

# **Department of Business Administration**

## **Bachelor of Business Administration**

### **PROGRAM OUTCOMES (PO)**

#### **PO1: Effective Communication Skills**

Graduates will demonstrate proficiency in both written and spoken communication, effectively utilizing formal communication techniques necessary for professional environments. They will be adept at conveying ideas clearly and confidently in English and other relevant languages.

#### **PO2: Critical Analysis and Interpretation**

Graduates will acquire and apply critical thinking skills to analyze diverse forms of information, including literary texts, financial statements, business operations, and legal frameworks. They will be capable of interpreting and evaluating data to make informed decisions in various contexts.

#### **PO3: Technological Proficiency**

Graduates will gain practical knowledge and skills in utilizing modern technology, including software applications, programming languages, and development tools. They will be able to manage and implement technological solutions for business, research, and professional practices.

#### **PO4: Quantitative and Analytical Skills**

Graduates will develop strong quantitative and analytical skills through the study of mathematics, statistics, and business mathematics. They will apply these skills to solve complex problems, conduct research, and make data-driven decisions in professional settings.

#### **PO5: Research and Problem-Solving**

Graduates will be equipped with comprehensive research skills, including problem definition, research design, data collection, and report formulation. They will be capable of conducting independent research and presenting their findings effectively.

#### **PO6: Financial Acumen**

Graduates will have a solid foundation in accounting, financial management, and taxation. They will be proficient in preparing and analyzing financial statements, understanding cost and management accounting, and making informed financial decisions.

#### **PO7: Management Knowledge and Application**

Graduates will comprehend and apply management principles and methodologies, including decision-making processes, modern management trends, and human resource management practices. They will be prepared to handle organizational leadership and entrepreneurial ventures.

**PO8: Legal and Ethical Awareness**

Graduates will possess a sound understanding of business laws, corporate laws, and intellectual property rights. They will navigate legal frameworks and appreciate ethical considerations in business practices, promoting social responsibility and sustainable practices.

**PO9: Cultural and Social Awareness**

Graduates will develop an appreciation for cultural diversity and social issues through the study of literature, history, and intercultural communication. They will be aware of contemporary issues such as environmental sustainability and human rights, integrating these principles into their professional conduct.

**PO10: Marketing and Entrepreneurship**

Graduates will gain insights into marketing management, brand building, consumer behavior, and entrepreneurial skills. They will be prepared to identify market opportunities, develop marketing strategies, and manage new business ventures.

**PO11: Scientific and Environmental Literacy**

Graduates will understand fundamental scientific principles and their applications, including environmental impacts and sustainability. They will be aware of biodiversity conservation, ecosystem functions, and sustainable agriculture practices.

**PO12: Interdisciplinary Competence**

Graduates will be adept at integrating knowledge from various disciplines, fostering a comprehensive understanding of complex issues. They will be equipped to approach problems from multiple perspectives and propose innovative solutions.

**PO13: Practical and Vocational Skills**

Graduates will acquire practical skills relevant to their field of study, including laboratory techniques, project management, and technical proficiency. They will be prepared for hands-on roles in industry, research, and self-employment opportunities.

**PO14: Socio-Cultural Consciousness and Ethical Responsibility**

Graduates will develop an awareness of major contemporary issues and ethical considerations. They will internalize values that promote social justice, ethical behavior, and global citizenship, responding positively to societal challenges.

## Program Specific Outcomes (PSO)

Program Specific Outcome (PSO)	Students will be able to.....	Mapped Program Outcomes (PO)
PSO 1: Effective Communication Skills	demonstrate proficiency in both written and spoken English, utilizing grammar, usage, and formal communication techniques essential for professional environments (derived from "Fine Tune your English" and "Business Communication").	PO 1
PSO 2: Management Knowledge and Application	comprehend and apply management principles and methodologies, including decision-making processes, modern management trends, and human resource management practices (derived from "Principles and Methodology of Management" and "Human Resource Management").	PO 7
PSO 3: Financial Acumen	have a strong foundation in accounting and financial management, encompassing the preparation of financial statements, understanding of cost and management accounting, and the ability to analyze financial decisions and sources of finance (derived from "Business Accounting," "Cost and Management Accounting," and "Financial Management").	PO 6

