

Course Outcomes

BBA (INTERNATIONAL BUSINESS)

1st Year

BBA(IB)-101 /COMMUNICATIVE ENGLISH

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA(IB)	BBA(IB)-101	COMMUNICATIVE ENGLISH	<p>After completion of this course, the students will be able to</p> <ul style="list-style-type: none">• Develop effective oral and written communication skills and express their ideas clearly and confidently in both formal and informal conversational settings.• Identify instances of miscommunication and apply strategies for recognizing and overcoming barriers in communication to enhance clarity and effectiveness in their message.• Develop an understanding of verbal communication across various contexts, including intrapersonal, interpersonal, small group, and public speaking or mass communication.• Analyse the non-verbal communication elements such as paralanguage, kinesics, haptic communication, proxemics, signs and symbols, body language, appearance, posture, gestures, eye contact, and artefacts in different communication Situations.• Prepare themselves for meaningful conversations, discussions, and debates on a wide range of topics.• Improve the written communication skills of the participants, including the ability

			<p>to compose clear, concise, and well-structured Cover letters, Job applications, business letters, emails, reports, CVs, Resumes, and paragraphs.</p> <ul style="list-style-type: none">• Build their vocabulary and enrich them with a good number of Idioms and phrases, and hence make them comfortable in their spoken and written communication.• Prepare themselves for job interviews, public speaking, Presentations etc.• Recognize, develop and manage positive attitudes, navigate negative attitudes, and appreciate the impact of attitudes on personal, professional, and societal interactions.
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Course Outcomes

BBA (IB) 102/PRINCIPALES AND PRACTICES OF MANAGEMENT

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB) 102	PRINCIPAL ES AND PRACTICES OF MANAGEMENT	<p>After completion of this course</p> <ul style="list-style-type: none"> • Students will gain a thorough grounding in the fundamentals and principles of management. • Students will get conceptual knowledge about various management thoughts such as scientific management, administrative Management, bureaucratic management and human relations approach to Management. • Students will get a deep knowledge of planning, decision making and types of organisations. • Students will get a deeper understanding and holistic outlook of the role of directing and leadership. • Students would be able to demonstrate the technique of controlling and coordinating. • They will also get the idea of effective techniques of control and coordination. • Students will get an idea about different organising principles of management

Course Outcomes

BBA (IB) 103/MICRO-ECONOMICS

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB) 103	MICRO-ECONOMICS	<p>After completion of this course</p> <ul style="list-style-type: none"> • Students will be able to Understand the fundamentals of microeconomics. • Students will get an introduction to supply and demand. • Students will understand the framework for learning about consumer behaviour. • Students will learn the concept of the elasticity of demand. • Students will be able to analyse consumer behaviour under different situations. • Students will be able to analyse various production theories in both short-run and long-run. • Students will understand the meaning and behaviour of Marginal, average, and total revenue in different timeframes. • Students will understand the meaning of Marginal, average, and total Costs in different time frames. • Students will learn about different Market Structure. • Students will be able to understand and analyse the price and output determination of the firms under the different market structure.

Course Outcomes

BBA(IB)-104/Mathematics for Business

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA(IB)	BBBA(IB) -104	MATHEMATICS FOR BUSINESS	<p>After completion of this course</p> <ul style="list-style-type: none">• Students will be able to relate mathematical concepts with practical applications relevant to the business world and to solve a variety of business-related problems.• Students will be able to understand fundamental mathematical concepts and principles, including number system, matrix algebra, and calculus.• Students will be able to understand how number system is relevant to business, particularly in areas such as finance, cryptography, and data analysis.• Students will be proficient in algebraic operations, including solving linear and quadratic equations and to simplify expressions, and understand mathematical symbols and notations.• Students will be able to use matrix algebra to solve linear systems of equations, and optimize business processes.• Students will become familiar with the basic concepts of calculus, including limits, continuity, derivatives, and integrals, and understand their applications relevant to the

