



● 'A' Grade College by DHE, Govt. of NCT DELHI ● Approved by BCI & NCTE ● Recognised under 2(f) of UGC Act of 1956

Course Outcomes of BBA

BBA Semester I

BBA 101- Management Process and Organizational Behaviour

- To Provide Fundamental knowledge and exposure to Theories and Concept in the Field of Management.
- To develop the knowledge of business and management principles.
- To learn decision thinking and problem skills.
- To teach a sense of responsibility and a capacity for business management.
- To Explain the financial concepts used in making business decision.
- Utilize information by applying a variety of business and industry software and hardware to major business function.

BBA 103- Business Mathematics

- To understand basics of integration and its uses in the areas of mathematics.
- Use percentages, ratios, and proportions for business applications such as discounts, markups, and markdowns, and be able to differentiate which math methods should be used for different problems.
- Use simple and compound interest to do business calculations such as value of money, maturity value, promissory notes, present value, and future value and be able to differentiate which math method should be used for different problems.
- To apply basic terms of integration in solving practical problems field of as of business.
- To explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.

BBA 105- Financial Accounting and Analysis

- To understand the various terms used in accounting system.
- To give an insight into the basics of Accounting Concepts and Principles to Prepare to students to have the foot hold in Accounts.
- Preparing accounting information for planning and control and for the evaluation of finance.
- Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly.
- Interpreting the business implications of financial statement information

BBA 107- Business Economics

- Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced.
- Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve.
- Understand the links between production costs and the economic models of supply.
- Apply the concept of opportunity cost

BBA 109- Computer Application

- To learn generation, classification and application of computers..
- Knowledge of computer equipment, including both hardware and software.
- Introduced students to information, its need, use, characteristics and level of information.
- Understand the concept of Data Communication, its Modes, its Forms and Data Communication Channels.
- Recognize when to use each of the Microsoft Office programs to create professional and academic documents.

BBA 111- Computer Application LAB

- Use word-processing software (MS-Word) to solve basic information systems problems.
- Students will have a working knowledge of paragraph formatting, macro and mail merge in MS-Word.
- Create and design a word document for general office use.
- Use word-processing software (MS-Word) to solve basic information systems problems.
- Understand the concept of input and output devices of Computers in details

BBA Semester II

BBA 102- Cost Accounting

- To familiarize students with the basic concepts of cost and various methods and techniques of costing.
- Aimed to familiarize the concept of cost accounting.
- Helps to gather knowledge on preparation of cost sheet in its practical point of view.
- To facilitate the idea and meaning of material control with pricing methods.
- Develop the knowledge about remuneration and incentives.
- To introduce the concept of overhead cost.

BBA 104 - Qualitative Techniques

- To Estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision.
- To make them aware about an interval estimate for the mean of the conditional distribution of the response variable given a value for the predictor and use this information to inform a business decision.
- Student will able to Understand and appreciate the need to solve a variety of business related problems using a systematic approach involving accepted statistical techniques.
- To Estimate the mean and standard deviation of the marginal distribution of the response variable and use this information to inform a business decision.

BBA 106- E.commerce

- Conceptually learned the concept of online shopping and models of Electronic market.
- Thoroughly learned the concepts of instant messaging and Electronic Data Exchange.
- Learned about the implementation of HTTP and Secure Electronic transaction.
- To understand the concepts of instant messaging and Electronic Data Exchange.

BBA 108- E.commerce (Lab)

- Conceptually learned the concept of online shopping and models of Electronic market.
- Thoroughly learned the concepts of instant messaging and Electronic Data Exchange.
- Learned about the implementation of HTTP and Secure Electronic transaction.
- To understand the concepts of instant messaging and Electronic Data Exchange.

BBA 110- Business Communication

- To develop improve various skills like communication, reading, listing, note making, persuasive speaking, body language gestures.
- o understand the process of e-mail communication minutes of meeting.
- To make aware about barriers to communication with ethical context.
- To make effective and impressive communication.
- Better presentation and communication using proper body language.

