

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**Bachelor of Business Administration (BBA)**

w.e.f. 2024-25

**PROGRAMME OUTCOMES**

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**Program Outcomes (At the end of First Year):** *Under Graduate Certificate in Business Administration*

- PO1. Conceptualize and appreciate theoretical knowledge of management domain.
- PO2. Appreciate the importance of effective communication skills for building connect and engagement
- PO3. Nurture an ability to articulate a business environment and express opinions, ideas etc.
- PO4. Identify a problem with the help of data and logical thinking

**Program Outcomes (At the end of Second Year):** *Under Graduate Diploma in Business Administration*

- PO1. Describe the theoretical domain knowledge along with the managerial skills
- PO2. Develop effective presentation, communication skills and logical thinking.
- PO3. Learn and demonstrate professional and ethical conduct
- PO4. Appreciate the importance of Collaborative atmosphere.
- PO5. Develop an ability to innovate and creative thinking.

**Program Outcomes (At the end of Third Year):** *Under Graduate Degree in Business Administration*

- PO1. Develop conceptual knowledge and understanding of management theories and practices.
- PO2. Apply critical thinking and analytical skills for effective business decision making.
- PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
- PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

**Program Outcomes (At the end of fourth Year):** *Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)*

- PO1. Exhibit factual and theoretical knowledge of management in general and business in particular.
- PO2. Critically evaluate, analyse and articulate Indian and global business environments with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.
- PO3. Exhibit ability to own roles and responsibilities at different levels with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
- PO4. Promote research skills to design and implement innovative solutions in Indian and Global Business Environment.
- PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values

## Course Outcomes – Semester-Wise Compilation

### SEMESTER 1

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 101	Management Process and Organizational Behavior	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Describe key management functions and the evolution of management theories.</li> <li>• <b>CO2:</b> Demonstrate the ability to plan, organize, and make informed decisions in a business context.</li> <li>• <b>CO3:</b> Analyze the impact of personality, perception, learning, values, and attitudes on organizational behavior.</li> <li>• <b>CO4:</b> Evaluate leadership styles, motivational theories, and organizational culture in managing workplace behavior.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 103	Business Mathematics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Apply principles of counting, progression, and functions to business scenarios.</li> <li>• <b>CO2:</b> Solve systems of linear equations and apply matrix algebra techniques to business decision-making.</li> <li>• <b>CO3:</b> Analyze business problems using differential calculus and optimization techniques.</li> <li>• <b>CO4:</b> Interpret business and economic data using integral calculus and probability theory.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 105	Financial Accounting and Analysis	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS.</li> <li>• <b>CO2:</b> Record and post financial transactions and prepare final accounts as per regulatory norms.</li> <li>• <b>CO3:</b> Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting.</li> <li>• <b>CO4:</b> Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 107	Business Economics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Ability to solve the problems of economics.</li> <li>• <b>CO2:</b> Analyze market and demand fluctuations to support managerial decision-making.</li> <li>• <b>CO3:</b> Evaluate strategies for effective capacity utilization in production and operations.</li> <li>• <b>CO4:</b> Make informed pricing decisions across different market structures.</li> </ul>

<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes (CO1–CO4)</b>
<b>BBA 109</b>	<b>Entrepreneurial Mindset (NUES)</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy.</li> <li>• <b>CO2:</b> Efficient usage of entrepreneurial skills in decision making.</li> <li>• <b>CO3:</b> Analyze techniques for opportunity identification and environmental scanning in business.</li> <li>• <b>CO4:</b> Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business.</li> </ul>

<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes (CO1–CO4)</b>
<b>BBA 111</b>	<b>Life Skills and Personality Development (NUES)</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamentals of communication and overcome communication barriers.</li> <li>• <b>CO2:</b> Demonstrate teamwork, collaboration, and active participation in group discussions.</li> <li>• <b>CO3:</b> Develop confidence and logical thinking through debates and video resumes.</li> <li>• <b>CO4:</b> Enhance personality traits and verbal/non-verbal expression through interviews and presentations.</li> </ul>

<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes (CO1–CO4)</b>
<b>BBA 113</b>	<b>IT Applications in Business</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Describe the basic components of computer systems.</li> <li>• <b>CO2:</b> Distinguish between various types of software, operating systems, and programming tools.</li> <li>• <b>CO3:</b> Apply advanced Excel tools to manage, analyze, and visualize business data.</li> <li>• <b>CO4:</b> Interpret the role of computer networks and IT applications across different business functions.</li> </ul>

<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes (CO1–CO4)</b>
<b>BBA 115</b>	<b>IT Applications in Business Lab</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Operate Windows environment and manage files using essential system commands.</li> <li>• <b>CO2:</b> Create and format documents using MS Word for professional and academic use.</li> <li>• <b>CO3:</b> Utilize MS Excel functions for data entry, analysis, and visualization.</li> <li>• <b>CO4:</b> Design engaging presentations using MS PowerPoint with appropriate animations and formatting.</li> </ul>

