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GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY

Program Outcomes (POs)
Program-Specific Outcomes (PSOs)
and
Course Outcomes (COs)
of
BBA
2021



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BBA

Program Outcomes (POs)

- PO1:** Apply knowledge of various functional areas of business
- PO2:** Develop communication and professional presentation skills
- PO3:** Demonstrate critical thinking and Analytical skills for business decision making
- PO4:** Illustrate leadership abilities to make effective and productive teams
- PO5:** Explore the implications and understanding of the process of starting a new venture
- PO6:** Imbibe responsible citizenship towards a sustainable society and ecological environment
- PO7:** Appreciate inclusivity towards diverse cultures and imbibe universal values
- PO8:** Foster Creative thinking to find innovative solutions for various business situations

Program-Specific Outcomes (PSOs)

- PSO1:** Apply reflective thinking and research skills using the latest technological tools
- PSO2:** Assimilate technical, functional knowledge of operations in business organisation
- PSO3:** Demonstrate strategic and proactive thinking towards business decision making
- PSO4:** Illustrate negotiation skills and networking abilities



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Semester I Course Outcomes (COs)

| Paper Code | Course Title | Course Outcomes |
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| BBA 101 | Management Process and Organizational Behaviour | <p>CO1: Explore the evolution of the concepts of management.</p> <p>CO2: Examine the relevance of the theories of Motivation.</p> <p>CO3: Analyze the significance of Organization and Individual Behavior.</p> <p>CO4: Analyse and relate individual, team and group behaviour.</p> <p>CO5: Exhibit leadership qualities by building effective teams.</p> <p>CO6: Comprehend dynamics of human behaviour.</p> |
| BBA-103 | Business Mathematics | <p>CO1: Ability to solve the problems of counting.</p> <p>CO2: Proficiency in solving the problems of Matrix Algebra.</p> <p>CO3: Ability to solve the problems of Differential calculus.</p> <p>CO4: Capability to solve the problems of Integral calculus.</p> <p>CO5: Analyzing business research problems.</p> |
| BBA-105 | Financial Accounting & Analysis | <p>CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards.</p> <p>CO2: Preparation of final company accounts with adjustments.</p> <p>CO3: Appreciate contemporary issues and challenges in accounting.</p> <p>CO4: Examine the concept and the methods of depreciation.</p> <p>CO5: Comprehension about accounting for shares and debentures.</p> <p>CO6: Explore the role of Stock exchanges and SEBI as a regulator.</p> <p>CO7: Conduct comprehensive financial analysis of companies.</p> |
| BBA- 107 | Business Economics | <p>CO1: Understand the fundamental concepts of Business Economics.</p> <p>CO2: Analyze the relationship between consumer behaviour and demand.</p> <p>CO3: Explore the theory of production through the use of ISO-QUANTS.</p> <p>CO4: Understand the concept and relevance of short-term and long-term cost.</p> <p>CO5: Examine pricing decisions under various market conditions.</p> <p>CO6: Analyse economic challenges posed to businesses.</p> |



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| BBA 109 | IT Applications in Business | CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications). CO2: Analyze the usage of IT products and services. CO3: Use internet web services and resources for learning and discovery. CO4: Explore using MS Word and Advanced Excel tools to solve business problems. CO5: Comprehend the role of databases in IT applications. |
| BBA 111 | IT Applications in Business (Lab) | CO1: Explore the utility of applications provided by MS Office CO2: Proficiency in MS Advanced Excel and Powerpoint CO3: Effective and professional presentation and communication skills CO4: Use Tables and Charts from Excel to create interactive and animated presentations |
| BBA 113 | Entrepreneurial Mindset (NUES) | CO1: Exhibit entrepreneurial skills and abilities CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects CO3: Explore the laws and government assistance available for new entrepreneurs. CO4: Explore ways to achieve entrepreneurial success |

Semester II Course Outcomes (COs)

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| BBA 102 | Cost Accounting | CO1: Comprehensive understanding of objectives and scope of cost accounting in business. CO2: Explore cost control through various material controlling techniques. CO3: Evaluate the remuneration systems and incentive schemes to deal with labour costs. CO4: Examine overhead cost through overhead functional analysis. CO5: Prepare Cost sheet with computation of normal and abnormal profits/Losses. CO6: Prepare contract accounts using escalation clause. |
| BBA 104 | Decision Techniques for Business | CO1: Understand the basic concepts of Statistics. CO2: Apply Correlation and Regression concepts in business and research problems. CO3: Explore the use of linear programming in business problem-solving. CO4: Analyze transportation and assignment problems. CO5: Evaluate alternatives before taking business decisions. |



