

SMS
V A R A N A S I
SCHOOL OF MANAGEMENT SCIENCES
VARANASI

(AN AUTONOMOUS COLLEGE)

(www.smsvaranasi.com)

BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)
(Three Year Course)

Semester Wise Papers in BBA Course

Year	Sem	Major - Own Faculty (6)	Major - Own Faculty (6)	Major - Any Faculty (6)	Minor Elective (4) Other Faculty (Choose One)	Vocational (3)	Co-Curricular (2)	Survey & Dissertation (3)	Total Credit
I	I	Business Environment	Management Principles & Practices	Book-Keeping & Accounting	IT Tools for Managers / Cyber Laws	Business Communication	Food, Nutrition & Hygiene		27
	II	Cost and Management Accounting	Organizational Behavior	Managerial Economics	Business Statistics / Business Mathematics	Retail Management	First Aid & Health		27
II	III	Marketing Management	Human Resource Management	Financial Management	Quantitative Techniques for Managers / Personal Finance	E-Commerce	Human Values & Environmental Studies		27
	IV	Sales Management	Business Research Methods	Production & Operation Management	Management Information System / Rural Development	Digital Marketing	Physical Education & Yoga		27
III	V	a. Business Regulatory Framework (5) b. Financial Institutions & Market (5)	a. Income Tax (5) b. Consumer Behaviour (5)				Analytical Ability & Digital Awareness	Survey Report	25
	VI	a. Business Policy & Strategy (5) b. Business Analytics & Data Science (5)	a. Supply Chain & Logistics Management (5) b. Entrepreneurship Development (5)				Communication Skill & Personality Development	Dissertation Report	25
Total Credit									158

BBA COURSE STRUCTURE

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
FIRST	1	BBA-22-101	Business Environment	6	0	0	25	75	100	6	
	2	BBA-22-102	Management Principles & Practices	6	0	0	25	75	100	6	
	3	BBA-22-103	Book-Keeping & Accounting	6	0	0	25	75	100	6	
	Subject - Minor Elective (Other Faculty - Select One)										
	4	BBA-22-ME-104	IT tools for Managers	4	0	0	25	75	100	4	
		BBA-22-ME-105	Cyber Laws								
	Subject - Vocational Course										
	5	BBA-22-VC-106	Business Communication	3	0	0	25	75	100	3	
Subject - Co-Curricular Course											
6	CC-1	Food, Nutrition & Hygiene	2	0	0		100	100	2		
				Total						27	

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
SECOND	1	BBA-22-201	Cost and Management Accounting	6	0	0	25	75	100	6	
	2	BBA-22-202	Organisational Behaviour	6	0	0	25	75	100	6	
	3	BBA-22-203	Managerial Economics	6	0	0	25	75	100	6	
	Subject - Minor Elective (Other Faculty - Select One)										
	4	BBA-22-ME-204	Business Statistics	4	0	0	25	75	100	4	
		BBA-22-ME-205	Business Mathematics								
	Subject - Vocational Course										
	5	BBA-22-VC-206	Retail Management	3	0	0	25	75	100	3	
Subject - Co-Curricular Course											
6	CC-2	First Aid & Health	2	0	0		100	100	2		
				Total						27	

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
THIRD	1	BBA-22-301	Marketing Management	6	0	0	25	75	100	6	
	2	BBA-22-302	Human Resource Management	6	0	0	25	75	100	6	
	3	BBA-22-303	Financial Management	6	0	0	25	75	100	6	
	Subject - Minor Elective (Other Faculty - Select One)										
	4	BBA-22-ME-304	Quantitative Techniques for Managers	4	0	0	25	75	100	4	
		BBA-22-ME-305	Personal Finance								
	Subject - Vocational Course										
	5	BBA-22-VC-306	E-Commerce	3	0	0	25	75	100	3	
	Subject - Co-Curricular Course										
6	CC-3	Human Values & Environmental Studies	2	0	0		100	100	2		
				Total						27	

