



# giBS

Gitarattan International Business School

Grade 'A' Accredited by NAAC

## DEPARTMENT OF BUSINESS ADMINISTRATION

### Programme Outcomes (POs) for BBA

After the program the students will be able to:

PO 1	Apply knowledge of various functional areas of business
PO 2	Develop communication and professional presentation skills
PO 3	Demonstrate critical thinking and Analytical skills for business decision making
PO 4	Illustrate leadership abilities to make effective and productive teams
PO 5	Explore the implications and understanding the process of starting a new venture
PO 6	Imbibe responsible citizenship towards sustainable society and ecological environment
PO 7	Appreciate inclusively towards diverse culture and imbibe universal values
PO 8	Foster Creative thinking to find innovative solutions for diverse business situations

### Programme Specific Outcomes for BBA

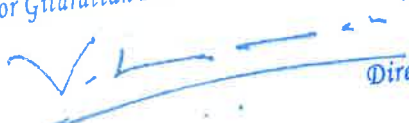
PSO 1	Apply reflective thinking and research skills using latest technological tools
PSO 2	Assimilate technical functional knowledge of operations in business organization
PSO 3	Demonstrate strategic and proactive thinking towards business decision making
PSO 4	Illustrate negotiation skills and networking abilities

**FIRST SEMESTER**

<b>Paper Code</b>	<b>Subject</b>	<b>Course Objectives</b>
<b>BBA 101</b>	<b>Management process and Organizational Behaviour</b>	<p><b>CO1:</b> Explore the evolution of the concepts of management</p> <p><b>CO2:</b> Examine the relevance of the theories of Motivation</p> <p><b>CO3:</b> Analyze the significance of Organization and Individual Behavior</p> <p><b>CO4:</b> Analyze and relate individual, team and group behavior</p> <p><b>CO5:</b> Exhibit leadership qualities by building effective teams</p> <p><b>CO6:</b> Comprehend dynamics of human behavior</p>
<b>BBA 103</b>	<b>Business Mathematics</b>	<p><b>CO1:</b> Ability to solve the problems of counting</p> <p><b>CO2:</b> Proficiency in solving the problems of Matrix Algebra</p> <p><b>CO3:</b> Ability to solve the problems of Differential calculus</p> <p><b>CO4:</b> Capability to solve the problems of Integral calculus</p> <p><b>CO5:</b> Analyzing business research problems</p>
<b>BBA 105</b>	<b>Financial Accounting &amp; Analysis</b>	<p><b>CO1:</b> Comprehension about concepts of accounting and relevance of GAAP and accounting standards</p> <p><b>CO2:</b> Preparation of company final accounts with adjustments</p> <p><b>CO3:</b> Appreciate contemporary issues and challenges in accounting</p> <p><b>CO4:</b> Examine the concept and the methods of depreciation</p> <p><b>CO5:</b> Comprehension about accounting for shares and debentures</p> <p><b>CO6:</b> Explore the role of Stock exchanges and SEBI as a regulator</p> <p><b>CO7:</b> Conduct comprehensive financial analysis of companies</p>
<b>BBA 107</b>	<b>Business Economics</b>	<p><b>CO1:</b> Understand the fundamental concepts of Business Economics</p> <p><b>CO2:</b> Analyze the relationship between consumer behavior and demand</p> <p><b>CO3:</b> Explore the theory of production and through the use of ISO-QUANTS</p> <p><b>CO4:</b> Understand the concept and relevance of short term and long term cost</p> <p><b>CO5:</b> Examine pricing decisions under various market conditions</p> <p><b>CO6:</b> Analyze economic challenges posed to businesses</p>
<b>BBA 109</b>	<b>IT Applications in Business</b>	<p><b>CO1:</b> Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).</p> <p><b>CO2:</b> Analyze the usage of IT product and services.</p> <p><b>CO3:</b> Use internet web services and resources for learning and discovery.</p> <p><b>CO4:</b> Explore the usage of tools of MS Word and Advanced Excel to solve business problems.</p>

		<b>CO5:</b> Comprehend the role of databases in IT applications.
<b>BBA 111</b>	<b>IT Applications in Business (Lab)</b>	<b>CO1:</b> Explore the utility of applications provided by MS Office <b>CO2:</b> Proficiency in MS Advanced Excel and PowerPoint <b>CO3:</b> Effective and professional presentation and communication skills <b>CO4:</b> Use Tables and Charts from Excel to create interactive and animated presentations
<b>BBA 113</b>	<b>Entrepreneurial Mindset (NUES)</b>	<b>CO1:</b> Exhibit entrepreneurial skills and abilities <b>CO2:</b> Imbibe Creativity and innovativeness to explore new ideas and prospects <b>CO3:</b> Explore the laws and government assistance available for new entrepreneurs. <b>CO4:</b> Explore ways to achieve entrepreneurial success