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| BBA 106 | Business Environment | CO1:Explore the Business Environment and its relevance. CO2:Comprehend the structure of the Indian Economy CO3:Analyse the planning system and economic development in India. CO4:Examine the concept of Macro Economics and determination of National Income. CO5:Ex lore the Macro Economic framework. |
| BBA 108 | E-Commerce | CO1:Examine strengths and weaknesses of digital profiles of business organisations. CO2:Explore ways to enhance the online visibility of a business. CO3:Analyze challenges of security, privacy and legal jurisdictions in e-commerce. CO4:Examine the barriers to successful online positioning of businesses. |
| BBA 110 | Business Communication | CO1:Proficiency in formal written communication CO2:Appreciate diversity and adapt to multicultural communication CO3:Analyze the forms and methods of the legal and informal modes of communication CO4:Ability to make effective and well-articulated presentations CO5:Explore the significance of effective listening |
| BBA 112 | E-Commerce Lab | CO1:Design develop and maintain an essential website. CO2:Create static HTML web pages CO3:Formulate controls for developing websites CO4:Demonstrate basic animation using HTML. |
| BBA 114 | Minor Project - I | CO1:Identify a business problem or a field of study CO2:Explore the environment to identify potential research areas CO3:Crystallize a business concern into a concrete business research problem CO4:Explore alternative ways to resolve a business problem |



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Semester III Course Outcomes (COs)

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| BBA 201 | Business Laws | <p>CO1:Examine various aspects of contract and implications of different types of agreement.</p> <p>CO2:Interpret the regulation concerning the Contract of Sale of Goods Act, 1930.</p> <p>CO3:Understand and analyse Companies Act 2013 with the latest amendments.</p> <p>CO4:Examine the concepts of the Negotiable Instrument Act, 1881.</p> <p>CO5:Comprehend the images of valid contracts regarding business transactions.</p> |
| BBA-203 | Marketing Management | <p>CO1:Explore the concepts of Marketing Management.</p> <p>CO2:Appraise in New Product Development, Product Line and width, and 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 205 | Human Resource Management | <p>CO1:Examine the concepts and relevance of HRM.</p> <p>CO2:Explore the various dimensions of Human Resource Planning.</p> <p>CO3:Analyze the needs, methods and designing of training and development programmes.</p> <p>CO4:Exhibit career planning and career development.</p> <p>CO5:Acquire employee performance appraisal skills and understand the relevance of employee maintenance and Industrial Relations.</p> |



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| BBA 207 | Management Accounting | <p>CO1: Understand the nature and scope of Management Accounting.</p> <p>CO2: Analyse and interpret the accounting financial statements of a company and its limitations.</p> <p>CO3: Executing skills to prepare various Budgets.</p> <p>CO4: Examining the impact of different ratios on the financial performance of a company.</p> <p>CO5: Compute cash flow analysis and its likely impact on the company</p> |
| BBA 209 | Production and Operations Management | <p>CO1: Interpret the basic concept and functions of production and operations management.</p> <p>CO2: Able to understand the process of design and development of production systems.</p> <p>CO3: Explore the various factors in deciding location and plant layout.</p> <p>CO4: Articulate inventory management and JIT with quality management systems and TQM.</p> <p>CO5: Identify critical factors for plant maintenance.</p> |
| BBA 211 | Business Research Methodology | <p>CO1: Outline the significance of the research and research methodology.</p> <p>CO2: Understand the basic concepts and scope of Business research.</p> <p>CO3: Formulate research process for solving business-related problems.</p> <p>CO4: Examine the concept of measurement, sampling and hypotheses testing.</p> <p>CO5: Prepare a research report.</p> |
| BBA-213 | Business Research Methodology Lab | <p>CO1: Acquire skills to use software (Advanced Excel/ SPSS).</p> <p>CO2: Examine research tools for solving business problems.</p> <p>CO3: Implement statistical tests for resolving an issue.</p> <p>CO4: Demonstrate skills for decision making.</p> |
| BBA217 | Environmental Studies | <p>CO1: Environmental Studies course will provide the necessary information and knowledge about the environment, ecosystems and related biodiversity.</p> <p>CO2: Students will be able to learn and understand the availability and sustainable use of resources, environmental problems and their short-term and long-term impacts</p> |