<p>PSO 4: Quantitative and Analytical Skills</p>	<p>develop critical analytical skills in business mathematics and statistics, enabling them to evaluate mathematical problems, perform statistical analyses, and apply forecasting techniques to business scenarios (derived from "Fundamentals of Business Mathematics," "Fundamentals of Business Statistics," and "Mathematics for Management").</p>	<p>PO 4</p>
<p>PSO 5: Research and Problem-Solving</p>	<p>be equipped with research skills, including problem definition, research design, data collection, and report formulation, necessary for conducting and presenting comprehensive business research (derived from "Research Methodology").</p>	<p>PO 5</p>
<p>PSO 6: Legal and Ethical Awareness</p>	<p>possess a sound understanding of business laws, corporate laws, and intellectual property rights, enabling them to navigate legal frameworks and appreciate ethical considerations in business practices (derived from "Business Laws," "Corporate Law," and "Intellectual Property Rights and Industrial Laws").</p>	<p>PO 8</p>

PSO 7: Marketing and Entrepreneurship	Graduates will gain insights into marketing management, brand building, consumer behavior, and entrepreneurial skills, preparing them to identify market opportunities, develop marketing strategies, and manage new ventures (derived from "Marketing Management," "Brand Management," and "Entrepreneurship").	PO 10
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## COURSE OUTCOMES (COs)

Course	Course Outcome (CO)	Bloom's Taxonomy	Mapped PSO
Fine Tune your English	CO1: To help the students to identify the basics of grammar, usage, and effective communication.	Understanding	PSO1
	CO2: To enable the students to confidently use English in both written and spoken form.	Applying	PSO1
	CO3: To use English for formal communication effectively.	Applying	PSO1
Principles and Methodology of Management	CO1: To understand the methodological perspective of management as a discipline.	Understanding	PSO2

	CO2: To help in the process of decision making.	Analyzing	PSO2
	CO3: To become familiar with modern trends in the management process.	Understanding	PSO2
Business Accounting	CO1: To understand the basics of accounting.	Understanding	PSO3
	CO2: To identify the basics principles of accounting.	Remembering	PSO3
	CO3: To understand the systems/process for recording transactions.	Understanding	PSO3
	CO4: To prepare the final accounts of sole traders.	Applying	PSO3
	CO5: To give a general awareness about depreciation accounting.	Understanding	PSO3
	CO6: To know about the concept of bill of exchange in business.	Understanding	PSO3
Fundamentals of Business Mathematics	CO1: To develop scientific ability.	Applying	PSO4
	CO2: To get the ability to critically evaluate mathematical problems.	Evaluating	PSO4
	CO3: To have fundamental touch with industrial and commercial problems.	Understanding	PSO4

	CO4: To know about modern trends in mathematics.	Understanding	PSO4
	CO5: To prepare them for management studies.	Applying	PSO4
Fundamentals of Business Statistics	CO1: To present a broad overview of statistics as a subject.	Understanding	PSO4
	CO2: To organize a statistical survey.	Applying	PSO4
	CO3: To understand the importance of summary measures to describe the characteristics of a data set.	Understanding	PSO4
	CO4: To analyze the relationship between two variables.	Analyzing	PSO4
	CO5: To use various forecasting techniques.	Applying	PSO4
Issues That Matter	CO1: To identify the major issues of contemporary significance.	Analyzing	PSO7
	CO2: To respond rationally and positively to the issues raised.	Applying	PSO7
	CO3: To internalize the values imparted through the selections.	Understanding	PSO7

Cost and Management Accounting	CO1: To get basic knowledge about cost accounting.	Understanding	PSO3
	CO2: To have an idea about classification of cost.	Understanding	PSO3
	CO3: To understand the concepts of management accounting.	Understanding	PSO3
Business Communication	CO1: To develop communication skills.	Applying	PSO1
	CO2: To understand the types of communication in an organization.	Understanding	PSO1
	CO3: To study the importance of listening in communication.	Understanding	PSO1
	CO4: To study about the term group and group decision-making techniques.	Understanding	PSO1
Mathematics for Management	CO1: To develop scientific ability.	Applying	PSO4
	CO2: To know about modern trends in mathematics.	Understanding	PSO4
	CO3: To know about problems in industry and management and to learn how to solve the problem.	Applying	PSO4
	CO4: To have research in managerial sciences.	Applying	PSO4



