

Kalinga University

Commerce & Management

Bachelor Of Business Administration

PO

S. No.	Program Outcome (PO) Description
1	Enables students to apply knowledge of management theories and practices to solve business problems.
2	Encourages analytical and critical thinking abilities for business decision making.
3	Promotes ethical and value-based leadership ability.
4	Provides a wide knowledge of all disciplines of the course and training in the management of both animate and inanimate entities and develops leadership skills.
5	Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
6	Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
7	Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.
8	Makes students capable of recognizing and resolving ethical issues.
9	Helps to prepare students for managerial roles and as entrepreneurs.
10	Enables students to apply knowledge of management theories and practices to solve business problems.

PSO

S. No.	Program Specific Outcome (PSO) Description
1	Ability to define, analyse the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
2	Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.
3	Ability to demonstrate technical competence in domestic and global arena of business through the study of major disciplines within the fields of business
4	Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
5	Apply ethical principles and commitment towards professional ethics and responsibility

CO

S.No.	Course Code	Course Name	Course Outcome (CO's) - Description
1	BBA101	Principles of Management	CO1: Understand the evolution of management and apprehend its effect on future managers.
			CO2: Analyze how organizations 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 organization structure over time.
			CO4: Analyze the relationship amongst functions of management i.e. planning, organizing, directing and controlling.
			CO5: Appreciate the changing dynamics of management practice.
2	BBA102	FINANCIAL ACCOUNTING	CO1: Understand the theoretical framework of accounting and to prepare financial statements.
			CO2: Determine depreciation and value of inventory.
			CO3: Learn accounting for hire purchase transactions, leases, branches and departments.
			CO4: Understand the concepts of partnership firm and prepare accounts for dissolution of a partnership firm.
			CO5: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting.
3	BBA103	BUSINESS ECONOMICS I	CO1: To explain the mechanics of supply and demand in allocating goods and services and resources.
			CO2: To describe how changes in demand and supply affect markets.
			CO3: To understand the choices made by a rational consumer.
			CO4: To identify relationships between production and costs.
			CO5: To define key characteristics and consequences of different forms of markets.
4	BBA104A	English	CO1: It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.
5	BBA105	FUNDAMENTALS OF INFORMATION TECHNOLOGY	CO1: Bridge the fundamental concepts of computers with the present level of knowledge of the students.
6	BBA201	Business Economics – II	CO1: To identify the basic macroeconomic variables.
			CO2: To identify economic growth and its determinants
			CO3: To identify international factors affecting economies.
			CO4: To Analyze policies and its role.

			CO5: To Assess the external macro environment.
7	BBA202	COST ACCOUNTING	CO1: Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.
			CO2: Exercise appropriate judgement in selecting and learning material/ inventory control concepts.
			CO3: Plan, design and execute labour requirement and procedures under different plans, and concepts.
			CO4: Understanding overheads and its ascertainment using different treatment techniques and practices.
			CO5: Learn problems relevant to different types of cost using ideas and techniques some of which are at forefront of the discipline.
8	BBA203	ORGANIZATIONAL BEHAVIOR	CO1: To understanding the concept of organizational behavior.
			CO2: To strengthening the foundations of individual behavior with an understanding of human personality, perception, learning and emotions.
			CO3: To understanding the process of leadership.
			CO4: To understanding the behavioral approach to Managerial decision-making.
			CO5: To develop an understanding of teams and groups in organizations.
9	BBA204	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	CO1: Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business.
			CO2: Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location.
			CO3: Understand different types of production processes and facility layout suitable for manufacturing different categories of products and how different processes could be analyzed with the help of process flow charts.
			CO4: Understand the elemental processes involved in designing a product and a service.
10	BBA205A	ENVIRONMENTAL STUDIES	CO1: To understand fundamentals of environment.
			CO2: To understand about the concept of natural resources.
			CO3: To understand about the concept biodiversity and conservation
			CO4: To understand environmental pollution.
			CO5: To understand Human Communities and the Environment.
11	BBA206	DATA BASE MANAGEMENT SYSTEM	CO1: To understand key concept of database system.
			CO2: To understand about the Entity Relationship Model.
			CO3: To understand about the Relational Model.
			CO4: To understand about schema refinement & normal forms.
			CO1: Explain the concept of fundamental financial concepts, especially time value of money.
			CO2: Apply capital budgeting projects using traditional methods.