			<p>business world.</p> <ul style="list-style-type: none">• Students will be able to distinguish between a relation and function and understand various types of functions and relations.• Students will be able to apply calculus concepts to analyze and model real-world business scenarios, including optimization, marginal analysis, and rates of change.• Students will be able to apply mathematical principles to financial calculations, including compound interest, present value, and future value of money.• Students will be able to represent data and mathematical models graphically, which is essential for data visualization and communication in business.
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Course Outcomes

BBA (IB) 105 /Marketing Management

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 105	MARKETING MANAGEMENT	<p>After completion of this course the students will be able</p> <ul style="list-style-type: none">• To understand the shift that modern marketing concept is all about being customer-centric.• To understand the concept & applicability of the 4Ps & 7Ps of marketing in the products and service sectors respectively.• To understand through various theories and concepts why and how different marketing strategies are applied while pricing the product.• To know what is the basis of devising different marketing strategies to get an edge over competitors.• To understand how distribution logistics/physical distribution helps maintain efficient marketing system.• To know various internal & external marketing environment affecting organization's decisions.

Course Outcomes

BBA(IB) 106P/ Information Technology For Management (Practical)

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA(IB)	BBA(IB) 106P	INFORMATION TECHNOLOGY FOR MANAGEMENT	<p>After completion of this course the students will be able to</p> <ul style="list-style-type: none">• Learn the fundamentals of computer• Know different parts of computers• Learn different types of software.• Get basic knowledge of ms-word.• Prepare well prepared documents• Students will be able to learn advance features like mail merge, watermarking etc• Students will know how to prepare presentation using power point• Students will know how to use animation in power point presentation• Students will get basic knowledge of ms excel and ms access.• Students will be able to apply different features of ms-excel.

Course Outcomes

BBA (IB)201/ General Arts

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB)201	GENERAL ARTS	<p>After completion of this course, students will be able to</p> <ul style="list-style-type: none">• Examine various aspects of Indian society in the present times• Appreciate the various socio-cultural and political aspects of society• Apply the knowledge gained to fight social evils• Work harmoniously in society to meet a shared goal• Understand the various social issues plaguing the Indian society• Achieve a general overview of the functioning of local self-government• Gain an insight into the Preamble and basic features of the Indian Constitution• Understand the concept and implication of disparity in its myriad forms• Examine the causes and effects of regionalism, communalism and linguistic conflicts in India

Course Outcomes

BBA(IB) 202/Business Organization & Environment

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 202	BUSINESS ORGANIZATION & ENVIRONMENT	<p>After completing the Business Organization & Environment course in BBA(IB); Semester II, students will able to</p> <ul style="list-style-type: none"> • Understand the concepts and scope objectives of Business. • Understand various forms of Business Organisation. • Understand the fundamentals of the economic, social, political and technical environment from the perspective of business organisation. • Understand the various forms of business organisation like sole proprietorship, partnership and company. • Analyse the present structure of public enterprises in the Indian economy and its role in development. • Navigate the opportunities and challenges of developing a business organisation more efficiently. • Develop a better understanding of the implications of the prevailing business environment for in prospect of development of various forms of business organisation. • Analyse the various forms of business combinations, mergers, takeovers, etc. • Analyse the role of the business environment in the development of various forms of business organization. • Apply the concept of corporate social responsibility in the development of business.

Course Outcomes

BBA (IB) 203/MACRO ECONOMICS

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 203	MACRO ECONOMICS	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none">• Understand the behaviour of different macroeconomic variables.• Understand and analyse the national income aggregates.• Understand the mechanism of income and output determination for the economy.• know the various theories of consumption.• Analyse the causes of inflation and the use of policy measures to check it.• Learn the concept of multiplier and its role in income generation.• Know the theories of Investment• Understand the different tools of Monetary Policy and their role in controlling the flow of money in the economy.• Understand the different tools of Fiscal Policy.• Understand and analyse different concepts of employment