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
FOURTH	1	BBA-22-401	Sales Management	6	0	0	25	75	100	6	
	2	BBA-22-402	Business Research Methods	6	0	0	25	75	100	6	
	3	BBA-22-403	Production & Operation Management	6	0	0	25	75	100	6	
	Subject - Minor Elective (Other Faculty - Select One)										
	4	BBA-22-ME-404	Management Information System	4	0	0	25	75	100	4	
		BBA-22-ME-405	Rural Development								
	Subject - Vocational Course										
	5	BBA-22-VC-406	Digital Marketing	3	0	0	25	75	100	3	
	Subject - Co-Curricular Course										
6	CC-4	Physical Education & Yoga	2	0	0		100	100	2		
				Total						27	

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
FIFTH	1	BBA-22-501	Business Regulatory Framework	5	0	0	25	75	100	5	
	2	BBA-22-502	Financial Institutions & Market	5	0	0	25	75	100	5	
	3	BBA-22-503	Income Tax	5	0	0	25	75	100	5	
	4	BBA-22-504	Consumer Behaviour	5	0	0	25	75	100	5	
			Subject - Survey / Project								
	5	BBA-RB-505	Survey Project	0	0	3			100	3	
			Subject - Co-Curricular Course								
	6	CC-5	Analytical Ability & Digital Awareness	2	0	0		100	100	2	
				Total						25	

Semester	Sr. No.	Paper Code	Paper Name	Periods			Sessional	ESE	Total	Credits	
				L	T	P					
		Subject - Major									
SIXTH	1	BBA-22-601	Business Policy & Strategy	5	0	0	25	75	100	5	
	2	BBA-22-602	Business Analytics & Data Science	5	0	0	25	75	100	5	
	3	BBA-22-603	Supply Chain & Logistics Management	5	0	0	25	75	100	5	
	4	BBA-22-604	Entrepreneurship Development	5	0	0	25	75	100	5	
			Subject - Survey / Project								
	5	BBA-RB-605	Dissertation Project	0	0	3			100	3	
			Subject - Co-Curricular Course								
	6	CC-6	Communication Skill & Personality Development	2	0	0		100	100	2	
				Total						25	
Course Total Credit										158	

PROGRAMME OUTCOMES FOR FIRST SEMESTER								
S.N.	Programme Outcomes	BBA-22-101	BBA-22-102	BBA-22-103	BBA-22-ME-104	BBA-22-ME-105	BBA-22-VC-106	CC-1
1	Generic and Domain Knowledge	√	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√	√
4	Effective Communication		√		√	√	√	
5	Leadership and Team Work	√	√			√	√	
6	Entrepreneurship	√	√	√	√	√	√	
7	Social Responsiveness and Ethics	√	√	√		√	√	√
8	Employability	√	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√	√

Legend:

BBA-22-101 : Business Environment ;BBA-22-101:Management Principles & Practices;BBA-22-103:Book-Keeping & Accounting;BBA-22-ME-104:IT tools for Managers;BBA-22-ME-105:Cyber Laws; BBA-22-VC-106:Business Communication;CC-1:Food, Nutrition & Hygiene.

PROGRAMME OUTCOMES FOR SECOND SEMESTER								
S.N.	Programme Outcomes	BBA-22-201	BBA-22-202	BBA-22-203	BBA-22-ME-204	BBA-22-ME-205	BBA-22-VC-206	CC-2
1	Generic and Domain Knowledge	√	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√	√
4	Effective Communication		√				√	√
5	Leadership and Team Work		√				√	√
6	Entrepreneurship	√		√	√	√	√	√
7	Social Responsiveness and Ethics	√	√	√	√		√	√
8	Employability	√	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√	√

Legend:

BBA-22-201: Cost and Management Accounting; BBA-22-202-Organisational Behaviour; BBA-22-203: Managerial Economics; BBA-22-ME-204-Business Statistics; BBA-22-ME-205: Business Mathematics; BBA-22-VC-206: Retail Management; CC-2: First Aid & Health.

