



St. Anthony's Institutions

DARSHAN COLLEGE

Affiliated to Bengaluru University
Opp. R. V. College, Mysore Road, Kengeri
Bengaluru - 560059



Name of the Degree Programme: Bachelor of Business Administration (BBA)
Programme Outcomes/ Programme Specific Outcomes

PO1: Fundamental Business Knowledge:

Demonstrate a comprehensive understanding of core business concepts, including management principles, marketing strategies, financial accounting, and organizational behaviour.

Apply business theories and practices to real-world scenarios to solve business problems and make informed decisions.

PO2: Managerial Skills:

Develop and implement effective management strategies to lead and motivate teams, manage resources, and achieve organizational goals.

Employ strategic planning and decision-making techniques to address business challenges and capitalize on opportunities.

PO3: Financial Acumen:

Analyse financial statements and reports to assess organizational performance and make strategic financial decisions.

Apply financial management principles to budgeting, forecasting, and investment analysis.

PO4: Marketing and Sales Expertise:

Develop and execute marketing strategies to promote products and services, understand consumer behavior, and conduct market research.

Implement sales techniques and customer relationship management practices to enhance customer satisfaction and business growth.

PO5: Legal and Ethical Understanding:

Understand and apply legal and ethical standards relevant to business operations, including corporate governance, labor laws, and regulatory compliance.

Demonstrate ethical decision-making and corporate social responsibility in business practices.

PO6: Entrepreneurial Skills:

Identify and evaluate business opportunities, develop business plans, and understand the entrepreneurial process.

Demonstrate innovation and creativity in starting and managing new ventures.

PO7: Quantitative and Analytical Abilities:

Utilize quantitative methods and data analysis techniques to solve business problems and support decision-making processes.

Apply business mathematics and statistical analysis to interpret data and derive actionable insights.




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PO8: Communication Skills:

Communicate effectively in written and verbal forms with various stakeholders, including team members, clients, and executives.

Prepare and deliver professional presentations, reports, and business documents.

PO9: Teamwork and Leadership:

Collaborate effectively in team settings, demonstrating leadership, conflict resolution, and interpersonal skills.

Lead teams and manage projects to achieve objectives and drive organizational success.

PO10: Global and Cultural Awareness:

Understand global business environments and cultural differences, and apply this knowledge to international business practices.

Adapt business strategies to diverse cultural and economic contexts.

PO11: Information Technology Proficiency:

Utilize information technology tools and software for business analysis, decision-making, and communication.

Stay updated with technological advancements and integrate them into business processes.

PSO 1: Formulate and implement effective business strategies to achieve organizational goals and adapt to changing business environments. Analyse and interpret financial statements to assess the financial health of an organization and make informed financial decisions.

PSO 2: Design and execute marketing campaigns based on market research and consumer behaviour analysis to effectively promote products and services. Navigate and comply with legal and regulatory requirements relevant to business operations, including contracts, corporate governance, and labour laws.

PSO 3: Identify, evaluate, and exploit entrepreneurial opportunities by creating innovative business plans and models. Apply quantitative techniques and data analysis methods to solve business problems and support strategic decision-making.

PSO 4: Develop and deliver clear and persuasive business presentations, reports, and proposals to various stakeholders. Exhibit strong teamwork skills, contributing positively to group projects and collaborative efforts.

PSO 5: Understand global business dynamics and cultural differences, and apply this knowledge to international business practices and strategies. Leverage information



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technology and digital tools for business analysis, operations management, and strategic planning.




