

Course Code:BBA 104	Quantitative Techniques									
CO1: Understand the basic concepts of Statistics	3	2	2	2	-	-	-	-	-	1
CO2: Explain Correlation and Regression concepts in business and research problems	3	3	3	3	1	1	1	1	1	2
CO3: Apply linear programming in business decision making	3	3	3	3	2	1	1	1	1	2
CO4: Evaluate transportation and assignment problem	3	3	3	3	2	-	-	-	-	1
Average	3.0	2.8	2.8	2.8	1.7	1.0	1.0	1.0	1.0	1.5
Course Code:BBA 106	E-Commerce									
CO1: Understand the concepts of e-commerce	3	-	-	-	-	1	-	1	-	2
CO2: Comprehend the Electronic Payment System and Security issues in e-commerce	3	2	2	2	1	-	2	1	2	2
CO3: Prepare web pages using HTML Tools	3	-	2	2	-	-	2	-	2	2
CO4: Analyze and Apply the emerging trends and ethical consideration in E-Commerce	3	2	2	2	-	1	2	-	-	2
Average	3.0	2.0	2.0	2.0	1.0	1.0	2.0	1.0	1.0	2.0
Course Code:BBA 108	E-Commerce-Lab									
CO1: Apply basic and advanced text formatting.	3	2	1	1	2	-	2	-	-	2
CO2: Design web pages using HTML Tags	3	1	2	2	1	-	2	-	-	2
CO3: Create a basic website.	3	1	1	1	-	-	2	1	-	2
CO4: Exhibit and develop animations in web pages	3	2	2	2	1	1	2	1	2	2
Average	3.0	1.5	1.5	1.5	1.3	1.0	2.0	1.0	1.0	2.0
Course Code:BBA 110	Business Communication									
CO1: Understand the effective communication for Business	3	-	-	-	-	2	1	-	-	1
CO2: Ability to make effective formal presentations and business letters.	3	2	2	2	1	2	1	1	1	1
CO3: Explore and adapt the multicultural communication	3	1	1	1	1	2	-	1	-	1
CO4: Analyze the Communication Barriers for conflict resolution	3	2	2	2	1	2	-	-	-	1
Average	3.0	1.7	1.7	1.7	1.0	2.0	1.0	1.0	1.0	1.0
Course Code:BBA 112	Business Environment									
CO1: Understand the concept and importance of Business Environment	3	-	-	-	-	2	2	1	-	1
CO2: Comprehend the concept of Macro Economics and National Income.	3	3	3	3	2	-	3	-	-	2
CO3: Able to identify Indian economy development and its problems.	3	3	3	3	2	-	3	-	-	2
CO4: Explore the structure of Indian Economy and its environment.	3	2	2	2	1	-	-	-	-	1
Average	3.0	2.7	2.7	2.7	1.7	2.0	2.7	1.0	1.0	1.5
Course Code:BBA 201	Business Laws									
CO1: Understand the concepts of Indian Contract Act,1872	3	1	1	1	1	1	1	1	2	1
CO2: Comprehend the difference between Sale and Agreement	3	1	1	1	1	1	1	2	2	1
CO3: Acquire fair knowledge of functions and importance of negotiable instruments.	3	2	2	2	1	1	2	2	2	2
CO4: Apply problem solving techniques and to be able to present legal arguments in business	2	2	2	2	1	2	2	2	2	2
Average	2.75	1.50	1.50	1.50	1.00	1.25	1.50	2.00	2.00	1.50
Course Code: BBA 203	Marketing Management									
CO1: Understand the effective application of product and pricing policies in business	3	2	2	2	1	1	1	1	1	2
CO2: Comprehend the role and importance of Intermediaries	3	2	2	2	-	-	-	-	-	1
CO3: Apply the concepts and importance of Direct marketing, Public Relations and Digital Marketing	3	2	2	2	1	2	1	2	2	2
CO4: Demonstrate strong conceptual knowledge in the functional areas of marketing management.	3	2	2	2	-	1	-	-	-	1
Average	3.00	2.00	2.00	2.00	1.00	1.25	1.00	1.50	1.50	1.50
Course Code: BBA 205	Business Ethics and Corporate Social Responsibility									
CO1: Understand the concept of values and business ethics in business operations.	3	1	1	1	-	1	-	3	-	1
CO2: Comprehend and analyze the concept of corporate governance and how to deal with unethical issues in business	3	2	2	2	2	2	1	3	3	2
CO3: Describe the concept of knowledge and wisdom in application of business ethics.	3	2	2	2	1	2	-	3	-	1
CO4: Analyze the critical factors playing vital role in implementing CSR activities within the organization.	3	2	2	2	2	2	1	3	3	2
