



TECNIA INSTITUTE OF ADVANCED STUDIES

			W.E.F. 2017-18					
70 00	PO1- Damain Knowledge	PO2 -Problem Analysis , Critical Thinking and Analytical Skills	PO3- Development of solutions	PO4- Investigation of Complex Problems	POS- Develop communication and professional presentation and leadership skills	POG- Creative Thinking for innovative solutions of project and finance	PO7- Ethics, environment sustanbility	PO8- Modern Tool Usages and life-long learning
Course Code: BBA 101				Management Process & Org. Be	chaviour			
CO1: Comprehend the concepts of Management and its Functions.	3	-			1	-	1	2
CO-2: Understand the relevance of Organisation and Individual Behaviour	3	1	1	1	1	-	1	1
CO-3: Explore the significance of the theories of Motivation	3	2	2	-	1	-	1	1
CO-4:Examine the concept of Group Behaviour and Team Development	3	2	2	2	1	1	1	1
CO-5: Apply leadership qualities for Managing effective teams	3	2	2	2	2	2	1	2
Average	3.00	1.75	1.75	1.67	1.20	1.50	1.00	1.40
Course Code:BBA 103		÷		Business Mathematics				
CO-1:Competence to resolve Differential Calculus Problems	3	2	3		-	2		2
CO2: Proficiency to solve the problems of counting	3	2	3		-	2		2
CO-3: Ability to solve the Integral calculus	3	2	3	-	-	2		2
CO-4: Analyzing Business Research Problems	3	3	2	3	2	2	1	2
CO-5: Evaluate the problems of Matrix Algebra in Business Problem	3	3	2	3	-	2		2
Average	3.00	2.40	2.60	3.00	2.00	2.00	1.00	2.00
Course Code:BBA 105				Financial Accounting & Ana	llysis			
CO1: Understand the concepts of accounting and importance of GAAP and accounting standards	3		i	1	-	1	1	1
CO-2: Comprehend the role of SEBI as a regulator	3	-	-	-		1	1	1
CO-3: Explore the Contemporary issues and challenges in accounting	3	1		1	2	1		1
CO-4: Analyze the Journalizing Transactions and Company Final Accounts	3	1	1	1		1	1	1
CO-5: Examine the concept and the methods of depreciation	3	1	1			1		1
Avenage	3.00	1.00	1.00	1.00	2.00	1.00	1.00	1.00
Course Code:BBA 107				Business Economics				
CO1: Comprehend the concepts of Business Economics	3		-	-	1	-	1	1
CO2: Explore the theory of Production and through the use of ISO-QUANTS	3	2	1	1		1	1	1
CO3: Investigate Cost Analysis and Price Output Decisions	3	2	1	2	-	2		1
CO4: Analyze the relationship between consumer behaviour and demand	3	1	1		1			1
Average	3.00	1.67	1.00	1.50	1.00	1.50	1.00	1.00
Course Code:BBA 109				Computer Application				
CO1: Understand the role of databases in Computer applications	3		-		1			
CO2: Explain the concept of Computers	3			-	-	-		1
CO3: Explore Computer Networks and IT Applications.	3	1		-	1	-		1
CO4: Demonstration of Operating System and Computer Languages	3			-	-	-		-
COS: Analyze Data using Advanced Excel and MS Word to solve business problems	3	2	2	1		2	1	1
Avenage	3.0	1.5	2.0	1.0	1.0	2.0	1.0	1.0
Course Code:BBA 111				Computer Applications La	ab		1	
COI: Understand Computer Commands to explore windows.	3	-	-	-				1
CO2: Explore MS PowerPoint for Effective and Professional Presentation and communication skills	3	1	1	-	2	1	1	1
CO3: Proficiency in Advance excel for Data Analysis.	3	1	1	-	-	-		1
CO4: Apply the tables and charts from Excel to create interactive and animated presentations	3	1	1	-	2	1	1	1
COS: Examine the applications of the MS Office	3	1	1	1	1		1	1
Average	3.0	1.0	1.0	1.0	1.7	1.0	1.0	1.0
Course Code:BBA 102		1	1	Cost Accounting	1	1	1	
CO1: Comprehend the Scope and concepts of Cost Accounting.	3	-	-					1
CO2: Preparation of contract accounts using escalation clause	3	2	2	-	-	-	1	2
CO3: Applying Material Controlling techniques for handling Inventories.	3	2	2	1	-	1	1	2
CO4: Examine the incentive schemes and renumeration systems to deal with labour cost and functional analysis	3	2	2	1	1	1	1	1
COS: Analyze the Cost sheet with computation of normal and abnormal profits/loss	3	2	2	1	-	1		2
Avenage	3.0	2.0	2.0	1.0	1.0	1.0	1.0	1.6
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BACHELORS OF BUSINESS ADMINISTRATION(BBA)

Course Code:BBA 104				Quantitative Techniques					
