

B.B.A. Course Outcomes Summary Sheet

Course	Title	Course Outcome 1	Course Outcome 2	Course Outcome 3	Course Outcome 4	Course Outcome 5
BBA I:	Paper I: Business Communication	CO1: Analyze and apply effective communication principles in various business contexts.	CO2: Develop critical thinking skills for drafting written and verbal business messages.	CO3: Demonstrate competence in different communication methods like reports, presentations, and group discussions.	CO4: Understand the importance of ethics and cultural sensitivity in business communication.	CO5: Apply technology effectively to enhance communication and collaboration within an organization.
	Paper II: Business Economics	CO1: Utilize economic concepts and theories to analyze business decisions and market trends.	CO2: Formulate demand and supply analysis to predict market behavior and pricing strategies. .	CO3: Understand the factors influencing production costs and resource allocation in a business.	CO4: Evaluate national income and economic welfare indicators for effective policy analysis	CO5: Apply fundamental knowledge of Keynesian and classical economic theories to real-world scenarios.
	Paper III: Legal Aspects of Indian Business	CO1: Comprehend the basic principles of contract law and apply them to business transactions. .	CO2: Understand different types of special contracts (Indemnity, Guarantee, Agency) and their legal implications	CO3: Analyze the provisions of the Sale of Goods Act and Negotiable Instruments Act in business contexts.	CO4: Recognize the key functionalities and responsibilities of companies under the Indian Companies Act.	CO5: Apply legal knowledge to navigate business situations and mitigate potential risks
BBA II:	Paper I: Strategic Management	CO1: Formulate and implement effective strategic plans based on environmental analysis and internal capabilities.	CO2: Conduct thorough environmental scanning to identify opportunities and threats for a business.	CO3: Understand and apply different corporate, business, and functional level strategies.	CO4: Develop effective control and evaluation mechanisms to monitor strategic performance.	CO5: Analyze and adapt organizational structures and culture to support strategic initiatives.
	Paper II: Marketing Management	CO1: Apply marketing concepts and frameworks to develop successful marketing strategies and tactics.	CO2: Conduct market research to understand customer needs and preferences in specific market segments.	CO3: Determine optimal pricing strategies and product differentiation approaches based on market analysis.	CO4: Design and implement effective promotional campaigns using various media channels.	CO5: Monitor and evaluate marketing performance using appropriate control techniques.
	Paper III: Human Resource Management	CO1: Develop and implement efficient processes for human resource planning, recruitment, selection, and training.	CO2: Design and manage career development programs and performance appraisal systems for employee motivation and growth.	CO3: Foster a positive work environment through effective leadership, communication, and conflict management.	CO4: Understand and comply with legal and ethical considerations in human resource practices.	CO5: Analyze the impact of human resource initiatives on organizational performance and profitability.
BBA III:	Paper I: Organizational Behavior	CO1: Apply theoretical perspectives on organizational behavior to explain and predict individual and group dynamics within organizations.	CO2: Understand the role of perception, personality, values, and attitudes in shaping individual behavior at work.	CO3: Analyze group dynamics, team development, and conflict resolution to enhance organizational effectiveness.	CO4: Recognize the importance of organizational change and development in adapting to competitive environments.	CO5: Develop critical thinking and problem-solving skills to address human resource challenges in organizations.
	Paper II: Indian Management Thought and Business Leaders	CO1: Apply principles of Indian ethos and spirituality to business management practices for ethical and sustainable development.	CO2: Analyze the philosophical insights of Indian epics like Bhagavad Gita and Ramayana in leadership and decision-making.	CO3: Evaluate the contributions of influential Indian thinkers like Swami Vivekananda, Mhatma Gandhi, and S.K. Chakarboroty to management thought.	CO4: Learn from the success stories and business strategies of iconic Indian business leaders like JRD Tata, Krishna Bala, and Dhirubhai Ambani.	CO5: Develop a critical understanding of contemporary Indian business leaders and their contributions to global economies.
	Paper III: International Business	CO1: Analyze the opportunities and challenges of entering and operating in the global marketplace.	CO2: Understand the impact of cultural, economic, political, and legal environment on international business decisions.	CO3: Evaluate different forms of international business organizations and choose appropriate entry strategies.	CO4: Apply international financial management principles to manage currency exchange risks and foreign investments.	CO5: Develop effective strategies for global operations, supply chain management, and human resource practices in international businesses.