## SEMESTER 2

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 102	Marketing Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process.</li> <li>• <b>CO2:</b> Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle.</li> <li>• <b>CO3:</b> Evaluate strategies for promotion and distribution, including the use of IMC and channel management.</li> <li>• <b>CO4:</b> Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 104	Decision Techniques for Business	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Apply basic statistical techniques like measures of central tendency and dispersion to summarize business data.</li> <li>• <b>CO2:</b> Use correlation and regression analysis to interpret relationships between business variables.</li> <li>• <b>CO3:</b> Formulate and solve linear programming problems for optimizing business decisions.</li> <li>• <b>CO4:</b> Analyze and solve transportation and assignment problems using appropriate techniques.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 106	Human Resource Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the core functions and emerging challenges in Human Resource Management.</li> <li>• <b>CO2:</b> Analyze and apply HR planning, recruitment, and selection strategies in various organizational contexts.</li> <li>• <b>CO3:</b> Evaluate different training and development methods and their applicability in employee skill enhancement.</li> <li>• <b>CO4:</b> Demonstrate knowledge of performance appraisal and compensation systems to support organizational and employee development.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 108	Business Communication	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the fundamentals and principles of effective business communication.</li> <li>• <b>CO2:</b> Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment.</li> <li>• <b>CO3:</b> Develop proficiency in business letter writing for various organizational contexts.</li> <li>• <b>CO4:</b> Apply effective communication techniques in departmental correspondence, report writing, and presentations.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 112	E-Commerce	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.</li> <li>• <b>CO2:</b> Explain various electronic payment systems and identify their risks and infrastructure requirements.</li> <li>• <b>CO3:</b> Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms.</li> <li>• <b>CO4:</b> Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 114	E-Commerce Lab	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Proficient Web Design and Development.</li> <li>• <b>CO2:</b> Effective Use of Social Media Platforms.</li> <li>• <b>CO3:</b> Digital Content Creation and Design.</li> <li>• <b>CO4:</b> Professional Writing and Digital Communication.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 118	Indian Knowledge Systems	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the philosophical and cultural foundations of the Indian Knowledge System.</li> <li>• <b>CO2:</b> Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL.</li> <li>• <b>CO3:</b> Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct.</li> <li>• <b>CO4:</b> Identify key contributions of Indian civilization in science, engineering, and architecture.</li> </ul>

## SEMESTER 3

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 201	Business Environment and Law	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.</li> <li>• <b>CO2:</b> Analyze government policies, business laws, and their effects on business operations and compliance.</li> <li>• <b>CO3:</b> Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.</li> <li>• <b>CO4:</b> Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 203	Production and Operations Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the basic concept and functions of production and operations management.</li> <li>• <b>CO2:</b> Understand and appreciate the process of design and development of production systems.</li> <li>• <b>CO3:</b> Explore the key factors in deciding plant location, layout and its maintenance.</li> <li>• <b>CO4:</b> Articulate inventory management and JIT with quality management systems (TQM).</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 205	Business Research Methodology	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Define and explain the basic concepts and scope of business research.</li> <li>• <b>CO2:</b> Apply research methodologies to real-world business problems and analyze their effectiveness.</li> <li>• <b>CO3:</b> Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.</li> <li>• <b>CO4:</b> Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 207	Training and Development	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concepts of training and development.</li> <li>• <b>CO2:</b> Analyse the trends in employees and organization development programmes.</li> <li>• <b>CO3:</b> Examine training needs of an individual/employee by conducting training need analysis.</li> <li>• <b>CO4:</b> Evaluate and demonstrate the cost and benefits of a training and development programme.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 209	Consumer Behaviour	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Gain an understanding of consumer behavior and its relevance to buyer's decision making.</li> <li>• <b>CO2:</b> Examine and interpret the consumer decision-making process and its determinants.</li> <li>• <b>CO3:</b> Apply various research tools and techniques to gain insights into consumer behavior.</li> <li>• <b>CO4:</b> Demonstrate the ability to develop creative marketing strategies and solutions based on consumer behavior of the relevant target groups.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 211	Security Analysis and Portfolio	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamental concepts of investment,</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
	Management	<p>risk-return tradeoff, and the Indian financial system.</p> <ul style="list-style-type: none"> <li>• <b>CO2:</b> Analyze equity and bond valuation techniques using fundamental and technical tools.</li> <li>• <b>CO3:</b> Apply portfolio theory to construct efficient investment portfolios based on investor goals.</li> <li>• <b>CO4:</b> Evaluate financial assets and mutual fund performance using models such as CAPM, APT, and performance ratios.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 213	Management of International Business	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and interpret the fundamental theories of international business and trade.</li> <li>• <b>CO2:</b> Examine and analyse Foreign Direct Investment and its impact on various world economies.</li> <li>• <b>CO3:</b> Analyse the significance of economic Integration in International Business.</li> <li>• <b>CO4:</b> Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 215	Foundation of Entrepreneurship and Startups	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Gain knowledge and understand fundamentals of entrepreneurship.</li> <li>• <b>CO2:</b> Exhibit professional skill and ability to identify business opportunities, conduct market research, and validate its feasibility.</li> <li>• <b>CO3:</b> Equip to apply and create comprehensive business plans and craft business models.</li> <li>• <b>CO4:</b> Gain insights into the various startup ecosystems and evaluate schemes by different institutions.</li> </ul>