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SEMESTER - I

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.1

Name of the Course: Management Innovation

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Enhance their knowledge and skills, which are essential for success in management careers.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand the concepts related to Business Management.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Adapt to the changing opportunities.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand management information systems in practice	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Understand the role of Artificial Intelligence in Business Decisions.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.2

Name of the Course: Fundamentals of Accountancy

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO.	Course Outcome	PO and	Cognitive
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No.		PSO	Level
CO1	Understand the basic Concepts of Accounting.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Pass Journal Entries and Prepare Ledger Accounts.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Prepare Subsidiary Books.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Prepare Trial Balance and Final Accounts of Proprietary concern.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Use Accounting Concepts in Spreadsheet.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

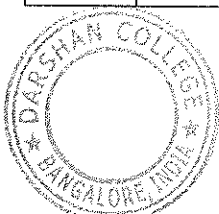
Course Code: BBA 1.3

Name of the Course: Marketing Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the Concepts and Functions of Marketing.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyse Marketing Environment its Impact on the Business.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the Consumer Behaviour	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Describe Marketing Mix and also strategize	PO9, PSO1	R, U, Ap, An,



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	Marketing Mix	PO10, PSO3	E, C
CO5	Describe Service Marketing Mix	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C
CO6	Use the Technology in Market Survey and Collection of Data.	PO10, PSO4 PO11, PSO5	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.4 (SEC-SB)

Name of the Course: Spreadsheet for Business

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the basic concepts of Spreadsheet	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Summarize data using Functions	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Apply Conditions using formulas and Functions	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Implement Basic financial Concepts in Spreadsheet	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
		PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)



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Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Business Organization

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the nature, objectives and social responsibilities of business.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Acquire the ability to describe the different forms of organizations.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the basic concepts of management.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the functions of management.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Understand the different types of business combinations.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

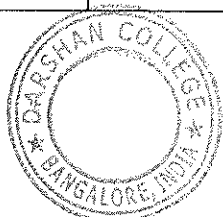
Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Office Organization and Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the basic knowledge of office organisation and management	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Demonstrate skills in effective office organisation	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Demonstrate the ability to maintain office records	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Demonstrate the ability to maintain digital	PO9, PSO1	R, U, Ap,



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	records.	PO10, PSO3	An, E, C
CO5	Understand the different types of organisation structures and responsibilities as future office managers	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Tourism and Travel Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the fundamental concept of Tourism.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Overview of the Tourism products and resources of India	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the basic concept and various components of Tourism management	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the Functions and Types of Travel Agents and Tour Operators.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Familiarize the concept of Transport and Accommodation.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

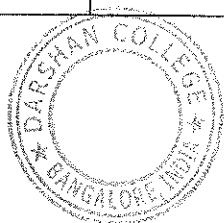
Course Code: BBA 1.5 Open Elective Course (OEC)

Name of the Course: Event Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the process of organizing an event.	PO1, PO3, PSO1 PO3,	R, U, An, E,



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		PSO3	
CO2	Understand the importance of a checklist in organizing an event.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Familiarize with organizing corporate events	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Obtain a sense of responsibility for the multidisciplinary nature of event management.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Learn to promote the events.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

SEMESTER – II

Name of the Program: Bachelor of Business Administration (BBA)

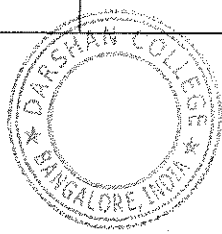
Course Code: BBA 2.1 DSC

Name of the Course: Financial Accounting and Reporting

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Exercise the accounting treatments for departmental undertaking, and the accounting treatments in inter departmental transfers	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Demonstrate various accounting treatments for dependent branches	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Learn various methods of accounting for hire purchase transactions.	PO7, PSO2 PO8, PSO3	R, U, Ap, , E, C



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		PO3	
CO4	Learn the methods and accounting procedures of fire insurance claims	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Understand the Basic Concepts of international Reporting Standards	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.2 DSC

Name of the Course: Human Resource Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Describe the role and responsibility of Human resources manager.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Describe HRP, Recruitment, Selection and retention process.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Describe induction, training, and compensation aspects.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Explain performance appraisal and its process.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Demonstrate Employee Engagement.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.3 DSC

