



**IMS  
NOIDA**

# **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## **COURSE OUTCOMES**

### **BBA 101 Fundamentals of Management**

CO1: To understand the concepts related to Management of Business.

CO2: To demonstrate the roles, skills and functions of management.

CO3: To analyze effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CO4: To understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

CO5: To understand tools and techniques to be used in the performance of the managerial job.

### **BBA 102 Organizational Behaviour**

CO1: To demonstrate the applicability of the context of Organizational Behavior to understand the behavior of people in the Organization.

CO2: To develop an understanding of the complexities associated with the Management of Individual Human Behavior

CO3: To interpret how different type of leadership skills can be used by successful leaders and managers.

CO4: To analyze the complexities associated with the management of the group behavior in the organization.

CO5: To manage conflict in organizational context and deal with change.

### **BBA 103 Managerial Economics**

CO1: To understand the elements of economics for a managerial decision making.

CO2: To compare the different laws of economics and apply them in various changing situations in industry.

CO3: To evaluate the different market structures and situations leading towards creation of a business and economy as a whole.

CO4: To analyse and learn up to what extent demand changes with price

CO5: To analyse the impact of globalisation on Indian Economy.

### **BBA 104 Accounting and Financial Analysis**

CO1: To gain comprehensive knowledge regarding relevance of accounting, its rules and procedures.

CO2: To prepare and comprehend the financial statement of an organisation.

CO3: To analyse financial statement of a company using accounting ratios.

CO4: To prepare and analyse fund flow statement.

CO5: To understand the concept and practical calculation of cash flow statement with both direct and indirect method.

### **BBA 105 Business Law**

CO1: To understand the basic concepts of Indian Contract Act 1872.

CO2: To interpret the terms of Contract of agency, Contract of Indemnity, Contract of Guarantee and Contract of Pledge.

CO3: To analyse the concepts and application of Contract of Sale.

CO4: To understand and evaluate the steps for creation of Limited Liability Partnership and its functioning.

CO5: To understand the application of negotiable instruments used in business as per The Negotiable Instruments Act 1881.

### **BBA 106 Business Organization and Ethics**

CO1: To understand how a business functions carry on systematically and understanding the idea of business as an economic entity.

CO2: To analyse the steps involved in establishment of business unit.

CO3: To examine the dynamics of the most suitable form of business organisation in different situations.

CO4: To understand the importance and role of ethical behavior in the business world today.

CO5: To analyse the changing concepts of society and its implications on business.

### **BBA 201 Quantitative Techniques for Business**

CO1: To apply the knowledge of mathematics in solving business problems.

CO2: To apply measures of central tendency and measures of dispersion in solving problems.

CO3: To develop understanding of correlation and regression.

CO4: To represent data using tables, diagrams and graphs.

CO5: To apply the concepts of probabilistic distributions in solving problems.

### **BBA 202 Business Communication**

CO1: To familiarize and use appropriate business vocabulary and etiquettes in verbal communication in the professional context.

CO2: To learn interviewing skill, effective presentation skills and effective listening skills.

CO3: To apply language skills in drafting various business documents and other necessary communications in the business context

CO4: To understand and address cross cultural differences in the corporate environment

CO5: To participate in planned and extempore enactments of various business situations

### **BBA 203 Human Resource Management**

CO1: To develop an understanding about the functions of HRM and HRD.

CO2: To demonstrate an understanding of concept and role of HR policies and strategies

CO3: To evaluate the procedures and practices used for Recruiting and Selecting suitable employees.

CO4: To develop an understanding about basics of compensation management and Performance appraisal.

CO5: To develop the knowledge, skills and concepts needed to resolve actual Human Resource Management Problems or issues.

### **BBA 204 Marketing Management**

CO1: To familiarize the students with the concepts and theories and strategies of marketing.

CO2: To understand the concept of segmenting, targeting and positioning consumers.

CO3: To demonstrate understanding of branding, new product development and media selection.

CO4: To demonstrate understanding of various marketing strategies, pricing and channel

decisions.

CO5: To develop marketing strategies using research and information.

### **BBA 205 Business Environment**

CO1: To provide knowledge of the environment in which businesses operate, the economic operational and financial framework

CO2: To give students an understanding of the various constituents of the local and global business environments.

CO3: To have a critical study of liberalization, privatization and globalization.

CO4: To study the procedural aspects of various forms of Business Organizations in India.

CO5: To orient the students with the international business environment and recent trends in E-Commerce platforms.

### **BBA 206 Fundamentals of Computer**

CO1: To understand the basics of computer and their components.

CO2: To develop understanding of various types of hardware and software with their applications.

CO3: To use various features and commands of Ms Excel efficiently.