## SEMESTER 4

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 202	Cost & Management Accounting	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Gain knowledge and understand the components of cost and management accounting.</li> <li>• <b>CO2:</b> Prepare budgets and apply variance analysis for control and planning.</li> <li>• <b>CO3:</b> Analyze performance using standard costing, ABC, and Balanced Scorecard.</li> <li>• <b>CO4:</b> Evaluate decisions using marginal costing and CVP analysis; create basic models in Excel/Sheets.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 204	Business Analytics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Gain knowledge and understand the concept of business analytics, its application in data warehousing with the aid of various techniques.</li> <li>• <b>CO2:</b> Visualize data using different tools and techniques.</li> <li>• <b>CO3:</b> Analyze data and interpret the results based on different data modelling and analytical tools.</li> <li>• <b>CO4:</b> Evaluate the use of data warehousing and data mining techniques across various industry sectors.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 208	Talent Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understanding Talent Management Fundamentals.</li> <li>• <b>CO2:</b> Developing Effective Talent Acquisition Strategies.</li> <li>• <b>CO3:</b> Implementing Competency-Based Talent Management Practices.</li> <li>• <b>CO4:</b> Evaluate the dynamics of succession planning, reward and potential management.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 210	Sales and Channel Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the various roles and responsibilities of a manager related to sales management.</li> <li>• <b>CO2:</b> Explore the key areas related to the organization, selection, and development of effective sales force.</li> <li>• <b>CO3:</b> Examine and analyze the role and functions of distribution channels and intermediaries.</li> <li>• <b>CO4:</b> Integrate sales strategies with distribution logistics, and addressing ethical and legal issues.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 212	Income Tax Law and Practice	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concepts of taxation and determine the residential status of person.</li> <li>• <b>CO2:</b> Compute income and deductions under different heads.</li> <li>• <b>CO3:</b> Understand and apply the provisions of clubbing of income and set off and carry forward of Losses.</li> <li>• <b>CO4:</b> Determine the Tax Liability and ability to file income tax return.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 214	International Business Environment and Strategy	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and describe the main features of the international business environment and its implications for multinational firms.</li> <li>• <b>CO2:</b> Analyze the political, social, economic, technological, and other configurations that affect</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<p>international business strategy.</p> <ul style="list-style-type: none"> <li>• <b>CO3:</b> Examine different modes of international market engagement and their connections to international business strategy.</li> <li>• <b>CO4:</b> Evaluate the key decisions that multinational firms make in relation to the choice of strategy and structure.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 216	Opportunity and Feasibility Analysis	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand Entrepreneurial Opportunities and niches for new ventures.</li> <li>• <b>CO2:</b> Apply creativity and innovation techniques to generate and refine business ideas.</li> <li>• <b>CO3:</b> Analyze the feasibility of business ideas across product, market, organizational, and financial dimensions.</li> <li>• <b>CO4:</b> Evaluate domestic and international business opportunities by assessing political, economic, and cultural environments.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 218	Sustainability Practices	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the core principles of sustainability and SDGs.</li> <li>• <b>CO2:</b> Learn to apply sustainable practices across various functional areas of management.</li> <li>• <b>CO3:</b> Analyze the impact of sustainability on globalization.</li> <li>• <b>CO4:</b> Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.</li> </ul>