Name of the Course: Business Environment

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create




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CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understanding of components of the business environment.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyze the environmental factors influencing business organizations.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Demonstrate Competitive structure analysis for select industries.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Explain the impact of fiscal policy and monetary policy on business	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Analyze the impact of economic environmental factors on business.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.4 (OEC)

Name of the Course: Retail Management

Cognitive Levels (Blooms taxonomy)

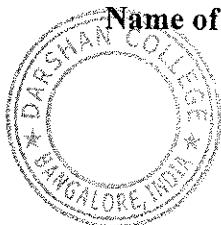
R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the Retail Business	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand the business operations in Retailing	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Have an overview of structure and formulate the retail strategies of Retail Business	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Apply the Retailing principles and Theories	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Explore the career opportunities in the Retail sector .	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 2.4 (OEC)

Name of the Course: Management of Non-Government Organizations



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Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the Fundamental concept of NGO.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	An overview of strategy, structure of NGO	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the managerial skill of NGO	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Analyze and understand the challenges faced by NGO	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Find career opportunities.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

SEMESTER III

Name of the Programme: Bachelor of Business Administration (BBA)

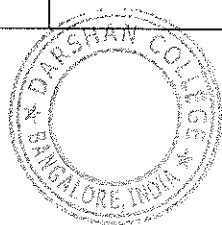
Course Code: BBA 3.1

Name of the Course: Elements of Cost Accounting

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand concepts of cost accounting & Methods of Costing	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,



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CO2	Outline the Procedure and documentations involved in procurement of materials & compute the valuation of Inventory.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Make use of payroll procedures & compute idle and over time. Discuss the methods of allocation, apportionment & absorption of overheads.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Prepare cost sheet & discuss cost allocation under ABC.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
		PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

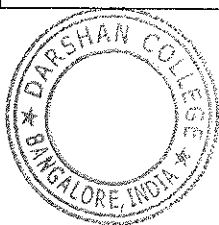
Course Code: BBA 3.2

Name of the Course: Organisational Behaviour

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the role of OB in business organization.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understanding the Behaviour of Individual	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the group behaviour and Team dynamics	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Learn various motivation and leadership theories	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	understand the process of organizational development	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 3.3

Name of the Course: Business Statistics

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	To understand the basic of statistical data collection and classification	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	To Present the data through table and diagrams	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	To Analyse the data using the various averages and dispersion	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	To Interpret the data using correlation and regressions	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	To understand changes in data over a period of time through construction of index number	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

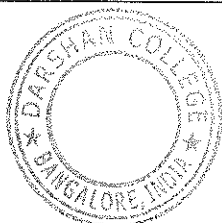
Course Code: 3.6.1 Open Elective Course (OEC)

Name of the Course: Rural Marketing

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Describe the importance and application of various concepts of rural marketing.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behavior.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Design a Pricing Strategy that suits the characteristics of rural products and stage in the product life cycle.	PO7, PSO2 PO8, PSO3	R, U, Ap, , E, C



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		PO3	
CO4	Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Appraise the recent trends in Rural marketing and the application of digital technology in rural marketing.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

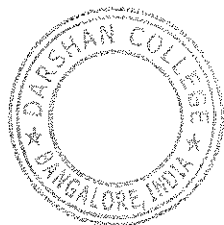
Course Code: 3.6.2 Open Elective Course (OEC)

Name of the Course: Social Media Marketing

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand social media marketing goals for successful online campaigns.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyze the effective social media marketing strategies for various types of industries and businesses.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Design social media content and create strategies to optimize the content's reach to the target audience.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Appraise the reach and track progress in achieving social media objectives with a variety of measurement tools and metrics.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Design a suitable social media campaign for the business goals.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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SEMESTER - IV

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 4.1

Name of the Course: Management Accounting

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand various management systems	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyze and provide recommendations to improve the operations of organizations through the application of Management accounting techniques	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Evaluate the benefits of different conventional and contemporary Management systems	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Prepare analyses of various special decisions, using relevant management techniques	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Apply management accounting and its objectives in	PO7,	R, U, Ap,