Course Outcomes

BBA (IB) 204/ORGANISATIONAL BEHAVIOUR

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 204	ORGANISATIONAL BEHAVIOUR	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Understand the meaning and importance of Organizational behaviour. • Get knowledge regarding the historical development of OB. • Get an idea of the concept, nature and process of perception and attribution. • Get a thorough understanding of the various factors that influence OB. • Understand the meaning and stages of personality. • Get thorough ideas on the concepts and theories of learning. • Know the concept, importance and theories of motivation. • get a deep understanding of the concept, characteristics, theories and various styles of leadership. • Know the meaning, characteristics and types of groups. • Understand the group cohesiveness and factors influencing group cohesiveness. • Get a better understanding of the analysis of interpersonal relationships. • understand the concept of transactional analysis and Johari Window. • get thorough knowledge on the meaning and importance of change, change agents and resistance of change. • To understand the meaning and process of organizational development. • Understand the concept of organizational culture, and

			<p>differentiate the organizational culture and climate.</p> <ul style="list-style-type: none">• Understand the concept and types of morale.• Get the knowledge on organizational effectiveness, organizational power and politics.
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Course Outcomes

BBA (IB) 205/Management Accounting for International Business

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 205	MANAGEMENT ACCOUNTING FOR INTERNATIONAL BUSINESS	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Understand the fundamentals of microeconomics. • Get an introduction to supply and demand. • Understand the framework for learning about consumer behaviour. • Learn the concept of the elasticity of demand. • To analyse consumer behaviour under different situations. • Analyse various production theories in both short-run and long-run. • Understand the meaning and behaviour of marginal, average, and total revenue in different timeframes. • Understand the meaning of marginal, average, and total costs in different time frames. • Learn about different market structure. • Understand and analyse the price and output determination of the firms under the different market structure.

Course Outcomes

BBA(IB) 206/Management Information System

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA (IB)	206	MANAGEMENT INFORMATION SYSTEM	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • To explain the significance of Management Information Systems in organizations, highlighting how MIS supports both programmed and non-programmed decision making. They will understand the role of MIS in facilitating effective decision-making processes. • Analyze the structure of Management Information Systems based on management activities and organizational functions. They will comprehend the conceptual and physical structure of MIS and how it is organized to serve various management functions. • Apply systems concepts to the context of organizations. They will define systems, identify types of systems, and understand the relationships between subsystems and the overall organization. This knowledge will help them analyze how information systems function within an organizational framework. • Evaluate the quality of information, recognizing factors that contribute to the reliability and relevance of data. They will be able to assess how information is presented and its impact on decision-making processes. • Understand of Decision Support Systems, including their characteristics and how they support structured and unstructured decision-making. Students will learn about the classes of DSS, their users, and the concept of

			<p>Group Decision Support Systems (GDSS).</p> <ul style="list-style-type: none">• Examine advanced information systems such as Knowledge Work Systems, Executive Support Systems, Expert Systems, and Artificial Intelligence. Additionally, they will gain an introduction to Enterprise Resource Planning (ERP) systems and be able to provide examples of its applications in information systems.
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Course Outcomes

BBA(IB) 207P/Management Information System (Practical)

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA(IB)	BBA(IB) 207P	MANAGEMENT INFORMATION SYSTEM (PRACTICAL)	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Design and build complex Excel models to solve practical business problems, such as financial modelling, budgeting, and decision-making, with an emphasis on accuracy and efficiency. • Learn to effectively manage marketing data in Excel, including data analysis, reporting, and visualization, providing them with the skills to make informed marketing decisions. • Manage financial data, perform financial analysis, and create financial reports using Excel, essential skills for financial professionals and managers. • Develop proficiency in using Excel for business forecasting, optimization, and sensitivity analysis, allowing them to make data-driven decisions and improve business operations. • Acquire the knowledge and skills to identify hidden patterns and relationships in data using Excel, with an emphasis on dynamic chart building, pivot tables, and macros, enabling them to present data insights effectively.

