

St. Xavier's College

Burdwan

The Department of Business Administration

B.B.A. (Hons.)



Programme Specific Outcomes

Programme Outcomes

Course Outcomes

Programme Specific Outcomes (PSOs)

PSO 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.

PSO 2 - Provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.

PSO 3 - Apply ethical principles and commitment towards professional ethics and responsibility.

PSO 4 - Function effectively as a member, leader, individual or group in diverse environment.

PSO 5 - Ability to conceptualize a complex issue into a coherent written statement and oral presentation and to communicate effectively on complex activities with technical community.

PSO 6 - Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.

PSO 7 - Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PSO 8 - Ability to demonstrate technical competence in domestic and global arena of business through the study of major disciplines within the fields of business.

Program Outcomes (POs)

PO 1 - Enables students to apply knowledge of management theories and practices to solve business problems.

PO 2 - Encourages analytical and critical thinking abilities for business decision making.

PO 3 - Promotes ethical and value-based leadership ability.

PO 4 - Provides a wide knowledge of all disciplines of the course and training in management of both animate and inanimate entities and develops leadership skills.

PO 5 - Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

PO 6 - Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

PO 7 - Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.

PO 8 - Makes students capable of recognizing and resolving ethical issues.

PO 9 - Helps to prepare students for managerial roles and as entrepreneurs.

Course Outcomes (COs)

SEMESTER – I

Semester	I	No of Hours	60
Paper Code	BBA 1.1	Subject	Management Process and Organisational Behaviour
Internal Marks	20	External Marks	80

Paper: Management Process and Organisational Behaviour

Paper Code: BBA 1.1

CO 1: Demonstrates comprehensive and accurate knowledge and understanding of various areas of management.

CO 2: Exhibit knowledge and skill required to administer the affairs of the management.

CO 3: Familiarize students with concepts and principles of management.

CO 4: Helps in understanding the psychological aspect of human resources working in an organization and offers knowledge on organizational behaviour, organizational change and dynamism of groups.

CO 5: Enables students to understand the applicability of the concept of organizational behaviour to analyse the behaviour of people in the organization.

CO 6: Helps them to analyse the complexities associated with management of the group behaviour in the organization.

Semester	I	No of Hours	60
Paper Code	BBA 1.2	Subject	Business Communication
Internal Marks	20	External Marks	80

Paper: Business Communication

Paper Code: BBA 1.2

CO 1: Students will be able to communicate their ideas through different modes and mediums.

CO 2: Students will be able to make memorable presentations professionally.

CO 3: Students will understand different strategies to adopt while communicating with different personalities with different goals.

CO 4: Students will be able to handle job opportunities successfully

CO 5: To enable students to develop soft skills required for current business world.

CO 6: To improve confidence in students to face interviews by making them learn various techniques in public speaking.

CO 7: Students are made to experience and experiment various type of body language

CO 8: Students are taught to write application regarding various phenomena

CO 9: Develop essential communication skills required for managing a business.

CO 10: The students are be able to understand basic grammar used in constructing a sentence as well as in speaking

Semester	I	No of Hours	60
Paper Code	BBA 1.3	Subject	Accounting for Managers
Internal Marks	20	External Marks	80

Paper: Accounting for Managers

Paper Code: BBA 1.3

CO 1: To give an insight to various basic aspects of accounting.

CO 2: Enables them to understand accounting concepts, tools and techniques influencing business organizations.

CO 3: To enable them understand double entry system, accounting procedure maintenance of subsidiary books and final accounts

CO 4: Show proficiency in basic accounting concepts, conventions and understanding of the accounting process.

CO 5: Understand the process and preparation of financial statements for Partnership firm and Company and Depreciation charged.

SEMESTER – II

Semester	II	No of Hours	60
Paper Code	BBA 2.1	Subject	Business Economics
Internal Marks	20	External Marks	80

Paper: Business Economics

Paper Code: BBA 2.1

CO 1: To familiarize the students with the basic concept of microeconomics.

CO 2: To make student understand the demand and supply analysis in business applications

CO 3: To familiarise students with the production and cost structure under different stages of production.

CO 4: To understand the pricing and output decisions under various market structure.

CO 5: To help students understand and apply the various decision tools to understand the market structure.

Semester	II	No of Hours	60
Paper Code	BBA 2.2	Subject	Business Environment
Internal Marks	20	External Marks	80

Paper: Business Environment

Paper Code: BBA 2.2

CO 1: To enable students to evaluate business and its environment.

CO 2: To enable students to understand business and society.

CO 3: To enable students to discuss the contemporary issues in business.

CO 4: To enable students to examine and evaluate business in International Environment

Semester	II	No of Hours	60
Paper Code	BBA 2.3	Subject	Business Mathematics
Internal Marks	20	External Marks	80

Paper: Business Mathematics

Paper Code: BBA 2.3

CO 1: Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.

CO 2: Apply the knowledge in algebra (indices, logarithm and set theory) in solving business problems.

CO 3: Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.

CO 4: Students would be acquainted with the various concepts in calculus.

CO 5: Students would recall and relate the concepts of linear programming.