12	BBA301	FINANCIAL MANAGEMENT	CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances. CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.
13	BBA302	MARKETING MANAGEMENT	CO1: To understand the nature and scope of marketing. CO2: To develop an understanding of various marketing philosophies. CO3: To understand segmentation, targeting and positioning. CO4: To understand the marketing mix and marketing environment. CO5: To understand contemporary issues in marketing.
14	BBA303	HUMAN RESOURCE MANAGEMENT	CO1: Understand basic nature and importance of human resource management and policies. CO2: Analyze the current theory and practice of recruitment and selection. CO3: Realize the importance of performance management system in enhancing employee performance. CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, the increase productivity of the workforce. CO5: Understand role of modern HRM in meeting challenges of changing business environment.
15	BBA304	Statistics for Business Decisions	CO1: Summarize data sets using Descriptive statistics. CO2: Analyze the relationship between two variables of various managerial situations. CO3: Geometrically Interpret Correlation and Regression. CO4: Develop managerial decision problems using Probability Density Functions and Cumulative Density Functions.
16	BBA306	Computer Application-I	CO1: To understand the GUI and Windows Programming. CO2: To understand about the Concepts in Visual Basic. CO3: To understand about the programming in visual basic. CO4: To understand creating and application of problems.
17	BBA401	Research Methodology	CO1: To create scientific attitude towards solving a management problem and impart knowledge about tools available for carrying out research. CO2: To introduce the basic concepts and need of research methodology that will help in data analysis and preparation of reports. CO3: To understand the use of research design and software in research. CO4: To understand in reporting procedure of research activities.
18	BBA402	BUSINESS LAW	CO1: Understand characteristics of Indian Contract Act. CO2: Define Specific Contract, Contract of Indemnity of Indian contract Act. CO3: Describe features of the Sales of Good Act 1930. CO4: Identify the main provisions of The Partnership Act, 1932 and Limited liability partnership. CO5: Describe the provisions of Negotiable Instrument Act 1881.

19	BBA403	INCOME TAX	CO1: To understand the basic concepts in the law of income tax and determine the residential status of different persons.
			CO2: To Identify the five heads in which income is categorised and compute income under the heads 'Salaries' and 'Income from House Property'.
			CO3: To compute income under the head 'Profits and gains of business or profession', 'Capital gains' and 'Income from other sources'.
			CO4: To understand clubbing provisions, aggregate income after set-off and carry forward of losses, and deductions allowed under the Income Tax Act; and further to compute taxable income and tax liability of individuals and firms.
			CO5: To develop the ability to file online returns of income.
20	BBA404	ORGANIZATION DEVELOPMENT & CHANGE MANAGEMENT	CO1: To understand the concept of organizational change and development.
			CO2: To develop an understanding of different models of change.
			CO3: To familiarization with the concept of organization climate and culture.
			CO4: To understand how managers manage conflict & develop collaborative behavior.
21	BBA405	PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS	CO1: Understand the role of communication in personal & professional success.
			CO2: Prepare and present messages with a specific intent.
			CO3: will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.
			CO4: Will learn etiquettes and gestures for business purpose.
			CO5: will have a practical knowledge of employability quotient.
22	BBA406	COMPUTER APPLICATION -II	CO1: To understand key concept of World Wide Web.
			CO2: To understand the process of designing and constructing your Web site.
			CO3: To understand about the key concept of HTML.
			CO4: To understand in more Graphics for web pages.
23	BBA501	Business Policy and Strategy	CO1: To understand strategic management process in management.
			CO2: To understand strategic management process in an organization.
			CO3: To understand about the approaches to the Environment scanning.
			CO4: To understand about internal analyses of organizations and their competitive environment.
			CO5: To understand more specific approaches to Strategy formation from models.
24	BBA502	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	CO1: To Analyze the Employees conditions and Business Ethics.
			CO2: To analyze various ethical codes in corporate governance.
			CO3: To Enhance awareness and critical self-examination of one's own values.
			CO4: To appreciate the relevance of personal values in the business/workplace setting.
			CO5: To Analyze corporate social Responsibility.
			CO1: To understand Origin and growth of commercial banks in India.

