

J.D. BIRLA INSTITUTE
Department of Management
BBA

Programme Outcomes (PO)

Programme Specific Outcome (PSO)

Course Outcomes

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The BBA program provides a wide knowledge of training in the different disciplines of management and helps in the development of leadership skills. It helps to prepare students to apply knowledge of management theories and practices to solve business problems. This course is specifically designed to encourage analytical and critical thinking abilities required for business decision making. The program tries to enable students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies, and use appropriate techniques to effectively manage business challenges. This program also promotes ethical and value-based leadership ability to prepare the students for managerial and entrepreneurial roles in future.

Programme Specific Outcome (PSO)

PSO: The BBA program helps students to develop the ability to define and analyze the solutions for different business issues using logical reasoning patterns for evaluating information, materials, and data for practical implementation. Students of this course learn the importance of professional ethics and responsibilities. This program teaches students how to conceptualize a complex issue into a coherent observation, and provide verbal reasoning (both written and oral), interpret data (empirical and graphical), and communicate skillfully to solve business problems and make appropriate decisions. It also teaches the student to perform effectively as a member or a leader, individually, or in groups, in diverse situations. This program provides student with an opportunity gain practical exposure towards the workplace and make them industry ready

Class/ Paper/Semester	Title	Course Outcome
1 st year BBA Core Course-I	Fundamentals of Management & Organizational Behaviour (MAN 101)	<ul style="list-style-type: none"> • Have a basic understanding of different functions of Management and practice the process of management's functions like planning, organizing etc. • Discuss and communicate the management evolution and current practice of management • Understand the different concepts of organizational behaviour and its application to improve the effectiveness of the business.
1 st year BBA Core Course-I	Business Mathematics (MAN 102)	<ul style="list-style-type: none"> • Develop scientific ability and to critically evaluate mathematical problems. • Learn about modern trends in mathematics and to apply them in management studies.
1 st year BBA General Elective-I	Entrepreneurship Development (MAN 103)	<ul style="list-style-type: none"> • Have the ability to discern distinct entrepreneurial traits • Know the parameters to assess opportunities and constraints for new business ideas • Understand the systematic process to select and screen a business idea • Design strategies for successful implementation of ideas and write business plan.
1 st year BBA Ability Enhancement Compulsory Course-I	Environmental Science (MAN 104)	<ul style="list-style-type: none"> • To enable the students to acquire basic ideas about environment. • To make them aware about the need and

		<p>importance of environmental protection.</p> <ul style="list-style-type: none"> • To help them to develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.
1 st year BBA Core Course-II	Managerial Economics (MAN 201)	<ul style="list-style-type: none"> • Understand the roles of managers in firms. • Analyze the demand and supply conditions and assess the position of a company. • Design competition strategies, including pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
1 st year BBA Core Course-II	Business Accounting (MAN 202)	<ul style="list-style-type: none"> • Demonstrate the applicability of the concept of Accounting to understand the managerial Decisions and financial statements • Apply the Financial Statement Analysis associate with Financial Data in the organization. • Analyze the complexities associated with management of cost of product and services in the Organization
1 st year BBA General Elective-II	Ethics & Corporate Social Responsibility (MAN 203)	<ul style="list-style-type: none"> • Understand business ethics and CSR. • Understand Ethical and social responsibility sensitivity. • Analyzing and assessing various ethical situations in society. • Understand and create organizational and management strategies in facilitating ethical socially responsible decision making.
1 st year BBA Ability Enhancement Compulsory Course-II	Business Communication (MAN 204)	<ul style="list-style-type: none"> • Understand the perquisites to Business Communication. • Learn effective organizational communication.
2 nd year BBA Core Course-III	Macro Economics (MAN 301)	<ul style="list-style-type: none"> • Apply elementary theoretical foundation of key issues and policies. • Able to discuss the functional relationships between aggregates. • Understand the overall structure of the economy in theoretical and contemporary perspectives.
2 nd year BBA Core Course-III	Principles of Marketing (MAN 302)	<ul style="list-style-type: none"> • Develop customer relationships and value through marketing. • Link marketing and corporate strategies. • Demonstrate the ability to critically evaluate marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
2 nd year BBA Core Course-III	Management Accounting (MAN 303)	<ul style="list-style-type: none"> • To understand the basic concepts of management accounting. • To understand the analysis of financial statements by using various methods. • To enable the students to understand different ratios used for analyzing financial statements organization. • To helps the students to prepare the cash flow statement required for the business.
2 nd year BBA General Elective-III	Project & Operations Management (MAN 304)	<ul style="list-style-type: none"> • Understand the basic concepts like goods, types of goods, production, production process etc. In manufacturing sector.