## SEMESTER 5

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 301	Financial Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.</li> <li>• <b>CO2:</b> Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions.</li> <li>• <b>CO3:</b> Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.</li> <li>• <b>CO4:</b> Assess dividend policies and working capital management strategies to improve organizational financial performance.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 303	Negotiation Skills	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain negotiation types, processes, and key concepts like BATNA and ZOPA.</li> <li>• <b>CO2:</b> Apply communication and persuasion techniques in negotiation settings.</li> <li>• <b>CO3:</b> Analyze conflicts and ethical issues in negotiation contexts.</li> <li>• <b>CO4:</b> Evaluate real-world cases to improve negotiation outcomes.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 305	Leadership, Power and Politics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain leadership theories, styles, and their impact on teams and strategy.</li> <li>• <b>CO2:</b> Apply leadership skills to develop emerging leaders and adapt strategies for effective team management.</li> <li>• <b>CO3:</b> Analyze organizational power dynamics and develop strategies to build influence and drive change.</li> <li>• <b>CO4:</b> Assess political dynamics in organizations and apply strategies for effective stakeholder management and career growth.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 307	Services Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamental concepts and challenges of services marketing and differentiate between goods and services marketing.</li> <li>• <b>CO2:</b> Apply techniques for managing service quality, service delivery, and pricing strategies in various service contexts.</li> <li>• <b>CO3:</b> Analyze communication, branding, and physical evidence factors that impact service marketing effectiveness.</li> <li>• <b>CO4:</b> Evaluate service failures, recovery strategies, and customer relationship management approaches to enhance customer loyalty and service quality.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 309	Rural Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and analyze the unique characteristics of rural markets and consumer behavior to make informed marketing decisions.</li> <li>• <b>CO2:</b> Evaluate the impact of competition, pricing strategies, and product modifications required for rural marketing.</li> <li>• <b>CO3:</b> Apply appropriate distribution and communication strategies to effectively engage rural consumers.</li> <li>• <b>CO4:</b> Assess the key challenges and emerging issues in rural marketing to develop strategic solutions.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 311	FinTech	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand core FinTech concepts and digital banking frameworks.</li> <li>• <b>CO2:</b> Analyze and evaluate blockchain, cryptocurrency, and AI-driven financial services.</li> <li>• <b>CO3:</b> Identify cybersecurity risks and regulatory challenges in FinTech.</li> <li>• <b>CO4:</b> Apply FinTech strategies to real-world financial and business models.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 313	Goods & Services Tax	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concept of GST.</li> <li>• <b>CO2:</b> Undertake assessment of GST.</li> <li>• <b>CO3:</b> Recognize the steps to file GST returns.</li> <li>• <b>CO4:</b> Understand offences and penalties under GST.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 315	Export, Import Policies, Procedures and Documentation	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the role of exports and imports in economic development and international trade.</li> <li>• <b>CO2:</b> Analyze export procedures and documentation.</li> <li>• <b>CO3:</b> Evaluate institutional support for exports and related agencies.</li> <li>• <b>CO4:</b> Apply export financing techniques and understand INCOTERMS 2020.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 317	International Business Negotiation	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks.</li> <li>• <b>CO2:</b> Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts.</li> <li>• <b>CO3:</b> Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations.</li> <li>• <b>CO4:</b> Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 319	Legal & Regulatory Framework of Startup	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understanding of laws that pertain to business organizations.</li> <li>• <b>CO2:</b> Develop an understanding of the structure of Indian Legal System.</li> <li>• <b>CO3:</b> Describe the ways in which various governmental</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<p>regulations affect contemporary business practices.</p> <ul style="list-style-type: none"> <li>• <b>CO4:</b> Equipped to find probable solution(s) for various legal problems that may arise in the business organization.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 321	Global Entrepreneurship	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand key concepts and principles of global entrepreneurship and the impact of globalization.</li> <li>• <b>CO2:</b> Analyze global business environments and identify opportunities for international expansion.</li> <li>• <b>CO3:</b> Develop and evaluate a business plan for global ventures, focusing on financial and risk strategies.</li> <li>• <b>CO4:</b> Address challenges in managing global ventures, including cross-cultural and legal considerations.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 325	Information Systems Management Lab	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Apply spreadsheet tools (MS Excel) for performing basic financial analysis including ROI, break-even, and profit/loss statements.</li> <li>• <b>CO2:</b> Analyze and visualize business data using Power BI to create interactive dashboards and data insights.</li> <li>• <b>CO3:</b> Design and implement relational databases using tools like MS Access or MySQL, including ER diagrams and basic SQL queries.</li> <li>• <b>CO4:</b> Evaluate the effectiveness of integrated business applications (ERP, CRM, DSS) in supporting various business functions and strategic decision-making.</li> </ul>