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| | | <p>on humans.</p> <p>CO3:Course will help them learn about environmental policies and protocols, social issues and the human role in conserving and protecting the environment.</p> <p>CO4:Overall, the course will help students develop skills and understand environment-human relationships.</p> |
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Semester IV Course Outcomes (COs)

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| BBA 202 | Business Analytics | <p>CO1: Demonstrate skills for computation and aggregation of data using different software.</p> <p>CO2: Present data with the help of charts etc.</p> <p>CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.</p> <p>CO4: Analyze data and interpret the results.</p> |
| BBA-204 | Financial Management | <p>CO1: Explain the nature and scope of Financial Management.</p> <p>CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.</p> <p>CO3: Examine various capital structure theories and analyse factors affecting capital structure decisions.</p> <p>CO4: Critically examine the theories of dividend, analyse factors affecting dividend policy, and suggest sound dividend policy.</p> <p>CO5: Acquire skills to manage profitability and take a sound financial decisions for a business.</p> |
| BBA 206 | Corporate Governance, Ethics & Social Responsibility of Business | <p>CO1: Explain the nature and scope of Financial Management.</p> <p>CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.</p> <p>CO3: Examine various capital structure theories and analyse factors affecting capital structure Decisions.</p> <p>CO4: Critically examine the theories of dividend, analyse factors affecting dividend policy, and suggest sound dividend policy.</p> <p>CO5: Acquire skills to manage profitability and take a sound financial decisions for a business.</p> |



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| BBA 208 | Income Tax Law and Practice | CO1:Comprehend the concepts of taxation and determine the residential status of a person. CO2:Compute income and deductions under different heads. CO3:Examining the provisions of clubbing of income and set off and carry forward of losses. CO4:Determine the Tax Liability. CO5:Ability to file an income tax return. |
| BBA 212 | Training and Development | CO1:Examine the concepts of training and development. CO2:Analyse the trends in employees and organisation development programmes. CO3:Identify the training needs of an individual by conducting a training need analysis. CO4:Evaluate and assess the cost and benefits of a training and development programme.To show insights into evaluating a training programme. |
| BBA 214 | Sales Management | CO1:Explore the nature and importance of sales management, types and skills of sales manager. CO2:Demonstrate the personal selling process. CO3:Analyze the ethical and legal issues in sales management. CO4:Designing the Motivational and Compensation Plans of Sales Personnel. |
| BBA 216 | Financial Markets and Institutions | CO1:Analyze the functioning of financial markets and Institutions in India. CO2:Examine the functioning of the money market and capital market. CO3:Assess the impact of initiatives on financial inclusion. CO4:Understand the Role and Functions of Financial Institutions. |
| BBA 218 | Minor Project-II | CO1:Identify a field of study or a business problem. CO2:Examine the environment to identify the potential research areas. CO3:Crystallize a business concern into a concrete business research problem. CO4: Explore alternative ways to resolve a business problem |



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Semester V Course Outcomes (COs)

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| BBA 301 | Goods and Services Tax | CO1:Understand the concept of GST. CO2:Undertake Assessment of GST. CO3:Recognize the steps to file GST returns. CO4:Understand offences and penalties under GST. CO5:Comprehends the role of GST Practitioner |
| BBA 303 | Business Policy and Strategy | CO1:Describe the concept of Business Policy, it's evolution and strategic management. CO2:Perform the SWOT analysis. CO3:Develop skills to formulate various strategies in different Business portfolio models. CO4:Discover the issues in Strategy Implementation. |
| BBA 305 | Information Systems Management | CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models. CO2:Provide the theoretical models used in database management systems to answer. Business questions. CO3:Relate the basic concepts and technologies used in management information systems. CO4: Translate the role of the information system in the organisation, the strategic management processes, and the implications for the management. |
| BBA 307 | Information Systems Management Lab | CO1:Select the relevant data for decision-making using SQL. CO2:Understand the relevance of E-R Models. CO3:Create and Manipulate Databases. |
| BBA 309 | Marketing Analytics | CO1:Assess Market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company. CO2:Evaluating consumers' requirements and behavioursand developing effective marketing strategies to achieve organisational objectives. CO3:Measure the effectiveness of marketing efforts. CO4:Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing. |