B.B.A. Program Summary Sheet

S.NO.	POs (Program Outcomes):	PSOs (Program Specific Outcomes):	PEOs (Program Educational Objectives):
PO1/PSO1/PEO1	PO1: Apply fundamental knowledge of mathematics, statistics, and economics to analyze business data and support decision-making.	PSO1: Graduates will demonstrate proficiency in written and oral communication, tailoring messages to specific audiences and utilizing technology effectively for business communication purposes.	PEO1: Graduates will be effective business professionals with strong analytical and problem-solving skills, able to operate in and adapt to dynamic business environments.
PO2/PSO2/PEO2	PO2: Design and conduct market research, interpret data, and formulate effective marketing strategies and tactics.	PSO2: Graduates will be able to apply economic concepts and legal principles to analyze business decisions, navigate business transactions, and formulate effective strategies.	PEO2: Graduates will be ethical and socially responsible leaders, demonstrating awareness of cultural sensitivity and sustainability in business practices.
PO3/PSO3/PEO3	PO3: Develop and implement successful human resource practices, including recruitment, selection, training, and performance management.	PSO3: Graduates will possess critical thinking and analytical skills to examine organizational behavior, develop strategic plans, and implement successful marketing and human resource initiatives.	PEO3: Graduates will possess excellent communication and collaboration skills, effectively conveying ideas and working across diverse teams.
PO4/PSO4/PEO4	PO4: Collaborate effectively in teams, demonstrating leadership skills, conflict resolution abilities, and cultural sensitivity.	PSO4: Graduates will demonstrate cultural sensitivity and an understanding of global business environments, effectively operating in diverse international contexts.	PEO4: Graduates will have a comprehensive understanding of core business functions and the ability to apply theoretical knowledge to real-world business scenarios.
PO1/PSO1/PEO5	PO5: Identify and analyze business problems, formulate solutions, and implement effective strategies for various business functions.	PSO5: Graduates will exhibit ethical decision-making and corporate social responsibility, considering the impact of business activities on stakeholders and society.	PEO5: Graduates will be lifelong learners, continuously seeking knowledge and skills to enhance their professional development and contribute to the global business landscape
PO6	PO6: Communicate effectively across diverse audiences, both verbally and in writing, using appropriate communication tools and technology.		
PO7	PO7: Understand the economic, social, environmental, and ethical implications of business decisions, advocating for sustainable and responsible practices.		
PO8	PO8: Stay current with emerging trends and technologies in the business world, continuously updating knowledge and skills through lifelong learning.		
PO9	PO9: Apply technology effectively to enhance business processes, communication, data analysis, and decision-making.		
PO10	PO10: Demonstrate strong ethical principles and corporate social responsibility in all business activities, prioritizing stakeholder well-being and societal impact.		

Mapping of Course Outcomes of all courses of B.B.A.with Program Outcomes, Program Specific Outcomes, and Program Educational Objectives