		<ul style="list-style-type: none"> • Discuss the emerging manufacturing technologies like CAD, CAM and its role in developing business strategy. • Express the concepts like quality control, Six Sigma, ergonomics, industrial safety etc.
2 nd year BBA Skill Enhancement Course-III	IT Tools for Business (MAN 305)	<ul style="list-style-type: none"> • To understand the basic concepts and functional knowledge in the field of IT. • To expose the students to computer application in the field of Business. • Expose themselves to the innovations in information technology and its potential application in business.
2 nd year BBA Core Course-IV	Statistics for Business Decisions (MAN 401)	<ul style="list-style-type: none"> • Gain understanding of statistical techniques as is applicable to business. • To apply statistical techniques for quantification of data in business. • To develop the skill for applying appropriate statistical tools and techniques in different business situations.
2 nd year BBA Core Course-IV	Human Resource Management (MAN 402)	<ul style="list-style-type: none"> • To develop the understanding of the concept of human resource management its relevance in organizations. • To develop necessary skill set for application of various HR issues. • To analyze the strategic issues and strategies required to select and develop manpower resources.
2 nd year BBA FS Core Course-IV	Financial Management (MAN 403)	<ul style="list-style-type: none"> • To understand various concepts related to financial management • To study in detail, various tools and techniques in the area of finance. • To develop the analytical skills this would facilitate the decision making in Business situations.
2 nd year BBA General Elective-IV	Tax Planning (MAN 404)	<ul style="list-style-type: none"> • Familiarize with Income Tax Act, 1961 • Understand the basic concept and definition of Income Tax act and the heads of income. • Familiarize with concept of tax planning and management. • Understand the concept of GST.
2 nd year BBA Skill Enhancement Course-IV	E-Commerce (MAN 405)	<ul style="list-style-type: none"> • Understand the concept of electronic commerce • Familiarize the mechanism of conducting business transactions through electronic media • Analyze Internet marketing techniques.
3 rd year BBA Core Course-V	Quantitative Techniques for Management (MAN 501)	<ul style="list-style-type: none"> • Identify, formulate and solve Linear Programming Problems graphically, mathematically. • Solve optimization problems like transportation and assignment problem mathematically. • Develop critical thinking and use PERT and CPM techniques to improve decision making
3 rd year BBA Core Course-V	Legal Aspects of Business (MAN 502)	<ul style="list-style-type: none"> • Appreciate the importance of law and legal institutions in business. • To have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution.
3 rd year BBA Discipline Specific	International Finance (DSE (A1):1)	<ul style="list-style-type: none"> • Familiarize with the operations in foreign exchange markets.

Elective (Finance)-V		<ul style="list-style-type: none"> To sensitize students with complexities of managing finance of multinational firm. To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.
3 rd yearBBA Discipline Specific Elective (Finance)-V	Investment Analysis & Portfolio Management (DSE (A1):2)	<ul style="list-style-type: none"> Demonstrate a basic understanding of investments and the nuances of investing. Exhibit the acquaintance of the securities market and its constituents. Apply knowledge gained to perform analysis (risk-return parameter) of various securities.
3 rd yearBBA Discipline Specific Elective (Marketing)-V	Retail Management (DSE (A2):1)	<ul style="list-style-type: none"> Understand the functions of retail business and various retail formats and retail channels. Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.
3 rd year BBA Discipline Specific Elective (Marketing)-V	Marketing of Services (DSE (A2):2)	<ul style="list-style-type: none"> To equip the students with the knowhow of service industry and creating an environment of recognizing service in modern era of management and bifurcate goods along with service.
3 rd year BBA Discipline Specific Elective (Human Resource Management)-V	HRD: Systems and Strategies (DSE (A3):1)	<ul style="list-style-type: none"> To familiarize the students about the procedures and practices applied for the manpower training and placement.
3 rd year BBA Discipline Specific Elective (Human Resource Management)-V	Management of Industrial Relations (DSE (A3):2)	<ul style="list-style-type: none"> To familiarize with the role of management and unions in the promotions of industrial relations. Examine the labour relation issues and its management. To acquire skills in handling employer-employee relations.
3 rd year BBA Core Course-VI	Business Policy & Strategy (MAN 601)	<ul style="list-style-type: none"> Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems through case studies.
3 rd year BBA Core Course-VI	Management Information System (MAN 602)	<ul style="list-style-type: none"> To understand the basic concepts and technologies used in the field of management information systems. To have the knowledge of the different types of management information systems. To understand the processes of developing and implementing information systems. Be aware of the ethical, social, and security issues of information systems.
3 rd year BBA Discipline Specific Elective (Finance)-VI	Business Analysis & Valuation (DSE (B1):1)	<ul style="list-style-type: none"> To apply an economic framework enabling them to analyze a firm's expected performance. Familiarize with the practical and theoretical application of core valuation methodologies.
3 rd year BBA Discipline Specific Elective (Finance)-VI	Research Project (Finance) (DSE (B1):2)	<ul style="list-style-type: none"> To be able to complete a Research project on a topic with respect to the field of finance. Students shall select the topic of the research in consultation with the faculty supervisor.
3 rd year BBA	Distribution & Supply	<ul style="list-style-type: none"> Develop an understanding of the importance of

Discipline Specific Elective (Marketing)-VI	Chain Management (DSE (B2):1)	<p>distribution and supply chain in the formulation of the business strategy.</p> <ul style="list-style-type: none"> • Strengthen integrative management analytical and problem-solving skills.
3 rd year BBA Discipline Specific Elective (Marketing)-VI	Research Project (Marketing) (DSE (B2):2)	<ul style="list-style-type: none"> • To be able to complete a Research project on a topic with respect to the field of marketing. Students shall select the topic of the research in consultation with the faculty supervisor.
3 rd year BBA Discipline Specific Elective (Human Resource Management)-VI	Performance and Compensation Management (DSE (B3):1)	<ul style="list-style-type: none"> • Recognize how pay decisions help the organization achieve a competitive advantage. • Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations. • To understand the relationship between compensation and performance of the organization.
3 rd year BBA Discipline Specific Elective (Human Resource Management)-VI	Research Project (Human Resource Management) (DSE (B3):2)	<ul style="list-style-type: none"> • To be able to complete a Research project on a topic with respect to the field of human resource management. Students shall select the topic of the research in consultation with the faculty supervisor.