

# COURSES OF STUDIES FOR BBA PROGRAMME

(Effective from 2016 Admission Batch)

## 1<sup>ST</sup> SEMESTER

Code	Subject	Credit	Marks
101	Introduction to Business	4	100
102	English Language and Literature	4	100
103	Quantitative Techniques for Management	4	100
104	Basic Financial Accounting	4	100

## 2<sup>ND</sup> SEMESTER

Code	Subject	Credit	Marks
201	Economics	4	100
202	Management Theory and Practice	4	100
203	Cost and Management Accounting	4	100
204	Computer for Management (including practical)	4	100

## 3<sup>RD</sup> SEMESTER

Code	Subject	Credit	Marks
301	Psychology for Management	4	100
302	Business Ethics and Corporate Governance	4	100
303	Introduction to Banking and Insurance	4	100
304	Business and Corporate Law	4	100
305	Communicative English	2	50

## 4<sup>TH</sup> SEMESTER

Code	Subject	Credit	Marks
401	Financial Management	4	100
402	Marketing Management	4	100
403	Human Resource Management	4	100
404	Production and Operation Management	4	100
405	Environmental Studies	2	50

## 5<sup>TH</sup> SEMESTER

Code	Subject	Credit	Marks
501	Organizational Behaviour	4	100
502	Financial Markets and Institutions	4	100
503	Advertisement and Sales Promotion	4	100
504	Management Information System and DSS (including practical)	4	100
505	Indian Society and Culture	2	50

## 6<sup>TH</sup> SEMESTER

Code	Subject	Credit	Marks
601	Research Methodology	4	100
602	Entrepreneurship and Small Business Management	4	100
603	Organizational Change and Development	4	100
604	Dissertation and Viva-voce	4	100
605	E-Business	2	50

## 1<sup>ST</sup> SEMESTER (BBA)

Code	Subject	Credit	Marks
101	Introduction to Business	4	100
102	English Language and Literature	4	100
103	Quantitative Techniques for Management	4	100
104	Basic Financial Accounting	4	100

### PAPER 101: INTRODUCTION TO BUSINESS

On completion of this course, the students will be able to:

- CO1** Learn the basics of Business and Business Organization.
- CO2** Understand and analyse the components and objectives of Business, Role of business in the present-day Society, Trade, Industry and Commerce.
- CO3** Know the concepts of joint Hindu family and Sole proprietorship
- CO4** Understand the Forms of business organizations
- CO5** Analyse and apply requisites of an Ideal Form of Business Organization.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓	✓	✓	✓	✓		✓	✓	✓
<b>CO-2</b>	✓		✓	✓			✓	✓	✓	✓
<b>CO-3</b>	✓	✓	✓	✓	✓	✓	✓		✓	
<b>CO-4</b>		✓		✓	✓	✓	✓	✓		✓
<b>CO-5</b>	✓	✓	✓		✓		✓	✓	✓	✓

### PAPER 102: ENGLISH LANGUAGE AND LITERATURE

After completing the course, the student shall be able to:

- CO1** 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.
- CO2** Develop reading, writing and analytical skills and communicate ideas critically, creatively, and persuasively through the medium of language.
- CO3** Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.
- CO4** Enhance LSRW communicative skills through language and literature.
- CO5** Increase confidence in their ability to read, comprehend, organize, and retain written information.
- CO6** Improve the ability to read and understand the written word in everyday life through the study of literary text.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓			✓		✓	✓	✓	✓
<b>CO-2</b>	✓	✓			✓			✓	✓	✓
<b>CO-3</b>	✓				✓		✓	✓		✓
<b>CO-4</b>		✓			✓		✓		✓	
<b>CO-5</b>	✓	✓		✓		✓	✓		✓	
<b>CO-6</b>	✓	✓		✓	✓	✓	✓	✓	✓	✓

## PAPER 103: QUANTITATIVE TECHNIQUE FOR MANAGEMENT

After completing the course, the student shall be able to:

- CO1-** Understand basic aspects of Statistics, planning and execution of investigation, classification and presentation concept of exploratory data analysis.
- CO2-** Be able to learn various central tendency tool as a part of univariate descriptive analysis.
- CO3-** Equip the students about different dispersion tools, skewness and kurtosis as a part of univariate descriptive analysis.
- CO4-** Enable with skills of correlation and regression concept as a part of descriptive and predictive analysis.
- CO5-** Understand the fundamentals Index No and time Series as a part of predictive analysis.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓		✓	✓	✓		✓		
CO-2		✓	✓	✓		✓		✓	✓	✓
CO-3	✓				✓	✓	✓	✓		✓
CO-4	✓	✓	✓	✓	✓	✓				✓
CO-5	✓	✓		✓	✓			✓	✓	✓

## 104-BASIC FINANCIAL ACCOUNTING

On completion of this course, the students will be able to:

- CO1-** Demonstrate a good understanding the concept of double entry system and principles of accounting
- CO2-** Apply critical thinking and problem- solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.
- CO3-** Understand of various methods of maintaining accounts of Departments.
- CO4-** Learn accounting for branches and departments
- CO5-** Develop understanding about the accounting of single- entry system and its difference with double entry system.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1		✓	✓			✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓		✓		✓	✓	✓
CO-3	✓		✓	✓	✓	✓	✓			✓
CO-4		✓		✓	✓	✓	✓	✓	✓	✓
CO-5	✓	✓	✓	✓	✓		✓	✓	✓	✓

## 2<sup>ND</sup> SEMESTER (BBA)

Code	Subject	Credit	Marks
201	Economics	4	100
202	Management Theory and Practice	4	100
203	Cost and Management Accounting	4	100
204	Computer for Management (including practical)	4	100

### PAPER 201: ECONOMICS

On completion of this course, the students will be able to:

- CO1:** Understand, and analyse the link between business economics and business decision, the economic environment in which business entities operate
- CO2:** Realizing the importance of demand forecasting and method of demand forecasting analyse the real aspects of managerial decision- making process.
- CO3:** Evaluate and demonstrate various production theories and explain the meaning of Marginal, average, total revenue, and Marginal, average and total cost and its implication.
- CO4:** Analyse the causes and consequences of different market conditions.
- CO5:** Implement various market structures along with their business issues and strategy formulation process for each of them.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓		✓		✓	✓		✓	✓
<b>CO-2</b>		✓	✓	✓	✓	✓	✓	✓	✓	
<b>CO-3</b>	✓			✓		✓		✓	✓	✓
<b>CO-4</b>	✓	✓	✓		✓	✓	✓	✓		✓
<b>CO-5</b>		✓	✓	✓	✓		✓	✓	✓	

### PAPER 202: MANAGEMENT THEORY & PRACTICES

After completing the course, the student shall be able to:

- CO1** Understand the evolution of management and apprehend its effect on future managers.
- CO2** Analyse how organisations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.
- CO3** Comprehend the changes happening in organisation structure over time.
- CO4** Analyse the relationship amongst functions of management i.e. planning, organizing, directing and controlling.
- CO5** Appreciate the changing dynamics of management practice.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-2			✓	✓		✓		✓	✓	✓
CO-3	✓	✓	✓	✓	✓		✓		✓	✓
CO-4		✓		✓	✓	✓	✓	✓		✓
CO-5	✓	✓	✓		✓	✓	✓	✓	✓	✓

### PAPER 203: COST AND MANAGEMENT ACCOUNTING

After completing the course, the student shall be able to:

- CO1** Understand thoroughly the conceptual framework of Cost Accounting, identification of differences between different financial and cost accounting; cost concepts and elements of cost; preparation of cost sheet.
- CO2** Evaluate the costs and benefits of different conventional and contemporary costing systems
- CO3** Develop ability to understand classification, allocation, apportionment and absorption of overheads in cost determination; under and over absorption of overheads; treatment of various items of overheads
- CO4** Develop ability to calculate the cost of products, jobs, contracts, processes and services after understanding the basic concepts and processes involved in them.
- CO5** Understand cost accounting book keeping systems and reconciliation of cost and financial account profits

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1		✓	✓	✓		✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓	✓		✓			✓
CO-3	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO-4		✓	✓		✓	✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓		✓	✓	✓

### PAPER 204: COMPUTER FOR MANAGEMENT

After completing the course, the student shall be able to:

- CO1** Solve basic information systems problems using MS Office products appropriate for the solution.
- CO2** Communicate in a business environment using the MS Office product appropriate for the communication.
- CO3** Use computing technology ethically, safely, securely, and legally.
- CO4** Describe and analyse computer hardware, software, and the internet.
- CO5** Use file management techniques for file and directory/folder organization.