Course Outcomes

2nd Year

BBA (IB) 301/ HUMAN RESOURCE MANAGEMENT

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 301	HUMAN RESOURCE MANAGEMENT	<p>After the completion of this course the students</p> <ul style="list-style-type: none">• To understand the value of active factors of production in an organisation.• To understand why Human resource management is the most difficult & challenging.• To know the strategic importance of various activities in an organization like – Recruitment, Selection, Training& Development, Compensation.• To know the technicalities associated with Industrial Peace & settlement of industrial disputes for the country's economy.• To understand the change in the industry's shift towards issues like Quality of Work Life, Health & safety, and better working conditions.• To comprehend the concept of Human Resource Development and understand its value.

Course Outcomes

BBA (IB) 302/GLOBAL CONSUMER BEHAVIOUR

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 302	GLOBAL CONSUMER BEHAVIOUR	<p>After completion of this course, Students will be able to</p> <ul style="list-style-type: none">• Understand the meaning and nature of consumer behaviour along with consumer buying behaviour, consumer attitude and perception towards purchasing.• Differentiate between consumer demographic and psychographics groups and their types.• Get knowledge about cultural and sub-cultural aspects of consumers.• get an idea about social class and social stratification.• To understand on consumer decision process, pre and post-purchase behaviour of consumers.• Get knowledge regarding models of consumer decision-making.• Understand various models of buying behaviour, such as Black Box, Nicosia, Howard Sheth, Engel Blackwell, Kolar model etc.• Understand the need and importance of social satisfaction.

Course Outcomes

BBA (IB) 303/Business Statistics

Name of the Program	CourseCode	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB) 303	BUSINESS STATISTICS	<p>After the completion of this course the students</p> <ul style="list-style-type: none">• Will be able to recognize and familiarise with terminologies of statistics• Will have an understanding of statistical methods• Will be able to have ideas for statistical data collection, classification and presentation• Will be able to understand various tools of statistics• Will be able to decide which tool of statistics to apply in different cases• Will be able to apply tools of statistics, analyse and interpret data• Will be able to handle cases of statistical analysis• Will be able to apply tools of statistics in their projects and assignments• Will be able to take decisions using tools of statistics• Will be able to create projects with the application of tools of statistics

Course Outcomes

BBA (IB) 304/ PRODUCTION AND OPERATIONS MANAGEMENT [ELECTIVE - 1]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 304	PRODUCTION AND OPERATIONS MANAGEMENT [ELECTIVE - 1]	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Identify and compare the different types of production system. • List the different tools used for quality control • Classify the different types of layout design. • Explain the objective and importance of material management • Outline the process of production planning and control • Examine the impact of production management on business • Assess the different location options available for production. • Select an appropriate layout design • Devise strategies to improve efficiency in production • Defend the importance of quality management in production

Course Outcomes

BBA (IB) 305/ ADVERTISING AND SALES PROMOTION [ELECTIVE – 2]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 305	ADVERTISING AND SALES PROMOTION [ELECTIVE – 2]	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Recall and identify the different elements of promotional mix • The identify different elements of sales promotion • Discuss the importance of media planning • Classify types advertisements. • Compare different media vehicles • Describe the different approaches to advertisement. • Outline the process of advertisement. • Evaluate the effectiveness of advertisements. • Defend the importance of ethics in advertisement and sales promotion. • Manage the tools of promotional mix

Course Outcomes

BBA(IB)-306/General Environmental Science

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB) 306	GENERAL ENVIRONMENTAL SCIENCE	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Critically examine environmental issues and able to interact with the environment on the personal and social level • Develop a sense of systems in which organism live and thrive • Recognize the physical, chemical and biological components of the earth's system • Demonstrate an integrative approach to environmental issues with a focus on sustainability • Understand and evaluate the global scale of environmental problems • Develop sensitivity for the natural, physical and human resources in the environment • Become an agent of change in fighting climate change • Assess ethical considerations as a component of environmental decision-making • Understand the temporal dimensions of the environment, including what effects current behaviour might have on the future environment

