

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 314
Course Name: Major Project

L - 0, T - 2
Credits – 6

Course Outcomes:

CO1: Apply all theoretical concepts learned in research methodology.

CO2: Articulate a clear research objective with accurate scope and limitations of the study.

CO3: Identify an appropriate sample size for a study.

CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection.

CO5: Study the data using techniques appropriate to the Research Design.

CO6: Analyze data using parametric techniques and conduct Univariate analysis.

CO7: Draw conclusions based on the results from the analysis

CO-PO Mapping

BBA 314 – Major Project

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	1	1
CO2	3	3	3	3	1	3	1	1
CO3	3	3	3	3	3	1	1	1
CO4	3	2	3	3	3	3	1	1
CO5	1	3	3	3	1	1	2	1
CO6	1	1	1	3	1	1	3	1
CO7	3	3	3	3	3	3	1	1