

**DEPARTMENT OF BBA
SUKANTA MAHAVIDYALAYA**

COURSE OUTCOMES OF BBA HONOURS- 2017-2023



SEMESTER-I

S. No	Course code	Course Type	Course Name	Course Outcomes
1	101	AECC-I	Environmental Science	<p>CO1: Memorizing the concepts related to the ecological biodiversity of our planet.</p> <p>CO2: Interpreting important processes associated with the evolution of life on earth.</p> <p>CO3: Applying the concepts related to ecology for sustainable life on earth.</p> <p>CO4: Analyzing the importance of wildlife protection and its role in preserving the food chain.</p> <p>CO5: Evaluating the methods of prevention and safety from pollutants.</p> <p>CO6: Formulating the plan for environmental disaster management.</p>
2	102	CC-I	Principles of Management and Organisation Behaviour	<p>CO1: Understand the concept of Management, its levels and functions.</p> <p>CO2: Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.</p> <p>CO3: Understand the planning process, its types and various decision making models.</p> <p>CO4: Ascertain the nature of organization structure, and its different types explaining Span of Control. CO5: Understand directing principles, its components and apply the control methods.</p> <p>CO6: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.</p> <p>CO7: Understand the organizational system, including organizational structures, culture, human resources, and change.</p>
3	103	CC-II	Business Regulatory Framework	<p>CO1: Students will understand of the concepts Company Law.</p> <p>CO2: They will come to know the Process of formation and registration of company.</p> <p>CO3: They will understand the importance and</p> <p>of memorandum of association and Article of</p>

				<p>association</p> <p>CO4: They will understand legal rules related to issue of Prospectus and shares.</p> <p>CO4: They will come to know the Process of winding up of company.</p>
4	104	GE-I	Managerial Economics	<p>CO1: Develop Understanding to take business decisions in different business situation using theory and concept.</p> <p>CO2: Analyzing consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.</p> <p>CO3: Apply the concept of demand and elasticity practically.</p> <p>CO4: Evaluate the relationship between price and output determination in different market structure.</p> <p>CO5: Demonstrate future demand of a product using qualitative and quantitative techniques.</p>

SEMESTER II

S. No	Cour se code	Cour se Type	Course Name	Course Outcomes
1	201	AECC-II	English	<p>CO1: Students will review the grammatical forms of English and the use of these forms in specific communicative contexts, which include: class activities, homework assignments, reading of texts and writing.</p> <p>CO2: Develop reading, writing and analytical skills and communicate their ideas critically, creatively, and persuasively through the medium of language.</p> <p>CO3: Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.</p> <p>CO4: Enhance LSRW communicative skills through language and literature.</p> <p>CO5: Increase confidence in their ability to read, comprehend, organize, and retain written information.</p> <p>CO6: Improve their ability to read and understand the written word in everyday life through the study of literary text</p>

2	202	CC-III	Business Mathematics	<p>CO1: Apply the knowledge of Mathematics (Algebra, Matrices, Calculus, Optimization) in solving business problems.</p> <p>CO2: Demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.</p> <p>CO3: Understand the important role Mathematics plays in all facets of the business world.</p> <p>CO4: Understand the use of equations, formulae, and mathematical expressions and relationships in a variety of contexts.</p> <p>CO5: Demonstrate critical thinking, modelling, and problem-solving skills in a variety of contexts.</p>
3	203	CC-IV	Financial Accounting	<p>CO1: Demonstrate a good understanding the concept of double entry system and principles of accounting.</p> <p>CO2: Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.</p> <p>CO3: Understand of various methods of maintaining accounts of Departments.</p> <p>CO4 learn accounting for branches and departments</p> <p>CO5: develop understanding about the accounting of single entry system and its difference with double entry system.</p>
4	204	GE-2	Business Environment	<p>CO1: Understand the concept, factors of the business environment and five year plans of India.</p> <p>CO2: Examine the concept and role of social environment, ethics and corporate governance.</p> <p>CO3: Understand various government policies, institutions and its role in business.</p> <p>CO4: Develop insights of economic policies, RBI role, process of economic reforms.</p> <p>CO5: Develop knowledge of Technological environment, issues in technology acquisition and transfer.</p>