Course Outcomes

BBA (IB) 307 P/COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: SPSS (PRACTICAL)

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 307 P	COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: SPSS (PRACTICAL)	After completion of this course, the students will be able to, <ul style="list-style-type: none">• Learn about the data view and variable view of the SPSS software.• Familiarise with the toolbox of SPSS software.• Read in, enter, organise, and suitably save data.• Get an introduction to calculate/recode variables and prepare data for analysis.• Conduct descriptive statistics.• Conduct basic inferential statistics.• Familiarise with the SPSS presentation of statistical output.• Create and edit graphical displays of data.• Identify relationships between variables and develop models for predicting dependent variables based on independent variables.• Perform different parametric and non-parametric hypothesis tests

Course Outcomes

BBA (IB) 401/INTERNATIONAL ECONOMICS

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 401	INTERNATIONAL ECONOMICS	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none">• Understand the importance, advantages and disadvantages of international trade for a country.• Get an overview of the World trade.• Understand efficient utilisation of resources through international trade.• Learn the reasons behind the operation of International Trade.• Analyze the effects of the imposition of tariffs and the use of other non-tariff barriers.• know the various concepts and theories of international trade.• Learn the process of the international capital flow.• Know the foreign investment with special reference to developing countries• Analyse the modern trends of international trade in the world.• Learn and apply different tools of international trade.

Course Outcomes

BBA (IB) 402/SERVICE MARKETING

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 402	SERVICE MARKETING	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Understand the growth of the service sector economy. • Understand the 4 Ps of the marketing mix and service marketing triangle. • Get a thorough understanding of characteristics, classification and product of service. • Get a deeper understanding of customer expectations and perceptions through marketing research. • Get proper information regarding data analysis and case studies. • Calculate acquisition costs, retention costs and rates. • Get a deeper understanding of service recovery, development and design. • Get a thorough grounding in new service types and supplementary services. • Explain services cape effects on behaviour. • Understand the importance and strategies for effective delivery through employees. • Describe the intermediaries and customer participation. • Understand the concept of managing demand and capacity. • Get the idea of a service marketing communication mix. • Understand the factors, pricing and strategies related to pricing.

Course Outcomes

BBA(IB) 403/Money, Banking and Finance

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 403	MONEY, BANKING AND FINANCE	<p>After completing the Money, Banking and Finance course in BBA(IB); Semester IV, students will able to</p> <ul style="list-style-type: none"> • Understand various forms of money from commodity money, currency notes to cryptocurrency. • Understand the structure of the Indian currency system. • Analyse the role of money in the smooth and efficient functioning of the economy. • Analyse the implications of various phases of the trade cycle on the economy and society. • Understand the role and functions of commercial and central banks in economic development. • Analyse the effects of inflation on the production and distribution system. • Understand the concept of Keynesian theory of demand for money. • Develop an understanding of the basics of the money market and capital market. • Develop a better understanding of money, banking and finance and can relate the macroeconomic variables for developing a better economic system. • Apply the various tools of monetary and fiscal policy to control the money supply in the economy.

Course Outcomes

BBA (IB) 404/Research Methodology

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 404	RESEARCH METHODOLOGY	After the completion of this course the students <ul style="list-style-type: none">• Will be able to understand the terminology of research• Will get familiarized with the concepts of research• Will be acquainted with concepts of qualitative and quantitative approaches to research• Will be able to understand the steps of research• Will be able to understand to formulate research problems and identify the objectives of research• Will be able to prepare sample design and procedures for data collection• Will be able to decide upon the selection of statistical tools, obtain and interpret the outcomes• will be able to prepare research reports and apply the same in their research projects• will be able to visualize the basic ideas behind research and apply it in their areas of studies• will be able to understand the essence of references and also that of plagiarism