CO4: To install, activate and use Windows and use all the features of Ms Word efficiently.

CO5: To create presentations in Power Point using templates, inserting charts and inserting tables.

### **BBA 301 Advertizing Management**

CO1: To understand the concept of creativity in depth with growing importance of creativity in Ads today.

CO2: To familiarize the student with the concept of public relations and publicity.

CO3: To comprehend an overview on integrated marketing communications focusing on sales management and sales promotion.

CO4: To make decisions regarding the most feasible advertising appeal.

CO5: To understand effective design and implementation of media strategies.

### **BBA 302 Team Building and Leadership**

CO1: To recognise the difference between groups and teams and understand when each is more appropriate

CO2: To evaluate team performance and analyse external and internal factors affecting team building.

CO3: To apply the various leadership traits and behavior as well as different leadership style.

CO4: To develop best practices for teamwork success.

CO5: To understand how to form a group and analyse characteristics of effective group.

### **BBA 303 Indian Economy**

CO1: To make students understand the nature and working of Indian Economy.

CO2: To develop understanding towards the problems faced by Indian subcontinent like population, unemployment, problems & prospects of large- and small-scale industries etc.

CO3: To make students develop understanding towards role of public and private sector in development of Indian Economy.

CO4: To enable students to understand the banking system prevalent in India with its establishment and working.

CO5: To draw attention of students towards establishment & contribution of NITI Aayog in making a new India.

### **BBA 304 Customer Relationship Management**

CO1: To apply the concept of CRM in business and understand the benefits delivered by it.

CO2: To design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

CO3: To understand the concept of e-CRM and e-CRM technologies.

CO4: To understand how to successfully implement Customer Relationship Management in the organisations.

CO5: To analyse the technological and human issues related to implementation of CRM program.

### **BBA 305 Management Information System**

CO1: To understand the importance of information management in business and management.

CO2: To formulate different types of information systems in business.

CO3: To apply the theory and concepts in practical with help of software.

CO4: To apply various security and ethical issues with Information Systems.

CO5: To synthesize applications on Spread sheet and database software.

### **BBA 306 Income tax Law & Practice**

CO1: To understand the basic and technical terms related to Income Tax.

CO2: To determine the residential status of an individual and other persons as per Income Tax Act 1961.

CO3: To compute income from salary, house property and its taxability.

CO4: To compute PGBP, Capital Gains and Income from other sources.

CO5: To apply the various benefits/ deductions while calculating Income Tax of any person.

### **BBA 401 Consumer Behaviour**

CO1: To understand concepts and theories of Consumer Behaviour

CO2: To apply important concepts and theories in developing viable marketing strategies.

CO3: To analyze consumer decision making stages and relevant strategies.

CO4: To explain consumer behavior and marketing concepts.

CO5: To develop and categorize appropriate marketing strategies for different segment of customer

### **BBA 402 Financial Management**

CO1: To understand basic concepts of financial management and their application in investment, financing and dividend decisions.

CO2: To analyze the capital structure decisions through relevant models

CO3: To compute cost of capital and develop innovative financial strategies, leverage analysis and identify courses of action in financial environment that would result in maximization of wealth of an organization.

CO4: To understand management of working capital and estimate the same for an organization.

CO5: To discuss the dividend policy of a firm

### **BBA 403 Production and Operation Management**

CO1: Understand the importance concepts of operations management.

CO2: Learn various strategies in product and process design, analysis.

CO3: Learn examine the various aspects of plant location and product layout.

CO4: Understand the aspects of scheduling.

CO5: Gain insights of integrated materials management, e-procurement, materials planning.

### **BBA 404 Sales and Distribution Management**

CO1: Explain the concepts of sales and distribution management.

CO2: Describe the process and managing of the sales force

CO3: Evaluate different techniques of sales analytics

CO4: Apply sales force compensation methods effectively in an organization.

CO5: Analyze the role of power and conflict in channel management

### **BBA 405 Research Methodology**

CO1: Explain the objectives and process of conducting research and its application in business.

CO2: Analyse the different types of research design and experimental errors.

CO3: Understand various techniques of sampling and methods of data collection.

CO4: Examine different types of scales and appraise about data preparation and analysis.

CO5: Identify and prepare various types of reports.

### **BBA 406 Entrepreneurship and Small Business Management**

CO1: Identifying research problems of entrepreneurs and able to provide solution for the same

CO2: Acquire the skills to identify new areas of business

CO3: Able to identify potential source of finance.

CO4: Acquire the skill to analyse and identify the potential market for the new business.

CO5: Able to manage small business.

### **BBA 501 Arithmetic Aptitude**

CO1: To apply arithmetic concepts to real-world business scenarios.

