



Sai College[®]

COURSE OUTCOMES
OF
BACHELORS OF BUSINESS
ADMINISTRATION
(BBA)

SAI COLLEGE, SECTOR-06, BHILAI

COURSE OBJECTIVES

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

BBA - Ist Semester

Paper	Name of Paper
Paper I	English
Paper II	Computer Application
Paper III	Business Mathematics
Paper IV	Principal Of Management
Paper V	Financial Accounting

Course Outcomes

BBA 1ST SEMESTER

PAPER	NAME OF PAPER	OUTCOMES
Paper I	English	<p>CO 1: Students will review the grammatical forms of English and Describe the knowledge of Basic English Grammar and Tenses.</p> <p>CO 2: the use of these forms in specific communicative contexts, which include: class activities, homework assignments, reading of texts and writing.</p> <p>CO 3: Demonstrate the language skills and apply it in formal communication and literary texts. Determine speaking practice.</p> <p>CO 4: we put the words of a speaker in a subordinate clause introduced by a reporting verb such as - 'he said' and 'she asked' - with the required person and tense adjustments.</p> <p>CO 5: Improve their ability to read and understand the written word in everyday life through the study of literary text.</p>
Paper II	Computer application	<p>CO 1: The student will understand the basic working of computers and about hardware and softwares.</p> <p>CO 2: To understand the structure, function and characteristics of</p>

		<p>computer systems.</p> <p>CO 3:Students should be able to Analyze the impact of E-commerce on business models and strategy.</p> <p>CO 4: Describe the mobile computing infrastructure that supports m-commerce (devices, software, and services)</p> <p>CO 5:It will be help B2C, B2B, m-government, and m-learning transactions, as well as the transfer of information and money.</p>
Paper III	Business Mathematics	<p>CO 1:Designed to provide elementary yet essential background of mathematical method .so</p> <p>CO 2:Help managers to use the system in business analysis and decision making.</p> <p>CO 3:Describe the Analytical geometry. Classify the demand and supply curves, market equilibrium Break even analysis.</p> <p>CO 4:Describe the difference and complements of set theory.</p> <p>CO 5:Identify the types of matrix. Identify the solving a system of stimulation, equations using matrix inversion Techniques</p>
Paper IV	Principles of Management	<p>CO 1:Classify the Management by objectives helps for the better management of resources and activities of an organization.</p> <p>CO 2:Describe the Effective plans co-ordinate the organizational work</p>

		<p>and eliminate unproductive effort. Classify the division of work leads to efficient performance of duties.</p> <p>CO 3:To help Training gives an employee confidence in handling the job assigned to him.</p> <p>CO 4:To find out good control system should be easily installed and economically maintained.</p> <p>CO 5:To ensure successful implementation of the decision making through follow up procedures.</p>
Paper V	Financial Accounting	<p>CO 1:Describe the useful information to student's business activities in future. To know the financial position of the business students.</p> <p>CO 2:Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.</p> <p>CO 3: Describe the discovers & prevents errors and frauds in business students.</p> <p>CO 4:To know the Assets & liabilities of the business firms for business students. To find out the correct cost of production in business students.</p> <p>CO 5:Demonstrate a good understanding the concept of double entry system and principles of accounting.</p>

BBA-IInd Semester

Paper	Name of Paper
Paper I	Hindi
Paper II	Business Economics
Paper III	Business Statistics
Paper IV	Cost Accounting
Paper V	Environmental Studies

Course Outcomes**BBA IInd SEMESTER**

PAPER	NAME OF PAPER	OUTCOMES
Paper I	Hindi	<p>CO 1:मानक भाषा व क्षेत्रीय बोलियों का ज्ञान ।</p> <p>CO 2:वाक्य संबंधी अशुद्धियों का वर्गीकरण</p> <p>CO 3:व्याकरण की कोटियों का ज्ञान ।</p> <p>CO 4:पत्र लेखन व सार लेखन का ज्ञान ।</p> <p>CO 5:हिन्दी रचना एवं संक्षेपीकरण का ज्ञान ।</p>
Paper II	Business Economics	<p>CO 1:Students will learn How consumers make decision How firms analyze market demand. How firms analyze their internal costs How firms interact in different market structures and make price,</p>

