

# S.D.G.S.COLLEGE -HINDUPUR

## Programme Outcomes: BBA

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

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

PO3: Be abreast with the e-business solutions in the current environment led by technology disruptions.

PO4: Ability to develop ethical and value-based leadership ability.

PO5: Ability to understand, analyse and communicate regional, national, global economic, legal, and ethical aspects of business.

PO6: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### **PROGRAMME SPECIFIC OUTCOMES:**

**BBA programme has been designed to prepare graduates for attaining the following specific outcomes:**

PSO1: Critical Thinking Skills:- Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PSO2: Communication Skills:- Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PSO3: Technology Skills:- Students are competent in the uses of technology in modern organizational operations.

PSO4: Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PSO5: Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

## **Course Outcomes: BBA - I SEMESTER**

### **S1-601: Management Process**

Upon completion of this course, students will be able to:

CO1: Understand fundamental concepts and principles of management, including the basic roles, Skills, and functions of management

CO2: Be familiar with interactions between the environment, technology, human resources, and Organizations in order to achieve high performance.

CO3: Understand realistic and practical applications of management concepts.

Compare and contrast different types, roles and styles of managers across organizations.

### **S1-602: Business Economics**

Upon completion of this course, students will be able to:

CO1: Understand background of managerial economics.

CO2: Develop an understanding of role and function of managers.

CO3: Provide a detailed view of various roles played by cost and revenue in business.

CO4: Understand the term inflation and measures to control inflation.

### **S1-603: Information Technology for Business**

Upon completion of this course, students will be able to:

CO1: Understand the basic concepts and technologies used in the field of management Information systems.

CO2: Have the knowledge of the different types of management information systems and understand the processes of developing and implementing information systems.

CO3: Be aware of the ethical, social, and security issues of information systems and understand the role of information systems in organizations, the strategic management processes, and the implications for the management.

(2) MS Excel Applications for Business-Lab (BBA-305(SE2))

Upon completion of this course, students will be able to:

CO1:Apply formatting and editing features to enhance worksheets.

CO2: Use styles, themes, and conditional formats to customize worksheets.

CO3: Create Pivot Tables and Pivot Charts with customized formats, filters, and calculated fields.

CO4: Use basic math, statistical, date, financial, logical, and lookup functions.

**Course Outcomes: BBA - II SEMESTER**

**S2- 601: Quantitative Methods for Managers**

Upon completion of this course, students will be able to:

CO1: Do calculation of arithmetic mean, median and mode and partition values.

CO2: Understand calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: Understand Probability and applications of probability theory.

CO4: Understand correlation regression analysis and their applications.

CO5: Understand statistical testing and their applications.

**S2-602: Accounting for managers**

Upon completion of this course, students will be able to:

CO1: Understand different accounting concepts and conventions.

CO2: Prepare financial statements in accordance with generally accepted Accounting Principles (GAAP).

CO3: Be familiar with the rules governing accounting transactions.

CO4: Analyze financial statements with the help of various tools and techniques of accountancy.

**S2-603 : Business Environment**

Upon completion of this course, students will be able to:

CO1:Identify and evaluate the complexities of business environment and their impact on the business.

CO2: Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.

CO3: Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: Understand the Industrial functioning and strategies to overcome challenges in competitive markets.

### **Environmental Studies**

Upon completion of this course, students will be able to:

CO1: to give exposure to students to locate and comprehend relationships between the natural, social and cultural environment in current scenario of environmental conditions;

CO2: To enable the student to recognize the interconnectedness of multiple factors and efforts in environmental challenges to protect the environment

CO3: to develop awareness about environmental issues;

CO4: To enable the student to communicate clearly and competently about the matters of environmental concern, Indian environmental laws and understanding of the same for creating awareness in appropriate forms

### **Course Outcomes: BBA - III SEMESTER**

#### **S3-601: Operation Management**

Upon completion of this course, students will be able to:

CO1: To have understanding of Production and Operation Management and nature of manufacturing systems.

CO2: To examine the factors for selection of Plant Layout that facilitate decision making.