Average	3.00	1.75	1.75	1.75	1.67	1.75	1.00	3.00	3.00	1.50
Course Code: BBA 207	Management Accounting									
CO1: Understand the concepts of Management Accounting	3	2	2	2	1	-	-	-	-	1
CO2: Able to perform Financial Analysis, Ratio Analysis and Cash Flow Analysis	3	3	3	3	3	-	2	1	-	2
CO3: Application of Marginal Costing and profit planning	3	3	3	3	3	-	-	-	-	2
CO4: Preparation of Budgets and establish Budgetary Control	2	3	3	3	3	-	2	1	-	2
CO5: Analyze the concept of cost for effective decision making	2	3	3	3	2	1	2	1	-	2
Average	2.60	2.80	2.80	2.80	2.40	1.00	2.00	1.00	1.00	1.80
Course Code: BBA 209	Indian Economy									
CO1: Understand different problems in Indian Economy	3	2	2	2	2	-	1	1	1	1
CO2: Comprehend the features of India's five-year plan and its impact on economy	2	1	1	1	-	1	-	1	1	1
CO3: Explore the concept of industrialization and its policies	3	1	1	1	-	-	-	1	-	1
CO4: Develop an understanding on economic planning and development in India.	3	-	-	-	-	-	-	-	-	1
Average	2.75	1.33	1.33	1.33	2.00	1.00	1.00	1.00	1.00	1.00
Course Code: BBA 202	Human Resource Management									
CO1: Understand and apply Human Resource Management Perspective in modern business	3	1	1	1	-	-	-	-	-	1
CO2: Identify various techniques for performance appraisal and ability to handle Grievances	2	2	2	2	1	2	2	2	2	2
CO3: Ability to recruit Select and interview job candidates.	2	2	2	2	1	2	1	1	1	1
CO4: Ability to identify training and placement needs, and Implement Management Development Techniques	2	2	2	2	1	2	1	2	1	2
Average	2.25	1.75	1.75	1.75	1.00	2.00	1.67	1.33	1.33	1.50

Course Code: BBA 204	Financial Management									
CO1: Understand the concepts of cost of capital and capital structure	3		3	3	2	-	2	1		2
CO2: Identify various sources of finance used in business	3	2	2	2	1	-	2	-		1
CO3: Demonstrate an understanding of the overall role and importance of the financial management	3	2	2	2	-	2	-	-		1
CO4: Explore dividend decisions and working capital management	3	3	3	3	2	2	2	1		2
CO5: Analyze capital budgeting techniques for business	3		3	3	2	-	2	1		2
Average	3.00		2.60	2.60	1.75		2.00	2.00		1.60
Course Code: BBA 206	Research Methodology									
CO1: Identify the process of research and methods of research	3		2	2	1	-	-	1		2
CO2: Apply the knowledge of sampling and techniques for hypothesis testing	3	2	2	2	1	-	2	1		2
CO3: Prepare research reports and analyze data	2	2	2	2	1	1	2	1		2
CO4: Develop understanding on scope of business research and its types	3	-	-	-	-	-	-	-		1
Average	2.75		2.00	2.00	1.00		1.00	2.00		1.75
Course Code: BBA 208	Research Methodology Lab									
CO1: Understand various aspects of research	3	-	-	-	-	-	-	-		1
CO2: Comprehend and analyse various statistical tools used in research methodology	3	3	3	3	2	-	-	1		1
CO3: Apply the basic computational and Advanced excel/SPSS- skills for research.	3	3	3	3	2	1	1	1		1
CO4: Apply statistical analysis and inference to prove the research outcomes.	3	3	3	3	2	1	1	1		1
Average	3.00		3.00	3.00	2.00		1.00	1.00		1.00
Course Code: BBA 210	Information Systems Management									
CO1: Describe the role of information systems in business organization	3	-	-	-	-	-	-	-		1
CO2: Compare various Database models for determining the business value of information systems	3	2	2	2	-	1	1	1		2
CO3: Able to perform cost-benefit analysis for system development	2	2	2	2	1	-	1	1		2
CO4: Explore the types of information systems and development of IT	2	2	2	2	-	-	-	-		2
Average	2.50		2.00	1.67	1.00		1.00	1.00		1.75
Course Code: BBA 212	Information Systems Management Lab									
CO1: Understand various aspects and concepts of Information Systems	3	-	-	-	-	-	-	-		1