25	BBA504	Banking & Insurance	CO2: To understand Technological Channels for the Delivery of Financial Services.
			CO3: To gain conceptual knowledge regarding Anti-money Laundering Guidelines.
			CO4: To understand Types of business risk.
26	BBA505	BANKING INFORMATION TECHNOLOGY	CO1: To understand key function in banking as applied in practice.
			CO2: To understand about the electronic fund transfer system with respect to banking information.
			CO3: To understand about the document handling system in banking scenario.
27	BBA506	MARKETING ANALYTICS	CO4: To understand in more specific security considerations related areas from hardware to software dimension.
			CO1: To understand the importance of data and analytics in marketing decisions.
			CO2: To understand Ability to apply key marketing analytics tools and techniques.
28	BBA507	SALES AND DISTRIBUTION MANAGEMENT	CO3: To understand the marketing decision-making process and the role of marketing analytics in better decisions.
			CO4: To understand Ability to apply marketing analytics procedures to business problem solving.
			CO1: To understand inter-dependence and relationship amongst channels of distribution.
29	BBA508	HR ANALYTICS	CO2: To understand how sales and distribution fits into the big picture of marketing and how these aspects can be combined to achieve organizational goals.
			CO3: To analyze decision alternatives and planning and implementation of Sales and marketing programs.
			CO4: To analyze selection, motivation of channel members and managing conflict.
30	BBA509	PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT	CO1: This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.
			CO2: The Student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making.
			CO3: The students will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management.
			CO4: Employ appropriate software to record, maintain, retrieve and analyse human resources information (e.g., staffing, skills, performance ratings and compensation information).
			CO1: To understand performance appraisals is to measure and improve the performance of employees and increase their future potential and value to the company.
			CO2: To Review the appraisee's performance and clearly summaries the agreed level of performance.
			CO3: To understand about the role of human resources management in dealing with employees, and methods used to provide compensation.
			CO4: To understand a sound knowledge of job evaluation approaches and provide an understanding of how job evaluation fits into the broader context of human resources management, and to provide practical skills in the application of job evaluation systems.