CO3: To determine the various work-study and motion study methods thus increasing efficiency.

CO4: To determine various inventory related decisions and various costs associated with it.

#### **S3-602: Human Resource Management**

Upon completion of this course, students will be able to:

CO1: To Explain the importance of human resources and their effective management in organizations.

CO2 Analyze the role of recruitment and selection in relation to the organization's business and HRM objectives .This includes demonstrating the appropriate use of job descriptions, application forms and related concepts such as job analysis, job design etc.

CO3: Demonstrate appropriate implementation, monitoring and assessment procedures of training & development

CO4: To give an understanding of the administrative complexities of providing a full array of compensation to employees and the ways and means of delivering these monetary and non monetary benefits.

### **S3-603: Managerial organisation behaviour**

CO 1 Explain the importance, scope and functions of Organisational Behaviour

CO 2 Describe the Evolution of Organisational Behaviour

CO 3 Define Personality, its importance in Performance,

CO 4 Analyses different types of Personality

CO 5 Develop Right Attitude, Components of attitude, Relationship between behavior and attitude

CO 6 Explain the importance of Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes

CO 7 Explain the Meaning and concept of perception, Factors influencing perception, Selective perception

CO 8 Explains the Definition , Concept & theories of Motive & Motivation

CO 9 Explain the Meaning of Group & Group behavior & Group Dynamics,& team building

CO 10 Explain the Concept of Leadership, Styles of Leadership & its approaches

CO 11 Define Organizational Culture, Stress Management CO 12 Explain meaning, definition & Nature of Organizational change

### **Business Communication:**

Upon completion of this course, students will be able to:

CO1: To give an outlook into the Basic forms, Process and Principles of Communication

CO2: Students will demonstrate the ability to evaluate, analyze and interpret information to make reasoned business decisions

CO3: To understand, analyse and communicate regionally & nationally about various aspects of Business.

CO4: Students will be able to apply basic business concepts of written communication in various related business issues

#### **Course Outcomes: BBA - IV SEMESTER**

##### **S4-601: Financial Management**

Upon completion of this course, students will be able to:

CO1: To enable the student to Apply the fundamental concepts and tools of finance.

CO2: To enable the student to appraise the risk profile of firms; specifically, estimate the costs of capital, including debt and equity capital, using financial data.

CO3: To enable the student to Evaluate the sources of financing for inventory and financial management.

CO4: The student should able to explain the global financial environment and the globalization process experienced in international financial management.

##### **S4-602: Marketing Management**

Upon completion of this course, students will be able to:

CO1: Evaluate the significance of marketing.

CO2: Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.

CO3: Identify the role and significance of various elements of marketing mix.

CO4: To evaluate the role and relevance of marketing organization in current marketing conditions.

CO5: Understanding the marketing concepts in global environment. and its relevance.

##### **S4-603: Ethics and Governance**

Upon completion of this course, students will be able to:

CO1: Integrate and apply contemporary Ethics & Governance issues in a business context.

CO2: Analyse and apply ethics to contemporary business practices.

CO3: Analyse key perspectives on corporate social responsibility and their application.

CO4: Evaluate different corporate ownership structures and their key governance features.

CO5: Analyse and apply corporate governance perspectives to contemporary business practices.

##### **Entrepreneurship**

Upon completion of this course, students will be able to:

CO1: To determine the factors that affects the choice of technology by entrepreneurs.

CO2: To develop a business plan that should serve the needs of all the sects of the society.

CO3:To understand Marketing, Human Resource, Operations in an enterprise.

CO4: To familiarize the students with the ethical qualities required in entrepreneurs.

### **Course Outcomes: BBA - V SEMESTER**

#### **S5-601:Business Laws**

Upon completion of this course, students will be able to:

CO1: To understand the basics of law, the history of law, courts and it's functioning. To

Familiarize the students with the meaning, scope and the sources of Business Law.

CO2: To demonstrate the relationship between different partners of the firm by developing the student awareness about the legal principles involved in the Partnership

CO3: To develop in the student an understanding of the various Acts related to sales and Goods, etc.

