



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

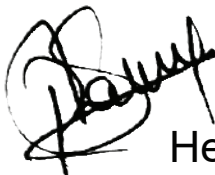
Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSES											
FIRST SEMESTER						SECOND SEMESTER					
C.CODE	COURSE	NEP CT	L	T/P	CREDITS	C.CODE	COURSE	NEP CT	L	T/P	CREDITS
BBA 101	Management Process & Organizational Behaviour	Core	4	-	4	BBA 102	Cost Accounting	Core	4	-	4
BBA 103	Business Mathematics	Core	4	-	4	BBA 104	Decision Techniques for Business	Core	4	-	4
BBA 105	Financial Accounting & Analysis	Core	4	-	4	BBA 106	Business Environment	Core	4	-	4
BBA 107	Business Economics	Core	4	-	4	BBA 108	E-Commerce	SE	3	-	3
BCA 109	IT Applications in Business	SE	3	-	3	BBA 110	Business Communication	AE	3	-	3
BBA 111	IT Applications in Business-Lab	SE	-	2	1	BBA 112	E-Commerce-Lab	SE	-	2	1
BBA 113	Entrepreneurial Mindset (NUES)	AE	2	-	2	BBA 114	Minor Project-1	SE	-	-	3
						BBA 116	MOOC*	AE	-	-	3
Total			21	2	22	Total			18	2	25
THIRD SEMESTER						FOURTH SEMESTER					
C.CODE	COURSE	NEP CT	L	T/P	CREDITS	C.CODE	COURSE	NEP CT	L	T/P	CREDITS
BBA 201	Business Law	Core	4	-	4	BBA 202	Business Analytics	AE	4	-	4
BBA 203	Marketing Management	Core	4	-	4	BBA 204	Financial Management	Core/SE	4	-	4
BBA 205	Human Resource Management	Core	4	-	4	BBA 206	Corporate Governance, Ethics & Social Responsibility of Business	Core/ I	4	-	4
BBA 207	Management Accounting	Core/SE	4	-	4	BBA 208	Income Tax Law and Practice	SE/IC	4	-	4
BBA 209	Production and Operations Management	Core/I	3	-	3	BBA 210	MOOC*	AE	-	-	3
BBA 211	Business Research Methodology	SE	3	-	3	BBA 212/214/216	Elective I (one paper to be selected from the list of electives)	DSE	4	-	4
BBA 213	Business Research Methodology Lab	SE	-	4	2	BBA 218	Minor Project – II	SE	-	-	3
BBA 215	NSS/NCC/NSO/others as notified by the university (NUES*)	AE	2	-	2						
BBA 217	Environmental Studies	I	4	-	4						
Total			28	4	30	Total			20	-	26
FIFTH SEMESTER						SIXTH SEMESTER					
C.CODE	COURSE	NEP CT	L	T/P	CREDITS	C.CODE	COURSE	NEP CT	L	T/P	CREDITS
BBA 301	Goods & Services Tax (GST)	SE	3	-	3	BBA 302	Project Management	Core	3	-	3
BBA 303	Business Policy and Strategy	Core	3	-	3	BBA 304	Digital Marketing	SE	4	-	4
BBA 305	Information Systems Management	SE	3	-	3	BBA 306/308/310	Elective III* (one elective to be selected from the list of electives)	DSE	4	-	4
BBA 307	Information Systems Management Lab	SE	-	4	2	BBA 312	Entrepreneurship Development	I	3	-	3
BBA 309/311/313	Elective II (one elective to be selected from the list of electives)	DSE	4	-	4	BBA 314	Major Project	SE	-	-	6
BBA 315	Summer Training Reports	SE	-	-	4						
Total			13	4	19	Total			14	-	20

The whole syllabus is divided into following types:			
ABBR.	NEP Course Type	ABBR.	NEP Course Type
CCT	Core Courses Theory	GE	Multidisciplinary(Generic Ele)
CCP	Core Courses Practical	PCE	Programme Core Elective
AEC	Ability Enhancement Courses	SI	Summer Internship
SEC	Skill Enhancement Courses	MOOCs	MOOC Courses
VA	Value Added Courses	PRJ	Minor/ Major Project
NUES	Non Univ. Exam. System	IIR	Industry Internship Report
BC	Bridge Course	DSEC	Discipline Specific Electives


Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

THIRD SEMESTER (Theory)