## SEMESTER 6

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 302	Business Policy and Strategy	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Describe the concept of Business Policy, its evolution and strategic management.</li> <li>• <b>CO2:</b> Perform the SWOT analysis.</li> <li>• <b>CO3:</b> Develop skills to formulate various strategies in different Business portfolio models.</li> <li>• <b>CO4:</b> Discover the issues in Strategy Implementation.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 304	Digital and Social Media Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<p>they differ from traditional marketing approaches.</p> <ul style="list-style-type: none"> <li>• <b>CO2:</b> Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences.</li> <li>• <b>CO3:</b> Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals.</li> <li>• <b>CO4:</b> Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 306	Organization Effectiveness and Change	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand key concepts and models of organizational change and development.</li> <li>• <b>CO2:</b> Analyze the influence of culture, climate, power, and politics in organizations.</li> <li>• <b>CO3:</b> Apply strategies for managing conflict, intergroup behavior, and negotiation.</li> <li>• <b>CO4:</b> Evaluate practices for fostering creativity, innovation, and inclusion in diverse workplaces.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 308	Strategic HRM	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Analyze the nature, scope, and functions of Strategic Human Resource Management and its role in aligning HR strategies with organizational goals.</li> <li>• <b>CO2:</b> Demonstrate an understanding of workforce planning, talent acquisition, and retention strategies, and evaluate methods for forecasting manpower demand and supply.</li> <li>• <b>CO3:</b> Evaluate contemporary HR issues such as global HRM, work-life balance, and Green HRM, and develop strategies to address these challenges within a business context.</li> <li>• <b>CO4:</b> Apply HRM competencies and performance measurement tools like the Balanced Scorecard (BSC) in designing HR strategies that enhance organizational effectiveness and employee performance.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 310	Advertising and Brand Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Define key concepts of Integrated Marketing Communication (IMC) and Advertising Management, including objectives and strategy.</li> <li>• <b>CO2:</b> Apply media planning strategies and evaluate advertising effectiveness.</li> <li>• <b>CO3:</b> Analyze brand concepts, equity, and loyalty using relevant models.</li> <li>• <b>CO4:</b> Develop and evaluate brand positioning and extension strategies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 312	Principles of Event Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Define key concepts and roles in event management.</li> <li>• <b>CO2:</b> Apply event management principles to plan and execute events.</li> <li>• <b>CO3:</b> Create event plans and evaluate their effectiveness.</li> <li>• <b>CO4:</b> Analyze and evaluate public relations and corporate event strategies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 314	Financial Markets and Institutions	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Analyze the functioning of Financial Markets and Institutions in India.</li> <li>• <b>CO2:</b> Examine the functioning of money market and capital market.</li> <li>• <b>CO3:</b> Assess the impact of initiatives on financial inclusion.</li> <li>• <b>CO4:</b> Understand the role and functions of financial institutions.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 316	Corporate Accounting	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Account for equity and debt capital of a company.</li> <li>• <b>CO2:</b> Prepare financial statements (Profit &amp; Loss Account, Balance Sheet, etc.) using software.</li> <li>• <b>CO3:</b> Analyze revisions in the balance sheet after Internal Reconstruction of company.</li> <li>• <b>CO4:</b> Develop proficiency in the process of e-filing of annual reports of companies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 318	Global Competitiveness	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.</li> <li>• <b>CO2:</b> Explain the factors responsible for the rise of strategic alliances.</li> <li>• <b>CO3:</b> Develop an awareness of costs and benefits of alliance arrangements.</li> <li>• <b>CO4:</b> Explain the process of planning successful alliances and responsibility of the alliance partners.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 320	WTO and Intellectual Property Rights	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the working and significance of world trade organization in liberalized era.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<ul style="list-style-type: none"> <li>• <b>CO2:</b> Be familiar with the concept of intellectual property rights and their application.</li> <li>• <b>CO3:</b> Appreciate the impact of WTO on Indian Economy.</li> <li>• <b>CO4:</b> Understand Trade Related Aspects of Intellectual Property Rights (TRIPS) and Trade-Related Investment Measures (TRIMS) in context of international business.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 322	Sustainable Entrepreneurship	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the foundational concepts of sustainability and entrepreneurship and explain their interrelationship.</li> <li>• <b>CO2:</b> Apply tools such as the Sustainable Business Model Canvas and Life Cycle Assessment to design sustainable business strategies.</li> <li>• <b>CO3:</b> Analyze the challenges and opportunities faced by sustainable startups using real-world case studies.</li> <li>• <b>CO4:</b> Create a viable and innovative sustainable business proposal addressing environmental or social issues.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 324	Entrepreneurial Finance	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and explain the role of finance in entrepreneurship and the financial needs at different stages of the venture life cycle.</li> <li>• <b>CO2:</b> Apply financial tools such as cash flow statements, break-even analysis, and ratio analysis to evaluate a venture's performance.</li> <li>• <b>CO3:</b> Analyze the cost of various sources of capital, assess risk-return trade-offs, and determine the venture's weighted average cost of capital (WACC).</li> <li>• <b>CO4:</b> Evaluate and compare venture valuation methods and financing options to develop suitable funding strategies for business growth.</li> </ul>