PROGRAMME OUTCOMES FOR THIRD SEMESTER								
S.N.	Programme Outcomes	BBA-22-301	BBA-22-302	BBA-22-303	BBA-22-ME-304	BBA-22-ME-305	BBA-22-VC-306	CC-3
1	Generic and Domain Knowledge	√	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√	√
4	Effective Communication	√	√			√	√	√
5	Leadership and Team Work	√	√					√
6	Entrepreneurship	√	√	√	√	√	√	
7	Social Responsiveness and Ethics	√	√	√		√	√	√
8	Employability	√	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√	√

Legend:

BBA-22-301: Marketing Management; BBA-22-302: Human Resource Management; BBA-22-303: Financial Management; BBA-22-ME-304: Quantitative Techniques for Managers; BBA-22-ME-305: Personal Finance; BBA-22-VC-306: E-Commerce; CC-3: Human Values & Environmental Studies.

PROGRAMME OUTCOMES FOR FOURTH SEMESTER								
S.N.	Programme Outcomes	BBA-22-401	BBA-22-402	BBA-22-403	BBA-22-ME-404	BBA-22-ME-405	BBA-22-VC-406	CC-4
1	Generic and Domain Knowledge	√	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√	√
4	Effective Communication	√	√		√	√	√	√
5	Leadership and Team Work	√			√	√	√	√
6	Entrepreneurship	√	√	√	√	√	√	√
7	Social Responsiveness and Ethics	√	√	√	√	√	√	√
8	Employability	√	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√	√

Legend:

BBA-22-401: Sales Management; BBA-22-402: Business Research Methods; BBA-22-403: Production & Operation Management; BBA-22-ME-404: Management Information System; BBA-22-ME-405: Rural Development; BBA-22-VC-406: Digital Marketing; CC-4: Physical Education & Yoga.

PROGRAMME OUTCOMES FOR FIFTH SEMESTER							
S.N.	Programme Outcomes	BBA-22-501	BBA-22-502	BBA-22-503	BBA-22-504	BBA-22-RB-505	CC-5
1	Generic and Domain Knowledge	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√
4	Effective Communication				√	√	√
5	Leadership and Team Work				√	√	√
6	Entrepreneurship		√	√	√	√	√
7	Social Responsiveness and Ethics	√	√	√	√	√	√
8	Employability	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√

Legend:

BBA-22-501: Business Regulatory Framework; BBA-22-502: Financial Institutions & Market; BBA-22-503: Income Tax; BBA-RB-505: Survey Project; CC-5: Analytical Ability & Digital Awareness.

PROGRAMME OUTCOMES FOR SIXTH SEMESTER							
S.N.	Programme Outcomes	BBA-22-601	BBA-22-602	BBA-22-603	BBA-22-604	BBA-22-RB-605	CC-6
1	Generic and Domain Knowledge	√	√	√	√	√	√
2	Problem Solving & Innovation	√	√	√	√	√	√
3	Critical Thinking	√	√	√	√	√	√
4	Effective Communication	√		√	√	√	√
5	Leadership and Team Work	√	√	√	√	√	√
6	Entrepreneurship	√	√	√	√	√	√
7	Social Responsiveness and Ethics	√	√	√	√	√	√
8	Employability	√	√	√	√	√	√
9	Lifelong Learning	√	√	√	√	√	√

Legend:

BBA-22-601: Business Policy & Strategy; BBA-22-602: Business Analytics & Data Science; BBA-22-603: Supply Chain & Logistics Management; BBA-22-604: Entrepreneurship Development; BBA-RB-605: Dissertation Project; CC-6: Communication Skill & Personality Development

Semester -I	BBA -22-101 :BUSINESS ENVIRONMENT
Credit-6	L:T:P -6:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and illustrate the different aspects of the environment affecting the business.	L – 1 L – 2	Remembering Understanding
CO 2	Develop and inference the various techniques of scanning the changes taking place in the business environment.	L – 3 L – 4	Applying Analyzing
CO 3	Interpret the best possible method to overcome the challenges arising from changes taking place in the business environment and design a technique which would help a business unit to get the first mover advantage.	L – 5 L – 6	Evaluating Creating