C.CODE	COURSE	L	T/P	CREDITS	C.CODE	COURSE	L	T/P	CREDITS
BBA 201	Business Laws	4	-	4	BBA 209	Production and Operations Management	3	-	3
BBA 203	Marketing Management	4	-	4	BBA 211	Business Research Methodology	3	-	3
BBA 205	Human Resource Management	4	-	4	BBA 217	Environmental Studies	4	-	4
BBA 207	Management Accounting	4	-	4					

COURSE OUTCOMES (COs)

C.CODE: BBA 201 | COURSE: Business Laws

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Examine various aspects of contract and implications of various types of contract	BTL 4	3	3	3	3	3	3	2	3
CO2	Interpret the regulation concerning the Contract of Sale of Goods Act, 1930	BTL 2	3	3	3	3	3	3	2	3
CO3	Understand & analyse Companies Act 2013 with latest amendments	BTL 4	3	3	3	3	3	3	2	3
CO4	Examine the concepts of Negotiable Instrument Act, 1881	BTL 4	3	3	3	3	3	3	2	3
CO5	Comprehend the concepts of valid contract regarding business transactions	BTL 2	3	3	3	3	3	3	2	3

C.CODE: BBA 203 | COURSE: Marketing Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explore the concepts of Marketing Management	BTL 2	3	3	3	3	3	3	3	3
CO2	Appraise in New Product Development, product Line and width and also product pricing	BTL 4	3	3	3	3	3	3	3	3
CO3	Understand the role and relevance of Place and Intermediaries	BTL 2	3	3	3	3	3	3	3	3
CO4	Acquire skills to understand the factors which influence the promotional mix	BTL 3	3	3	3	3	3	3	3	3
CO5	Understand the concept and imp. of Direct Marketing,Public Relations & Digital Marketing	BTL 2	3	3	3	3	3	3	3	3
CO6	Acquire skills to handle marketing related business and research issues	BTL 3	3	3	3	3	3	3	3	3

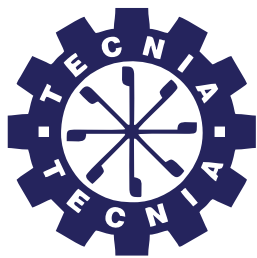
C.CODE: BBA 205 | COURSE: Human Resource Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Examine the concepts and relevance of HRM	BTL 2	3	3	3	3	3	3	3	3
CO2	Explore the various dimensions of Human resource Planning	BTL 4	3	3	3	3	3	3	3	3
CO3	Analyze the needs, methods and designing of training and development programmes	BTL 4	3	3	3	3	3	3	3	3
CO4	Exhibit the career planning and career development	BTL 3	3	3	3	3	3	3	3	3
CO5	Acquire skills for employee's performance appraisal and to understand the relevance of employee maintenance and Industrial Relations	BTL 3	3	3	3	3	3	3	3	3

C.CODE: BBA 207

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Understand the nature and scope of Management Accounting	BTL 2	3	2	3	3	3	3	1	1
CO2	Analyze and interpret the accounting financial statements of a company and its limitations	BTL 4	3	3	3	3	3	1	1	3
CO3	Executing skills to prepare various Budgets	BTL 3	3	3	3	3	3	3	1	3
CO4	Examining the impact of different ratios on the financial performance of a company	BTL 4	3	2	3	1	3	1	1	1
CO5	Compute cash flow analysis & its likely impact on the company	BTL 3	3	2	3	2	3	1	1	1

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

THIRD SEMESTER (Theory)

COURSE OUTCOMES (COs)

C.CODE: BBA 209 | COURSE: Production and Operations Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Interpret the basic concept and functions of production and operations management	BTL 2	3	3	3	3	3	1	1	1
CO2	Able to understand the process of design and development of production systems	BTL 2	3	3	3	3	3	1	1	1
CO3	Explore the various factors in deciding location and plant layout	BTL 4	3	3	3	3	3	2	1	1
CO4	Articulate inventory management & JIT with quality management systems & TQM	BTL 3	3	3	3	3	3	1	1	1
CO5	Identify critical factors for plant maintenance	BTL 4	3	3	3	3	3	2	1	1