Course Outcomes	Program Outcomes	Program Specific Outcomes	Program Educational Objectives	Level
B.B.A.I Business Communication (Paper I)				
CO1: Analyze and apply effective communication principles in various business contexts.	PO6, PO7	PSO1	PEO2, PEO3	Apply (Moderate)
CO2: Develop critical thinking skills for drafting written and verbal business messages.	PO5, PO6	PSO1	PEO1, PEO3	Analyze, Create (Moderate)
CO3: Demonstrate competence in different communication methods like reports, presentations, and group discussions.	PO3, PO6	PSO1, PSO3	PEO3	Demonstrate (Moderate)
CO4: Understand the importance of ethics and cultural sensitivity in business communication.	PO7, PO10	PSO5	PEO2, PEO5	Understand (Easy)
CO5: Apply technology effectively to enhance communication and collaboration within an organization.	PO9	PSO1	PEO3, PEO5	Apply (Moderate)
B.B.A.I Business Economics (Paper II)				
CO1: Utilize economic concepts and theories to analyze business decisions and market trends.	PO1, PO5	PSO2	PEO1, PEO4	Analyze, Apply (Moderate)
CO2: Formulate demand and supply analysis to predict market behavior and pricing strategies.	PO2, PO5	PSO2	PEO1, PEO4	Analyze, Create (Moderate)
CO3: Understand the factors influencing production costs and resource allocation in a business.	PO1, PO3	PSO2	PEO1, PEO4	Understand, Apply (Moderate)
CO4: Evaluate national income and economic welfare indicators for effective policy analysis.	PO1, PO7	PSO2	PEO1, PEO4	Analyze, Evaluate (Moderate)
CO5: Apply fundamental knowledge of Keynesian and classical economic theories to real-world scenarios.	PO5	PSO2	PEO1, PEO4	Apply (Moderate)
B.B.A.I Legal Aspects of Indian Business (Paper III)				
CO1: Comprehend the basic principles of contract law and apply them to business transactions.	PO5	PSO2	PEO1, PEO4	Understand, Apply (Moderate)

CO2: Understand different types of special contracts (Indemnity, Guarantee, Agency) and their legal implications.	PO5	PSO2	PEO1, PEO4	Understand, Analyze (Moderate)
CO3: Analyze the provisions of the Sale of Goods Act and Negotiable Instruments Act in business contexts.	PO5	PSO2	PEO1, PEO4	Analyze, Evaluate (Moderate)
CO4: Recognize the key functionalities and responsibilities of companies under the Indian Companies Act.	PO5	PSO2	PEO1, PEO4	Understand, Apply (Moderate)
CO5: Apply legal knowledge to navigate business situations and mitigate potential risks.	PO5, PO7	PSO2	PEO1, PEO4	Apply, Evaluate (Moderate)
B.B.A. II Strategic Management (Paper I)				
CO1: Formulate and implement effective strategic plans based on environmental analysis and internal capabilities.	PO1,PO5	PSO3	PEO1, PEO4	Create, Apply (Moderate)
CO2: Conduct thorough environmental scanning to identify opportunities and threats for a business.	PO2, PO7	PSO4	PEO1, PEO4	Analyze (Moderate)
CO3: Understand and apply different corporate, business, and functional level strategies.	PO5	PSO3	PEO1, PEO4	Understand, Apply (Moderate)
CO4: Develop effective control and evaluation mechanisms to monitor strategic performance.	PO5, PO6	PSO3	PEO1, PEO4	Evaluate (Moderate)
CO5: Analyze and adapt organizational structures and culture to support strategic initiatives.	PO3, PO4	PSO3	PEO3, PEO4	Analyze, Apply (Moderate)
B.B.A. II Marketing Management (Paper II)				
CO1: Apply marketing concepts and frameworks to develop successful marketing strategies and tactics.	PO5	PSO3	PEO1, PEO4	Apply (Moderate)
CO2: Conduct market research to understand customer needs and preferences in specific market segments.	PO2, PO5	PSO3	PEO1, PEO4	Analyze (Moderate)
CO3: Determine optimal pricing strategies and product differentiation approaches based on market analysis.	PO5	PSO3	PEO1, PEO4	Create, Apply (Moderate)