SEMESTER – III

Semester	III	No of Hours	60
Paper Code	BBA 3.1	Subject	Business Law
Internal Marks	20	External Marks	80

Paper: Business Law

Paper Code: BBA 3.1

CO 1: Students will know how to establish standards and identify what types of behaviour are and are not accepted in society. For example, damage to person or property is considered a crime because it is not tolerated by society.

CO 2: Students will know how to resolve disputes and allow for the mitigation of issues that arise between those with different wants, needs, views, and/or values.

CO 3: They will know that the court system is the formal legal method for resolving disputes and consists of both state and federal courts. Disputes can also be resolved through alternative dispute resolution, which are official but less formal methods such as mediation and arbitration.

CO 4: They will know how to protect liberties and rights ensuring each individual is allowed his or her constitutional rights, including freedom of speech and so forth.

CO 5: Students will know legal basics such as ethics, court system structure, substantive law, and procedural law.

Semester	III	No of Hours	60
Paper Code	BBA 3.2	Subject	Business Statistics
Internal Marks	20	External Marks	80

Paper: Business Statistics

Paper Code: BBA 3.2

CO 1: Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data.

CO 2: Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis.

CO 3: Students will understand how to calculate basic statistical parameters viz- mean, measures of dispersion, correlation coefficient, indexes).

CO 4: Based on the acquired knowledge to interpret the meaning of the calculated statistical Indicators.

CO 5: Predict values of strategic variables using regression and correlation analysis.

CO 6: Choose a statistical method for solving practical problems.

Semester	III	No of Hours	60
Paper Code	BBA 3.3	Subject	Entrepreneurship Development
Internal Marks	20	External Marks	80

Paper: Entrepreneurship Development

Paper Code: BBA 3.3

CO 1: Understand the entrepreneurial mindset and what it takes to create value

CO 2: Learn to identify entrepreneurial opportunities and create business plans

CO 3: Learn to secure financial backing and coordinate business growth

CO 4: Learn agile working methods to realize results in quick succession

CO 5: Understanding business methodologies in idea generation

CO 6: Learning concepts tools and practices associated with identifying or creating new venture opportunities

CO 7: Performing feasibility analysis and business plan communications

CO 8: Identifying new venture opportunities, based on new technologies, evaluating the viability of a new business concept

CO 9: Creating a new venture with technology as a basis for its products or services

CO 10: To introduce students to a variety of technology entrepreneurs

Semester	III	No of Hours	60
Paper Code	BBA 3.4	Subject	Computer Fundamentals and Applications
Internal Marks	20	External Marks	80

Paper: Computer Fundamentals and Applications

Paper Code: BBA 3.4

CO 1: Helps to understand about information system used in business

CO 2: Provides knowledge of computers related to MS Office, required for everyday transactions of business.

CO 3: Helps accomplish various projects, utilizes business theories internal resources and technology.

SEMESTER – IV

Semester	IV	No of Hours	60
Paper Code	BBA 4.1	Subject	Marketing Management
Internal Marks	20	External Marks	80

Paper: Marketing Management

Paper Code: BBA 4.1

CO 1: Enables students to understand the concept of marketing and the recent innovations in marketing.

CO 2: Helps to identify the marketing dynamics and formulating marketing strategies and its implementation.

CO 3: Helps to identify the better distribution channel.

Semester	IV	No of Hours	60
Paper Code	BBA 4.2	Subject	Human Resource Management
Internal Marks	20	External Marks	80

Paper: Human Resource Management

Paper Code: BBA 4.2

CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: To develop necessary skill set for application of various HR issues.

CO3: To analyse the strategic issues and strategies required to select and develop manpower resources.

CO4: To integrate the knowledge of HR concepts to take correct business decisions.

Semester	IV	No of Hours	60
Paper Code	BBA 4.3	Subject	Production and Materials Management
Internal Marks	20	External Marks	80

Paper: Production and Materials Management

Paper Code: 4.3

CO 1: Production Material management subject gives immense knowledge to the students regarding production of products in the manufacturing unit.

CO 2: It teaches different kinds of production i.e. Job – shop production, Batch production, Mass production, continuous production.

CO 3: It teaches the students how to plant layout and material handling.

CO 4: It gives knowledge of production planning and control as well as quality control.

CO 5: It teaches Material Management primarily concerned with the acquisition control and use of materials needed and flow of goods connected with production process.

CO 6: It help the students to learn about industry, equipment and machinery maintenance because it is very important part of the total productive effort.

Semester	IV	No of Hours	60
Paper Code	BBA 4.4	Subject	Financial Management
Internal Marks	20	External Marks	80

Paper: Financial Management

Paper Code: BBA 4.4

CO 1: Explain the concept of fundamental financial concepts, especially time value of money.

CO 2: Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.

CO 3: Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.

CO 4: Analyse the complexities associated with management of cost of funds in the capital Structure.

CO 5: Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions.

CO 6: Apply capital budgeting projects using traditional methods.