Course Outcomes

BBA(IB) 405/FOREIGN LANGUAGE (GERMAN) [ELECTIVE - 1]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 405	FOREIGN LANGUAGE (GERMAN) [ELECTIVE - 1]	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"> • Use international Vocabulary as part of the German Language. • Develop a comprehensive vocabulary of German Language on themes related to everyday life. • Gain competency in the use of the number system in German to enhance basic communication involving numbers. • Develop their syntactical skills and will be able to frame grammatically correct sentences. • Comprehend short texts and enjoy reading short stories in German. • Create short written texts which help them to communicate in writing in German both personally and professionally. • Hone their German Speaking Skills in the form of Dialogues and short conversations. • Develop listening Skills in German and understand German announcements in public places, short conversations and information shared verbally. • Develop a proper understanding of Directions in German. • Use all four skills, Reading, Writing, Listening and Speaking to communicate in German.

Course Outcomes

BBA(IB) 406/FOREIGN LANGUAGE (FRENCH) [ELECTIVE - 2]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 406	FOREIGN LANGUAGE (FRENCH) [ELECTIVE - 2]	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"> • Acquire basic conversational skills in the French language and also be introduced to basic vocabulary for conducting international business. They will learn how to introduce themselves to a group or an individual, ask questions and respond to questions. • Go deeper into human communication, going beyond the level of talking about weather and routine daily activities to express emotions and feelings of gratitude, joy and sorrow, and share about their personal and professional life • Develop a deeper knowledge of the correct use of the French language, learn its syntactical construction and frame grammatically correct sentences. • Acquire basic knowledge of French culture and literature, read and comprehend short texts and enjoy reading short stories in French. • Learn to produce short written texts which help them to communicate in writing in French both personally and professionally. • Hone their French speaking skills in the form of dialogues and short conversations. Learn telephone conversations, giving and following directions, shopping vocabulary, booking hotels, restaurants and tickets for travel and various other activities. • Develop listening skills in French and understand public announcements, short conversations and information

shared verbally.

- Develop the four basic skills needed for learning any language: Reading, Writing, Listening and Speaking to communicate.

Course Outcomes

BBA (IB) 407 P/COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: R (PRACTICAL)

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA (IB)	BBA (IB) 407 P	COMPUTATIONAL TECHNIQUES FOR MANAGEMENT: R (PRACTICAL)	After Completion of this course, students will be able to <ul style="list-style-type: none">• Understand and install R and R Studio software• Understand the coding system of R and R Studio software• Using the software in applying various tools of statistics• Generate, organise and present data• Create various graphs with data• Apply the software in solving matrices of different orders• Using the software in various decision-making situations• Apply the tools in preparation of research projects and internship works.

Course Outcomes

3rd Year

BBA(IB)- 501/Retail Management

Name of the program	Course Code	Name of the Course	Course Outcomes
BBA (IB)	501	RETAIL MANAGEMENT	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none">• Understand the meaning and types of retailing.• Understand the evolution of Indian retailing industry and retailing environment etc.• Know about the retail institutions: the meanings types and benefits.• Know about various theories of institutional change.• Get the detail understanding on the meaning and difference between urban and rural retail marketing.• Get a conceptual knowledge on meaning and steps of merchandise assortment planning.• Get deeper understanding about various product mix and promotion mix of retailing.• Get a thorough grounding in the store management, various factors of store, management store layout, and design.• Understand various ethical and legal issues on retailing and know about different possible careers in retailing.

Course Outcomes

BBA(IB) 502/ International Financial System

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 502	INTERNATIONAL FINANCIAL SYSTEM	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"> • Get acquainted with terminologies of the trade • Get acquainted with the financial system and its interconnection with various areas of the economy • Connect with financial events through various sources • Get acquainted with stock market activities • Get an overview of the international financial system • Visualise various segments of the financial system • Understand the implications of corporation governance • Create models of the financial system • Explain various financial events, occurrences and their implications • Decide the roles of regulators • Understand the implications of exchange rates and their impacts