CO4: To develop in the student habits of analytical thinking and logical reasoning about the Negotiable instruments, Endorsements and Banks.

#### **S5-602: Income Tax Planning and Management**

Upon completion of this course, students will be able to:

CO1: Interpret and analyze legitimate way of tax planning under different provisions of the Income-tax Act, 1961.

CO2: Helps in taking different financial/managerial decisions after evaluating and reviewing the impact of direct and indirect tax laws.

CO3:Develop the ability to evaluate the difference between tax planning and tax avoidance provisions.

#### **S5-603: E-Commerce**

Upon completion of this course, students will be able to apply these principles in practice :

CO1:Explain the components and roles of the Electronic Commerce environment.

CO2: Explain how businesses sell products and services on the Web.

CO3: Describe the qualities of an effective Web business presence.

CO4: Describe E-Commerce payment systems.

CO5: Explain how to meet the needs of Web site visitors.

CO6: Identify and reach customers on the Web.

CO7: Understand Web marketing approaches and elements of branding.

CO8: Explain the client/server infrastructure that supports electronic commerce.

CO9: Explain basic electronic commerce functions.

### **S5-607 :Foreign Exchange**

Upon completion of this course, students will be able to:

CO1: The clear concepts about the Globalisation process and the fundamentals of the international business

CO2: To give clear concepts regarding the trends to regionalism, role of emerging markets, BRICS Countries, India, and China.

CO3: To inculcate a skill to understand the raw data and extract Probable values from it.

CO4: The nature of exporting and the difficulties that may arise.

### **S5 608: Financial Markets**

Upon completion of this course, students will be able to:

CO1: Describe operational, business, financial and traditional risk.

CO2: Distinguish among various financial intermediaries and markets.

### **Course Outcomes: BBA - VI SEMESTER**

### **S6-601: International Business**

Upon completion of this course, students will be able to:

CO1: To address the emerging issues related to the International Business.

CO2: To address the economic, social, legal, political and technological issues related to business.

CO3: To familiarize students with impact of international marketing on the host and guest countries.

CO4: To understand the roles, functions of International Financial Institutions.

### **S6-602: SMALL AND MEDIUM ENTERPRISES**

CO1: Understand the importance of defining the right strategy for the SME in a fast changing world and to apply specific tools, models and processes.

CO2: Understand the Opportunities and Risks of Internationalisation and Strategic Options for accessing global markets.

CO3: Identify and Analyse factors for successful strategies as well as reasons for Failure based on specific case studies.

CO4: Understand the importance of the three Pillars for Success: Strategy - Execution - HR and to assess their effectiveness at specific case studies.

CO5: Understand the importance of leadership, governance and approaches to

CO6 conflict resolutions and describe different models of governance at SMEs with Their respective advantages and disadvantages

### **S6-603: Project Management**

Upon completion of this course, students will be able to:

CO1: To determine the effective strategies of project management that can lead to better decision making.

CO2: To understand the concept of Plant layout and its implications.

CO3: To determine the sources of finance available for the companies.

CO4: To understand the human aspects associated with Project Management.

### **S6-608: Training and Development**

Upon completion of this course, students will be able to:

CO1: Analyse problems and provide solutions to enable effective presentation of input and activities provide constructive feedback to trainees.

CO2: Evaluate training materials for trainees of different experiential levels.

CO3: Establish a checklist of evaluation criteria.

### Program Specific Outcomes (PSO)

PSO1 Helped in designing with the objective of developing young men and women into highly adept professional managers.

PSO2 Help students to explore practical application of the management concept.

PSO3 Empowers students to demonstrate the ability to innovate, the ability to execute the most daunting of challenges in the most trying of circumstances.

PSO4 Helped to create synergies amongst the most diverse set of variables and the ability to continuously learn, improvise, adapt, energize, excel and grow.

PSO5 Encourage student on their professional development plans by reflecting on their first year's learning and Summer Internship experiences.

PSO6 Providing a Strong analytical foundation in key functional areas and the other, enabling a high degree of academic flexibility, thereby allowing students to customize their MBA experience.