Statistics for Management	CO1: To have some idea about probability and probability distributions.	Understanding	PSO4
	CO2: To develop the concept of a sampling distribution.	Understanding	PSO4
	CO3: To formulate hypotheses about various population parameters.	Applying	PSO4
	CO4: To conduct various statistical tests.	Applying	PSO4
Human Resource Management	CO1: To understand the concept of HRM and its relevance in an organization.	Understanding	PSO2
	CO2: To develop necessary skills for application of various HR issues.	Applying	PSO2
	CO3: To analyze the issues relating to selection and development of manpower resources.	Analyzing	PSO2
	CO4: To integrate the knowledge of HR concepts to make the correct business decisions.	Applying	PSO2
Marketing Management	CO1: To have an awareness on market, market segments and consumer behavior.	Understanding	PSO7
	CO2: To know the meaning and importance of product mix.	Understanding	PSO7

	CO3: To understand pricing policies and the applicability of different pricing strategies.	Understanding	PSO7
	CO4: To know the scope of advertising and sales promotion.	Understanding	PSO7
	CO5: To identify and develop salesmanship in them.	Applying	PSO7
Research Methodology	CO1: To get an awareness about research.	Understanding	PSO5
	CO2: To clarify the problem definition stage.	Understanding	PSO5
	CO3: To know about the research design and criterion of selecting samples.	Understanding	PSO5
	CO4: To identify different types of data and its sources.	Analyzing	PSO5
	CO5: To formulate a research report.	Creating	PSO5
Business Laws	CO1: To identify the principles behind the law of contract.	Understanding	PSO6
	CO2: To equip students to identify the validity of contracts.	Applying	PSO6
	CO3: To create awareness about various special contracts.	Understanding	PSO6

Personality Development and Management Skills (Minor Project)	CO1: The students will have the opportunity to explore current management literature to develop an individual style and sharpen their skills in leadership, communication, decision-making, motivation, and conflict management.	Applying	PSO2
Financial Management	CO1: To understand basic finance functions.	Understanding	PSO3
	CO2: To identify the various sources of finance in a typical large-scale industry.	Understanding	PSO3
	CO3: To analyze the factors that determine financial decisions.	Analyzing	PSO3
	CO4: To analyze the major concepts involved in dividend decisions.	Analyzing	PSO3
Managerial Economics	CO1: Imparting knowledge about fundamental economic concepts.	Understanding	PSO2
	CO2: Learn how to apply economic principles and tools to make effective business decisions.	Applying	PSO2
	CO3: To understand different market structures and their impact on firm's performance.	Analyzing	PSO2
	CO4: Gaining knowledge about various pricing strategies.	Understanding	PSO2

Entrepreneurship	CO1: To understand about entrepreneurs and different classification.	Understanding	PSO7
	CO2: To create awareness about EDP.	Understanding	PSO7
	CO3: To get awareness about financing new enterprises.	Understanding	PSO7
	CO4: To identify the different opportunities in small business.	Analyzing	PSO7
	CO5: To understand about project report relating to a small business.	Creating	PSO7
Basic Informatics for Management	CO1: To have thorough knowledge in Excel.	Understanding	PSO7
	CO2: To get adequate knowledge in Excel to use it in their research work.	Applying	PSO7
	CO3: To become computer proficient.	Applying	PSO7
	CO4: To get enough knowledge in computerized accounting.	Applying	PSO7
	CO5: Should be able to scientifically analyze the financial position of a firm.	Analyzing	PSO7
Corporate Law	CO1: To identify the various steps in the formation of a company.	Understanding	PSO6