Course Outcomes

BBA(IB) 503/Entrepreneurship Development Programme

Name of the Program	Course Code	Name of the Course	Course Outcomes
BBA (IB)	BBA(IB) 503	ENTREPRENEURSHIP DEVELOPMENT PROGRAMME	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none">• Understand various theories and concepts related to the development of entrepreneurship.• Learn the aptitudes required to become an entrepreneur.• Understand the difference between the role of a manager and an entrepreneur.• Analyse the role of small-scale industries in India's economic development.• Gain knowledge of the various schemes launched in India to promote entrepreneurship development.• Gain knowledge of the various kinds of funds provided for the promotion of business• Analyse the opportunities available in the market to develop a business.• Apply corporate social responsibility in developing a business.• Navigate the opportunities and challenges of entrepreneurship more efficiently.• Approach entrepreneurship with a better understanding of the key success factors and possible risk factors.

Course Outcomes

BBA(IB) 504/STRATEGIC MANAGEMENT

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 504	STRATEGIC MANAGEMENT	After Completion of this course, students will be able <ul style="list-style-type: none">• To culminate the knowledge acquired in the rest of all the subjects read to understand the concept of Strategic Management• To know various levels like Corporate, Business & Functional at which strategies operate.• To understand how portfolio at the corporate level is managed through different strategies like Joint Venture, Mergers& Acquisitions, Alliance etc.• To understand the Cost Leadership, Differentiation and Focus strategy used by different Business level strategies to know how competitors beat each other by strategies.• To learn about the models proposed by Strategists and try to implement the same in analysis.

Course Outcomes

BBA(IB) 505/ SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 505	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	<p>After Completion of this course, students will be able to</p> <ul style="list-style-type: none"> • Understand the basic concepts of security analysis and the importance of forming a portfolio of investments with varied risk and reward patterns. • Recall and discuss various portfolio management models. • Know the meaning and need of portfolio evaluation and portfolio revision. • Know and understand the need for fundamental analysis in developing and managing a portfolio. • Know and understand the need for technical analysis in developing and managing a portfolio. • Get acquainted with various technical analysis tools like Charts, Patterns and other mathematical and market indicators. • Know various efficient market theories about managing a portfolio. • Understand the concept and types of derivatives. • Get an insight into trading in the stock exchange. • Know and understand the concept of the capital market line and security market line. • Perform the task of financial analyst.

Course Outcomes

BBA (IB) 506 OJT [ON-THE-JOB-TRAINING]

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 506	OJT [ON-THE-JOB-TRAINING]	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none">• Get exposure to the real business scenarios• Get a connection between theories and practices• Get the confidence to perform actual business activity• Apply the Data analysis software to real data• Learn to write a systematic report.• Learn the Interpretation of the result• Learn how to use the result in decision-making.• Develop work habits and attitudes necessary for job success.• Apply the skills acquired for performing a business activity• Inculcate the behavioural changes to work effectively to perform various business activities.

Course Outcomes

BBA(IB) 601/International Trade Policy and Institution

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 601	INTERNATIONAL TRADE POLICY AND INSTITUTION	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Understand the scope and importance of international trade. • Understand the concept of transfer pricing and its implications for international trade. • Understand the concepts of tariff and non-tariff barriers. • Analyse the implications of protectionism and free trade policy for the development of an economic system. • Gain knowledge of the functioning of various kinds of international trade institutions like IMF, IBRD and WTO for promoting international trade and relations. • Analyse the implications of foreign direct investment and foreign institutional investment in developing countries. • Apply various measures to correct the adverse balance of payment of a developing economy. • Analyse the role of international trade organisations in the perspective of promoting trade in developing and underdeveloped countries • Analyse the problems related to the transfer of technology from developed to developing countries. • Develop a better understanding of the role and functioning of international trade institutions and analyses its policies in context of international trade.