**SECOND SEMESTER**

For Gitarattan International Business School  
  
 Director

Paper Code	Subject	Course Objectives
BBA 102	Cost Accounting	<p><b>CO1:</b> Comprehensive understanding on objectives and scope of cost accounting in business</p> <p><b>CO2:</b> Explore cost control through various material controlling techniques</p> <p><b>CO3:</b> Evaluate the remuneration systems and incentive schemes to deal with labour cost</p> <p><b>CO4:</b> Examine overhead cost through overhead functional analysis</p> <p><b>CO5:</b> Prepare Cost sheet with computation of normal and abnormal profits/Loss</p> <p><b>CO6:</b> Prepare contract accounts using escalation clause</p>
BBA 104	Decision making Techniques in Business	<p><b>CO1:</b> Understand the basic concepts of Statistics</p> <p><b>CO2:</b> Apply Correlation and Regression concepts in business and research problems</p> <p><b>CO3:</b> Explore the use of linear programming in business problem solving</p> <p><b>CO4:</b> Analyze transportation and assignment problems</p> <p><b>CO5:</b> Evaluate alternatives before taking business decisions</p>
BBA 106	Business Environment	<p><b>CO1:</b> Explore the Business Environment and its relevance</p> <p><b>CO2:</b> Comprehend the structure of Indian Economy</p> <p><b>CO3:</b> Analyze the planning system and economic development in India</p> <p><b>CO4:</b> Examine the concept of Macro Economics and determination of National Income</p> <p><b>CO5:</b> Explore the Macro Economic framework</p>
BBA 108	E-Commerce	<p><b>CO1:</b> Examine strengths and weaknesses of digital profiles of business organizations</p> <p><b>CO2:</b> Explore ways to enhance online visibility of business</p> <p><b>CO3:</b> Analyze challenges of security, privacy and legal jurisdictions in e commerce</p> <p><b>CO4:</b> Examine the barriers to successful online positioning of businesses</p>
BBA 110	Business Communication	<p><b>CO1:</b> Proficiency in formal written communication</p> <p><b>CO2:</b> Appreciate diversity and adapt to multicultural communication</p> <p><b>CO3:</b> Analyze the forms and methods of formal and informal mode of communication</p> <p><b>CO4:</b> Ability to make effective and well-articulated presentations</p> <p><b>CO5:</b> Explore the significance of effective listening</p>
BBA	E-Commerce Lab	<b>CO1:</b> Design, develop and maintain a basic website.

112		<b>CO2:</b> Create static HTML web pages <b>CO3:</b> Formulate controls for developing web sites <b>CO4:</b> Demonstrate basic animation using HTML.
<b>BBA 114</b>	<b>Minor Project - I</b>	<b>CO1:</b> Identify a business problem or a field of study <b>CO2:</b> Explore the environment to identify potential research areas <b>CO3:</b> Crystallize a business concern into a concrete business research problem <b>CO4:</b> Explore alternative ways to resolve a business problem