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	facilitating decision making.	PSO4 PO11, PSO3	An, E, C
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Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 4.2.1

Name of the Course: Business Analytics

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand types of analytics and data models	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand the role of data indecision making, sources and types of Data.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Ability to analyse data using different data analytic tools and draw inferences.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand applied statistics for business problems.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Demonstrate visualization of data.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Programme: Bachelor of Business Administration (BBA)

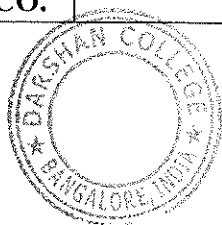
Course Code: BBA 4.2.2

Name of the Course: Indian Financial System

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO.	Course Outcome	PO and	Cognitive
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No.		PSO	Level
CO1	Understand the financial system, Institutions, financial markets and services.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyse the concepts relevant to Indian financial market and relevance.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	understand concept of financial services, types and functions.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the types of financial Instruments.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Demonstrate an understanding the functioning of stock markets.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Management (B.B.A)

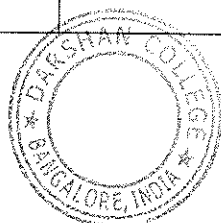
Course Code: 4.3

Name of the Course: Financial Management

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Identify the goals of Financial Management.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Enrich knowledge about financial decision making	PO4, PSO5 PO6,	R, U, Ap, An,



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		PSO4	
CO3	Evaluate projects using capital budgeting techniques.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Design optimum capital structure using EBIT and EPS analysis.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Evaluate working capital effectiveness in an organization.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Management (B.B.A)

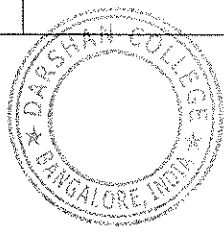
Course Code: 4.7.1 (OEC)

Name of the Course: Business Leadership Skills

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	understand the significance of leadership skills for effective people management.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	increase the comprehension of leadership through various leadership theories.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	analyse different leadership styles, types, patterns and functions.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	demonstrate an understanding of various leadership approaches for effective management of people.	PO9, PSO1 PO10,	R, U, Ap, An, E, C



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		PSO3	
CO 5	demonstrate an awareness of ethical leadership.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C
CO 6	Understand the emerging trends in Leadership.	P97, PSO4 PO11, PSO5	R, U, Ap, An, E, C

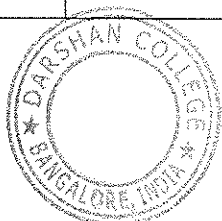
Name of the Program: Bachelor of Business Management (B.B.A)

Course Code: 4.7.2 (OEC)

Name of the Course: Personal Wealth Management Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Demonstrate an understanding of the importance of Wealth Management and Financial Planning in personal life.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Identify the Real Estate Investment Routes and understand the tax planning that minimises tax burden.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Select and Apply the Asset Allocation strategies to balance between Risk and Return.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Analyse the Retirement Planning Benefits and retirement strategies to provide regular income for life.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Understand the basic principles and importance various insurance policies.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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SEMESTER –V

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA5.1

Name of the Course: Production and Operations Management (DSC 13)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the Production and Operations Management in business	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understanding Plant Location and Layout of different production units.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Comprehend the challenges of Inventory Management.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the techniques of Production Planning and Control.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Understand the mechanism of waste management.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of The Program: Bachelor of Business Administration (BBA)

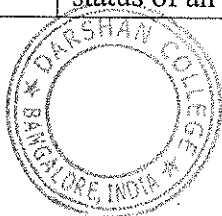
Course Code: BBA5.2

Name of the Course: Income Tax – I (DSC 14)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Comprehend the procedure for computation of Total Income and tax liability of an individual.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand the provisions for determining the residential status of an Individual.	PO4, PSO5	R, U, Ap, An,



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		PO6, PSO4	
CO3	Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Compute the income house property for different categories of house property.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