CO1: Understand the basic concepts of Statistics	3	2	2	-	-	-	-	1	
CO2: Explore Correlation and Regression concepts in business and research problems	3	3	3	1	1	1	-	2	
CO3: Apply linear programming in business decision making.	3	3	3	2	1	1	1	2	
CO4: Evaluate transportation and assignment problem	3	3	3	2	-	-	-	1	
Average	3.0	2.8	2.8	1.7	1.0	1.0	1.0	1.5	
Course Code:BBA 106		E-Ommerce							
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	1	-	2	1	2	
CO3: Prepare web pages using HTML Tools	3		2	-		2	-	2	
CO4: Analyze and Apply the emerging trends and ethical consideration in E-Commerce	3	2	2		1	2	-	2	
Average	3.0	2.0	2.0	1.0	1.0	2.0	1.0	2.0	
Course Code:BBA 108				E-Commerce -Lab			L		
CO1: Apply basic and advanced text formatting.	3	2	1	2	-	2	-	2	
CO2: Design web pages using HTML Tags	3	1	2	1		2	-	2	
CO3: Create a basic website.	3	1	1			2	1	2	
CO4: Exhibit and develop animations in web pages	3	2	2	1	1	2	1	2	
Average	3.0	1.5	1.5	13	1.0	2.0	1.0	2.0	
Course Code:BBA 110				Business Communication					
CO1: Understand the effective communication for Business	3		-	-	2	1		1	
COT: Concessand use energies communication to instances CO2: Ability to make effective formal presentations and business letters.	3	2	2	1	2	1	- 1	1	
CO2: Abury to make effective formal presentations and business letters. CO3: Explore and adapt the multicultural communication	3	1	1	1	2		1	1	
COS: Explore and adapt the multicatural communication CO4: Analyze the Communication Barriers for conflict resolution	3	2	2	1	2	<u> </u>		1	
CON Analyze the Communication Barriers for context resolution	3.0	1.7	1.7	10	2	-	-	1	
Average Course Code:BBA 112	3.0	4.7	L/	1.0 Business Environment	20	1.0	1.0	1.0	
			1	Business Environment	2	2	, I		
COI: Understand the concept and importance of Business Environment	3	-	- 3	-	2	2	1	1	
CO2: Comprehend the concept of Macro Economics and National Income.	3	3	3	2	•		-	2	
CO3: Able to identify Indian economy development and its problems.				2	-	3	-	-	
CO4: Explore the structure of Indian Economy and its environment.	3	2	2	1		-	-	1	
Average	3.0	2.7	2.7	1.7	2.0	2.7	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	2	1	
CO2: Comprehend the difference between Sale and Agreement	3	1	1	1	1	1	2	1	
CO3: Acquire fair knowledge of functions and importance of negotiable instruments.	3	2	2	1	1	2	2	2	
CO4: Apply problem solving techniques and to be able to present legal arguments in business	2	2	2	1	2	2	2	2	
Avenge	2.75	1.50	1.50	1.00	1.25	1.50	2.00	1.50	
Course Code: BBA 203			T.	Marketing Management		1			
CO1: Understand the effective application of product and pricing policies in business	3	2	2	1	1	1	1	2	
CO2: Comprehend the role and importance of Intermediaries	3	2	2	-	1	-	-	1	
CO3: Apply the concept and importance of Direct marketing, Public Relations and Digital Marketing	3	2	2	1	2	1	2	2	
CO4: Demonstrate strong conceptual knowledge in the functional area of marketing management.	3	2	2	-	1	-	-	1	
Average	3.00	2.00	2.00	1.00	1.25	1.00	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	-	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	1	3	2	
CO3: Describe the concept of knowledge and wisdom in application of business ethics.	3	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	1	3	2	
Average	3.00	1.75	1.75	1.67	1.75	1.00	3.00	1.50	
Course Code: BBA 207				Management Accounting					
COI: Understand the concepts of Management Accounting	3	2	2	1		-	-	1	
CO2: Able to perform Financial Analysis, Ratio Analysis and Cash Flow Analysis	3	3	3	3	-	2	1	2	
CO3: Application of Marginal Costing and profit planning	3	3	3	3		2		2	
CO4: Preparation of Budgets and establish Budgetary Control	2	3	3	3		2	1	2	
CO5: Analyze the concept of cost for effective decision making	2	3	3	2	1	2	1	2	
Average	2.60	2.80	2.80	2.40	1.00	2.00	1.00	1.80	
Course Code: BBA 209				Indian Economy					
COI: Understand different problems in Indian Economy	3	2	2	2		1	1	1	
CO2:Comprehend the features of India's five years plan and its impact on economy	2	1	1	-	1		1	1	