CO2: Interpret the result of SQL queries used in Databases	3	2	2	2	1	-	1	1		2
CO3: Design the databases using Entity Relationship Model	3	2	2	2	1	1	1	1		2
CO4: Evaluate the role of SQL-Queries DML commands & aggregate functions in Databases	2	2	2	2	-	-	-	-		2
Average	2.75		2.00	2.00	1.00		1.00	1.00		1.75
Course Code: BBA 301	Income tax Law and Practice									
CO-1: Understand the basic concepts of Income Tax Act 1961	2	-	-	-	-	1	3	2		1
CO-2: Comprehend the residential status of assess and incomes exempted from tax	2	-	1	-	-	1	1	2		2
CO-3: Apply income tax provisions and deductions to compute income from salary, income from house property and Business Profession	3	2	2	2	1	2	1	1		1
CO-4: Analyze analytical ability of the students on different aspects of Tax	2	3	3	3	2	3	-	-		3
CO-5: Develop the ability of students to compute total income and file income tax returns.	3	3	3	3	2	-	3	3		2
Average	2.40		2.67	2.25	1.50		1.50	2.20		1.67
Course Code: BBA 303	Production & Operations Management									
CO1: Understand the basics of planning and control activities to achieve the highest efficiency in producing goods/services.	3	2	1	-	-	2	2	-		2
CO-2: Compare and apply various techniques on locating the Plant Location, choosing the layout and purchasing the material.	2	2	-	-	-	1	1	3		3
CO-3: Examine the applicability of materials, manpower effectively by using appropriate inventory and time study techniques and can develop production by using effective quality control standards and techniques.	3	2	3	2	-	2	1	2		2
CO-4: Able to maintain the plant and even familiarize with the recent trends in the contemporary issues related to the manufacturing system and increase them for the future.	3	2	3	3	3	2	2	1		3
Average	2.75		2.00	2.33	2.50		2.00	1.75		2.50
Course Code: BBA 305	Services Marketing									
CO1: Understand the basic concept of marketing and the similarities and differences in service-based and physical product based marketing activities.	3	1	-	-	-	-	-	1		1
CO2: Demonstrate a knowledge of the extended marketing mix for services	2	2	2	2	2	1	2	2		2
CO3: Analyse, Specify and Select markets for specific service products	2	2	2	2	1	-	2	-		2
CO4: Prepare, Communicate and Justify marketing mixes and information systems for service-based organisations	2	2	1	1	3	1	1	1		1
CO5: Develop and Justify marketing planning and control systems appropriate to service-based activities	3	2	1	1	1	2	1	2		2
Average	2.40		1.80	1.50	1.25		1.67	1.75		1.25
Course Code: BBA 307	Entrepreneurship Development									
CO1: Understand the concept of Entrepreneur and its Emergence.	3	-	-	-	-	2	2	2		3
CO2: Exhibit the endurance in their Entrepreneurial initiatives	3	2	2	2	2	2	2	2		1
CO3: Foster self-efficacy and self-advocacy to improve communication and problem-solving skills	2	-	2	2	2	2	2	-		1
CO4: Able to develop the promotion of a venture for Business.	2	2	3	3	3	3	2	2		3
CO5: Develop the entrepreneurial behaviour and development problem for better business environment	2	3	2	2	2	2	2	3		2
Average	2.40		2.33	2.25	2.33		2.20	2.00		2.25
Course Code: BBA 309	Goods and Service Tax									
CO1: Understand and Analyze the Value - Added Taxes.	2	2	1	1	1	-	1	1		2
CO2: Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market oriented economy.	2	2	1	1	1	-	1	1		2
CO3: Describe the tax planning, tax management into the Payment of tax and filing of tax returns.	2	2	2	2	1	1	1	1		1
CO4: Acquire and Apply the concepts of indirect tax and its related issues.	3	2	2	2	2	-	1	-		1
CO5: Apply GST on the taxable capacity consumers, dealers and of the society at large and its changes.	3	1	1	1	-	-	1	1		1
Average	2.40		1.60	1.40	1.33		1.00	1.00		1.40