		<p>output decision.</p> <p>CO 2:Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money</p> <p>CO 3:Changing society and Analyze the changing social trends in terms of its positive and negative impact on society.</p> <p>CO 4:Understanding of different school of thoughts of economics & Demonstrate a way to measure concepts of national income and its related measure</p> <p>CO 5:Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy</p>
Paper III	Business Statistics	<p>CO 1:Describe the measures of statistical analysis and methods of central tendency</p> <p>CO 2:Describe the Mean. Median, Mode.</p> <p>CO 3:The methods of depression, Quartzite deviation.</p> <p>CO 4:Calculate and interpret the simple correlation for a set of data.</p> <p>CO 5:Describe the types of Correlation Rank, Correlation, Co-efficient Correlation. Classify the measurement of trends.</p>
Paper IV	Cost Accounting	<p>CO 1:Describe the concept of cost advantage.</p>

		<p>CO 2:Identity the difference between costing accounting and financial.</p> <p>CO 3:Develop the knowledge about remuneration and incentives of labour with calculations of overheads</p> <p>CO 4:Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains</p> <p>CO 5:Classify the methods of wage payments and incentive plans &Identity the preparation of cost sheet.</p>
Paper V	Environmental Studies	<p>CO 1:To gain an understanding of the concepts fundamental to environmental science</p> <p>CO 2:To understand the complexity of ecosystems and possibly how to sustain them To understand the relationships between humans and the environment.</p> <p>CO 3:To understand major environmental problems including their causes and consequences.</p> <p>CO 4:To understand current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.</p>

		CO 5: Analyzing the importance of wildlife protection and its role in preserving the food chain..
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BBA-IIIrd Semester

Paper	Name of Paper
Paper I	Management Economics
Paper II	Business Communication
Paper III	Business Laws
Paper IV	Business And Environment
Paper V	Management Information System (MIS)

Course Outcomes

BBA IIIrd SEMESTER

PAPER	NAME OF PAPER	OUTCOMES
Paper I	Managerial Economics	<p>CO 1:Analyze economic problems and can co-relate scarcity with the requirements.</p> <p>CO 2:Evaluate demand and can analyse cost in order to optimise cost-production combination.</p>

		<p>CO 3: Recognize the existing market and can take appropriate decisions.</p> <p>CO 4: Evaluate the relationship between price and output determination in different market structure</p> <p>CO 5: Describe the organizational structure of RBI as well as the Monetary Policy.</p>
Paper II	Business Communication	<p>CO 1: Students will be able to communicate their ideas through different modes and mediums.</p> <p>CO 2: They will be able to make memorable presentations professionally.</p> <p>CO 3: Students will understand different strategies to adopt while communicating with different personalities with different goals.</p> <p>CO 4: Students will be able to handle job opportunities successfully.</p> <p>CO 5: It will enable them to enhance their verbal & non verbal communication using modern technology</p>
Paper III	Business Laws	<p>CO 1: Describe the law and commercial law rules and regulation.</p> <p>CO 2: Identify the contract and its classification of contract also the essential of a valid contract.</p> <p>CO 3: Describe the capacity of parties and incapacity of parties</p>

		<p>in contract.</p> <p>CO 4:Describe the companies act and type of company, characteristic of company.</p> <p>CO 5:They will understand legal rules related to issue of Prospectus and shares.</p>
Paper IV	Business and Environment	<p>CO 1:Describe Business Environment analysis and diagnosis give businessmen time to anticipate opportunities.</p> <p>CO 2:To enable students to evaluate business and its various dynamics of environment.</p> <p>CO 3:Describe the process environment analysis and its internal and external factors.</p> <p>CO 4:Write down points to be business environment analysis helps to forecast the future prospects of the business concern.</p> <p>CO 5:Describe the government responsibilities to business. Describe the industrial Development and regulation Act, 1951.</p>
Paper V	Management Information System (MIS)	<p>CO 1:The objective of the course is to acquaint the students about the concept of information system in business organizations,</p> <p>CO 2:To understand the various concepts of systems</p> <p>CO 3: The rapid advancement & simplicity of use of Internet in</p>

		<p>the new millennium has brought a change in our life style.</p> <p>CO 4:The courses of electronic commerce are building the base on the various aspects of the E-commerce, its implications, uses, risks &prospective.</p> <p>CO 5:To analyse the information system in different areas like human resources, marketing, production, finance etc</p>
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BBA- IVth Semester