CO4: Design and implement effective promotional campaigns using various media channels.	PO3, PO5	PSO3	PEO3, PEO4	Create, Evaluate (Moderate)
CO5: Monitor and evaluate marketing performance using appropriate control techniques.	PO5, PO6	PSO3	PEO1, PEO4	Analyze, Evaluate (Moderate)
B.B.A. II Human Resource Management (Paper III)				
CO1: Develop and implement efficient processes for human resource planning, recruitment, selection, and training.	PO3, PO5	PSO3	PEO1, PEO4	Create, Apply (Moderate)
CO2: Design and manage career development programs and performance appraisal systems for employee motivation and growth.	PO3, PO5	PSO3	PEO3, PEO4	Create, Evaluate (Moderate)
CO3: Foster a positive work environment through effective leadership, communication, and conflict management.	PO4, PO7	PSO3	PEO2, PEO3	Apply, Evaluate (Moderate)
CO4: Understand and comply with legal and ethical considerations in human resource practices.	PO5, PO7	PSO5	PEO2, PEO4	Understand, Apply (Moderate)
CO5: Analyze the impact of human resource initiatives on organizational performance and profitability.	PO5, PO7	PSO3	PEO1, PEO4	Analyze, Evaluate (Moderate)
B.B.A. III Organizational Behavior (Paper I)				
CO1: Apply theoretical perspectives on organizational behavior to explain and predict individual and group dynamics within organizations.	PO5, PO7	PSO3	PEO1, PEO4	Apply, Evaluate (Moderate)
CO2: Understand the role of perception, personality, values, and attitudes in shaping individual behavior at work.	PO7	PSO3	PEO2, PEO4	Understand, Analyze (Moderate)
CO3: Analyze group dynamics, team development, and conflict resolution to enhance organizational effectiveness.	PO3, PO4	PSO3	PEO3, PEO4	Analyze, Apply (Moderate)

CO4: Recognize the importance of organizational change and development in adapting to competitive environments.	PO7	PSO4	PEO1, PEO4	Understand, Apply (Moderate)
CO5: Develop critical thinking and problem-solving skills to address human resource challenges in organizations.	PO5, PO7	PSO3	PEO1, PEO4	Create, Evaluate (Moderate)
B.B.A. III Indian Management Thought and Business Leaders (Paper II)				
CO1: Apply principles of Indian ethos and spirituality to business management practices for ethical and sustainable development.	PO7, PO10	PSO5	PEO2, PEO5	Apply, Evaluate (Moderate)
CO2: Analyze the philosophical insights of Indian epics like Bhagavad Gita and Ramayana in leadership and decision-making.	PO7	PSO5	PEO2, PEO4	Analyze, Evaluate (Moderate)
CO3: Evaluate the contributions of influential Indian thinkers like Swami Vivekananda, Mhatma Gandhi, and S.K. Chakarborty to management thought.	PO5	PSO5	PEO1, PEO4	Evaluate (Moderate)
CO4: Learn from the success stories and business strategies of iconic Indian business leaders like JRD Tata, Krishna Bala, and Dhirubhai Ambani.	PO5	PSO5	PEO1, PEO4	Understand, Analyze (Moderate)
CO5: Develop a critical understanding of contemporary Indian business leaders and their contributions to global economies.	PO7	PSO4	PEO1, PEO5	Analyze, Evaluate (Moderate)
B.B.A. III International Business (Paper III)				
CO1: Analyze the opportunities and challenges of entering and operating in the global marketplace.	PO5, PO7	PSO4	PEO1, PEO4	Analyze, Evaluate (Moderate)
CO2: Understand the impact of cultural, economic, political, and legal environment on international business decisions.	PO7	PSO4	PEO2, PEO4	Understand, Analyze (Moderate)

CO3: Evaluate different forms of international business organizations and choose appropriate entry strategies.	PO5	PSO4	PEO1, PEO4	Create, Evaluate (Moderate)
CO4: Apply international financial management principles to manage currency exchange risks and foreign investments.	PO5	PSO4	PEO1, PEO4	Apply, Evaluate (Moderate)
CO5: Develop effective strategies for global operations, supply chain management, and human resource practices in international businesses.	PO3, PO5	PSO4	PEO1, PEO4	Create, Evaluate (Moderate)