

**Course Outcomes BBA-1**

**Financial accounting  
FINANCIAL ACCOUNTING Major 1**

Course Code - M1-BBAC1T(GROUP-III)

CO-1	To be able to demonstrate the role of accounting in business in economic world
CO-2	To be able to explain the principles of accounting and book keeping
CO-3	To be able to apply accounting rules in determining financial results and preparation of financial statement
CO-4	To be able to develop and understand the nature and purpose of Financial Statements in relationship to decision making.
CO-5	To be able to develop the ability to use the fundamental Accounting Equation to analyze the effect of business transactions on an organization's accounting records and Financial Statements.

**Course Outcomes BBA-1**

**BUSINESS MATHEMATICS  
Business Mathematics Major-2**

Course Code - M1-BBAC2T(GROUP-III)

CO-1	To be able to apply the knowledge of Mathematics (Algebra, Matrices, Calculus, Optimization) in solving business problems.
CO-2	To be able to demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.
CO-3	To understand the important role Mathematics plays in all facets of the business world
CO-4	To understand the use of equations, formulae, and mathematical expressions and relationships in a variety of contexts
CO-5	To demonstrate critical thinking, modeling, and problem-solving skills in a variety of contexts

**Course Outcomes BBA-1**

**COMMUNICATION SKILL**

**Communication Skill (Minor)**

Course Code - BBAA2T(GROUP-1)

CO-1	To demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
CO-2	To be able to balance confidence with humility
CO-3	To assert strengthened personal character and further, an enhanced ethical sense.
CO-4	To be able to use persuasive and professional language in speech and writing in a better manner
CO-5	To utilize constructive negotiation and conflict management skills.

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**Course Outcomes BBA 1st year**

**M.S. OFFICE**

**M.S. Office (Elective)**

Course Code –S1-COAP2G

CO-1	To be able to create and manage professional documents using word.
CO-2	To be able to analyze , manage students data using Excel.
CO-3	To be able to make a presentations using PowerPoint
CO-4	To insert a table, picture or drawing into the document.
CO-5	To prepare a document to be sent as a Circular letter.

**Course Outcomes BBA-1**

**RETAIL MANAGEMENT**

**Retail Management (Vocational)**

Course Code - V1-COM-REMT

CO-1	To understand the impact of retailing on the economy.
CO-2	To comprehend retailing's role in society and, conversely, society's impact on retailing
CO-3	To see how retailing fits within the broader disciplines of business and marketing.
CO-4	To recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy.

CO-5	To know the responsibilities of retail personnel in the numerous career positions available in the retail field.
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**Course Outcomes BBA 2rd year**  
**FINANCIAL MANAGEMENT**  
**Financial Management (Major 1)**

Course Code – M2-BBAC1T

CO-1	To understand the concept of financial analysis and interpretation of any business concern independently
CO-2	To develop understanding regarding comparative working capital management policies
CO-3	To understand the role of debt and equity used to finance a firm
CO-4	To learn the concept of making decisions regarding the purchase of long term asset or the start of a business project and also about budgeting decisions
CO-5	To understand the fundamental concept of dividend payout policy of a concern

**Course Outcomes BBA-2year**  
**FINANCIAL MARKET AND SERVICE**  
**Financial Market And Service (Major-2)**

Course Code - M2-BBAC2T

CO-1	To understand the role and function of the financial system in reference to the macro economy
CO-2	To be able to apply various types of financial services provided by Financial Institutions for investment advisor's perspective to the various kinds of investors, which will help in enhancing the skill in the area of finance for employment and entrepreneurship.
CO-3	To be able to analyze and frame out the profitability alternatives to mobilize funds from capital market and money market for client and company helping in enhancement of critical thinking and analysis skills.
CO-4	To be able to demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO-5	To be able to analyze the Financial System, Banking and Non-Banking Institutions, Securities Markets and also the key terminology of Financial Market for employment opportunity
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**Course Outcomes BBA 2nd year**

**MARKETING RESEARCH**

**Marketing Research (Minor)**

Course Code –M2-BBAB2T

CO-1	To be able to discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
CO-2	To be able to provide a detailed overview of the stages in the market research process.
CO-3	To be able to develop research questions and objectives that can be addressed in a research design.
CO-4	To be able to develop an appropriate market research design for the clients.
CO-5	To be able to communicate research results in written report and oral presentation formats.