Semester -I	BBA-22-102: MANAGEMENT PRINCIPLES & PRACTICES
Credit -6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Recall and interpret the various concepts of principles of management.	L-1 L-2	Remembering Understanding
CO 2	Applying and analyzing the practices of management in the organizational perspective.	L-3 L-4	Applying Analyzing
CO 3	Determine the various approaches to handling crisis in organizations and adapt approaches to apply various business strategies.	L-5 L-6	Evaluating Creating

Semester-I	BBA-22-103:BOOK KEEPING & ACCOUNTING
Credit-6	LTP:6:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Relate and summarize the basic concepts of Book Keeping and Accounting.	L-1 L-2	Remembering Understanding
CO2	Applying accounting concepts and principles to prepare financial statements and analyze the financial statements of an organization.	L-3 L-4	Applying Analyzing
CO3	Estimate the financial position & performance and adapt the financial statements of an organization.	L-5 L-6	Evaluating Creating

Semester- I	BBA-22-ME-104: IT TOOLS FOR MANAGERS
Credit – 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Choose and demonstrate the various IT Tools for Managers.	L – 1 L – 2	Remembering Understanding
CO 2	Organize and examine the numerous IT Tools in business decision making.	L – 3 L – 4	Applying Analyzing
CO 3	Choose & develop the documentation using various Microsoft office tools and design business presentation.	L – 5 L – 6	Evaluating Creating

Semester- I	BBA-22-ME-105: CYBER LAWS
Credit - 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	List and explain the various national and international cyber Laws.	L -1 L -2	Remembering Understanding
CO 2	Identify and examine the different laws that may affect the smooth functioning of any online business Unit.	L -3 L -4	Applying Analyzing
CO 3	Decide the best techniques of workings for any Online Business Unit without the breach of any cyber Laws and develop a Cyber Crime free working conditions for any E- Business Unit.	L -5 L -6	Evaluating Creating

Semester- I	BBA-22-VC-106: BUSINESS COMMUNICATION
Credit -3	LTP: 3:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Recall and relate the concept of communication in business context.	L - 1 L - 2	Remembering Understanding
CO 2	Identify and inspect the learning in communication in day to day lives.	L - 3 L - 4	Applying Analyzing
CO 3	Evaluate and develop current and future best practices in communication.	L - 5 L - 6	Evaluating Creating

Co-curricular Course: Semester-1
Course Title: Food, Nutrition and Hygiene

Programme /Class: BBA	Year: First	Semester: First
Co-Curricular		
Course Code: CC-1	Course Title: Food, Nutrition and Hygiene	
Course outcomes:		
<ol style="list-style-type: none"> 1. To learn the basic concept of the Food and Nutrition 2. To study the nutritive requirement during special conditions like pregnancy and lactation 3. To learn meal planning 4. To learn 100 days Nutrition Concept 5. To study common health issues in the society 6. To learn the special requirement of food during common illness 		

Semester- I	BBA-22-201: COST AND MANAGEMENT ACCOUNTING
Credit-3	LTP: 3:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and Absorb cost and management accounting concepts to be used in business.	L – 1	Remembering
		L - 2	Understanding
CO 2	Test and Infer from the different techniques of cost and management accounting to get its effectiveness.	L – 3	Applying
		L – 4	Analysing
CO 3	Design and Compare the Cost and Management sheets helpful for budgeting process in business.	L - 5	Evaluating
		L - 6	Creating

Semester –II	BBA-22-202 :ORGANISATIONAL BEHAVIOR
Credit – 6	LTP: 6:0:0

Course Outcomes: After completing the course, the learner shall be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define & rephrase the concepts of organizational behavior and its importance in managing people at the workplace.	L – 1	Remembering
		L – 2	Understanding

CO 2	Utilize the knowledge of Organizational Behavior to understand human behavior at workplace, and examine issues existing at the levels of individual and group.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate organizational behavior as a framework to address issues & challenges of workplace & compare effective organizational processes.	L – 5 L – 6	Evaluating Creating

