



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University

Recognized Under Sec. 2(f) of UGC Act 1956

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BACHELORS OF BUSINESS ADMINISTRATION(BBA)

W.E.F. 2017-18



CO \ PO	PO1- Domain Knowledge	PO2 -Problem Analysis ,Critical Thinking and Analytical Skills	PO3- Development of solutions	PO4- Investigation of Complex Problems	PO5- Develop communication and professional presentation and leadership skills	PO6- Creative Thinking for innovative solutions of project and finance	PO7- Ethics, environment sustainability	PO8- Modern Tool Usages and life-long learning
Course Code: BBA 101		Management Process & Org. Behaviour						
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 & Analysis						
CO1: Understand the concepts of accounting and importance of GAAP and accounting standards	3	-	1	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

Average	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	-	-	-	-	-	-	-
CO5: Analyze Data using Advanced Excel and MS Word to solve business problems	3	2	2	1	-	2	1	1
Average	3.0	1.5	2.0	1.0	1.0	2.0	1.0	1.0
Course Code:BBA 111	Computer Applications Lab							
CO1: 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
CO5: 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	Cost Accounting							
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 remuneration systems to deal with labour cost and functional analysis	3	2	2	1	1	1	1	1
CO5: Analyze the Cost sheet with computation of normal and abnormal profits/loss	3	2	2	1	-	1	-	2
Average	3.0	2.0	2.0	1.0	1.0	1.0	1.0	1.6
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-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	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							
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	1.3	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
CO2: Ability to make effective formal presentations and business letters.	3	2	2	1	2	1	1	1
CO3: Explore and adapt the multicultural communication	3	1	1	1	2	-	1	1
CO4: Analyze the Communication Barriers for conflict resolution	3	2	2	1	2	-	-	1
Average	3.0	1.7	1.7	1.0	2.0	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	2	-	3	-	2
CO3: Able to identify Indian economy development and its problems.	3	3	3	2	-	3	-	2
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
Average	2.75	1.50	1.50	1.00	1.25	1.50	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	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							
CO1: 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							
CO1: 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

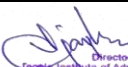
Average	2.75	1.33	1.33	2.00	1.00	1.00	1.00	1.00
Course Code: BBA 202	Human Resource Management							
CO1: Understand and apply Human Resource Management Perspective in modern business	3	1	1	-	-	-	-	1
CO2: Identify various techniques for performance appraisal and ability to handle Grievances	2	2	2	1	2	2	2	2
CO3: Ability to recruit Select and interview job candidates	2	2	2	1	2	1	1	1
CO4: Ability to identify training and placement needs, and Implement Management Development Techniques	2	2	2	1	-	2	1	2
Average	2.25	1.75	1.75	1.00	2.00	1.67	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	1	-	2	-	1
CO3: Demonstrate an understanding of the overall role and importance of the financial management	3	2	2	-	2	-	-	1
CO4: Explore dividend decisions and working capital management	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	1.00	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	1	-	2	1	2
CO3: Prepare research reports and analyze data	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	1.00	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	2	-	-	1	1
CO3: Apply the basic computational and Advanced excel/ SPSS- skills for research.	3	3	3	2	1	1	1	1
CO4: Apply statistical analysis and inference to prove the research outcomes.	3	3	3	2	1	1	1	1
Average	3.00	3.00	3.00	2.00	1.00	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	-	1	1	1	2

CO3: Able to perform cost-benefit analysis for system development	2	2	1	1	-	1	1	2
CO4: Explore the types of information systems and development of IT	2	2	2	-	-	-	-	2
Average	2.50	2.00	1.67	1.00	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
CO3: Interpret the result of SQL queries used in Databases	3	2	2	1	-	1	1	2
CO2: Design the databases using Entity Relationship Model	3	2	2	1	1	1	1	2
CO4: Evaluate the role of SQL Queries DML commands & aggregate functions in Databases	2	2	2	-	-	-	-	2
Average	2.75	2.00	2.00	1.00	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	1	2	1	-	1
CO-4: Analyze analytical ability of the students on different aspects of Tax	2	3	3	2	-	3	-	3
CO-5: Develop the ability of students to compute total income and file income tax returns.	3	3	3	2	-	3	1	2
Average	2.40	2.67	2.25	1.50	1.50	2.20	1.67	1.80
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
CO-3: Examine the applicability of materials, manpower effectively by using appropriate inventory and time study techniques and can develop productivity by using effective quality control standards and techniques.	3	2	3	2	-	2	1	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 prepare them for the future.	3	2	3	3	-	2	1	3
Average	2.75	2.00	2.33	2.50	2.00	1.75	1.00	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	1	2	2	2
CO3: Analyse, Specify and Select markets for specific service products	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
CO5: Develop and Justify marketing planning and control systems appropriate to service-based activities	3	2	1	1	1	2	1	2
Average	2.40	1.80	1.50	1.25	1.67	1.75	1.25	1.60
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	1
CO3: Foster self-efficacy and self-advocacy to improve communication and problem-solving skills	2	-	2	-	2	2	-	1
CO4: Able to develop the promotion of a venture for Business.	2	2	3	3	3	2	2	3
CO5: Develop the entrepreneurial behaviour and development problem for better business environment	2	3	2	2	2	2	3	2
Average	2.40	2.33	2.25	2.33	2.20	2.00	2.25	2.00
Course Code: BBA 309	Goods and Service Tax							
CO1: Understand and Analyze the Value - Added Taxes.	2	2	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 orientated economy.	2	2	1	1	-	1	1	2
CO3: Describe the tax planning, tax management into the Payment of tax and filing of tax returns.	2	1	2	-	1	1	1	1
CO4: Acquire and Apply the concepts of indirect tax and its related issues.	3	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
Average	2.40	1.60	1.40	1.33	1.00	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
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 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
Average	2.25	1.50	1.33	1.00	2.50	1.25	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 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 Strategy							
CO1: 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 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
Average	2.50	1.50	1.75	1.00	1.00	2.00	1.50	1.25
Course Code: BBA 312	Project Report							
CO1: 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
Average	2.67	1.33	1.33	1.33	1.33	1.00	1.33	1.33


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