**Course Outcomes BBA-2 year**

**PRINCIPLES OF MANAGEMENT**

**Principles Of Management (Elective)**

Course Code - C2COMD2T

CO-1	To understand the role of management and its functions in an organization
CO-2	To acquire clarity about the nature of management.
CO-3	To develop skill to apply different management styles in routine tasks.
CO-4	To be able to demonstrate the understanding of the role of managers in an organization.
CO-5	To develop and apply ethical workplace practices.

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**Course Outcomes BBA 2nd year**

**SUPPLY CHAIN MANAGEMENT**  
**Supply chain management (Vocational)**

Course Code – V2-COM-REMT

CO-1	To develop the skill that are critical for today's business professionals
CO-2	To develop a sound understand of the important role of supply chain management in today business environment
CO-3	To become familiar with current supply chain management trends . understand and apply the current supply chain management
CO-4	To develop effective communication skills.
CO-5	To develop critical thinking ,team building and presentation skills applied to business products

**Course Outcomes BBA 3rd year**

**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Security Analysis and Portfolio Management (Major 1)**

Course Code – M3-BBAC1D

CO-1	Understand the concept of security and various kinds of investments
CO-2	Develop understanding regarding Indian capital market and indian stock market
CO-3	Understand the role of various market intermediaries
CO-4	Learn the concept of fundamental analysis and efficient market theory
CO-5	
<b>CO-5</b>	Understand the fundamental concepts of derivative markets

**Course Outcomes BBA 3rd year**

**INDIANS FINANCIAL SYSTEM**

**Indians Financial System (Generic Elective/Vocational)**

Course Code – M3-BBAC3D

CO-1	To be able to analyze the financial market processes
CO-2	To be able to take logical financial decision individual as well as company level

CO-3	To be able to analyze different credit instrument
CO-4	To be able to use statistical data of research project for planning.
CO-5	To know about various financial system in India

**Course Outcomes BBA 3 year**  
**WORKING CAPITAL MANAGEMENT**  
**Working Capital Management (Minor/Elective)**  
**Course Code – M3-BBAC2T**

CO-1	To distinguish between the different types and sources of short-term financing.
CO-2	To be able to identify the principles of working capital management.
CO-3	To be able to determine the effectiveness and efficiency of an organization's operating and cash cycles.
CO-4	To be able to manage inventory.
CO-5	To Understand the importance of cash management.

**Course Outcomes BBA 3rd year**  
**PERSONAL TAX PLANNING**  
**Personal tax planning (Generic elective)**  
**Course Code – C3-COM A1G**

CO-1	To enable the students to identify the basic concepts, definitions and terms related to Income Tax
CO-2	To enable the students to determine the residential status of an individual and scope of total income.
CO-3	To enable the students to compute the net total taxable income of an individual.
CO-4	To be able to compute income from salaries, house property, business/profession, capital gains and income from other sources.
CO-5	To understand the importance of Rebate u/s 87A and clubbing of income.

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**Course Outcomes BBA 3rd year**

## **CUSTOMER AFFAIRS AND CUSTOMER CARE**

### **Customer affairs and Customer care (Vocational)**

Course Code – V3-COM-REMT

CO-1	To understand the benefits of implementing a quality service approach.
CO-2	To understand the issues related to customer affairs.
CO-3	To gain knowledge about the consumer protection laws.
CO-4	To Learn about consumer rights and various standards for consumer protection in India.
CO-5	To be able to meet customer needs of the enterprise.