Semester -II	BBA-22-203: MANAGERIAL ECONOMICS
Credit - 6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and interpret the various concepts of managerial economics	L - 1 L - 2	Remembering Understanding
CO 2	Choose and examine the various principles and law of economics pertaining to business unit.	L -3 L -4	Applying Analyzing
CO 3	Conclude the different consequences of all the concepts, principles and laws of Managerial Economics and design the best possible alternatives for a business unit which helps it to survive any ill effects arising out of unexpected change in the economic system.	L - 5 L - 6	Evaluating Creating

Semester- II	BBA-22-ME-204: BUSINESS STATISTICS
Credit - 4	LTP: 4:0:0

Course Outcomes: The learner will be able to do following things after successfully completing the course

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Recall and summarize the fundamental knowledge of statistics to business disciplines.	L – 1 L – 2	Remembering Understanding
CO 2	Select the statistical tools and techniques to analyse the issues within a business context.	L – 3 L – 4	Applying Analyzing
CO 3	Justify the appropriateness of statistical analysis used and discuss the best possible solutions in business related issues.	L – 5 L – 6	Evaluating Creating

Semester- II	BBA-22-ME-205: BUSINESS MATHEMATICS
Credit – 4	LTP: 4:0:0

Course Outcomes: The learner will be able to do following things after successfully completing the course

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Outline the basics of Business Mathematics and understand the notion of systematic processing related to the business challenges.	L – 1 L – 2	Remembering Understanding
CO 2	Apply the problem solving skills and take part in real time business problems using various mathematical tools.	L – 3 L – 4	Applying Analyzing
CO 3	Determine the role of mathematics in the business world and create the ability to draw inferences using business mathematics.	L – 5 L – 6	Evaluating Creating

Semester- II	BBA-22-VC-206: RETAIL MANAGEMENT
Credit - 3	LTP: 3:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Relate and rephrase the concepts related to retail management	L – 1 L – 2	Remembering Understanding
CO 2	Make use of the knowledge of Retail Management to manage retail organizations and inspect the intricacies involved in retail management.	L – 3 L – 4	Applying Analyzing

CO 3	Measure the effectiveness of alternatives available for managing retail operations and selecting appropriate alternatives to design and run retail organization successfully.	L – 5 L – 6	Evaluating Creating
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**Co-curricular Course: Semester-2
Course Title: First Aid and Health**

Programme/Class: BBA	Year: First	Semester: Second
Co- Curricular Course		
Course Code: CC-2	Course Title: First Aid and Health	
<p>Course outcomes:</p> <ol style="list-style-type: none"> 1. Learn the skill needed to assess the ill or injured person. 2. Learn the skills to provide CPR to infants, children and adults. 3. Learn the skills to handle emergency child birth 4. Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence. 5. Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive. 6. Help to understand natural changes of adolescence 7. Learn the skill to identify Mental Health status and Psychological First Aid 		

Semester- III	BBA-22- 301: MARKETING MANAGEMENT
Credit – 6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Marketing Management	L – 1 L – 2	Remembering Understanding
CO 2	Apply the knowledge of marketing management to solve marketing related business problems and examine the intricacies involved in marketing management.	L – 3 L – 4	Applying Analyzing
CO 3	Assess the effectiveness of alternative marketing management plans and strategies in particular marketing situations and design effective marketing plans and strategies.	L – 5 L – 6	Evaluating Creating

Semester -III	BBA-22-302:HUMAN RESOURCE MANAGEMENT
Credit-6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Recall and outline the concepts concerned with human resource management.	L – 1 L - 2	Remembering Understanding
CO 2	Solve the business problems with the knowledge of HR concepts & practices and analyze the complexities involved with HRM.	L – 3 L – 4	Applying Analyzing
CO 3	Determine the effectiveness of alternative approaches to deal with different situation and develop suitable HRM strategy to cope up with business problems.	L - 5 L - 6	Evaluating Creating

Semester- III	BBA-22-303: FINANCIAL MANAGEMENT
Credit - 6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
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CO 1	List and classify the quantitative techniques related to business management for decision making.	L – 1 L – 2	Remembering Understanding
CO 2	Utilize the comprehension of quantitative techniques to solve business problems and examine the complications related to business decisions.	L – 3 L – 4	Applying Analyzing
CO 3	Estimate the validity and effectiveness of different quantitative concepts and adapt models for ongoing business operations to facilitate decision making.	L – 5 L – 6	Evaluating Creating