C.CODE: BBA 211 | COURSE: Business Research Methodology

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Outline the significance of research and research methodology	BTL 2	3	3	3	1	3	1	2	3
CO2	Understand the basic concepts and scope of Business research	BTL 2	3	3	3	1	3	1	2	3
CO3	Formulate research process for solving the business related problems	BTL 3	3	3	3	1	3	1	2	3
CO4	Examine the concept of measurement, sampling and hypotheses testing	BTL 4	3	3	3	1	3	1	2	3
CO5	Prepare a research report	BTL 4	3	3	3	1	3	1	3	3

C.CODE: BBA 217 | COURSE: Environmental Studies

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Environmental Studies course will provide necessary information and knowledge about the various aspects of environment, ecosystems and related biodiversity.	BTL 2	3	1	2	1	2	1	1	3
CO2	Students will be able to learn & understand about the availability and sustainable use of resources, environmental problems and their short term and long term impacts to humans.	BTL 3	3	2	3	2	3	2	2	3
CO3	Course will help them to learn about environmental policies and protocols, social issues and role of human in conservation and protection of environment.	BTL 3	3	2	3	2	3	2	3	3
CO4	Overall, course will help students to develop skills and ability of understanding environment-human relationship.	BTL 4	3	2	3	3	3	1	3	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

FOURTH SEMESTER (Theory)

C.CODE	COURSE	L	T/P	CREDITS	C.CODE	COURSE	L	T/P	CREDITS
BBA 202	Business Analytics	4	-	4	BBA 212	Training and Development	4	-	4
BBA 204	Financial Management	4	-	4	BBA 214	Income Tax Law and Practice	4	-	4
BBA 206	Corp. Governance,Ethics & Social Responsibility of Business	4	-	4	BBA 216	Financial Markets and Institutions	4	-	4
BBA 208	Income Tax Law and Practice	4	-	4					

COURSE OUTCOMES (COs)

C.CODE: BBA 202 | COURSE: Business Analytics

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Demonstrate skills for computation and aggregation of data using different software	BTL 3	3	3	3	1	3	1	2	3
CO2	Present data with the help of charts etc.	BTL 3	3	3	3	1	3	1	2	3
CO3	Acquire Knowledge about data concepts like big data, data warehousing etc.	BTL 2	3	3	3	1	3	1	2	3
CO4	Analyze data and interpret the results	BTL 4	3	3	3	1	3	1	2	3

C.CODE: BBA 204 | COURSE: Financial Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explain the nature and scope of Financial Management	BTL 2	3	3	3	3	3	2	2	3
CO2	Analyze capital Budgeting process and apply capital budgeting techniques for business decisions	BTL 3	3	3	3	3	3	2	2	3
CO3	Examine various capital structure theories and analyze factors affecting capital structure decisions	BTL 4	3	3	3	3	3	2	2	3
CO4	Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy	BTL 4	3	3	3	3	3	2	2	3
CO5	Acquire skills to manage profitability and take sound financial decision for a business	BTL 3	3	3	3	3	3	2	2	3

C.CODE: BBA 206 | COURSE: Corp. Governance,Ethics & Social Responsibility of Business

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Exhibit the relevance of Corporate Governance in present times.	BTL 3	3	3	3	3	3	3	3	3
CO2	Examine the concept of Human values and their relevance in Business.	BTL 4	3	3	3	3	3	3	3	3
CO3	Explain the linkage between Corporate Governance, Human Values and Ethics in Business.	BTL 2	3	3	3	3	3	3	3	3
CO4	Discuss the issues related to whistle blowing and moral issues in business	BTL 4	3	3	3	3	3	3	3	3

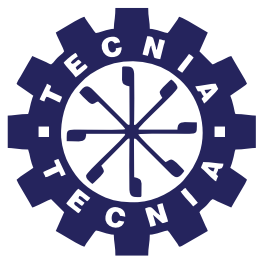
C.CODE: BBA 208 | COURSE: Income Tax Law and Practice

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Comprehend the concepts of taxation and determine the residential status of person.	BTL 2	3	2	3	3	3	2	2	2
CO2	Compute income and deductions under different heads.	BTL 3	3	3	3	3	3	2	2	3
CO3	Examining the provisions of clubbing of income and set off and carry forward of losses.	BTL 4	3	3	3	3	3	3	2	3
CO4	Determine the Tax Liability.	BTL 3	3	2	3	2	3	2	2	2
CO5	Ability to file income tax return	BTL 3	3	2	3	2	3	2	2	2