**THIRD SEMESTER**

*For Gitarattan International Business School*

*Director*

<b>BBA 201</b>	<b>Business Laws</b>	<p><b>CO1:</b> Examine various aspects of contract and implications of various types of contract</p> <p><b>CO2:</b> Interpret the regulation concerning the Contract of Sale of Goods Act, 1930</p> <p><b>CO3:</b> Understand and analyze Companies Act 2013 with latest amendments</p> <p><b>CO4:</b> Examine the concepts of Negotiable Instrument Act, 1881</p> <p><b>CO5:</b> Comprehend the concepts of valid contract regarding business transactions</p>
<b>BBA 203</b>	<b>Marketing Management</b>	<p><b>CO1:</b> Explore the concepts of Marketing Management</p> <p><b>CO2:</b> Appraise in New Product Development, product Line and width etc and also product pricing</p> <p><b>CO3:</b> Understand the role and relevance of Place and Intermediaries</p> <p><b>CO4:</b> Acquire skills to understand the factors which influence the promotional mix</p> <p><b>CO5:</b> Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing</p> <p><b>CO6:</b> Acquire skills to handle marketing related business and research issues.</p>
<b>BBA 205</b>	<b>Human Resource Management</b>	<p><b>CO1:</b> Examine the concepts and relevance of HRM vs Strategic HRM</p> <p><b>CO2:</b> Explore the various dimensions of Human resource Planning</p> <p><b>CO3:</b> Analyze the needs, methods and designing of training and development programmes</p> <p><b>CO4:</b> Exhibit the career planning and career development</p> <p><b>CO5:</b> Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations</p>
<b>BBA 207</b>	<b>Management Accounting</b>	<p><b>CO1:</b> Understand the nature and scope of Management Accounting</p> <p><b>CO2:</b> Analyze and interpret the accounting financial statements of a company and its limitations</p> <p><b>CO3:</b> Executing skills to prepare various Budgets</p> <p><b>CO4:</b> Examining the impact of different ratios on the financial performance of a company</p> <p><b>CO5:</b> Compute cash flow analysis and its likely impact on the company</p>
<b>BBA 209</b>	<b>Production and Operation Management</b>	<p><b>CO1:</b> Interpret the basic concept and functions of production and operation management</p> <p><b>CO2:</b> Acquire skills to design and development of production</p>

  
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		<p><b>CO3:</b> Explore the various factors in deciding location and plant layout</p> <p><b>CO4:</b> Articulate inventory management and JIT with quality management systems and TQM</p> <p><b>CO5:</b> Demonstrate factors for plant maintenance and application of the emerging concepts and issues in manufacturing systems</p>
<b>BBA 211</b>	<b>Business Research Methodology</b>	<p><b>CO1:</b> Outline the significance of research and research methodology</p> <p><b>CO2:</b> Understand the basic concepts and scope of Business research</p> <p><b>CO3:</b> Formulate research process for solving the business related problems</p> <p><b>CO4:</b> Examine the concept of measurement, sampling and hypothesis testing</p> <p><b>CO5:</b> Prepare a research report on the basis of collected data</p>
<b>BBA 213</b>	<b>Business Research Methodology Lab</b>	<p><b>CO1:</b> Acquire skills to use software (Advance Excel/ SPSS)</p> <p><b>CO2:</b> Examine research tools for solving business</p> <p><b>CO3:</b> Implement statistical tests for resolving an issue</p> <p><b>CO4:</b> Demonstrate skills for decision making</p>
<b>BBA215</b>	<b>NSS/NCC/NSO/Other skills notified by the university (NUES)</b>	·NA
<b>BBA 217</b>	<b>Environmental Science</b>	<p><b>CO1:</b> Explore ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work</p> <p><b>CO2:</b> Examine water pollution and air pollution and acquire skills to resolve the issue</p> <p><b>CO3:</b> Demonstrate skills to manage solid wasteconcern</p> <p><b>CO4:</b> Acquire skills to assess the impact of environment and environmental management system</p> <p><b>CO5:</b> Contribution towards environment protection and ecological balance</p>

#### FOURTH SEMESTER

Paper Code	Subject	Course Objectives
BBA 202	Business Analytics	<p><b>CO1:</b> Demonstrate skills for computation and aggregation of data using different software.</p> <p><b>CO2:</b> Present data with the help of charts like pivot table etc.</p> <p><b>CO3:</b> Acquire Knowledge about data concepts like big data, data warehousing etc.</p> <p><b>CO4:</b> Analyze data using R studio package and interpret the results.</p>
BBA 204	Financial Management	<p><b>CO1:</b> Explain the nature and scope of Financial Management</p> <p><b>CO2:</b> Analyze capital Budgeting process and apply capital budgeting techniques for business decisions</p> <p><b>CO3:</b> Examine various capital structure theories and analyze factors affecting capital structure decisions.</p> <p><b>CO4:</b> Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy</p> <p><b>CO5:</b> Acquire skills to manage profitability and take sound financial decision for a business</p>
BBA 206	Corporate Governance, Ethics and Responsibility of Business	<p><b>CO1:</b> Examine the concept of values, ethics and their relevance in Business</p> <p><b>CO2:</b> Assess the concept of Knowledge management and Wisdom management, acquire skills to manage stress. Understand the concept of Karma and Dharma</p> <p><b>CO3:</b> Analyze the concept of Progress and Success to manage transformation</p> <p><b>CO4:</b> Exhibit the relevance of Corporate Social Responsibility and Corporate Governance in present times</p> <p><b>CO5:</b> Explain the linkage between ethics, corporate governance and corporate social responsibility and analyze specific cases of corporate governance failure</p>
BBA 208	Income Tax Law and Practice	<p><b>CO1:</b> Comprehend the concepts of taxation, including Assessment year, previous year, assessee, person, total income, agricultural income and determine the residential status of persons.</p> <p><b>CO2:</b> Compute income under different heads, applying the charging provisions, exemptions and deductions.</p> <p><b>CO3:</b> Examining the provisions of clubbing of income and set off and carry forward of losses.</p> <p><b>CO4:</b> Determine the total Income and Tax Liability</p> <p><b>CO5:</b> Comprehend the provisions relating to filing of return of income.</p>
BBA 210	MOOC	