Semester- III	BBA-22-ME-304: QUANTITATIVE TECHNIQUES FOR MANAGERS
Credit - 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Choose and illustrate the quantitative techniques related to business management for decision making.	L – 1 L – 2	Remembering Understanding
CO 2	Make use of quantitative techniques to solve business problems and simplify the complications related to business decisions.	L – 3 L – 4	Applying Analyzing
CO 3	Measure the validity and effectiveness of different quantitative concepts and construct models for ongoing business operations to facilitate decision making.	L – 5 L – 6	Evaluating Creating

Semester-III	BBA-22-ME-305: PERSONAL FINANCE
Credit -4	LTP : 4:0:0

Course Objective: To familiarize the students with different aspects of financial planning like savings, investment, taxation, insurance & retirement planning and to develop necessary skills to become a successful financial planner.

Course Outcomes: On successful completion of the course the learner will be able to.

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and outline the thoughts and views of personal finance and their relevance with individual decision making.	L – 1 L – 2	Remembering Understanding
CO 2	Make use of personal finance to solve the conceptual and practical problems and list the different options of personal finance.	L – 3 L – 4	Applying Analyzing

CO 3	Evaluate the fundamental and functional perspective of personal finance methods and create strategies related with personal finance and investment.	L – 5 L – 6	Evaluating Creating
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Semester-III	BBA-22-VC-306: E-COMMERCE
Credit - 3	LTP: 3:0:0

Course Objective: Give exposure to learner’s various technologies behind e-commerce systems and how these technologies interact. Discuss the various marketing strategies for an online business. Discuss various electronic payment types and associated security risks and the ways to protect against them.

Course Outcomes: On successful completion of the course learner will be able to

COs	Course Outcomes	Cognitive Levels	Bloom Taxonomy
CO1	Define and demonstrate the concepts related with E-commerce.	L-1 L-2	Remembering Understanding
CO2	Apply the knowledge of E-Commerce to enrich business perspectives and examine the opportunity and threats pertaining to the E-Commerce.	L-3 L-4	Applying Analyzing
CO3	Explain the need and necessity of E-Commerce and discuss business plans and strategy for optimize the use of E-Commerce in the business operations.	L-5 L-6	Evaluating Creating

Programme/Class : BBA	Year: Second	Semester: Third
Co- Curricular Course		
Course Code: CC-3	Course Title: Human Values and Environmental Studies	
<p>Course Outcomes:</p> <p>The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards</p> <ol style="list-style-type: none"> 1. Building fundamental knowledge of the interplay of markets, ethics, and law, 2. Look at various challenges faced by individual to counter unethical issues 3. Look at core concepts for business ethics 4. Look at core concepts of anti-corruption 5. Look at core concepts for a morally articulate solution evolver to management issues in general, 6. Issues of sustainable development for a better environment. 7. To know how environmental degradation has taken place. 8. Be aware of negotiations and international efforts to save environment. 9. How to develop sustainably? 10. Efforts taken up by UN in Sustainable Development. 11. Efforts taken by India in Sustainable Development. <p>The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</p>		

Semester -IV	BBA-22-401: SALES MANAGEMENT
Credit - 6	LTP: 6:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Recall and explain the concepts related to sales management	L – 1 L – 2	Remembering Understanding
CO 2	Solve sales related marketing problems with the knowledge of sales management and contrast the intricacies involved in sales management.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the effectiveness of alternative sales management plans and strategies in particular marketing situations and elaborate effective sales management plans and strategies.	L – 5 L – 6	Evaluating Creating

Semester -IV	BBA-22-402: BUSINESS RESEARCH METHODS
Credit – 6	LTP: 6:0:0

Course Objective: The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at proper findings and conclusions and interpreting the results of their investigation in the form of systematic reports. This will help them in understanding Business problems and undertaking research in functional areas of Management