## SEMESTER 7

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 401	Project Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and explain the fundamentals of project management, project life cycle, and idea screening techniques.</li> <li>• <b>CO2:</b> Apply tools for technical and market analysis and demonstrate proficiency in network techniques like PERT and CPM.</li> <li>• <b>CO3:</b> Analyze various sources of project financing and assess appropriate capital structures for different types of projects.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<ul style="list-style-type: none"> <li>• <b>CO4:</b> Evaluate project performance through post-project evaluation techniques and explore emerging trends such as the role of IT in project management.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 403</b>	<b>Fundamentals of Actuarial Sciences</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the scope and applications of actuarial science in risk management and insurance.</li> <li>• <b>CO2:</b> Apply probability and statistical concepts to evaluate risk and uncertain financial outcomes.</li> <li>• <b>CO3:</b> Compute actuarial values for life insurance, annuities, and pensions using life tables.</li> <li>• <b>CO4:</b> Analyze actuarial models and regulatory frameworks relevant to the profession.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 405</b>	<b>Compensation Management</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and explain the principles of compensation structure, including components, objectives, and influencing factors.</li> <li>• <b>CO2:</b> Apply job evaluation methods and relevant compensation theories to design competitive and equitable pay structures.</li> <li>• <b>CO3:</b> Analyze legal and ethical frameworks related to wage codes and executive compensation to ensure regulatory compliance.</li> <li>• <b>CO4:</b> Evaluate and develop compensation strategies using data analysis, grievance redressal mechanisms, and pay fairness practices.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 407</b>	<b>Counseling Skills for Managers</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand and explain the fundamentals of counseling, its relevance to management, and different counseling approaches used in organizational contexts.</li> <li>• <b>CO2:</b> Apply counseling skills and psychological techniques such as CBT, motivational interviewing, and person-centered approaches to address employee issues and foster workplace well-being.</li> <li>• <b>CO3:</b> Analyze behavior change challenges, role conflicts, and interpersonal issues in organizations and propose appropriate counseling interventions to resolve them.</li> <li>• <b>CO4:</b> Evaluate negotiation scenarios and develop effective strategies that integrate ethical considerations, trust-building, and cross-cultural dynamics to achieve desired outcomes.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 409	Human Resource Metrics and Analytics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand key HR metrics and their relevance to organizational performance.</li> <li>• <b>CO2:</b> Apply tools to collect and analyze HR data across functional areas.</li> <li>• <b>CO3:</b> Analyze HR data using statistical techniques to support decision-making.</li> <li>• <b>CO4:</b> Design HR dashboards and analytics strategies for organizational impact.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 411	Marketing Analytics	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the marketing research process and differentiate among research designs and scaling techniques.</li> <li>• <b>CO2:</b> Apply appropriate methods for data collection, sampling, and questionnaire design in marketing research.</li> <li>• <b>CO3:</b> Analyze and interpret marketing data using hypothesis testing and statistical tools.</li> <li>• <b>CO4:</b> Evaluate marketing research applications and ethical considerations in areas such as consumer behavior, advertising, and product development.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 413	Customer Relationship Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Define and explain the key concepts, models, and processes involved in customer relationship management.</li> <li>• <b>CO2:</b> Apply relationship marketing and customer segmentation strategies to develop effective CRM plans.</li> <li>• <b>CO3:</b> Analyze customer data and evaluate CRM techniques such as loyalty programs, retention strategies, and customer lifetime value.</li> <li>• <b>CO4:</b> Design and propose CRM solutions using technological tools to address real-world customer relationship challenges.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 415	Industrial Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the core concepts and strategies in industrial marketing, including types of industrial products, customers, and market structures.</li> <li>• <b>CO2:</b> Analyze and evaluate industrial buying behavior, buyer-seller relationships, and the impact of these factors on marketing strategies.</li> <li>• <b>CO3:</b> Apply strategic planning techniques in product development and pricing, and develop effective marketing strategies for industrial products.</li> <li>• <b>CO4:</b> Create and implement a sales management plan, incorporating industrial marketing logistics and distribution channels to maximize efficiency and customer satisfaction.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 417	Banking Principles and Practices	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Identify and describe the key components, institutions, and regulatory frameworks of the Indian financial system.</li> <li>• <b>CO2:</b> Analyze banking products, services, and technologies to enhance operations and customer experience using banking principles and risk management strategies.</li> <li>• <b>CO3:</b> Evaluate the effectiveness of security measures, regulations, and technological advancements, and create innovative solutions to improve banking operations.</li> <li>• <b>CO4:</b> Critically assess ethical challenges in banking and design marketing strategies and CRM approaches that adhere to ethical standards and enhance customer trust.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 419	Behavioural Finance	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand key concepts in behavioral finance and their impact on financial markets.</li> <li>• <b>CO2:</b> Analyze psychological biases affecting investor behavior and market dynamics.</li> <li>• <b>CO3:</b> Evaluate challenges to market efficiency using behavioral finance theories.</li> <li>• <b>CO4:</b> Apply behavioral insights to real-world investment strategies and market anomalies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 421	Corporate Taxation	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain key provisions of Indian corporate tax laws and compute taxable income and tax liability for companies.</li> <li>• <b>CO2:</b> Apply tax planning concepts in managerial decisions such as capital structure, dividend policy, and business setup.</li> <li>• <b>CO3:</b> Analyze the impact of tax incentives and benefits on strategic corporate decisions.</li> <li>• <b>CO4:</b> Evaluate international taxation principles, DTAA provisions, and implications for cross-border transactions.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 423	International Human Resource & Cross-Cultural Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the basics of International Human Resource Management (IHRM) and recognizing the organizational context and barriers impacting global HRM effectiveness.</li> <li>• <b>CO2:</b> Acquire knowledge in international recruitment, covering sources, functions, and contemporary trends, such as Robotic Process Automation.</li> <li>• <b>CO3:</b> Develop a comprehensive understanding of international performance management and gain insights into international labor relations, including key players, approaches, and the impact of global bodies.</li> <li>• <b>CO4:</b> Comprehend the concept, structure, and</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		mechanisms of Human Resource Information Systems (HRIS) and their role in planning and control.