Paper	Name of Paper
Paper I	Organisational Behavior
Paper II	Marketing Management
Paper III	HRM
Paper IV	Financial Management
Paper V	Production Management
Paper VI	Comprehensive Viva

Course Outcomes

BBA IVth SEMESTER

PAPER	NAME OF PAPER	OUTCOMES
Paper I	Organizational Behavior	CO 1: Identify the study of Human Behaviour in organization Describe the personality and its determinate of

		<p>personality.</p> <p>CO 2:Identify the communication and its classification, barriers to effective communication..</p> <p>CO 3:Identify the conflict and its type of conflict& its revolution</p> <p>CO 4:Identify the organization change and steps in managing change.</p> <p>CO 5:Identify the organizational development and its objectives.</p>
Paper II	Marketing Management	<p>CO 1:The point to comprehensive strategic and tactical plans for an organization.</p> <p>CO 2:Classify the Work independently and collaboratively in inter and/or multidisciplinary and diverse environments.</p> <p>CO 3:To Use creative, critical and reflective thinking to address organizational opportunities and challenges.</p> <p>CO 4:Describe the Demonstrate ethical and socially responsible behaviour in marketing era.</p> <p>CO 5:The point to integrate appropriate technologies in developing solutions to business opportunities and challenges.</p>
Paper III	HRM	<p>CO 1:Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management.</p> <p>CO 2:Develop an overview on various functions and processes of human resource management.</p>

		<p>CO 3:Identify the human resource needs of an organization and plan accordingly.</p> <p>CO 4:Understand establishing & maintaining a sound relationship between the worker & the employer.</p> <p>CO 5:Identify and rectify the issues which might take the form of a dispute in the workplace.</p>
Paper IV	Financial Management	<p>CO 1:Identify the source of finance Describe the working capital management and its techniques of forecasting in working capital.</p> <p>CO 2:Describe the concept of cost of capital and its classifications</p> <p>CO 3:Identify the determination of cost of capital</p> <p>CO 4:Identify the characteristics of budgetary control.</p> <p>CO 5: Identity the preparation of production, sales, cash budget, flexible budget & Describe the different factors affecting in capital investment proposal .</p> <p>CO 6:Classify the capital budgeting appraisal its methods.</p>
Paper V	Production Management	<p>CO 1:Decide the purchase procedure and analyse and execute store management functions.</p> <p>CO 2:Design suitable strategy of inventory control by applying concepts of EOQ.</p> <p>CO 3:To understand the concept of quality control & quality management.</p> <p>CO 4:Develop and forecast production and sales and make facility layout</p>

		<p>decisions.</p> <p>CO 5:Help in taking decision of work place and understanding the techniques of time and motion study.</p>
Paper VI	Comprehensive Viva	<p>CO 1:Be thorough with at least the content in that particular subject; recall all the units and prepare for probable questions</p> <p>CO 2:Find out reference material for each subject.</p> <p>CO 3:Be through with your basic Most importantly you're your basics.</p>

BBA- Vth Semester

Paper	Name of Paper
Paper I	Marketing Research
Paper II	Quantitative Techniques
Paper III	Sales And Advertisement Management
Paper IV	Investment Management
Paper V	Material Management

Course Outcomes

BBA Vth SEMESTER

PAPER	NAME OF PAPER	OUTCOMES
Paper I	Marketing Research	<p>CO 1:Describe the applications of Marketing Research. Identify the position of Marketing Research in India.</p> <p>CO 2:Classify the methods of research design such as descriptive Research and experimental research.</p> <p>CO 3:Describe the methods of collection of data .</p> <p>CO 4:Describe the methods of interview and observation.</p> <p>CO 5:Classify the types of sampling and also the measurements of scaling techniques.</p>
Paper II	Quantitative Techniques	<p>CO 1:Appreciate the significance and the value of the application .</p> <p>CO 2:The principles of Quantitative Techniques in the use of scientific methodology of management</p> <p>CO 3:To understand the various issues involved in the collection, analysis and arriving at conclusive decisions .</p> <p>CO 4:Regarding quantitative data To understand and appreciate the practical relevance of various basic statistical tools in the field of finance.</p> <p>CO 5:Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver</p>
Paper III	Sales and Advertisement Management	<p>CO 1:The student will be able to understand the different types and rationale behind the advertising type and medium chosen.</p>