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and demonstrate the concepts related with business research.	L – 1 L – 2	Remembering Understanding
CO 2	Apply the knowledge of business research to solve business problems and examine the intricacies of academic and real world through various research approaches and techniques.	L – 3 L – 4	Applying Analyzing
CO 3	Assess the contribution of alternative research methods and propose research plans to identify and solve business problems.	L – 5 L – 6	Evaluating Creating

Semester – IV	BBA-22-403: PRODUCTION & OPERATIONS MANAGEMENT
Credit – 6	LTP: 6:0:0

Course Outcomes: On successful completion of the course, the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and explain the concepts related with production and operation management.	L – 1 L – 2	Remembering Understanding
CO 2	Choose the production tools and techniques to enrich the value creation process and examine different key factors that affect the production and operation management.	L – 3 L – 4	Applying Analyzing
CO 3	Determine the effectiveness of production concepts and methodologies and discuss plans to manage and control production and operation process.	L – 5 L – 6	Evaluating Creating

Semester -IV	BBA-22-ME-404: MANAGEMENT INFORMATION SYSTEM
Credit - 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	List and classify the concepts and tools related to the MIS.	L - 1 L - 2	Remembering Understanding
CO 2	Make use of the knowledge of MIS to enhance business effectiveness and discover the different perspectives of MIS in business set-up.	L - 4 L - 5	Applying Analyzing
CO 3	Explain the relevance and role of MIS in different spheres of business and design information system to pacify the business decision making. .	L - 5 L - 6	Evaluating Creating

Semester -IV	BBA-22-ME-405 : RURAL DEVELOPMENT
Credit - 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1		L – 1	Remembering

	Remember and understand the concepts and elements of rural development.	L - 2	Understanding
CO 2	Identify the rural development approaches to clear out the bottlenecks of rural development and categorize different perspectives pertaining to the development in rural area.	L - 3 L - 4	Applying Analyzing
CO 3	Assess the relevance and effectiveness of institutional and non-institutional efforts in rural area and formulate strategies and program to mitigate the problems in rural development.	L - 5 L - 6	Evaluating Creating

Semester- IV	BBA -22-VC- 406: DIGITAL MARKETING
Credit – 3	LTP: 3:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and interpret the concepts related to digital marketing	L - 1 L - 2	Remembering Understanding
CO 2	Make use of the knowledge of digital marketing to solve marketing related problems and analyze the intricacies involved in digital marketing.	L - 3 L - 4	Applying Analyzing
CO 3	Measure the effectiveness of alternatives available for digital marketing in particular marketing situations and develop effective digital marketing plan and strategy.	L - 5 L - 6	Evaluating Creating

Programme/ Class : BBA	Year: Second	Semester: Fourth
Co- Curricular -Course		
Course Code: CC-4	Course Title: Physical Education and Yoga	
<p>Course Outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.</p>		

Semester- IV	BBA-22- 501- BUSINESS REGULATORY FRAMEWORK
Credit – 5	LTP: 5:0:0

Course Objective: To provide basic understanding of Contract Act, Sales of Goods Act and Limited Liability Partnership Act for the purpose of conducting business and to create awareness about important legislations namely Consumer Protection Act having impact on business.

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and demonstrate a sound understanding of the legal aspects of various business laws affecting businesses.	L – 1 L - 2	Remembering Understanding
CO 2	Categorize and apply basic legal knowledge to business transactions.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate and modify knowledge of standard business and legal terminology.	L - 5 L - 6	Evaluating Creating

Semester - V	BBA-22- 502: FINANCIAL INSTITUTIONS & MARKET
Credit - 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and illustrate the various financial markets as well as financial institutions in India.	L – 1 L – 2	Remembering Understanding
CO 2	Applying the concepts of financial market in stock trading and analyzing the functioning of stock exchanges.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluating the various financial products and develop an ability to understand the currency markets and its role in the financial system.	L – 5 L – 6	Evaluating Creating

Semester- V	BBA-22-503: INCOME TAX
Credit - 5	LTP: 5:0:0

Course Objective: The course aims to provide knowledge of the various provisions of Income-tax law in India and enable the learners to apply such provisions to compute total income and tax liability of individuals and HUFs. It also aims to enable learners to understand the provisions relating to filing of return of income.