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 425	International Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Demonstrate understanding of key concepts, terminology, and foundational principles of international marketing and globalization.</li> <li>• <b>CO2:</b> Analyze cross-cultural and market differences to identify global marketing opportunities.</li> <li>• <b>CO3:</b> Evaluate entry strategies and operational choices in global markets using strategic frameworks.</li> <li>• <b>CO4:</b> Apply international marketing concepts to develop global product, pricing, promotion, and distribution strategies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 427	International Supply Chain Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the fundamental concepts, components, and challenges of international supply chain management and the impact of globalization.</li> <li>• <b>CO2:</b> Analyze global logistics, transportation, and warehouse management for effective international supply chain operations.</li> <li>• <b>CO3:</b> Evaluate international procurement and sourcing strategies, including risk assessment and supplier relationship management.</li> <li>• <b>CO4:</b> Apply risk management and sustainability principles to build resilient and responsible global supply chains.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 429	Entrepreneurial Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the nature and scope of entrepreneurial marketing and analyze the marketing environment to identify opportunities.</li> <li>• <b>CO2:</b> Explain product lifecycle concepts, branding, and pricing strategies suitable for start-ups.</li> <li>• <b>CO3:</b> Illustrate the use of promotion mix elements and channel management in entrepreneurial contexts.</li> <li>• <b>CO4:</b> Apply marketing strategies for services and emerging digital platforms relevant to B2B, B2C, and B2G sectors.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 431	Financial Services & Institutional Support for Startups	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the types of financial services and capital requirements for startups.</li> <li>• <b>CO2:</b> Analyze venture capital and angel investment</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<p>processes and challenges.</p> <ul style="list-style-type: none"> <li>• <b>CO3:</b> Evaluate government schemes and institutional support mechanisms for startups in India.</li> <li>• <b>CO4:</b> Apply financial management and strategic decision-making tools relevant to startups.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 433	Research and Development of Business Plans	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the structure, purpose, and components of a business plan and the role of market research in its development.</li> <li>• <b>CO2:</b> Analyze business ideas and strategies using tools like SWOT, PESTEL, and the Business Model Canvas.</li> <li>• <b>CO3:</b> Apply financial planning and performance metrics to evaluate the feasibility and sustainability of business ventures.</li> <li>• <b>CO4:</b> Develop and present a professional business plan with effective pitching techniques and strategic storytelling.</li> </ul>

## SEMESTER 8

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Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 402	Research Ethics and Writing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the nature, types, and ethical aspects of research, including national regulatory guidelines.</li> <li>• <b>CO2:</b> Identify various forms of plagiarism and apply tools and practices to ensure research integrity.</li> <li>• <b>CO3:</b> Develop structured academic and business writing skills for diverse professional contexts.</li> <li>• <b>CO4:</b> Apply proper citation styles and ethical publication practices in academic writing.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 404	AI and ML in Business	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the basic concepts, evolution, and tools of Artificial Intelligence and Machine Learning in business contexts.</li> <li>• <b>CO2:</b> Analyze how AI is used in marketing to enhance customer engagement and optimize advertising strategies.</li> <li>• <b>CO3:</b> Evaluate AI applications in finance, including risk assessment, fraud detection, and automated advisory services.</li> <li>• <b>CO4:</b> Apply AI-driven solutions in Human Resource Management for talent acquisition, performance evaluation, and workforce analytics.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 406	Cross Cultural and Global Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand key cultural theories and frameworks to evaluate how culture influences individual and organizational behavior in global contexts.</li> <li>• <b>CO2:</b> Analyze human resource strategies for managing expatriates, cross-cultural teams, and global leadership in multinational organizations.</li> <li>• <b>CO3:</b> Compare regional and cultural clusters to assess management practices and business behaviors across countries.</li> <li>• <b>CO4:</b> Apply cross-cultural management principles to address challenges in global leadership, remote teams, crisis management, and global supply chains.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 408	Management of Industrial Relations	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the evolution, significance, and contemporary challenges of industrial relations in the Indian socio-political context.</li> <li>• <b>CO2:</b> Evaluate the frameworks and practices of collective bargaining and tripartism in labour-management relations.</li> <li>• <b>CO3:</b> Apply legal provisions related to employment contracts, wage systems, and social security to real-world industrial scenarios.</li> <li>• <b>CO4:</b> Formulate strategies for effective dispute resolution, employee participation, and the integration of HRM in managing industrial relations.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 410	Human Resource Development – Strategies and Systems	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamental concepts, roles, and systems of HRD and their integration with HRM.</li> <li>• <b>CO2:</b> Design, implement, and evaluate HRD programs and interventions including audits and climate assessments.</li> <li>• <b>CO3:</b> Apply strategic approaches to HRD such as leadership development, motivation, and industrial relations.</li> <li>• <b>CO4:</b> Develop career management systems and integrate technological tools into HRD practices for improved performance.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 414	Content Marketing	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the evolution, purpose, and models of content marketing in comparison with traditional marketing approaches.</li> <li>• <b>CO2:</b> Develop strategic content plans using audience personas, engagement cycles, and performance metrics.</li> <li>• <b>CO3:</b> Design and manage content development workflows, distribution strategies, and multi-format content aligned with business goals.</li> <li>• <b>CO4:</b> Evaluate the performance of content marketing</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		campaigns and address ethical, legal, and inclusive considerations in digital content.