C.CODE: BBA 212 | COURSE: Training and Development

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Examine the concepts of training and development.	BTL 2	3	3	2	2	3	3	3	3
CO2	Analyse the trends in employees and organization development programmes.	BTL 4	3	3	2	2	3	3	3	3
CO3	Identify training needs of an individual by conducting training need analysis.	BTL 3	3	3	2	2	3	3	3	3
CO4	Evaluate and assess the cost and benefits of a training and dev. prog. To show insights into evaluating a training programme	BTL 4	3	3	3	2	3	3	3	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

FOURTH SEMESTER (Theory)

COURSE OUTCOMES (COs)

C.CODE: BBA 214 | COURSE: Sales Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explore the nature and importance of sales management, types and skills of sales manager	BTL 2	3	3	3	3	3	3	3	3
CO2	Demonstrate the personal selling process	BTL 3	3	3	3	2	3	3	3	3
CO3	Analyze the ethical and legal issues in sales management	BTL 4	3	3	3	2	3	3	3	3
CO4	Designing the Motivational & Compensation Plans of Sales Personnel	BTL 4	3	3	3	2	3	3	3	3

C.CODE: BBA 216 | COURSE: Financial Markets and Institutions

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Analyze the functioning of financial markets & Institutions in India	BTL 4	3	3	3	3	3	2	2	3
CO2	Examine the functioning of money market and capital market	BTL 4	3	3	3	3	3	2	2	3
CO3	Assess the impact of initiatives on financial inclusion	BTL 4	3	3	3	3	3	2	2	3
CO4	Understand the Role and Functions of Financial Institutions	BTL 2	3	3	3	3	3	2	2	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

FIFTH SEMESTER (Theory)

C.CODE	COURSE	L	T/P	CREDITS	C.CODE	COURSE	L	T/P	CREDITS
BBA 301	Goods and Services Tax	3	-	3	BBA 309	Marketing Analytics	4	-	4
BBA 303	Business Policy and Strategy	3	-	3	BBA 311	Performance Management	4	-	4
BBA 305	Information Systems Management	3	-	3	BBA 313	Financial Modeling	4	-	4

COURSE OUTCOMES (COs)

C.CODE: BBA 301 | COURSE: Goods and Services Tax

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Understand the concept of GST	BTL 2	3	2	3	3	3	3	2	2
CO2	Undertake Assessment of GST	BTL 3	3	3	3	3	3	2	2	3
CO3	Recognize the steps to file GST returns	BTL 3	3	3	3	3	3	3	2	3
CO4	Understand offences and penalties under GST	BTL 2	3	2	3	2	3	2	2	2
CO5	Comprehends the role of GST Practitioner	BTL 2	3	2	3	2	3	2	2	2

C.CODE: BBA 303 | COURSE: Business Policy and Strategy

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Describe the concept of Business Policy, its evolution and strategic management.	BTL 2	3	3	3	3	3	3	3	3
CO2	Perform the SWOT analysis.	BTL 3	3	3	3	3	3	3	3	3
CO3	Develop skills to formulate various strategies in different Business portfolio models.	BTL 3	3	3	3	3	3	3	3	3
CO4	Discover the issues in Strategy Implementation	BTL 4	3	3	3	3	3	3	3	3

C.CODE: BBA 305 | COURSE: Information Systems Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models.	BTL 2	3	1	3	2	3	1	1	2
CO2	Provide the theoretical models used in database management systems to answer business questions.	BTL 3	3	3	3	2	3	1	1	3
CO3	Relate the basic concepts and technologies used in field of management information systems.	BTL 2	3	3	3	2	3	1	1	3
CO4	Translate the role of information system in organization, the strategic management processes, with the implications for the management.	BTL 4	3	2	3	2	3	1	1	3

C.CODE: BBA 309 | COURSE: Marketing Analytics

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Assess Market opportunities by analyzing customers,competitors ,collaborators, context, & the strengths & weaknesses of a comp.	BTL 4	3	3	3	3	3	3	3	3
CO2	Evaluating consumers' requirements & their behaviors,develop effective marketing strategies to achieve organizational objectives	BTL 4	3	3	3	3	3	3	3	3
CO3	Measure the effectiveness of marketing efforts.	BTL 4	3	3	3	3	3	3	3	3
CO4	Demonstrate knowledge and critical understanding of the role and value of information, performance measurement & customer/competitor insights in marketing.	BTL 2	3	3	3	3	3	3	3	3