Course Code: BBA 311		Summer Training Report (STR)								
CO1: Learning the process of Entrepreneurship	3		1	1	1	2	1	1	1	1
CO2: Practice theoretical concepts on day to day tasks assigned through internship	3		2	2	2	3	2	2	2	2
CO3: Develop skills through managerial tasks assigned by the industry mentor	2		1	1	1	2	-	1	-	2
Average	2.67		1.33	1.33	1.33	1.00	2.33	1.50	1.33	1.67
Course Code: BBA 302		Project Management								
CO1: Understand project characteristics and various stages of the project	2		1	-	-	-	2	1	-	2
CO2: Describe project lifecycle and skillfully map stages of each cycle.	2		1	-	-	-	1	-	-	1
CO3: Apply Technical and Market Analysis with Network Techniques for clarity about project organization and feasibility analyses.	3		3	3	2	1	2	-	-	1
CO4: Develop project scope while considering various factors such as customer requirements and internal and external goals.	2		2	2	-	1	-	1	-	2
Average	2.25		1.75	2.50	2.00	1.00	1.67	1.00	-	1.50
Course Code: BBA 304		Digital Marketing								
CO1: To apply the company orientation towards the Digitalization or Online Market and also evaluate the E-Commerce	3		1	1	1	-	1	1	1	2
CO2: To classify and interpret the communication mix with respect to advertising, sales promotion, personal selling and various other communication methods in digital marketing	2		1	-	-	3	2	-	-	1
CO3: To analyse the consumer behavior and can recognize the different steps in decision making	2		2	1	-	2	1	-	-	2
CO4: To discover, evaluate and analyze a brand in the Online Market.	2		2	2	1	-	1	1	1	1
Average	2.25		1.50	1.33	1.00	2.50	1.25	1.00	1.00	1.50
Course Code: BBA 306		International Business Management								
CO1: Understand the trade dynamics and the country's position in the international markets	3		-	-	-	1	-	1	-	1
CO2: Comprehend the concept of International Business and its Globalization	3		-	-	-	2	-	1	-	2
CO3: Evaluate and apply business strategies in International market conditions.	2		2	1	2	-	1	-	-	1
CO4: Develop capability to use international business concepts in real business decision making.	3		1	1	-	-	1	1	1	1
Average	2.75		1.50	1.00	2.00	1.50	1.00	1.00	1.00	1.25
Course Code: BBA 308		Business Policy and Strategy								
CO1: Understand, Identify and Analyze Business Policy & Strategic Management Process for effective decision making	3		2	2	1	1	1	1	1	1
CO2: Comprehend the choice of business strategies	2		2	2	-	3	-	-	-	-
CO3: Explore Analysis of Environment and Internal Resources for Business.	2		3	2	2	1	1	1	1	2
CO4: Examine the process of implementing strategies across business operations	2		2	1	1	2	1	-	-	1
Average	2.25		2.25	1.75	1.33	1.75	1.00	1.00	1.00	1.33
Course Code: BBA 310		Sales and Distribution Management								
CO1: Describe the role of sales training and motivation in sales executive performance	3		1	1	-	-	-	-	-	1
CO2: Able to apply the knowledge effectively in the fields of Marketing and sales and human resource	2		2	2	-	1	-	1	-	1
CO3: Develop the understanding of Distribution channel role in remaining competitive in the market.	3		1	2	-	-	-	-	-	1
CO4: To analyze various legal and ethical issues being faced by the sales executive while performing their sales operations	2		2	2	1	1	2	2	2	2
Average	2.50		1.50	1.75	1.00	1.00	2.00	1.50	1.50	1.25
Course Code: BBA 312		Project Report								
CO1: Understand the process of Entrepreneurship	3		2	1	1	1	1	1	1	1
CO2: To practice theoretical concepts on day to day tasks assigned through internship	3		1	2	2	2	1	2	1	2
CO3: Develop skills through managerial tasks assigned by the industry mentor	2		1	1	1	1	-	1	-	1
Average	2.67		1.33	1.33	1.33	1.33	1.00	1.33	1.33	1.33