		<p>CO 2:The student will understand how the process of Objective Setting</p> <p>CO 3:The student will be able to identify media alternatives for different marketing messages.</p> <p>CO 4:The learner will comprehend the management functions that go into sales management</p> <p>CO 5:The learner will understand the distribution channels and how to manage channel members</p>
Paper IV	Investment Management	<p>CO 1:National Stock exchange (NSE) and difference between Bombay Stock exchange (BSE) and its classification of Investment. The point to the current market conditions.</p> <p>CO 2:Identify the problems of security exchange board of India (SEBI)</p> <p>CO 3:To increase the awareness of the investors investing the securities of shares, bond and debentures.</p> <p>CO 4:Identify the competition of security market</p> <p>CO 5:The primary market and difference between secondary market.</p>
Paper V	Material Management	<p>CO 1:Able to communicate about professional issues relevant to SCM and logistics, on an expert-as well as a common level.</p> <p>CO 2:Have advanced knowledge about supply chains and logistics in general.</p> <p>CO 3:Able to select relevant models and methods for approaching a given logistical problem.</p> <p>CO 4:Able to analyze the inventory</p>

		<p>situation of a company and suggest improvements.</p> <p>CO 5:To lead the teams for effective decision making and coordinate to effect purchase at minimum cost.</p>
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BBA-VIth Semester

Paper	Name of Paper
Paper I	Business Policy And Strategy
Paper II	Enterprenuership And Small Business Management
Paper III	Business Taxation
Paper IV	Business Ethics And Social Responsibility
Paper V	Project Report And Viva- Voce

Course Outcomes

BBA VIth SEMESTER

PAPER	NAME OF PAPER	OUTCOMES
Paper I	Business Policy and Strategy	<p>CO 1:The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.</p> <p>CO 2:Analyze strategy implementation alternatives for effective decision making.</p>

		<p>CO 3: Understand the strategic requirements and correlation between business plans with strategic plans.</p> <p>CO 4: Identify and evaluate different alternative strategies for effective decision making.</p> <p>CO 5: Its will also help to evaluate the strategy & its implementation</p>
Paper II	Entrepreneurship and Small Business Management	<p>CO 1: To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.</p> <p>CO 2: Identify to develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems.</p> <p>CO 3: Classify the some ability to recognize situations in a production system environment that suggests the use of certain quantitative methods to assist in decision making on operations management and strategy.</p> <p>CO 4: Identify the points of increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.</p> <p>CO 5: Concepts underpinning innovation and the issues associated with developing and sustaining innovation within organisations.</p>
Paper III	Business Taxation	<p>CO 1: To acquaint the students with basic principles underlying the provisions of direct tax laws</p> <p>CO 2: To develop a broad understanding of tax practices.</p>

		<p>CO 3: To provide students with a working knowledge of the fundamental tax principles and rules that applies by individuals.</p> <p>CO 4: Elements of Taxes Course Outcomes which Exhibit sophisticated knowledge related to tax accounting rules and regulations. Identify, define, and resolve tax issues through their understanding, knowledge and application.</p> <p>CO 5: Explain different types of incomes and their tax-ability and expenses and their Deductible</p>
Paper IV	Business Ethics and Social Responsibility	<p>CO 1: The basic objective of this paper is to make the students realize the importance of values and ethics in business.</p> <p>CO 2: This course is to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then,</p> <p>CO 3: To apply those skills to the real and current challenges of the information professions.</p> <p>CO 4: Developing a student's ethical awareness, reflection, and decision-making ability is central to a Core Curriculum.</p> <p>CO 5: Demonstrate ethical awareness, the ability to do ethical reflection, and the ability to apply ethical principles in decision-making</p>
Paper V	Project Report and Viva – Voice	<p>CO 1: Define the objective of a project and analyse a project from technical, market and financial perspective</p> <p>CO 2: Describe the research process and list the characteristics of various types of</p>

		<p>research.</p> <p>CO 3:Formulate Research Problem, Objectives and Hypothesis from a given research problem.</p> <p>CO 4:Describe various research designs and methods of data collection.</p>
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