	CO2: To specify the basic principles of corporate laws.	Understanding	PSO6
	CO3: To clarify the basic principles of partnership law.	Understanding	PSO6
	CO4: To understand the basic features of limited liability partnership.	Understanding	PSO6
Organisational Behaviour	CO1: To understand the implications of individual and group behaviour in organisational context.	Understanding	PSO2
	CO2: To understand the concept of organisational behaviour, social organisation, and the diverse environment alongside with the management of groups and teams.	Understanding	PSO2
	CO3: To appreciate the culture of organisational culture.	Understanding	PSO2
Brand Management	CO1: To understand the concept of brand.	Understanding	PSO7
	CO2: To understand the process of brand building.	Applying	PSO7
	CO3: To understand the value of brand to an organisation.	Understanding	PSO7
Environmental Science and Human Rights	CO1: Understand the multidisciplinary nature of environmental studies.	Understanding	PSO7

	CO2: To be aware of biodiversity and its conservation.	Understanding	PSO7
	CO3: To relate environment and business.	Analyzing	PSO7
	CO4: To understand the concepts and ideas behind green entrepreneurship.	Understanding	PSO7
Intellectual Property Rights and Industrial Laws	CO1: To build a general awareness about the principles behind intellectual property legislations and three important industrial laws.	Understanding	PSO6
	CO2: To appreciate the concepts of patent and trademark protection.	Understanding	PSO6
	CO3: To specify the various legal provisions in the Factories Act and Industrial Disputes Act.	Understanding	PSO6
	CO4: To identify the benefits offered by the ESI Act.	Understanding	PSO6
Operations Management	CO1: To identify the concept of operations management.	Understanding	PSO2
	CO2: To understand the relative importance of production planning and control.	Analyzing	PSO2
	CO3: To understand the importance of materials management.	Understanding	PSO2

	CO4: To create awareness about quality control measures.	Understanding	PSO2
	CO5: To have a basic idea regarding plant layout.	Understanding	PSO2
Industrial Relations	CO1: To have a basic idea regarding industrial relations.	Understanding	PSO2
	CO2: To understand various perspectives of workers and employers.	Understanding	PSO2
	CO3: To understand more about employees' performance and their career planning.	Understanding	PSO2
	CO4: To know how they are made in industries between workers and management.	Understanding	PSO2
	CO5: To know how the workers are participating in decision-making programmes.	Understanding	PSO2
	CO6: To understand various welfare facilities of education programmes provided by employers to their employees.	Understanding	PSO2
Strategic Management	CO1: To understand the concept of strategy with strategic management process.	Understanding	PSO2

	CO2: To have an idea about environmental scanning.	Understanding	PSO2
	CO3: To implement the concept of environmental appraisal with corporate-level strategies.	Applying	PSO2
	CO4: To understand business-level strategies, functional strategies, and the process of strategies.	Understanding	PSO2
Communication Skills and Personality Development	CO1: To impart speech and presentation skills.	Applying	PSO1
	CO2: To develop interpersonal skills and leadership qualities.	Applying	PSO1
	CO3: Acquire the necessary skills to build and maintain positive relationships with colleagues, clients, and stakeholders. This includes active listening, conflict resolution, negotiation, and teamwork.	Applying	PSO1
	CO4: Understand and utilize non-verbal communication cues, such as body language, gestures, and facial expressions, to enhance communication effectiveness.	Applying	PSO1
	CO5: Learn effective interview techniques, including resume preparation, interview etiquette, and responding to interview questions, to increase chances of success in job interviews.	Applying	PSO1



Management Project	CO1: This is a one-month implant training and project study to be conducted in the month of December. Each individual student has to undergo one month implant training plus project study in a reputed organization (with established functional departments). A 30-day implant training certificate is mandatory with the project report. Project study on selected management topics needs to be conducted during this period in the context of the organization.	Applying	PSO2
Optional-I Investment and Insurance Management	CO1: To familiarize with various investment avenues.	Understanding	PSO7
	CO2: To understand the various investment opportunities.	Understanding	PSO7
	CO3: To understand the various tax-saving ideas.	Understanding	PSO7
	CO4: To design an investment portfolio.	Creating	PSO7
	CO5: To understand about insurances.	Understanding	PSO7
	CO6: To understand the various modes of insurances.	Understanding	PSO7
Optional-II Advertisement and Salesmanship	CO1: To orient students in Marketing Management.	Understanding	PSO7

	CO2: To encourage entrepreneurial skills.	Applying	PSO7
	CO3: To meet the demand of the various industrial sectors.	Understanding	PSO7