SEMESTER – V

Semester	V	No of Hours	60
Paper Code	BBA 5.1	Subject	Strategic Management
Internal Marks	20	External Marks	80

Paper: Strategic Management

Paper Code: BBA 5.1

CO 1: To provide students with the fundamentals of strategic management in a comprehensive fashion and relate its concepts and techniques to the Indian as well as International Context.

CO 2: Provides information to students on strategic planning, implementation, evaluation etc

CO 3: Helps students to understand strategic management process and implementation and preparation of project reports.

Semester	V	No of Hours	60
Paper Code	BBA 5.2	Subject	Operations Research
Internal Marks	20	External Marks	80

Paper: Operations Research

Paper Code: BBA 5.2

CO 1: Understanding of the practical applications of the subject.

CO 2: Development of analytical thought process to help develop modelling.

CO 3: Identify and develop operational research models from the verbal description of the real system.

CO 4: Understand the mathematical tools that are needed to solve optimisation problems.

CO 5: Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management.

Semester	V	No of Hours	60
Paper Code	BBA 5.3	Subject	Management Information System
Internal Marks	20	External Marks	80

Paper: Management Information System

Paper Code: BBA 5.3

CO 1: Helps to store, process, manage various kinds of information with electronic mode.

CO 2: Helps to expose the students to electronic modes of commercial operations.

CO 3: Provides insights on concepts of E-business, security for E-business, E-payment methods, technologies and Cyber Laws in e-business for making various management operations.

SEMESTER – VI

ELECTIVE-B

Sales & Marketing Management (SMM)

Semester	VI	No of Hours	60
Paper Code	SMM 6.1	Subject	Sales & Distribution Management
Internal Marks	20	External Marks	80

Paper: Sales & Distribution Management

Paper Code: BBA 6.1

CO 1: The learner will comprehend the management functions that go into sales management.

CO 2: The learner will learn how to sell effectively along with designing territories and quotas.

CO 3: The learner will understand the distribution channels and how to manage channel members.

Semester	VI	No of Hours	60
Paper Code	SMM 6.2	Subject	Promotion Mix
Internal Marks	20	External Marks	80

Paper: Promotion Mix

Paper Code: SMM 6.2

CO 1: Students will know that Integrated marketing communication plays an integral role in communicating brand message to a larger audience and helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.

CO 2: Students will come to know about the various components of the promotion mix and the uses of each in Marketing.

CO 3: Students will know why it is necessary to identify your target audience, work out a budget that you can afford for a promotion, and decide the most efficient marketing channels for your audience.

CO 4: Students will learn how a company that enhances its reputation through a range of unique Public Relation practices which makes it likely that new potential customers will find their way right to its door and customers and clients will have more options to connect with the company through its business stories and press releases.

CO 5: Students will learn that brand management is an umbrella term that describes all the facets of design, placement, marketing, advertising, and distribution that foster identifying and developing a brand personality.

Semester	VI	No of Hours	60
Paper Code	SMM 6.3	Subject	Marketing of Services
Internal Marks	20	External Marks	80

Paper: Marketing of Services

Paper Code: SMM 6.3

CO 1: Students will be able to identify the scope and significance of Marketing in Domain Industry

CO 2: Students will be able to examine marketing concepts and phenomenon to current business events In the Industry.

CO 3: Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

CO 4: Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

CO 5: Students will be able to practice marketing communication skills relevant to the corporate world.

ELECTIVE-C

Human Resource Management (HRM)

Semester	VI	No of Hours	60
Paper Code	HRM 6.1	Subject	Industrial Relations & Industrial Relations Laws
Internal Marks	20	External Marks	80

Paper: Industrial Relations & Industrial Relations Laws

Paper Code: HRM 6.1

CO 1: Students will be able to elaborate the concept of Industrial Relations.

CO 2: The students will be able to illustrate the role of trade union in the industrial setup.

CO 3: Students will be able to outline the important causes & impact of industrial disputes.

CO 4: Students will be able to elaborate Industrial Dispute settlement procedures.

CO 5: Student will be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965

CO 6: Student will be able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.

Semester	VI	No of Hours	60
Paper Code	HRM 6.2	Subject	Human Resource Development
Internal Marks	20	External Marks	80

Paper: Human Resource Development

Paper Code: HRM-6.2

CO 1: Student can understand the basic concept, sub system of and objectives of HRD

CO 2: Students can aware of the training concept and challenges of HRD

CO 3: Students can learn about Potential Appraisal and need of career planning

CO 4: Student can understand in detail about organization development

Semester	VI	No of Hours	60
Paper Code	HRM 6.3	Subject	Compensation management & wage laws
Internal Marks	20	External Marks	80

Paper: Compensation management & wage laws

Paper Code: HRM-6.3

CO 1: It helps the student to learn the concepts, Objectives, principles, and importance of wage and salary.

CO 2: Students will understand process of wage and salary and determination of wage and salary structure.

CO 3: It teaches the students wage incentive plans and time wages.

CO 4: It also helps the student to have the knowledge regarding Fair wages, Living wages.

CO 5: It also teaches the students about Dearness allowance, Fringe benefits, Bonus.

CO 6: It helps the students to learn about employee provident fund, payment of gratuity and miscellaneous provisions Act, 1952.