## CO – PO MAPPING

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO-3	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO-4	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO-5	✓	✓	✓	✓	✓	✓		✓	✓	✓

### 3<sup>RD</sup> SEMESTER (BBA)

Code	Subject	Credit	Marks
301	Psychology for Management	4	100
302	Business Ethics and Corporate Governance	4	100
303	Introduction to Banking and Insurance	4	100
304	Business and Corporate Law	4	100
305	Communicative English	2	50

## PAPER 301: PSYCHOLOGY FOR MANAGEMENT

After completing the course, the student shall be able to:

- CO1** To identify theoretical underpinnings of the major areas of psychology, including cognition (thought, memory, perception), learning, personality, social and environmental influences, development, and physiology of behaviour.
- CO2** To explain different models of human behaviour based on science versus intuition or general ways of knowing.
- CO3** To recognize ways of pursuing questions in Psychology via discussion of theory and empirical research
- CO4** To describe connections between knowledge gained in Psychology to everyday life.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO-2			✓	✓		✓		✓	✓	✓
CO-3	✓	✓	✓	✓	✓		✓		✓	✓
CO-4		✓		✓	✓	✓	✓	✓		✓

## PAPER-302: BUSINESS ETHICS & CORPORATE GOVERNANCE

After completing the course, the student shall be able to:

- CO1** Comprehend the concept of business ethics and reasons of unethical business practices.
- CO2** Exhibit a relationship between business ethics and the Changing Environment.
- CO3** Understand the relevance of driving forces of CSR present scenario.
- CO4** Imbibe in them the awareness and importance of social responsibility for business.
- CO5** Enlighten him/herself about the concept and relevance of Corporate Governance in India.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓		✓	✓	✓		✓	✓	✓	
<b>CO-2</b>		✓	✓		✓	✓		✓	✓	✓
<b>CO-3</b>	✓	✓		✓		✓	✓	✓		✓
<b>CO-4</b>		✓	✓	✓		✓	✓		✓	✓
<b>CO-5</b>	✓		✓	✓	✓		✓	✓	✓	

## PAPER-303: INTRODUCTION TO BANKING & INSURANCE

After completing the course, the student shall be able to:

- CO1** To understand the theoretical structures about banking and insurance.
- CO2** To make the students understand the various services offered and various risks faced by banks  
**CO3:** To make them aware of various banking innovations after nationalization
- CO4** To give them an overview about insurance industry
- CO5** Develop the traits of professionalism amongst the students. Professional attire, professional communication skills and professional discipline will be inculcated.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>		✓	✓			✓	✓	✓	✓	✓
<b>CO-2</b>	✓	✓	✓	✓		✓		✓	✓	
<b>CO-3</b>	✓		✓	✓	✓	✓	✓			✓
<b>CO-4</b>		✓		✓	✓	✓	✓	✓	✓	✓
<b>CO-5</b>	✓	✓	✓	✓	✓		✓	✓	✓	✓

## PAPER-304: BUSINESS AND CORPORATE LAW

After completing the course, the student shall be able to:

- CO1** Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.
- CO2** Be able to recognize and differentiate the special contracts and identify their appropriate usage at varied business scenarios.
- CO3** Equip the students about the legitimate rights and obligations under The Sale of Goods Act
- CO4** Enable with skills to initiate entrepreneurial ventures
- CO5** Understand the fundamentals of Internet based activities under The Information and Technology Act.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓			✓	✓	✓		✓	✓
<b>CO-2</b>	✓		✓	✓	✓		✓	✓	✓	
<b>CO-3</b>		✓		✓	✓	✓		✓		✓
<b>CO-4</b>	✓	✓	✓	✓		✓	✓	✓	✓	✓
<b>CO-5</b>	✓	✓	✓		✓	✓	✓	✓	✓	✓

## PAPER-305: COMMUNICATIVE ENGLISH

After completing the course, the student shall be able to:

- CO1** Enhance communication skills by giving adequate exposure in LSRW listening, speaking, reading and writing skills and the related sub-skills.
- CO2** Benefit the learners recognize and operate in various styles and registers in English.
- CO3** Help the learner get rid of his present flaws and mistakes in pronunciation and grammar.
- CO4** Support the learner identify and repair the voids in his present vocabulary and pronunciation targeting those specific arrays of words which create a barrier in his thought process.
- CO5** Impart better writing skills by sensitizing the learners to the dynamics of effective writing.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓		✓	✓		✓	✓		✓
<b>CO-2</b>	✓	✓	✓	✓	✓				✓	✓
<b>CO-3</b>		✓	✓		✓			✓	✓	
<b>CO-4</b>	✓	✓		✓	✓	✓		✓	✓	✓
<b>CO-5</b>	✓			✓				✓	✓	✓

## 4<sup>TH</sup> SEMESTER (BBA)

Code	Subject	Credit	Marks
401	Financial Management	4	100
402	Marketing Management	4	100
403	Human Resource Management	4	100
404	Production and Operation Management	4	100
405	Environmental Studies	2	50
401	Financial Management	4	100

### PAPER 401: FINANCIAL MANAGEMENT

After completing the course, the student shall be able to:

- CO1** Demonstrate a good understanding of concepts, goals and functions of financial management.
- CO2** Analyse the pattern of fund requirement and associated risk through financial planning.
- CO3** Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity
- CO4** Estimate various capital structure theories and factors affecting capital structure decisions in a firm.
- CO5** Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.
- CO6** Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓	✓		✓	✓	✓	✓	✓	
<b>CO-2</b>	✓		✓	✓	✓	✓		✓	✓	✓
<b>CO-3</b>		✓	✓	✓	✓		✓	✓		✓
<b>CO-4</b>	✓	✓	✓	✓	✓	✓	✓		✓	✓
<b>CO-5</b>	✓	✓	✓	✓		✓	✓	✓	✓	✓
<b>CO-6</b>	✓	✓		✓	✓	✓	✓	✓	✓	✓

### PAPER 402: MARKETING MANAGEMENT

After completing the course, the student shall be able to:

- CO1** Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.
- CO2** Understand the dynamics of consumer behaviour and process of market selection through STP stages.

**CO3** Understand and analyse the process of value creation through marketing decisions involving product development.

**CO4** Understand and analyse the process of value creation through marketing decisions involving product pricing and its distribution.

**CO5** Understand and analyse the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>		✓	✓	✓	✓	✓		✓	✓	✓
<b>CO-2</b>	✓		✓		✓	✓	✓	✓	✓	
<b>CO-3</b>	✓	✓		✓	✓		✓	✓	✓	✓
<b>CO-4</b>	✓	✓	✓	✓	✓	✓	✓			✓
<b>CO-5</b>	✓	✓	✓	✓		✓	✓	✓	✓	✓

## **PAPER 403: HUMAN RESOURCE MANAGEMENT**

After completing the course, the student shall be able to:

**CO1** Develop an understanding of the concepts of HRM and its importance in the organization.

**CO2** Inculcate the essential skill sets required to function as an HR manager.

**CO3** Integrate the knowledge of HR concepts to take the best managerial decisions.

**CO4** Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.

**CO5** Evaluate and implement employee training and development program.

**CO6** Analyse the strategies aimed at transfer and promotion of the employees.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓	✓	✓		✓	✓	✓	✓		✓
<b>CO-2</b>		✓	✓	✓			✓		✓	✓
<b>CO-3</b>	✓		✓	✓	✓	✓		✓		✓
<b>CO-4</b>	✓	✓		✓	✓	✓	✓	✓	✓	
<b>CO-5</b>	✓	✓	✓		✓	✓	✓	✓	✓	✓
<b>CO-6</b>	✓	✓	✓	✓	✓		✓	✓	✓	✓