CO2: To analyze and interpret numerical data presented in various formats such as tables, graphs, and charts.

CO3: To demonstrate proficiency in fundamental arithmetic concepts including ratio & proportion, logarithms, simple interest and compound interest,

CO4: To apply arithmetic principles to analyze and solve practical problems related to age, numbers, calendar, clock, time & distance.

CO5: To develop skills in advanced arithmetic techniques such as finding H.C.F. and L.C.M.

### **BBA 502 Aptitude Reasoning**

CO1: Solve real-life problems requiring interpretation and comparison of complex numeric summaries which extend beyond simple measures of center.

CO2: Solve real-life problems requiring interpretation and comparison of various representations of ratios (i.e., fractions, decimals, rates, and percentages).

CO3: Distinguish between proportional and nonproportional situations and, when appropriate, apply proportional reasoning.

CO4: Analyze and critique mathematical models and be able to describe their limitations.

CO5: Use models, including models created with spreadsheets or other tools, to estimate solutions to contextual questions, identify patterns, and identify how changing parameters affect the results.

### **BBA 503 General Business Awareness**

CO1: To develop a broad knowledge of business operations as well as gaining targeted skills in specific field, such as customers, markets, finance, operations, strategy, business policy, communications and IT.

CO2: Understand diverse cultural perspectives and apply general business.

CO3: Identify and evaluate ethical, social, and environmental impacts in business

CO4: Utilize analytical skills to devise innovative and creative solutions to problems

CO5: Integrate core concepts and theories across functional areas of business

### **BBA 504 General English**

CO1: Gained ability to write, read, speak and comprehend English language correctly.

CO2: Mastered the mechanics of writing, the use of correct punctuation marks and capitals.

CO3: Acquired a comprehensive understanding of techniques and etiquette of formal letter writing and E-mail writing.

CO4: Developed reading skill with proper pronunciation, word stress and intonation.

CO5: Attained enhanced vocabulary and improved language skills.

### **BBA 505 Rural Marketing**

CO1: Discuss rural market Challenges & Opportunities in a dynamic market.

CO2: Explain and interpret Rural Marketing Evolution and Structure

CO3: Apply the concepts relating to consumer buying behaviour

CO4: Differentiate and design marketing strategies for rural specific products.

CO5: Assess and interpret the relevance of pricing and distribution strategies.

## **BBA 506 Services Marketing**

CO1: Understand the Concept of Services and intangible products

CO2: Discuss the relevance of the services Industry to Industry

CO3: Examine the characteristics of the services industry and the modus operandi

CO4: Analyse the role and relevance of Quality in Services

CO5: Visualise future changes in the Services Industry

## **BBA 601 Strategic Management and Business Policy**

CO1: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

CO4: Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.

CO5: Conduct and present a credible business analysis in a team setting.

## **BBA 602 Operation Research**

CO1: Formulate and obtain the optimal solution for Linear Programming problems.

CO2: Determine the optimal solution for Transportation problems.

CO3: Determine the optimal solution for Transportation problems.

CO4: Determine the optimal solution for Assignment problems.

CO5: Determine the best strategy and value of the given game model.

### **BBA 603 Fundamentals of E Commerce**

CO1: Analyze the impact of E-commerce on business models and strategy.

CO2: Describe the major types of E-commerce.

CO3: Explain the process that should be followed in building an E-commerce presence.

CO4: Identify the key security threats in the E-commerce environment.

CO5: Describe how procurement and supply chains relate to B2B E-commerce.

### **BBA 604 Industrial Law**

CO1: The student is able to understand the technicalities of industrial dispute and apply the relevant provisions of law.

CO2: The student has extensive knowledge regarding Provisions relating to Health, Safety, Trade Union and Apprentices.

CO3: The student knows Powers and Duties of Authorities under Industrial Dispute Act.

CO4: The student knows the nature and legal provisions of Lay-Off and Lock-Out, Retrenchment, Strike, Wages and Workman.

CO5: The student understands the basic concept of Factory Law.

### **BBA 605 Retail Management**

CO1: Understand the concept of retailing

CO2: Understand the career opportunities available in the retail sector

CO3: Understand different retail formats

CO4: Understand the various aspects of retail operations.

CO5: Develop decision making skills respect to customer relationship management.

### **BBA 606 Digital Marketing**

CO1: Explain the Evolution and Landscape of Digital Marketing.

CO2: Analyze the Social Media Marketing Strategy for Consumer Engagement

CO3: Interpret the concepts of various Digital Promotion Strategies

CO4: Evaluate the CRM and web analytics techniques.

CO5: Use social media analytics and integrative media strategies