			CO5: To understand profit sharing plans to retain employee in order to improve productivity.
31	BBA510	E-COMMERCE & SOCIAL MEDIA PLATFORMS	CO1: Developing an understanding of transacting electronically and emerging technology for the same.
			CO2: Familiarizing the students with the concepts of EDI and Knowledge Management for e-commerce.
			CO3: Introduce the students to the government initiatives for e-business.
			CO4: Discuss the significance of electronic payments.
32	BBA511	ONLINE CONTENT DEVELOPMENT AND BLOGGING	CO1: To understand multimedia concept as applied in management practice.
			CO2: To understand about basic of animation as a tool for managing digital marketing.
			CO3: To understand about the role of blogging for e-commerce and digital marketing
			CO4: To understand in more specific economic dimension of blogging in managing business activities.
33	BBA512	EVENT MANAGEMENT AND LOGISTICS	CO1: To enlighten and appreciate role of event marketing in organizing a successful event.
			CO2: To understand about the marketing and environment with respect to event management.
			CO3: To understand about the role of market segmentation with respect to Event development and event Life Cycle.
			CO4: To understand key concept of event logistics.
34	BBA513	EVENT & SPONSORSHIP MANAGEMENT	CO1: To understand key concepts of event and its types in management as applied in practice.
			CO2: To understand about the event sponsorship.
			CO3: To understand about the event risk in broader perspective.
			CO4: To evaluate event sponsorship and overcoming sponsorship objections.
35	BBA514	Entrepreneurship & Developing Small Scale Business	CO1: To explain the meaning and significance of entrepreneurship and understand the process of entrepreneurial action.
			CO2: To understand the entrepreneurial mindset and personality.
			CO3: To understand the importance of idea generation, identifying opportunities and the value of a business plan.
			CO4: To understand the role of creativity and innovation in entrepreneurship.
36	BBA515	EXPLORING BUSINESS OPPORTUNITY, LAUNCHING AND SUSTAINING BUSINESS	CO1: To understand Business ideas that solves problems.
			CO2: To understand Creativity and Business Idea.
			CO3: To understand Ways to identify Business Ideas.
			CO4: To understand Sustainable Development Principles.
37	BBA516	FINANCIAL MARKET INSTITUTION AND SERVICES	CO1: To understand the meaning and scope of financial markets as well as institutions in India.
			CO2: To understand the concepts of Money Market and Capital Market.
			CO3: To explain Commercial Banking and its Current developments.
			CO4: To explain concept of Non-Banking Financial Companies (NBFC's).

			CO5: To examine the Financial Services Industry.
38	BBA517	FINANCIAL ANALYTICS	CO1: To understand General statistical methods.
			CO2: To understand Population Variance.
			CO3: To understand Logistic regression.
			CO4: To understand Risk Management.
39	BBA601	ENTREPRENEURIAL DEVELOPMENT	CO1: To understand the concepts of "entrepreneur", "entrepreneurship" and their development in all forms and shapes.
			CO2: Effectively assess entrepreneurial opportunities and build the required business plan to reach entrepreneurial goals.
			CO3: To understand the programs designed and formulated by Central, State governments and other important institution in entrepreneurship development.
			CO4: To understand the special challenges of starting new ventures and introducing new product and service ideas, the process of founding a startup.
40	BBA602	LOCAL TO GLOBAL MANAGEMENT	CO5: Comprehend the legal issues involved while setting up an enterprise and entrepreneurial financing.
			CO1: Understanding the local and Global Business Environment world.
			CO2: Develop an understanding of rural community development.
			CO3: Understanding how international business is affected by the many different types of environments (i.e. economic, political, social, cultural, financial, technological).
41	BBA603	ECA AND GI* (REPORT AND VIVA)	CO4: Understanding international trade policy and the World Trade Organisation (WTO); regional economic integration.
			CO1: This will include all the Academic and Non-Academic Competitions Intra & Inter-College levels in which a student has to actively participate. Students have to participate and give a detailed presentation regarding the Extra Curricular Activities done by them. They will be evaluated on the basis of their Participation and Presentation of Report submitted. The students who have not participated in any of the activities of ECA & GI will have to undergo 20 hours of assigned Live Project/NGO Project and submit the same to the Faculty-in-charges.
42	BBA605	BANKING LAW & OPERATIONS	CO1: To understand Overview of Indian Banking System and its regulatory framework.
			CO2: To understand Payment and Collection of Cheques and other Negotiable Instruments.
			CO3: To understand Non-Performing Assets.
			CO4: To understand Asset Reconstruction Companies (ARCs).
43	BBA606	INSURANCE LAW & PRACTICE	CO5: To understand Risk Management in Banks and Basel Accords.
			CO1: To understand Evolution of Insurance.
			CO2: To understand Policy of Insurance Regulatory and Development Authority of India.
			CO3: To understand Life Insurance underwriting.