## PAPER 404: PRODUCTION AND OPERATION MANAGEMENT

- CO1** Explain about the operations, strategic importance and can provide a competitive advantage in the workplace and techniques of location and facility planning.
- CO2** Provide students with basic concepts related to Work Study, Method Study and Work Measurement.
- CO3** Understand the Materials Management function, Demand Management and Inventory Management.
- CO4** Explain the concept and core values of Quality Management (QM).
- CO5** Determine the voice of the customer and the impact of quality on economic performance.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓		✓	✓	✓	✓		✓	✓
CO-2	✓		✓	✓	✓	✓	✓	✓	✓	
CO-3		✓	✓		✓		✓	✓	✓	✓
CO-4	✓	✓		✓	✓	✓		✓		
CO-5	✓	✓	✓	✓		✓	✓		✓	✓

## PAPER 405: ENVIRONMENTAL SCIENCE

The course will empower the undergraduate students by helping them to:

- CO1** Gain in-depth knowledge on natural processes and resources that sustain life and govern economy.
- CO2** Understand the consequences of human actions on the web of life, global economy, and quality of human life.
- CO3** Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- CO4** Acquire values and attitudes towards understanding complex environmental economic-social challenges, and active participation in solving current environmental problems and preventing the future ones.
- CO5** Adopt sustainability as a practice in life, society, and industry.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓	✓		✓	✓		✓
CO-2	✓	✓	✓		✓	✓			✓	✓
CO-3	✓		✓	✓	✓		✓	✓	✓	✓
CO-4	✓		✓	✓	✓	✓	✓	✓		
CO-5	✓	✓	✓		✓	✓		✓	✓	✓

## 5<sup>TH</sup> SEMESTER (BBA)

Code	Subject	Credit	Marks
501	Organizational Behavior	4	100
502	Financial Markets and Institutions	4	100
503	Advertisement and Sales Promotion	4	100
504	Management Information System and DSS (Including practical)	4	100
505	Indian Society and Culture	2	50

### PAPER 501: ORGANIZATIONAL BEHAVIOUR

After completing the course, the student shall be able to:

- CO1** Understand the development of organizational behaviour and explain the micro & macro approaches.
- CO2** Create an understanding of the practical application of organizational behaviour.
- CO3** Analyse the complexities associated with management of the group behaviour in the organization.
- CO4** Develop creative and innovative ideas that could positively shape the organizations.
- CO5** Accept and embrace in working with different people from different cultural and diverse background in the workplace.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>		✓		✓	✓		✓	✓	✓	
<b>CO-2</b>	✓		✓	✓		✓	✓		✓	✓
<b>CO-3</b>	✓	✓		✓	✓	✓		✓	✓	
<b>CO-4</b>		✓	✓		✓		✓	✓	✓	✓
<b>CO-5</b>	✓		✓	✓		✓	✓	✓	✓	✓

### PAPER 502: FINANCIAL MARKET & INSTITUTIONS

After completing the course, the student shall be able to:

- CO1** Understanding the concepts, structure, functioning and theories related to financial markets, institutions and services
- CO2** Analysing the different types of financial markets and the product traded therein.
- CO3** Illustrating an awareness of the current structure and functioning of the financial Markets, Institutions and Services.
- CO4** Demonstrating an awareness of the regulation of the Indian Financial Markets, Institutions and services sector.
- CO5** Evaluating and creating strategies to promote financial products and services
- CO6** Identifying the Regulators in Financial System and understanding the role of various intermediaries in the system

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO-2	✓	✓	✓	✓	✓	✓	✓	✓		
CO-3	✓		✓	✓	✓		✓	✓	✓	✓
CO-4	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO-5		✓	✓	✓	✓	✓		✓	✓	✓
CO-6	✓	✓	✓	✓	✓	✓			✓	✓

### **PAPER 503: ADVERTISING & SALES PROMOTION**

After completing the course, the student shall be able to:

- CO1** Explain use of advertising and sales promotion as a marketing tool.
- CO2** Describe advertising and sales promotional appeals.
- CO3** Explain appropriate selection of media.
- CO4** Discuss means of testing effectiveness of advertising and sales promotion.
- CO5** Demonstrate an understanding of the overall role advertising plays in the business world.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1		✓	✓	✓	✓	✓		✓	✓	✓
CO-2	✓		✓		✓	✓	✓	✓	✓	
CO-3	✓	✓		✓	✓		✓	✓	✓	✓
CO-4	✓	✓	✓	✓	✓	✓	✓			✓
CO-5	✓	✓	✓	✓		✓	✓	✓	✓	✓