SEMESTER III

S. No	Course Code	Course Type	Course Name	Course Outcomes
1	301	CC-V	Income Tax Law And Practices	<p>CO1: Acquire knowledge regarding the basic concepts of Income Tax.</p> <p>CO2: Compute the taxable income/gain under different heads of Income.</p> <p>CO3: Determine eligible deductions and compute taxable income and tax liability of an individual.</p> <p>CO4: Understand the Assessment procedure & e-filing of Income Tax Returns and Computation of Tax.</p> <p>CO5: Obtain knowledge about TDS, advance payment of tax, income tax authorities, and provisions of appeal, revision and penalties</p>
2	302	CC-VI	Cost & Management Accounting	<p>CO1: Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.</p> <p>CO2: Develop the knowledge about remuneration and incentives of labour with calculations of overheads.</p> <p>CO3: Gather knowledge on preparation of cost sheet in organization practical point of view.</p> <p>CO4: Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains.</p> <p>CO5: Impart the knowledge of operating costing with various methods and techniques of operating costing.</p>
3	303	CC-VII	Financial Management	<p>CO1: Demonstrate a good understanding of concepts, goals and functions of financial management.</p> <p>CO2: Analyze the pattern of fund requirement and associated risk through financial planning.</p> <p>CO3: Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity</p> <p>CO4: Estimate various capital structure theories and factors affecting capital structure decisions in a firm.</p> <p>CO5: Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.</p> <p>CO6: Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.</p>
4	304	GE-III	Quantitative Techniques for	CO-1 Understand the key terminologies, concepts, tools and techniques of Quantitative techniques.

			Management	<p>CO-2. Calculate and interpret the simple regression equation for a set of data.</p> <p>CO-3. Apply probability rules and theoretical distributions to solve problems.</p> <p>CO-4. Analyse time series data and its components by various methods.</p> <p>CO-5. Knowledge about association of attributes and inferential aspects such as test of hypotheses and associated concepts.</p>
4	305	SE-I	Entrepreneurship	<p>CO1: Have knowledge about the Emergence of Entrepreneurial Class and various Theories of Entrepreneurship.</p> <p>CO2: Be in position to know about the various aspects related to analysing Venture Capital Sources, Raising Funds along-with legal formalities and documentation thereof.</p> <p>CO3: Have knowledge about Entrepreneurial Behaviour and various EDPs.</p> <p>CO4: Understand about the Roles of Entrepreneurs towards Economic Growth, Employment Opportunities, Social stability, Balanced Industrial Development and earning Forex and find themselves prepared to set up and manage own small units.</p> <p>CO5: Understand concept of Entrepreneurship and the Process of entrepreneurial action.</p>

SEMESTER IV

S. No	Course code	Course Type	Course Name	Course Outcomes
1	401	CC-VIII	Human Resource Management	<p>CO1: Develop an understanding of the concepts of HRM and its importance in the organization.</p> <p>CO2: Inculcate the essential skill sets required to function as an HR manager.</p> <p>CO3: Integrate the knowledge of HR concepts to take the best managerial decisions.</p> <p>CO4: Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.</p> <p>CO5: Evaluate and implement employee training and development programs.</p> <p>CO6: Analyze the strategies aimed at transfer and promotion of the employees.</p>
2	402	CC-IX	Marketing Management	<p>CO1: Understand the basic concepts, importance of marketing and marketing environment.</p> <p>CO2: Learn concepts related to consumer behaviour and market segmentation.</p> <p>CO3: Analyze the concept of product, branding and product life cycle.</p> <p>CO4: Learn and understand the concepts of pricing and distribution.</p>

				CO5: Demonstrate the concepts of promotion and promotion mix.
3	403	CC-X	Production Management	CO1: Analyze the Network Design and Logistics Management of a firm CO2: Apply the concepts of Vendor Management. CO3: Understand the Inventory Management concepts. CO4: Learn and understand the key issues of IT in SCM
4	404	GE-4	Goods & Service Tax & Custom Duty	CO1: To understand the basic concepts and definitions under the Income Tax Act, 1961. CO2: To update the students with latest development in the subject of taxation. CO3: To acquire knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities. CO4: To prepare students Competent enough to take up to employment in Tax planner.
5	405	SE-2	E-Commerce	CO1: Demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations CO2: Develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing CO3: Demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats CO4: Build and understanding of various concepts related to E-Payment Systems and Internet Banking CO5: Exhibit the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce

SEMESTER V

S. No	Course Code	Course Type	Course Name	Course Outcomes
1	501	CC-XI	Business Statistics	CO-1. Understand the meaning of statistical terms used in business statistics. CO-2. Analyze statistical data using measures of central tendency, dispersion and skewness. CO-3. Calculate and interpret the simple correlation for a set of data.

				CO-4. Construct Index numbers and its use. CO-5. Test the adequacy of Index number formulae.
2	502	CC-XII	Strategic Management	CO1: On completion of the course, the student will be able to design, deploy and evaluate business strategies. CO2: conduct environmental scanning using different methods. CO3: implement tools and techniques for strategic analysis and decision making.