Course Outcomes

BBA (IB) 602/ECONOMETRICS: INTERNATIONAL BUSINESS

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 602	ECONOMETRICS: INTERNATIONAL BUSINESS	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Learn the methodology and scope of Econometrics. • Learn different types of data and its application in different fields of business • Develop skills to construct, test, and analyze econometric models, using variables and relationships commonly found in business-related data. • Identify key classical assumptions in the field of econometrics, • Describe the effects of relaxing the assumptions of the linear model. • Understand and identify the desirable properties of estimators. • Conduct the testing of normality assumption • Learn and apply hypothesis testing in the context of forecasting. • Learn to collect, organise, and analyse business data, and interpret results from statistical analyses • Apply the tools of econometrics in Business Decision Making.

Course Outcomes

BBA(IB) 603/Indian Economy in Global Perspective

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA(IB) 603	INDIAN ECONOMY IN GLOBAL PERSPECTIVE	<p>After the completion of the course, the students will be able to</p> <ul style="list-style-type: none">• Understand the characteristics of the Indian Economy• Understand the history of Indian economic development and the colonial imprint on Indian Economy• Understand the composition of Indian Economy in respect of different sectors• Understand various issues of Indian economy like economic planning, green revolution and land reforms• Understand the importance of the study of Indian economy and relate the study to managerial decisions• Will be able to understand the trends of different sectors of Indian economy• To understand the interconnection of Indian Economy with the global business• Will be able to understand the implications of economic reforms on global business and its growth• Will be able to understand various aspects of the growth in the areas of various service sectors of the economy• Understand the composition and direction of India's international trade

Course Outcomes

BBA (IB) 604/E-Commerce

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 604	E-COMMERCE	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none">• Differentiate between e-business and e-commerce, types of e-commerce, advantages and disadvantages of e-commerce.• Know about business infrastructure in detail. They will also know the meaning and types of e-environment.• Understand about internet, intranet, world wide web: the meaning, usage and relevance etc. In detail.• Understand the meaning, components and uses of supply chain management and e-procurement.• Understand and examine different types of case studies related to online gambling, the music industry and different shopping app like amazon.com and flipkart.com.• Understand about various types and strategies of e-marketing.• Explain the differentiation between traditional methods of marketing and e-marketing.• Students will also understand customer relationship management and change management.

Course Outcomes

BBA (IB) 605/BUSINESS LAW

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 605	BUSINESS LAW	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none">• Analyse, draft, and execute contracts, recognizing the essential elements and legal requirements for contract validity.• Gain insights into the protection of intellectual property rights.• Grasp the principles and practices of corporate governance, its role in promoting ethical business conduct, and its application in corporate and banking sectors.• Understand company law concepts, including company classification, promotion, incorporation, and the roles of stakeholders like directors and shareholders.• Acquire knowledge of cyberspace, cyber laws, and the information technology act 2000.• Get a comprehensive knowledge of the legal landscape of foreign exchange regulations, including fema, 1999, and comprehend the rules governing foreign investments.• Learn how to ensure compliance with legal frameworks and effectively manage legal risks, safeguarding the interests of individuals and organisations in various legal contexts.

Course Outcomes

BBA (IB) 606/Business Ethics and Corporate Governance

Name of the Program	CourseCode	Name of theCourse	Course Outcomes
BBA (IB)	BBA (IB) 606	BUSINESS ETHICS AND CORPORATE GOVERNANCE	<p>After completion of this course, the students will be able to,</p> <ul style="list-style-type: none"> • Understand the importance and sources of the value system. • Understand the concept and types of values. • Get a thorough understanding of loyalty and ethical behaviour in an organization. • Get a deeper understanding of the nature, characteristics and needs of business ethics. • Understand various ethical practices used in management. • Differentiate the concepts of universalism and utilitarianism. • Learn the relevance of culture and ethics. • Understand the relationship between law and ethics. • Explain various social responsibilities of business. • Get a thorough understanding of various fair-trade practices. • Understand safeguarding the health and well - being of customers. • Get proper information regarding issues, needs and code of corporate governance. • Understand various ethical and legal issues in retailing and know about different possible careers in retailing.