C.CODE: BBA 311 | COURSE: Performance Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Identify the essential characteristics of performance management	BTL 2	3	3	3	3	3	3	3	3
CO2	Analyze the problems associated with the performance appraisal process	BTL 4	3	3	3	3	3	3	3	3
CO3	Compare and contrast different organizational performance	BTL 4	3	3	3	3	3	3	3	3
CO4	Identify the attributes of effective performance management system	BTL 2	3	3	3	3	3	3	3	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

FIFTH SEMESTER (Theory)

COURSE OUTCOMES (COs)

C.CODE: BBA 313 | COURSE: Financial Modeling

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Develop spreadsheet based models, tools and techniques	BTL 3	3	3	3	3	3	1	1	3
CO2	Create linked spreadsheets for decision making models	BTL 3	3	3	3	3	3	1	1	3
CO3	Apply financial models for Decision Making	BTL 3	3	3	3	3	3	1	1	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

SIXTH SEMESTER (Theory)

C.CODE	COURSE	L	T/P	CREDITS	C.CODE	COURSE	L	T/P	CREDITS
BBA 302	Project Management	3	-	3	BBA 308	Advertising and Sales Promotion	3	-	3
BBA 304	Digital Marketing	4	-	4	BBA 310	Investment Analysis and Portfolio Management	3	-	3
BBA 306	HR Analytics	3	-	3	BBA 312	Entrepreneurship Development	3	-	3

COURSE OUTCOMES (COs)

C.CODE: BBA 302 | COURSE: Project Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explain the concept of Project Management and Techniques to manage the projects	BTL 2	3	3	3	3	3	3	3	3
CO2	Analyzing the project life cycle and assess skills to generate and screen the project ideas	BTL 4	3	3	3	3	3	3	3	3
CO3	Acquire skills to do technical analysis and Market Analysis and apply network techniques.	BTL 3	3	3	3	3	3	3	3	3
CO4	Explore various sources of projects financing	BTL 4	3	3	3	3	3	3	3	3
CO5	Understand the skills required to evaluate and control the projects	BTL 2	3	3	3	3	3	3	3	3
CO6	Analyze the emerging concepts in project management	BTL 4	3	3	3	3	3	3	3	3

C.CODE: BBA 304 | COURSE: Digital Marketing

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Interpreting the concept of Digital Marketing	BTL 2	3	3	3	1	3	3	3	2
CO2	Assess the online buyer behavior and models	BTL 4	3	3	3	1	3	3	3	3
CO3	Explore Digital promotional techniques	BTL 3	3	3	3	3	3	3	3	3
CO4	Acquire skills to take various decisions related to online marketing	BTL 3	3	3	3	2	3	3	3	3
CO5	Attain skills to exploit the opportunities of this medium to support the organization's marketing activities	BTL 3	3	3	3	2	3	3	3	3

C.CODE: BBA 306 | COURSE: HR Analytics

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Explain the concept of HR analytics and strategic role of HR manager	BTL 2	3	3	3	3	3	3	3	3
CO2	Examine the different HR metrics & HR valuation being followed	BTL 4	3	3	3	3	3	3	3	3
CO3	Assess the work force planning and its use in analyzing HR	BTL 4	3	3	3	3	3	3	3	3
CO4	Understand,analyse & communicate the theories of HR analytics	BTL 4	3	3	3	3	3	3	3	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

SIXTH SEMESTER (Theory)

COURSE OUTCOMES (COs)

C.CODE: BBA 308 | C.CODE: BBA 308

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Connect the importance and role of advertising in Marketing Mix	BTL 2	3	3	3	3	3	2	3	3
CO2	Evaluate the advertising effectiveness	BTL 4	3	3	3	3	3	2	3	3
CO3	Analyse the different sales promotion strategies & their evaluation	BTL 4	3	3	3	3	3	2	3	3
CO4	Appraise various means of testing effectiveness of sales promotion	BTL 4	3	3	3	3	3	3	3	3