CO3: Explore the concept of industrialization and its policies	3	1	1	-		-	1	1	
CO4: Develop an understanding on economic planning and development in India.	3			-				1	
Average	2.75	1.33	1.33	2.00	1.00	1.00	1.00	1.00	
Course Code: BBA 202				Human Resourse Managem					
CO1: Understand and apply Human Resource Management Perspective in modern business	3	1	1	-				1	
CO2: Identify various techniques for performance appraisal and ability to handle Grievances	2	2	2	-	2	2	2	2	
CO3: Ability to recruit Select and interview job candidates	2	2	2	1	2	1	1	-	
CO4: Ability to identify training and placement needs, and Implement Management Development Techniques	2	2	2	1		2	1	2	
CON Atomy to accurry training and pracement needs, and implement standgement Development rectangless Average	2.25	1.75	1.75	1.00	2.00	1.67	1.33	1.50	

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NameNa	Course Code: BBA 204				Financial Management			•	
NameN	CO1: Understand the concepts of cost of capital and capital structure	3	3	3	2	-		1	2
ResultSet of the stateSet of the sta					1	-	2	-	
Math Matr	CO3:Demonstrate an understanding of the overall role and importance of the financial management		2		-			-	
NameN	CO4: Explore dividend decisions and working capital management		3		2	2		1	
Index and the set of the se	CO5: Analyze capital budgeting techniques for business	3	3	3	2	-	2	1	2
Sharp <th< td=""><td>Average</td><td>3.00</td><td>2.60</td><td>2.60</td><td></td><td></td><td>2.00</td><td>1.00</td><td>1.60</td></th<>	Average	3.00	2.60	2.60			2.00	1.00	1.60
BalandamBaland	Course Code: BBA 206	I			Research Methodology				
Partner<	CO1: Identify the process of research and methods of research	3	2	2	1	-		1	2
NameN	CO2: Apply the knowledge of sampling and techniques for hypothesis testing	3	2	2	1	-	2	1	2
<table-container>Problem&lt;</table-container>	CO3: Prepare research reports and analyze data	2	2	2	1	1	2	1	2
OrderOpenational <td>CO4: Develop understanding on scope of business research and its types</td> <td>3</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td></td> <td>-</td> <td>1</td>	CO4: Develop understanding on scope of business research and its types	3	-	-	-	-		-	1
NameN	Average	2.75	2.00	2.00	1.00	1.00	2.00	1.00	1.75
Non-standNome	Course Code: BBA 208	i			Research Methodology La	ıb			
<table-container>March Constraint March Marc</table-container>	CO1: Understand various aspects of research	3	-		-	-			1
NameN	CO2: Comprehend and analyse various statistical tools used in research methodology	3	3	3	2	-		1	1
<table-container>network&lt;</table-container>	CO3: Apply the basic computational and Advanced excel/ SPSS- skills for research.	3	3	3	2	1	1	1	1
<table-container>NameN</table-container>	CO4: Apply statistical analysis and inference to prove the research outcomes.	3	3	3	2	1	1	1	1
Onlongenergy111 <t< td=""><td></td><td>3.00</td><td>3.00</td><td>3.00</td><td>2.00</td><td>1.00</td><td>1.00</td><td>1.00</td><td>1.00</td></t<>		3.00	3.00	3.00	2.00	1.00	1.00	1.00	1.00
DescriptionDescripti	Course Code: BBA 210			1	Information Systems Manage	ment			
<table-container>Mathematical Constraint of the sector of the sector</table-container>	CO1: Describe the role of information systems in business organization	3	-	-		-			1
<table-container>Mathematical Constraint of the sector of the sector</table-container>	CO2: Compare various Database models for determining the business value of information systems	3	2	2		1	1	1	2
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<table-container>NameN</table-container>		2	2	2	+				2
<table-container>Image: Part of the sector o</table-container>		2.50	2.00	1.67	1.00	1.00	1.00	1.00	1.75
<table-container>NameN</table-container>	Course Code: BBA 212		l.		Information Systems Managem	ent Lab			
<table-container>Mathematical Constraint of the sector of the sector</table-container>		3	-		-	-			1
<table-container>Mathematical Constraint of the sector of the sector</table-container>		3	2	2	1	-	1	1	2