GROUP B SPECIALISATION – MARKETING

S. No	Course Code	Course Type	Course Name	Course Outcomes
1	5MA		Marketing of Services	CO1: Students will be able to learn growth and importance of services and basics of service. CO2: Students will be able to learn marketing mix in service marketing and its implementation CO3: Students will be able to learn service marketing strategy, how to frame them and how to use them so to have competitive advantage. CO4: Students will be able to learn concept, dimensions and process of services and models of services and demand management in services. CO5: Students will be able to learn importance of relationship building and how to use them to build a strong personal-professional relationship with the customers and they also able to learn about different service industries prevailing in Indian economy.
2	5MB		Consumer Behaviour	CO1: Discuss the rationale for studying consumer behavior. CO2: Identify and explain factors that influence consumer behavior inclusive of society and culture and demonstrate how knowledge of consumer behavior can be applied to marketing. CO3: Develop an understanding of the motivational factors in consumer behavior and will be able to measure the consumer personality.

GROUP C SPECIALISATION – HRM

1	5HA		Labour Legislation	CO1: Will understand the different provision related to negotiable instruments CO2: Will understand the process of creation and termination of the partnership. CO3: Understand consumer protection measures available in India CO4: Will be able to understand the applicability of IPR, filing and infringement of IPR
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2	5HB		Human Resource Development	CO1: Understand the HRD concepts, evolution and its activity areas. CO2: Analyze and design HRD process. CO3: Understand HRD interventions and its application. CO4: Measure competency and interpret high performance work systems.
3	5HC		Organisational Development	CO1: To introduce to the students the functional department of human resource management and acquaint them with planning, its different functions in an organization. CO2: To introduce the human resource processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization CO3: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

SEMESTER VI

S. No	Course Code	Course Type	Course Name	Course Outcomes
1	601		Computer Application in Business	CO1: Understand the basics of Computers and their components CO2: Use Word Processor, Power Point and Excel efficiently CO3: Describe the usage of Computers and why Computers are essential components in business and society. CO4: Organize and work with Files and Folders. CO5: Describe various types of Networks, Network Standards and Communication Software.
2	602		Business Research Methods and Project Work	CO1: Describe the research process and list the characteristics of various types of research. CO2: Formulate Research Problem, Research Objectives and Hypothesis from a given research problem. CO3: Describe various research designs and methods of data collection.

GROUP B SPECIALISATION – MARKETING MANAGEMENT

S. No	Course Code	Course Type	Course Name	Course Outcomes
1		6MA	Advertisement & Sales Promotion	CO1: Understand needs and importance of advertising, models of advertising and required planning framework for promotional strategy. CO2: Analyze about the target audience, advertising media and its effectiveness. CO3: Learn about the media planning, scheduling and media decisions. CO4: Demonstrate how to do brand management and strategies corresponding to

2		6MB	Distribution & Retail Management	<p>CO1: Memorize the concepts related to retail management.</p> <p>CO2: Explain the reasons for the growth of retailing in India.</p> <p>CO3: Illustrate the various types of retail formats.</p> <p>CO4: Examine the store design, location, and layout planning.</p> <p>CO5: Evaluate the retail sales promotion strategy.</p> <p>CO6: Synthesize the plan for retail store operation.</p>
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GROUP B SPECIALISATION – HRM

S. No	Course Code	Course Type	Course Name	Course Outcomes
1		6HA	Training & Development	<p>CO1: To familiarize the students with the concept and practice of training and development in the modern organizational setting.</p> <p>CO2: To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training</p> <p>CO3: To understand the concept of training audit & training evaluation</p> <p>CO4: To learn how design a training module and execute it</p> <p>CO5: To understand the need for and concept of Performance Management</p> <p>CO6: To understand various strategies used by organizations to measure performance & reward for the same</p> <p>CO7: To develop an understanding of the evolution of training & development from a tactical to a strategic function .</p>
2		6HB	Labour Welfare & Compensation Management	<p>CO1 : Develop understanding of constitutional provisions and industrial relations legislation relating to Labour.</p> <p>CO2 : Impart knowledge and understanding of Labour Market, Wages, Employment and unemployment of labour .</p> <p>CO3 : Understand Social and Industrial aspects of psychology of work.</p> <p>CO4 : Understand historical aspects of labour movement in India.</p> <p>CO5 : To obtain understanding of basics functions of Human Resource Management.</p> <p>CO6 : To gain practical understanding about functioning of various labour institutions.</p> <p>CO7 : Develop understanding of Legislations relating to working conditions and social security.</p> <p>CO8 : Understanding conceptual frame work of Human Resource Development and its various functions.</p> <p>CO9 : To understand labour problems and welfare oriented remedial measures.</p> <p>CO10 : To Impart knowledge about specialised operational areas of Human Resource Management like HRIS, Performance Management and Compensation Management.</p> <p>CO11 : To Impart knowledge about various processes, institutions and system of Industrial relations and futuristic issues in Industrial relations</p> <p>CO12: to acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.</p>