C.CODE: BBA 310 | COURSE: Investment Analysis and Portfolio Management

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Assess the risk profile of investors and prepare an appropriate investment portfolio	BTL 4	3	3	3	3	3	3	3	3
CO2	Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns	BTL 4	3	3	3	3	3	3	3	3
CO3	Calculate risk and return for a portfolio and create a minimum risk portfolio	BTL 4	3	3	3	3	3	3	3	3
CO4	Evaluate and compare the Intrinsic and Market Value of a share	BTL 4	3	3	3	3	3	3	3	3
CO5	Examine the portfolio management techniques of Mutual Funds	BTL 4	3	3	3	3	3	3	3	3
CO6	Analyze contemporary trends in Investment options available	BTL 4	3	3	3	3	3	3	3	3

C.CODE: BBA 312 | COURSE: Entrepreneurship Development

CO#	THE COURSE OUTCOMES	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	Describe the concept of Entrepreneur and its emergence	BTL 2	3	3	3	3	3	3	3	3
CO2	Identify how to go about the promotion of a venture	BTL 2	3	3	3	3	3	3	3	3
CO3	Recognize Entrepreneurial Behaviour	BTL 4	3	3	3	3	3	3	3	3
CO4	Explain development programmes for entrepreneur	BTL 4	3	3	3	3	3	3	3	3
CO5	Explain development programmes for entrepreneur	BTL 4	3	3	3	3	3	3	3	3
CO6	Acquire skills regarding starting up their own business unit	BTL 4	3	3	3	3	3	3	3	3

Head of the Department
Department of Management Science



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC GRADE “A” INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India, Recognized Under Sec. 2(f) of UGC Act 1956. &
Affiliated to Guru Gobind Singh Indraprastha University, New Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

Bachelors of Business Administration (BBA) 3Yr.

As Per BBA Scheme and Syllabus (w.e.f. Academic Session 2021-22) GGSIP University

COURSE OUTCOMES (COs)

FIRST SEMESTER (Practical)

C.CODE	COURSE	L	T/P	CREDIT
BBA 111	IT Applications in Business Lab	-	2	1

COURSE OUTCOMES (COs)

C.CODE: BBA 111 | COURSE: IT Applications in Business Lab

CO#	THE COURSE OUTCOMES	BTL	MAPPING
CO1	Explore the utility of applications provided by MS Office	BTL2	PO1,PO3
CO2	Proficiency in MS Advanced Excel and PowerPoint	BTL3	PO1,PO2
CO3	Effective and professional presentation and communication skills	BTL4	PO1,PO2,PO3
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	BTL6	PO2,PO3

SECOND SEMESTER (Practical)

C.CODE	COURSE	L	T/P	CREDIT
BBA 112	E-Commerce-Lab	-	2	1

COURSE OUTCOMES (COs)

C.CODE: BBA 112 | COURSE: E-Commerce-Lab

CO#	THE COURSE OUTCOMES	BTL	MAPPING
CO1	Proficient Web Design and Development	BTL3	PO1,PO2,PO3
CO2	Effective Use of Social Media Platforms	BTL5	PO2,PO3
CO3	Digital Content Creation and Design	BTL6	PO2,PO3
CO4	Professional Writing and Digital Communication	BTL3	PO2,PO3

THIRD SEMESTER (Practical)

C.CODE	COURSE	L	T/P	CREDIT
BBA 213	Business Research Methodology Lab	-	2	1

COURSE OUTCOMES (COs)

C.CODE: BBA 213 | COURSE: Business Research Methodology Lab

CO#	THE COURSE OUTCOMES	BTL	MAPPING
CO1	Acquire skills to use software (Advance Excel/ SPSS).	BTL2	PO1,PO2,PO3
CO2	Examine research tools for solving business problems.	BTL3	PO1,PO2,PO3
CO3	Implement statistical tests for resolving an issue.	BTL4	PO1,PO2,PO3
CO4	Demonstrate skills for decision making	BTL6	PO1,PO2,PO3

FIFTH SEMESTER (Practical)

C.CODE	COURSE	L	T/P	CREDIT
BBA 307	Information Systems Management Lab	-	2	1

COURSE OUTCOMES (COs)

C.CODE: BBA 307 | COURSE: Information Systems Management Lab

CO#	THE COURSE OUTCOMES	BTL	MAPPING
CO1	Select the relevant data for decision making using SQL.	BTL2	PO1,PO2,PO3
CO2	Understand the relevance of E-R Models.	BTL3	PO1,PO2,PO3
CO3	Create and Manipulate Databases	BTL4	PO1,PO2,PO3

Head of the Department
Department of Management Science