BBA 112- Business Environment

- To study about monetary policy, industrial policy and privatization.
- To understand the conceptual framework of income, saving and investment trends in the economy.
- Define various elements internal as well as external affecting business environment.
- Explain the techniques like SWOT analysis.
- Define the consequences with regard to BOP.

BBA Semester III

BBA 201- Business Law

- Make the students understand about business and corporate law.
- Develop knowledge on contract and various types of contracts.
- To help the students to understand the concept of sale of goods.
- Make the students understand about companies and its types.
- To equip the students with proper knowledge about foreign exchange.
- To help the students to understand the basic laws related with business and corporate.

BBA 203- Marketing Management

- To understand the place and contribution of marketing to the business enterprise.
- To understand the concept of advertising and how this effect buying habits of consumers.
- To understand product life cycle.
- Able to understand how a product passes from different stages.
- Able to describe the customer segmentation, target marketing and positioning.
- Understand different methods of sale promotion.
- Identify the major basis of market segmentation.
- Understand different methods of sale promotion.
- Able to understand the difference between trademark and branding.

BBA 205- Business Ethics and Corporate Social Responsibility

- Identify and prioritize personal values and apply those in making ethical decisions.
- Apply the theoretical precepts of ethical theory in order to evaluate real-life ethical dilemmas.
- Use contemporary and Classical frameworks to analyze and suggest resolutions for ethical dilemmas.

BBA 207- Management Accounting

- To develop the knowledge of business finance and management decision.
- To enable an awareness of the global environment in which accounting management operate.
- Use effective communication skills to promote respect and relationship for financial deals.
- Utilize information by applying a variety of business and industry software and hardware to major financial function.
- Demonstrate a basic understanding of accounting management.
- Explain the financial concepts used in making accounting management decision.
- To teach a sense of responsibility and a capacity for accounting for management.

BBA 209- Indian Economy

- To identify the determinants of various macroeconomic aggregates such as output, unemployment, inflation, productivity and the major challenges associated with the measurement of these aggregates.
- To discuss the linkages between financial markets and the real economy, and how these linkages influence the impact of economic policies over differing time horizons.
- To critically evaluate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle.
- Apply economic reasoning to understand the operation of an economy.
- Understand factors that contribute to and detract from long-term economic growth.

BBA 211- Environmental Science

- Connect with their natural and human made environment understanding our dependence on the various components of environment.
- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
- Develop a multidisciplinary perspective to understand environmental issues and problems and appreciate the impact of our daily activities on its integrity.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

BBA Semester IV

BBA 202- Human Resource Management

- To provide knowledge about the importance of human resources management in an organisation and the scope of human resource management.
- To develop in pupils the understanding of wages their objectives and various theories of wages.
- Analyse the importance of different methods of training given to the employees in organization.
- Memorize the difference between on the job training and of the job training.
- To develop in pupils the understanding of wages their objectives and various theories of wages.
- To understand the concept of recruitment, selection and training.

BBA 204- Financial Management

- Appreciate the importance of the ethical standards of certified professional auditors.
- Analyse audit reports in view of auditor's rights, duties and responsibilities.
- Interpret current developments in auditing services and initiate actions.

BBA 206- Research Methodology

- Identify a business problem and formulate a hypotheses for it.
- Prepare a research plan to solve a research problem.
- Identify sources of data and analyse data collection methods and tools.
- Prepare and present reports of research findings

BBA 208- Research Methodology (Lab)

- Execute basic and complex mathematical functions in Excel.
- Analyze quantitative data through execution of various statistical tests.
- Analyze data and Interpret results.
- Draw conclusions and presenting the results

BBA 210- Information Management

- Develop comprehensive understanding of different Information systems.
- Differentiate between Information system at different level of the management of decision making.
- Create and manipulate database for speedy retrieval of data.
- Exhibit the role and concept of databases in information systems.
- Analyze alternative information systems using cost benefit analysis.

BBA 212- Information Management (Lab)

- Achieve proficiency in developing databases with SQL.
- Apply the syntax and semantics of SQL.
- Develop databases using SQL.
- Reproduce a working model related to Database Management Systems.