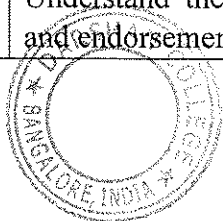
Course Code: BBA 5.3

Name of the Course: Banking Law and Practice (DSC 15)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the legal aspects of banker and customer relationship.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Open the different types of accounts.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Describe the various operations of banks.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the different types of crossing of Cheques and endorsement.	PO9, PSO1	R, U, Ap, An, E, C



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		PO10, PSO3	
CO 5	Understanding of different types of E-payments.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Finance Elective

Course Code: FN1

Name of the Course: Advanced Corporate Financial Management (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand and determine the overall cost of capital.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Comprehend the different advanced capital budgeting techniques	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the importance of dividend decisions and dividend theories.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Evaluate mergers and acquisition	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Enable the ethical and governance issues in financial management.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Marketing Elective

Course Code: MK 1

Name of the Course: Consumer Behaviour (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create



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CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understanding of Consumer Behaviour towards products, brands and services.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Distinguish between different consumer Behaviour influences and their relationships.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Establish the relevance of consumer Behaviour theories and concepts to marketing decisions.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Implement appropriate combinations of theories and concepts	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Recognise social and ethical implications of marketing actions on consumer Behaviour.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Human Resource Elective

Course Code: HRM1

Name of the Course: COMPENSATION AND PERFORMANCE MANAGEMENT (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the concepts of Compensation management.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,



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CO2	Describe job evaluation and its methods.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Evaluate the different methods of wages.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Describe performance management and methods of performance management.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Preparation of Payroll.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

DATA ANALYTICS

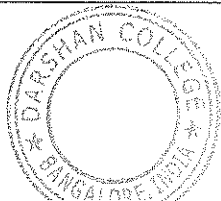
Course Code: DA 1

Name of the Course: Financial Analytics (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Analyze and model financial data.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Access the different open-source domains.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Evaluate and build model on time series data.	PO7, PSO2 PO8, PSO3	R, U, Ap, , E, C



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		PO3	
CO4	Execute the statistical analysis using python.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Retail Management

Course Code: RM 1

Name of the Course: Fundamentals of Retail Management (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the Retail Business.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand the business operations in Retailing.	PO4, PSO5 PO5, PSO4	R, U, Ap, An,
CO3	Formulate the retail strategies of Retail Business	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Apply the Retailing principles and theories.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Explore the career opportunities in the Retail sector.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Logistic and Supply Chain Management

Course Code: LSCM 1



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NAME OF THE COURSE: Freight Transport Management (DSE)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive level
CO1	Understand the different functions of Commercial transport.	PO1, PO3, PSO1 PO2, PSO3	R, U, An, E,
CO2	Analyse pricing and pricing strategy.	PO4, PSO5 PSO4	R, U, Ap, An,
CO3	Understand transport administration.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand of transport and export documentations.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

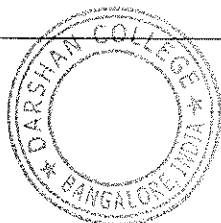
Course Code: BBA 5.6 Vocational

**Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS
(VOCATIONAL-1)**

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the fundamentals of information technology	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand usage of information technology in business.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,



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CO3	Learn core concepts of computing and modern systems	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Applications of Excel and SQL.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Awareness about latest information	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

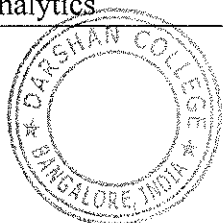
Course Code: BBA 5.6 (B)

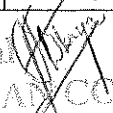
Name of the Course: Digital Marketing (VOCATIONAL-1)

Cognitive Levels (Blooms taxonomy)

R- Remember; U- Understand; Ap- Apply; An — Analyse; E- Evaluate; C— Create

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Gain knowledge on Digital Marketing, Email marketing and Content marketing.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand Search Engine Optimization tools and techniques	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Gain skills on creation of Google AdWords & Google AdSense	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Gain knowledge on Social Media Marketing and Web Analytics	PO9, PSO1	R, U, Ap, An, E, C



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		PO10, PSO3	
CO 5	Gain knowledge on YouTube Advertising & Conversions.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

VI SEMESTER

Name of the Program: Bachelor of Business Administration (BBA.)