<b>Elective 1: BBA 212</b>	<b>Training and Development</b>	<p><b>CO1:</b> Examine the concepts of training and development.</p> <p><b>CO2:</b> Analyse the trends in employees and organization development programmes.</p> <p><b>CO3:</b> Identify training needs of an individual by conducting training need analysis.</p> <p><b>CO4:</b> Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.</p>
<b>Elective 1: BBA 214</b>	<b>Sales Management</b>	<p><b>CO1:</b> Explore the nature and importance of sales management, types and skills of sales manager.</p> <p><b>CO2:</b> Demonstrate the personal selling process.</p> <p><b>CO3:</b> Analyze the ethical and legal issues in sales management.</p> <p><b>CO4:</b> Examining the concept of Sales Personnel.</p>
<b>Elective 1: BBA 216</b>	<b>Financial Markets and Institutions</b>	<p><b>CO1:</b> Analyze the functioning of financial markets and Institutions in India.</p> <p><b>CO2:</b> Examine the functioning of money market and capital market.</p> <p><b>CO3:</b> Assess the impact of recent initiatives like MUDRA Scheme on financial inclusion.</p> <p><b>CO4:</b> Explain the concept of Non-Banking Financial Companies (NBFCs)</p>
<b>BBA 218</b>	<b>Minor Project Report II</b>	<p><b>CO1:</b> Identify a field of study or a business problem</p> <p><b>CO2:</b> Examine the environment to identify the potential research areas</p> <p><b>CO3:</b> Crystallize a business concern into a concrete business research problem.</p> <p><b>CO4:</b> Explore alternative ways to resolve a business problem</p>

## FIFTH SEMESTER

BBA 2021

For Gitarattan International Business School

  
Director

Paper Code	Subject	Course Objectives
BBA 301	Goods and Services Tax	<p><b>CO1:</b> Defining the concept of GST in India</p> <p><b>CO2:</b> Assessment of GST Tax</p> <p><b>CO3:</b> Determining the steps to file returns and their due dates</p> <p><b>CO4:</b> Describing offences and penalties under GST</p> <p><b>CO5:</b> Comprehends the role of GST Practitioner</p> <p><b>CO6:</b> Explore activities would neither be treated as supply of goods nor as supply</p>
BBA 303	Business Policy and Strategy	<p><b>CO1:</b> Defining the concept of Business Policy, its evolution and strategic management</p> <p><b>CO2:</b> Assessing the environmental analysis</p> <p><b>CO3:</b> Analysis of Internal resources</p> <p><b>CO4:</b> Explore skills to formulate various strategies in different Business portfolio models</p> <p><b>CO5:</b> Reviewing major issues in the implementation of strategy</p>
BBA 305	Information Systems Management	<p><b>CO1:</b> 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.</p> <p><b>CO2:</b> Provide the theoretical models used in database management systems to answer business questions.</p> <p><b>CO3:</b> Relate the basic concepts and technologies used in field of management information systems.</p> <p><b>CO4:</b> Translate the role of information system in organization, the strategic management processes, with the implications for the management.</p>
BBA 307	Information Systems Management Lab	<p><b>CO1:</b> 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.</p> <p><b>CO2:</b> Provide the theoretical models used in database management systems to answer business questions.</p> <p><b>CO3:</b> Relate the basic concepts and technologies used in field of management information systems.</p> <p><b>CO4:</b> Translate the role of information system in organization, the strategic management processes, with the implications for the management.</p>
Elective II: BBA 309	Marketing Analytics	<p><b>CO1:</b> The students will be able to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.</p> <p><b>CO2:</b> Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives</p>