			CO4: To understand General Insurance Practices and procedures.
			CO5: To understand Motor Insurance.
44	BBA607	ADVERTISING AND BRAND MANAGEMENT	CO1: To understanding the marketing communication model and role of integrated marketing communication.
			CO2: To understanding various types of advertising.
			CO3: To understanding change in advertising over the years- new age advertising.
			CO4: To strengthening the concepts related to main decision areas in advertising- mission, money, message, media and measurement.
			CO5: To understanding the role of advertising agencies.
45	BBA608	NEW AGE MARKETING	CO1: To understand key concept of Marketing strategy.
			CO2: To understand the new age marketing, play in helping and challenging companies to become more sustainable through innovation, and how companies can effectively engage with them.
			CO3: To understand about the Big Data, Cloud and Mobile.
			CO4: To develop an understanding of how analytics for marketing can create value for a corporation by addressing social challenges and opportunities.
46	BBA609	TRAINING AND DEVELOPMENT	CO1: Analyse the importance of On Job Training programs, Off Job Training program.
			CO2: Analyze training methods while functioning in the Business Environment.
			CO3: Evaluate methods of Management Development Program and their suitability in working.
			CO4: Develop the strategies for Organizational Development and their applicability.
			CO5: Apply the task of training function and overall training capacity.
47	BBA610	LEADERSHIP	CO1: The students will be able to identify the impact of changing from employee to leader and personality characteristics on leadership behavior.
			CO2: Students will be to understand and apply leaders role in implementing and managing change; motivation and communication strategies to manage team performance effectively.
			CO3: Decision making skills will be inculcated among the students to gather, assess, and use information to make informed and well-reasoned decisions as a leader.
			CO4: Inculcation of leadership skills and exposure to the role of leaders in creating an organization culture.
48	BBA611	GOOGLE AD WORDS	CO1: To understand key concepts of Google Ad Words.
			CO2: To understand about the online advertisement of product and service.
			CO3: To understand about the role of traffic in boosting sales.
			CO4: To understand in more specific role of online ad campaigns.
49	BBA612	CYBER LAW AND SECURITY	CO1: To understand key concepts of cyber laws.
			CO2: To understand about the issues of cyber security.
			CO3: To understand about the role of Information Security.
			CO4: To understand the Provisions, Adjudications and Amendments of I.T. Act, 2000.

50	BBA613	EVENT OPERATION	CO1: To understand key concept of event marketing in management as applied in practice.
			CO2: To understand about the how to develop a Marketing Plan for an Event.
			CO3: To understand about the marketing analysis for the design.
			CO4: To understand in more specific event Sponsorship.
51	BBA614	EVENT PRODUCTION PROCESS	CO1: To understand Producing a great show.
			CO2: To understand Audiovisuals.
			CO3: To understand Visual Presenters.
			CO4: To understand event lightings.
52	BBA615	SOCIAL AND RURAL ENTREPRENEURSHIP	CO1: To understand the process and nature of entrepreneurship.
			CO2: To identify the different ways in which entrepreneur manifests in start-ups.
			CO3: To know how to create one's own business venture and the various factors that influence successful set-up and sustainable operations.
53	BBA616	BUSINESS PLAN, PROJECT FORMULATION AND PREPARATION	CO1: To explain the meaning and significance of entrepreneurship and understand the process of entrepreneurial action.
			CO2: To understand the entrepreneurial mindset and personality.
			CO3: To understand the importance of idea generation, identifying opportunities and the value of a business plan.
			CO4: To understand the role of creativity and innovation in entrepreneurship.
54	BBA617	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	CO1: To evaluate the investment environment for Indian investor for various avenues of investment.
			CO2: To formulate strategies for investment in equities, bonds and other instruments.
			CO3: To construct, revise and evaluate portfolios of different securities.
55	BBA618	GOODS AND SERVICE TAX	CO1: Analyze the concept and basic of Goods and Service Tax.
			CO2: Determine provisions relating to supply of goods and rendering services.
			CO3: Determine valuation in Goods and service Tax and payment of Goods and Service Tax.
			CO4: Determine the concept and provisions relating to Inter Goods and Service Tax act.