Course Outcomes: On successful completion of the course the learner will be able to

Cos	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Explain and define the various concepts and terminologies of income tax.	L – 1 L – 2	Remembering Understanding
CO 2	Choose and distinguish various provisions of income tax and compute taxable income of different categories.	L – 3 L – 4	Applying Analyzing

CO 3	Assess tax liability of different categories and compile a tax proposal for final submission.	L – 5 L – 6	Evaluating Creating
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Semester- V	BBA-22-504:CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT
Credit - 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to consumer behaviour and advertising.	L – 1 L – 2	Remembering Understanding
CO 2	Build the knowledge of consumer behaviour and advertising to solve the marketing problems and analyze the intricacies involved in understanding consumer and advertising perspectives.	L – 3 L – 4	Applying Analyzing
CO 3	Appraise the effectiveness of consumer related plans and advertising strategies in particular marketing situations and choose effective consumer behaviour and advertising plans.	L – 5 L – 6	Evaluating Creating

Programme/Class : BBA	Year: Third	Semester: Fifth
Co-Curricular Course		
Course Code: CC-5	Course Title: Analytical Ability and Digital Awareness	
Course outcomes (Analytic Ability): CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles. CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning. CO 3: Familiarize with word processing application and worksheet CO 4: To understand the basics of web surfing and cyber security.		

Semester –VI	BBA -22-601 :BUSINESS POLICY & STRATEGY
Credit– 5	L:T:P -5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Remember and define the concepts related to Business Policy & Strategy	L – 1 L – 2	Remembering Understanding
CO2	Develop the knowledge of strategic choice & analyze key areas involved in corporate planning.	L – 3 L – 4	Applying Analyzing
CO3	Compare business policies & strategies in corporate framework and build strategic plans to achieve corporate goals.	L – 5 L – 6	Evaluating Creating

Semester – VI	BBA 22-602: BUSINESS ANALYTICS & DATA SCIENCE
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course, the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Demonstrate and relate the basic concepts and terminologies of business analytics & data science.	L – 1 L – 2	Remembering Understanding
CO 2	Apply and analyze applications of business analytics & data science in real business world.	L – 3 L – 4	Applying Analyzing
CO 3	Interpret the data from various business functions and adapt suitable data visualization so as to facilitate managerial decision models.	L – 5 L – 6	Evaluating Creating

Semester - VI	BBA-22- 603-SUPPLY CHAIN AND LOGISTICS MANAGEMENT
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course, the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Understand and define the key concepts of supply chain management and logistics.	L – 1 L – 2	Remembering Understanding
CO 2	Categorize the different perspective of SCLM and construct the leanings from SCM to solve real life problems.	L – 3 L – 4	Applying Analysing
CO 3	Assess the effectiveness of supply chain strategies across businesses and develop alternative plans and strategies for them.	L – 5 L – 6	Evaluating Creating

Semester -VI	BBA-22-604:ENTREPRENEURSHIP DEVELOPMENT
Credit - 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and demonstrate the concepts related to Entrepreneurship and Entrepreneurial Development.	L – 1 L – 2	Remembering Understanding
CO 2	Choose the knowledge of entrepreneurship to establish entrepreneurial venture and analyze the intricacies involved in entrepreneurial journey.	L – 3 L – 4	Applying Analyzing

CO 3	Appraise the effectiveness of government support of entrepreneurial development and develop a start-up.	L – 5 L – 6	Evaluating Creating
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Programme /Class : BBA	Year: Third	Semester: Sixth
Co-Curricular Course		
Course Code: CC-6	Course Title: Communication Skills and Personality Development	
<p>Course outcomes:</p> <ol style="list-style-type: none"> 1. To understand the concept of Personality. 2. To learn what personal grooming pertains. 3. To learn to make good resume and prepare effectively for interview. 4. To learn to perform effectively in group discussions. 5. To explore communication beyond language. 6. To learn to manage oneself while communicating. 7. To acquire good communication skills and develop confidence. 		