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		<p><b>CO3:</b> Measure the effectiveness of marketing efforts.</p> <p><b>CO4:</b> Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.</p>
<b>Elective II: BBA 311</b>	<b>Performance Management</b>	<p><b>CO1:</b> Identify the essential characteristics of accurate performance management</p> <p><b>CO2:</b> Analyze some of the common problems with the performance appraisal process</p> <p><b>CO3:</b> Compare and contrast different organizational performance and identify the best practices and define attributes of effective performance management system.</p> <p><b>CO4:</b> Identification and discussion on factors influencing different stakeholders in the performance appraisal process.</p>
<b>Elective II: BBA 313</b>	<b>Financial Modeling</b>	<p><b>CO1:</b> Develop spreadsheet based models and use a variety of spreadsheet tools and techniques.</p> <p><b>CO2:</b> Create linked spreadsheets for decision making models.</p> <p><b>CO3:</b> Take financial decisions using financial models created.</p> <p><b>CO4:</b> Application of financial management and market concepts in MS Excel by way of creating various kinds of financial models</p>
<b>BBA 315</b>	<b>Summer Training Report</b>	<p><b>CO1:</b> Work &amp; gain practical experience of working in a real business setting and environment</p> <p><b>CO2:</b> Explore the various functional areas and correlate a few theoretical concepts taught in classrooms to real life work and life scenarios.</p> <p><b>CO3:</b> Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.</p> <p><b>CO4:</b> Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.</p>

## SIXTH SEMESTER

Paper Code	Subject	Course Objectives
BBA 302	Project Management	<p>CO1: Explain the concept of Project Management and Techniques to manage the projects</p> <p>CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas</p> <p>CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.</p> <p>CO4: Explore various sources of projects financing</p> <p>CO5: Understand the skills required to evaluate and control the projects</p> <p>CO6: Analyze the emerging concepts and issues in project management</p>
BBA 304	Digital Marketing	<p>CO1: Interpreting the concept of Digital Marketing</p> <p>CO2: Assess the online buyer behavior and models</p> <p>CO3: Reconnoiter Digital promotional techniques I and II</p> <p>CO4: Acquire skills to take various decisions related to online marketing.</p> <p>CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.</p>
Elective III: BBA 306	HR Analytics	<p>CO1: Explain the concept of HR analytics and strategic role of HR manager</p> <p>CO2: Examine the different HR metrics and HR valuation being followed.</p> <p>CO3: Assess the work force planning and its use in analyzing HR</p> <p>CO4: Understand, analyze and communicate the theories of HR analytics.</p>
Elective III: BBA 308	Advertising and Sales Promotion	<p>CO1: Apprehend the importance and role of advertising in Marketing Mix.</p> <p>CO2: Evaluate the advertising effectiveness and legal, ethical aspects of advertising in India.</p> <p>CO3: Analyze the different sales promotion strategies and evaluating them</p> <p>CO4: Examine various means of testing effectiveness of advertising and sales promotion.</p>
Elective III: BBA 310	Investment Analysis and Portfolio Management	<p>CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio.</p> <p>CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns.</p> <p>CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio.</p>

		<p><b>CO4:</b> Evaluate and compare the Intrinsic and Market Value of a share.</p> <p><b>CO5:</b> Examine the portfolio management techniques of Mutual Funds.</p> <p><b>CO6:</b> Analyze contemporary trends in Investment options available.</p>
<b>BBA 312</b>	<b>Entrepreneurship Development</b>	<p><b>CO1:</b> Describe the concept of Entrepreneur and its emergence</p> <p><b>CO2:</b> Identify how to go about the promotion of a venture</p> <p><b>CO3:</b> Recognize entrepreneurial Behaviour</p> <p><b>CO4:</b> Explain Development programmes for entrepreneur</p> <p><b>CO5:</b> Interpret the role of Entrepreneur in economic growth</p> <p><b>CO6:</b> Acquire skills regarding starting up their own business unit</p>
<b>BBA 314</b>	<b>Major Project</b>	<p><b>CO1:</b> Apply all theoretical concepts learned in research methodology</p> <p><b>CO2:</b> Articulate a clear research objective with accurate scope and limitations of the study</p> <p><b>CO3:</b> Identify an appropriate sample size for a study</p> <p><b>CO4:</b> Choose the appropriate data collection tools for accurate, authentic and complete data collection</p> <p><b>CO5:</b> Study the data using techniques appropriate to the Research Design</p> <p><b>CO6:</b> Analyze data using parametric techniques and conduct Univariate analysis</p> <p><b>CO7:</b> Draw conclusions based on the results from the analysis</p>