<table-container>NameN</table-container>	CO2: Design the databases using Entity Relationship Model	3	2	2	1	1	1	1	2
<table-container>Partner&lt;</table-container>		2	2						2
<table-container>One of the constraint of the co</table-container>		2.75	2.00	2.00	1.00	1.00	1.00	1.00	1.75
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<table-container>NAMP Constraint of the second of the</table-container>	CO-1: Understand the basic concepts of Income Tax Act 1961	2				1	3	2	1
Shapen quanta		2		1	1		1	2	2
Name space of the space		3	2	2	1	2	1		1
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Index of the stand of the s	Average					1.50			
<table-container>Ollower&lt;</table-container>	Course Code: BBA 303				Production & Operations Mana	agement			
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<table-container>Characterization111<td></td><td>2</td><td>2</td><td></td><td></td><td></td><td></td><td>1</td><td>3</td></table-container>		2	2					1	3
Index base22222221000	CO-2: Compare and apply various techniques on returning the rank estation, encoding the up on the partnering the materials. CO-3: Examine the applicability of materials, manpower effectively by using appropriate inventory and time study techniques and can develop	3	2	3	2	-	2	1	2
Index base22222221000	numbuctivity by using effective quality control standards and techniques CO-4: Able to maintain the plant and even familiarize with the recent trends in the contemporary issues related to the manufacturing system and								
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Outcome Description         Description <thdescription< td="" th<=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></thdescription<>									
Construction         Construction<	-	2.40	2.33	2.25			2.00	2.25	2.00
CO2 Copyoned her provides data mages and inspect data many data								1	
Initial control         Initial									
Oct. Aque and py the compts indirect usal to relate issues.         3         2         2         2         1 <th1< th="">         1         <th1< th="">         1</th1<></th1<>	orientated economy				1	-			
C02.Apply G3T on B truthly capacity oronaures, data and of the society a large and is charges.         3         1						1		1	
	CO4: Acquire and Apply the concepts of indirect tax and its related issues.				2	-	1	-	
Average 2.40 1.60 1.40 1.43 1.50 1.00 1.00 1.00 1.00 1.40 1.40					÷	-			
	Average	2.40	1.60	1.40	1.33	1.00	1.00	1.00	1.40

Course Code: BBA 311				Summer Training Report (S		1		
COI: Learning the process of Entrepreneurship	3	1	1	1	2	1	1	1
CO2: Practice theoretical concepts on day to day tasks assigned through internship	3	2	2	1	3	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	1.00	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	2
CO2: To classify and interpret the communication mix with respect to advertising, sales promotion, personal selling and various other communication methods in dioiral marketine	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
Avenge	2.25	1.50	1.33	1.00	2.50	1.25	1.00	1.50
Course Code: BBA 306			•	International Business Manage	ement		• •	
COI: 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 Globization	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
Average	2.75	1.50	1.00	2.00	1.50	1.00	1.00	1.25
Course Code: BBA 308				Business Policy and Strate	ay .			
COI: Understand, Identify and Analyze Business Policy & Strategic Management Process for effective decision making	3	2	2	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	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	1.33
Course Code: BBA 310				Sales and Distribution Manage	ement		I	
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
Avenge	2.50	1.50	1.75	1.00	1.00	2.00	1.50	1.25
Course Code: BBA 312				Project Report				
COI: Understand the process of Entrepreneurship	3	2	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	2
CO3: Develop skills through managerial tasks assigned by the industry mentor	2	1	1	1	1	-	1	1