BBA 214- Managerial Skill Development (NUES)

- Develop the concept of self and self-esteem
- To conduct SWOTB analysis of ones own self Appraise self competencies and map the skill set
- Analyse ones own personality and identify gaps from skills required by the corporate environment-personality fit.
- Identify alternatives and evaluate them without subjectivity, prejudice and biases.
- Stay updated of current trends and Express objective opinion on situation and issues.

BBA Semester V

BBA 301- Income Tax Law and Practice

- Understanding the fundamental law of income tax laws in India.
- Understanding the relationship between residential status of an assessee and its relationship with the tax incidence.
- Calculation of incomes under the five head of incomes: Salaries, House property, Profits and Gains from Business or Profession, Capital Gains and other sources.
- Understanding various of ways of tax planning and determination of taxable income of an individual.

BBA 303- Production and Operations Management

- Comprehend the importance of operations management and its challenges in changing business environment.
- Recommend process improvement along the dimensions of efficiency, quality and speed.
- Apply quality management principles to continuous improvement in operations management

BBA 305- Service Marketing

- Identify GAPs between end user and service provider and devise strategies to close them.
- Measure service quality and assess the impact of service quality on consumer Behavior.
- Conduct a services audit plan and identify and analyse best service practices in the industry

BBA 307- Entrepreneurship Development

- Identify the skills required to start a venture and assess individual fits for it.
- To understand the legal compliance required for entrepreneurial ventures.
- Analyze the entrepreneurial environment and opportunities there in.
- Identify different ways to become an entrepreneur – Family business owner, Start up, social entrepreneur, franchisee owner, entrepreneur.

BBA 309- Goods and Services Tax (GST)

- Know the fundamental law of indirect taxes in India.
- Know the constitutional requirements and amendments for implementation of GST law.
- Acquire the knowledge of the statutory provisions of the GST Act, 2017.
- Understand the significance of the provisions of place and time of supply.
- Understand the backbone of the GST i.e. Input Tax Credit.

BBA 311- Summer Training Report

- Acquire knowledge about the working of the company and industry in which t student is placed.
- Gain outlook of practical experience/exposure of working in an organisation.
- Understand organisational processes of the department in which the student is placed in the company.
- Draft a formal summer internship report with a formal format.

BBA Semester VI

BBA 302- Business Policy and Strategy

- Visualize business achieving its objectives in long term
- Develop process capability to take decision which have long term impact to Comprehend the aspects of business environment analyze its influence on strategic decision making in the organization.
- Conduct a SWOT Analysis from an environmental perspective
- Evaluate suitability of strategies that firms have developed in the real world scenario with respect to objectives.

BBA 304- Project Planning and Evaluation

- Develop a comprehensive understanding on different types of projects with specific reference to production projects
- Identify different projects that can be adopted to achieve specific objectives
- Evaluate and analyze alternate projects using comprehensive feasibility analysis
- Diagnose and forecast the market for the project
- Examine operational effectiveness and efficiency of a project
- Classify and appraise multiple sources of financing projects with respect to costs and returns

BBA 306- Entrepreneurship Development

- Identify different ways to become an entrepreneur – Family business owner Start up, social entrepreneur, franchisee owner, entrepreneur.
- Identify the skills required to start a venture and assess individual fits for it.
- Analyze the entrepreneurial environment and opportunities there in
- Prepare a business plan for pitching to prospective funding agencies.
- To understand the legal compliance required for entrepreneurial ventures

BBA 308- International Business

- Comprehend the dynamics of international trade scenario.
- Understanding the role and impact of various inter-governmental trade supporting organizations.
- Analyzing the factors impacting international trade environment.
- To develop an understanding of globalization and its impact on international trade.

BBA 310- Project

- Articulate the relevance of their research to their coursework and professional future
- Articulate a clear research question or problem and defining scope
- Formulate a hypothesis from research problem .
- Identify appropriate research design for the identified problem
- Conduct literature review and identify the conceptual framework for research

BBA 312- Es/EVS

- Identify the different types of ecosystems existing on earth's surface
- Identify the various environmental concerns and suggest required remedial measures
- Evaluate the various national and international efforts undertaken to save environment and sustain development
- Critically analyze the impact of human and business activities on environment and their implications for future sustainability