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| BBA 311 | Performance Management | <p>CO1:Identify the essential characteristics of performance management</p> <p>CO2:Analyze the problems associated with the performance appraisal process</p> <p>CO3:Compare and contrast different organisational performances.</p> <p>CO4:Identify the attributes of an effective performance management system.</p> |
| BBA 313 | Financial Modeling | <p>CO1:Develop spreadsheet-based models, tools and techniques.</p> <p>CO2:Create linked spreadsheets for decision-making models.</p> <p>CO3:Apply financial models for Decision Making.</p> |
| BBA 315 | Summer Training Report | <p>CO1:Work & gain practical experience working in a natural business setting and environment.</p> <p>CO2:Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real-life work and life scenarios.</p> <p>CO3:Identify and Analyze best practices, systems, processes, procedures and policies of a company/industry in different functional areas, identify areas with the scope of improvements, and recommend changes that may be incorporated.</p> <p>CO4:Develop skills in report writing through observation, data collection, and data analysis and present it as a report for comment to the company.</p> |

Semester VI Course Outcomes (COs)

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| BBA 302 | Project Management | <p>CO1:Explain the concept of Project Management and Techniques to manage the projects.</p> <p>CO2:Analyzing the project life cycle and assess skills to generate and screen the project ideas.</p> <p>CO3:Acquire skills to do technical analysis and Market Analysis and apply network techniques.</p> <p>CO4:Explore various sources of project financing.</p> <p>CO5:Understand the skills required to evaluate and control the projects.</p> <p>CO6:Analyze the emerging concepts in project management.</p> |
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| BBA 304 | Digital Marketing | <p>CO1:Interpreting the concept of Digital Marketing. CO2:Assess the online buyer behaviour and models. CO3:Explore Digital promotional techniques. CO4:Acquire skills to take various decisions related to online marketing. CO5:Attain skills to exploit the opportunities of this medium to support the organisation's marketing activities.</p> |
| BBA 306 | HR Analytics | <p>CO1:Explain the concept of HR analytics and the strategic role of the HR manager. CO2:Examine the different HR metrics and HR valuation being followed. CO3:Assess the workforce planning and its use in analysing HR. CO4:Understand, analyse and communicate the theories of HR analytics.</p> |
| BBA 308 | Advertising and Sales Promotion | <p>CO1:Connect the importance and role of advertising in Marketing Mix. CO2:Evaluate the advertising effectiveness. CO3:Analyse the different sales promotion strategies and their evaluation. CO4:Appraise various means of testing the effectiveness of sales promotion.</p> |
| BBA 310 | Investment Analysis and Portfolio Management | <p>CO1:Assess the risk profile of investors and prepare an appropriate investment portfolio. CO2:Analyze investment alternatives and construct a portfolio to minimise risk and maximise returns. CO3:Calculate risk and return for a portfolio and create a minimum risk portfolio. CO4:Evaluate and compare the Intrinsic and Market Value of a share. CO5:Examine the portfolio management techniques of Mutual Funds. CO6:Analyze contemporary trends in Investment options available.</p> |
| BBA 312 | Entrepreneurship Development | <p>CO1:Describe the concept of Entrepreneur and its emergence. CO2:Identify how to go about the promotion of a venture. CO3:Recognize Entrepreneurial Behaviour. CO4:Explain development programmes for the entrepreneur. CO5:Interpret the role of the Entrepreneur in economic growth. CO6:Acquire skills regarding starting up their business unit</p> |



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| BBA 314 | Major Project | <p>CO1:Apply all theoretical concepts learned in research methodology.</p> <p>CO2: Articulate a clear research objective with accurate scope and limitations of the study.</p> <p>CO3:Identify an appropriate sample size for a study.</p> <p>CO4:Choose the appropriate data collection tools for accurate, authentic and complete data collection.</p> <p>CO5:Study the data using techniques appropriate to the Research Design.</p> <p>CO6:Analyze data using parametric techniques and conduct Univariate analysis.</p> <p>CO7:Draw conclusions based on the results from the analysis</p> |
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