <p>CO4:Visualize the role of entrepreneurship in bringing balanced regional development and social stability.</p>
BBA 309	Goods and Services Tax (GST)	<p>CO1:Understand the constitutional requirements and amendments for implementation of GST laws in India.</p> <p>CO2:Apply the provisions of supply, registration place and time of supply</p> <p>CO3:Understand the requirements of tax collection and return filing under GST</p> <p>CO4:Understand the conditions of inspection, search, seizure, and advance ruling.</p>



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BBA 311	Summer Training Report	<p>CO1:Acquire knowledge about the working of the company and industry in which the student is placed</p> <p>CO2:Understand organisational processes of the department where the student is placed in the company.</p> <p>CO3:Draft a formal summer internship report with a standard format.</p> <p>CO4:Demonstrate basic computer proficiency, including word processing and spreadsheet software packages.</p>
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Semester VI Course Outcomes (COs)

BBA 302	Project Management	<p>CO1:Develop a comprehensive understanding of different types of projects with specific reference to production projects.</p> <p>CO2:Identify different projects that can be adopted to achieve specific objectives.</p> <p>CO3:Classify and appraise multiple sources of financing projects concerning costs and returns</p> <p>CO4:Monitor project and evaluate it for the achievement of socio-economic objectives.</p>
BBA 304	Digital Marketing	<p>CO1:Understanding of direct and digital marketing for achieving marketing objectives</p> <p>CO2:Develop a strategy to execute marketing initiatives digitally</p> <p>CO3:Overview of various direct and digital marketing tools for implementing a digital strategy</p> <p>CO4:Apply the fundamental concepts of digital marketing tools,online buying behaviour and promotional techniques</p>
BBA 306	International Business Management	<p>CO1:Comprehend the dynamics of the international trade scenario.</p> <p>CO2:Understanding the role and impact of various inter-governmental trade supporting organisations.</p> <p>CO3:Analyzing the factors impacting the international trade environment.</p> <p>CO4:Managing socio-cultural impact on an international organisation and managing the human resource effectively</p>



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BBA 308	Business Policy & Strategy	<p>CO1:Develop process capability to take a decision that has a long-term impact.</p> <p>CO2: Comprehend the aspects of the business environment & analyse its influence on strategic decision-making in the organisation.</p> <p>CO3:Evaluate suitability of strategies that firms have developed in the real-world scenario concerning objectives.</p> <p>CO4:Draft Business Plan & strategic options using different strategies.</p>
BBA 310	Sales & Distribution Management	<p>CO1:Acquaint the student with the concepts that help develop a sound sales and distribution policy and organise and manage sales force and marketing channels.</p> <p>CO2:Comprehend the management functions that go into sales management</p> <p>CO3:Utilise the skills to sell effectively along with designing territories and quotas</p> <p>CO4:Understand the distribution channels and how to manage channel members</p>
BBA 312	Project Report	<p>CO1: Articulate the relevance of their research to their coursework and professional future.</p> <p>CO2:Identify a research problem, and formulate a hypothesis from the research problem.</p> <p>CO3:Conduct a literature review and identify the conceptual framework for research.</p> <p>CO4:Identify the data collection technique and tools to analyse and interpret data, draw conclusions, and suggest recommendations based on data interpretation.</p>