Course Code: BBA. 6.1

Name of the Course: Business Law

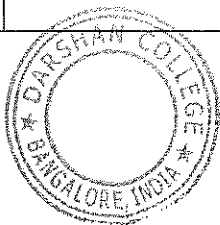
CO1	Comprehend the laws relating to Contracts and its application in business activities.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,	
CO2	Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,	
CO3	Understand the importance of Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C	
CO4	Understand the significance of Consumer Protection Act and its features	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C	
CO 5	Understand the need for Environment Protection.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C	

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.2

Name of the Course: Income Tax – II

CO.	Course Outcome	PO and	Cognitive
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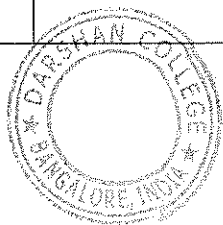
No.		PSO	Level
CO1	Understand the procedure for computation of income from business and other Profession.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	the provisions for determining the capital gains.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Compute the income from other sources.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Demonstrate the computation of total income of an Individual.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Comprehend the assessment procedure and to know the power of income tax authorities.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.3

Name of the Course: International Business

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the concept of International Business.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Differentiate the Internal and External International Business Environment.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the difference MNC and TNC	PO7, PSO2	R, U, Ap, , E, C



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		PO8, PSO3 PO3	
CO4	Understand the role of International Organisations in International Business.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Understand International Operations Management	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

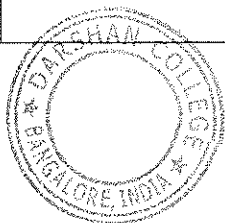
Name of the Program: Bachelor of Business Administration (BBA)

Finance Elective

Course Code: FN2

Name of the Course: Security Analysis and Portfolio Management (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the concept of basics of Investment.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Evaluate the different types of alternatives.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Evaluate the portfolio and portfolio management.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the concept of risk and returns	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Gain the knowledge of fundamental and technical analysis.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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Name of the Program: Bachelor of Business Administration (BBA)

Marketing Elective

Course Code: MK 2

Name of the Course: Advertising and Media Management (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the nature, role, and importance of IMC in marketing strategy	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Understand effective design and implementation of advertising strategies	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Present a general understanding of content, structure, and appeal of advertisements	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand ethical challenges related to responsible management of advertising and brand strategy	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Evaluate the effectiveness of advertising and agencies role	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Human Resource Elective

Course Code: HRM 2

Name of the Course: Cultural Diversity at Work Place (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand, interpret question reflect upon and engage with the notion of "diversity".	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Recall the cultural diversity at work place in an organization.	PO4,	R, U, Ap,



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		PSO5 PO6, PSO4	An,
CO3	Support the business case for workforce diversity and inclusion.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Identify diversity and work respecting cross cultural environment.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO 5	Assess contemporary organizational strategies for managing workforce diversity and inclusion.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

DATA ANALYTICS

Course Code: DA 2

Name of the Course: Marketing Analytics (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the importance of marketing analytics for forward looking and systematic allocation of marketing resources	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Apply marketing analytics to develop predictive marketing dashboard for organization	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Analyse data and develop insights to address strategic marketing challenges	PO7, PSO2 PO8,	R, U, Ap, , E, C



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		PSO3 PO3	
CO4	Execute the models on Predictions and Classifications on R Software. Know the applications of analytics in marketing.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Retail Management