### **PAPER 504: MANAGEMENT INFORMATION SYSTEM & DSS**

After completing the course, the student shall be able to:

- CO1** Relate the basic concepts and technologies used in the field of management information systems.
- CO2** Compare the processes of developing and implementing information systems.
- CO3** Outline the role of the ethical, social, and security issues of information systems.
- CO4** Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
- CO5** Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>		✓	✓	✓		✓	✓	✓	✓	✓
<b>CO-2</b>	✓		✓	✓		✓	✓	✓	✓	✓
<b>CO-3</b>	✓	✓	✓	✓	✓	✓	✓		✓	✓
<b>CO-4</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>CO-5</b>	✓	✓	✓	✓	✓	✓		✓	✓	✓

## **PAPER 505: INDIAN SOCIETY AND CULTURE**

After completing the course, the student shall be able to:

- CO1** Understand the roots of Indian civilization.
- CO2** Know economy, polity and society of ancient, medieval and modern India
- CO3** Demonstrate social, economic, political transformation of Indian society
- CO4** Realize the basic issues of Indian society like unity in diversity, problems of nationalism and principles of Indian Constitution.
- CO5** Define globalization and analyse its impact on social, economic, political, cultural spheres.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
<b>CO-1</b>	✓			✓	✓	✓			✓	✓
<b>CO-2</b>	✓	✓	✓	✓		✓	✓	✓		
<b>CO-3</b>			✓		✓	✓		✓	✓	✓
<b>CO-4</b>		✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>CO-5</b>	✓		✓	✓	✓	✓	✓	✓	✓	✓

## **6<sup>TH</sup> SEMESTER (BBA)**

Code	Subject	Credit	Marks
601	Research Methodology	4	100
602	Entrepreneurship and Small Business Management	4	100
603	Organizational Change and Development	4	100
604	Dissertation and Viva-voce	4	100
605	E-Business	2	50

## **PAPER 601: RESEARCH METHODOLOGY**

After completing the course, the student shall be able to:

- CO1** Understand thoroughly the conceptual framework of Introduction to Research
- CO2** Learn Survey methods.
- CO3** Develop the skill of Data analysis.
- CO4** Develop ability to do Hypothesis Testing.
- CO5** Understand Point estimation & Non parametric Tests.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO-2	✓		✓		✓	✓	✓	✓		✓
CO-3		✓		✓		✓		✓	✓	✓
CO-4	✓	✓	✓	✓	✓		✓		✓	✓
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## **PAPER 602: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

After completing the course, the student shall be able to:

- CO1** Demonstrate knowledge on the dynamic role of entrepreneurship and small businesses.
- CO2** Explain the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
- CO3** Perform key steps in the elaboration of business idea.
- CO4** Demonstrate and present successful work, collaboration and division of tasks in a multidisciplinary and multicultural team.
- CO5** Demonstrate competence in identifying opportunities and challenges that entrepreneurs and small business owners/managers face in trying to achieve their business objectives.

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓		✓		✓	✓		✓	✓
CO-2		✓	✓	✓	✓	✓	✓	✓	✓	
CO-3	✓			✓		✓		✓	✓	✓
CO-4	✓	✓	✓		✓	✓	✓	✓		✓
CO-5		✓	✓	✓	✓		✓	✓	✓	

## **PAPER 603: ORGANISATIONAL CHANGE & DEVELOPMENT**

After completing the course, the student shall be able to:

- CO1** Introduce students to organisational change and development theories and develop fundamental knowledge of organisational change as an area of management
- CO2** Explore various models and analytical tools used by organisational change practitioners
- CO3** Identify and critically evaluate a variety of organisational change interventions
- CO4** Develop an understanding of the challenges that both managers and employees face when experiencing change
- CO5** Develop critical thinking and analytical skills in applying organisational change theory to various workplace situations

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO-1	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-2			✓		✓	✓	✓		✓	
CO-3	✓	✓		✓	✓		✓	✓	✓	
CO-4	✓	✓	✓	✓	✓	✓	✓			✓
CO-5	✓	✓		✓		✓	✓	✓	✓	