Course Code: RM 2

Name of the Course: Retail Operations Management (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Compare various retail formats and technological advancements for setting up appropriate retail business.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Identify the competitive strategies for retail business decisions.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Examine the site location and operational efficiency for marketing decisions.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Analyse the effectiveness of merchandising and pricing strategies.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Assess store layout and planogram for retail business.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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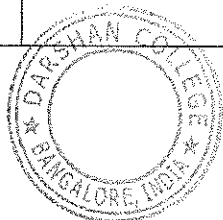
Name of the Program: Bachelor of Business Administration (BBA)

Logistic and Supply Chain Management

Course Code: LSCM 2

NAME OF THE COURSE: Sourcing for Logistics and Supply Chain Management (DSE)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the role of sourcing in logistics and supply chain management, and its impact on overall business performance.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyze and evaluate sourcing strategies and decisions, including make-or buy, in sourcing vs. outsourcing, and supplier selection criteria.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Develop effective supplier relationship management skills, including negotiation, communication, and collaboration.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Apply sourcing best practices, including risk management, sustainability, and ethical sourcing	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Evaluate the impact of technology and innovation on sourcing, and apply relevant tools and techniques to optimize sourcing processes and outcomes.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.6 Vocational

Name of the Course: GOODS AND SERVICES TAX

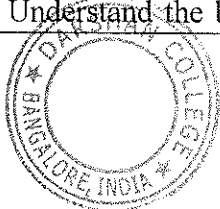
CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the basics of taxation, including the meaning and types of taxes, and the differences between direct and indirect taxation.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Analyze the history of indirect taxation in India and the structure of the Indian taxation system.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Understand the framework and definitions of GST, including the constitutional framework, CGST, SGST, IGST, and exemptions from GST.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Understand the time, place, and value of supply under GST, and apply this knowledge to calculate the value of supply and determine GST liability.	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Understand input tax credit under GST, including its meaning and process for availing it, and apply this knowledge to calculate net GST liability.	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 6.6 (B) VOCATIONAL

Name of the Course: Enterprise Resource Planning

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	Understand the business process of an enterprise to grasp	PO1, PO3,	R, U, An,



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	the activities of ERP project management cycle to understand the emerging trends in ERP developments	PSO1 PO3, PSO3	E,
CO2	Integrate and automate the business processes and shares information enterprise-wide.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	Explore the significance of ERP to provide a solution for better project management.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Enable the students to understand the various process involved in implementing ERP in a variety of business environment	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Understand the issues involved in design and implementation of ERP systems	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C

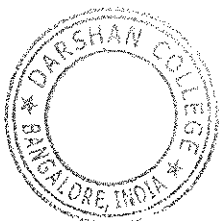
Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA5.7 (SEC-VB)

CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	After completion of this course, students would be able to understand the concept of Cyber security and issues and challenges associated with it.	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	Students, at the end of this course, should be able to understand the cybercrimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	On completion of this course, students should be able to appreciate various privacy and security concerns on online Social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: COM 5.7 (SEC-VB)



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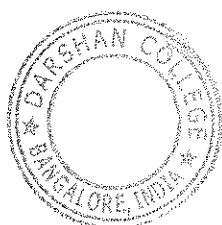
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CO. No.	Course Outcome	PO and PSO	Cognitive Level
CO1	The Basic Concept Of Quantitative Ability	PO1, PO3, PSO1 PO3, PSO3	R, U, An, E,
CO2	The Basic Concept Of Logical Reasoning Skill	PO4, PSO5 PO6, PSO4	R, U, Ap, An,
CO3	The Basic Concept Of Analytical Ability	PO7, PSO2 PO8, PSO3 PO3	R, U, Ap, , E, C
CO4	Acquire Satisfactory Competency In The Use Of Reasoning	PO9, PSO1 PO10, PSO3	R, U, Ap, An, E, C
CO5	Able To Solve The Placement And Various Competitive Examination Papers Quantitative Aptitude, Logical Reasoning And Analytical Ability	PO7, PSO4 PO11, PSO3	R, U, Ap, An, E, C



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