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 416	Retail & Mall Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the evolution, types, and functions of retail organizations along with the Indian and global retail landscape.</li> <li>• <b>CO2:</b> Develop and evaluate effective retail marketing strategies including merchandising, pricing, and brand-building techniques.</li> <li>• <b>CO3:</b> Manage store operations, layout planning, customer relationship management, and human resources in a retail environment.</li> <li>• <b>CO4:</b> Assess the impact and application of electronic retailing, including technology, database management, and CRM tools in modern retail.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 418	Digital Branding Engagement	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the foundations of digital branding, its components, and the transformation of brand experience in the digital era.</li> <li>• <b>CO2:</b> Develop and communicate a coherent digital brand identity across content formats and digital platforms.</li> <li>• <b>CO3:</b> Design and implement platform-specific engagement strategies using tools, interactive content, and paid media campaigns.</li> <li>• <b>CO4:</b> Evaluate the performance of digital branding strategies using metrics, while addressing ethical, reputational, and future-oriented branding challenges.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 420	Financial Risk Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Identify and explain various types of financial risks and their implications for modern organizations.</li> <li>• <b>CO2:</b> Apply quantitative models to measure and manage market risks using tools such as VaR, RiskMetrics, and stress testing.</li> <li>• <b>CO3:</b> Analyze and manage credit risks through risk modeling, credit derivatives, and credit rating methodologies.</li> <li>• <b>CO4:</b> Evaluate enterprise-wide risk management frameworks and regulatory requirements for integrated risk control.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 422	Mergers and Corporate Restructuring	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the scope, modes, and regulatory</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
		<p>dimensions of corporate restructuring in Indian and global contexts.</p> <ul style="list-style-type: none"> <li>• <b>CO2:</b> Analyze accounting methods and financial implications of mergers, acquisitions, and demergers.</li> <li>• <b>CO3:</b> Evaluate the legal and financial considerations of takeovers and financial restructuring.</li> <li>• <b>CO4:</b> Apply valuation approaches for different types of firms including start-ups, and assess value creation strategies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 424</b>	<b>Financial Analytics</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Analyze various applications of financial analytics in corporate finance, credit risk assessment, time series forecasting, portfolio management, and trading strategies.</li> <li>• <b>CO2:</b> Acquire, clean, and preprocess financial data from diverse sources for accurate analytics and modeling.</li> <li>• <b>CO3:</b> Build and validate credit risk and financial risk models using statistical and machine learning techniques.</li> <li>• <b>CO4:</b> Design and implement portfolio optimization and quantitative trading strategies leveraging analytical and AI tools.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 426</b>	<b>International Business Ethics</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand foundational ethical theories, frameworks, and global codes of ethics relevant to international business.</li> <li>• <b>CO2:</b> Analyze the role of human values and ethical leadership with insights from Indian and global philosophies in cross-border management.</li> <li>• <b>CO3:</b> Evaluate ethical issues and dilemmas in various international business functions and organizational responses.</li> <li>• <b>CO4:</b> Examine the role of institutional bodies, consumerism, and sustainability in promoting business ethics and corporate responsibility worldwide.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
<b>BBA 428</b>	<b>Global Outsourcing – Issues &amp; Perspectives</b>	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Explain the fundamentals, types, and drivers of global outsourcing and distinguish between outsourcing and offshoring.</li> <li>• <b>CO2:</b> Analyze the benefits, challenges, and ethical issues involved in global outsourcing.</li> <li>• <b>CO3:</b> Evaluate key global outsourcing destinations considering economic, political, and regulatory factors.</li> <li>• <b>CO4:</b> Assess future trends, technological impacts, and corporate responsibility aspects in global outsourcing.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 430	International Business Venturing Abroad	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the fundamentals, growth and development of International Business.</li> <li>• <b>CO2:</b> Discuss the impact of globalization on businesses, reasons for existence of MNEs and the strategies employed.</li> <li>• <b>CO3:</b> Describe the complexities of operating in a global business environment and design efficient and effective operational strategies.</li> <li>• <b>CO4:</b> Analyze ethical and social responsibilities of global business and collaborate effectively in diverse e-business teams.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 432	Family Business Management	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand theories, models, and generational dynamics that shape family businesses.</li> <li>• <b>CO2:</b> Analyze governance structures and ownership challenges affecting family firm sustainability.</li> <li>• <b>CO3:</b> Evaluate strategies for developing next-generation leaders and managing succession.</li> <li>• <b>CO4:</b> Assess trans generational entrepreneurship and future readiness of family businesses in evolving institutional contexts.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 434	Business Valuation for Startups	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Understand the unique characteristics of startups and their implications for business valuation.</li> <li>• <b>CO2:</b> Apply various valuation methods including market-based, income-based, and asset-based approaches for startups.</li> <li>• <b>CO3:</b> Build financial models and projections, and conduct sensitivity analysis relevant to startup scenarios.</li> <li>• <b>CO4:</b> Analyze legal, ethical, and strategic considerations in startup valuation, including implications for funding and exit strategies.</li> </ul>

Course Code	Course Title	Course Outcomes (CO1–CO4)
BBA 436	Government & Institutional Support System for MSMEs	<ul style="list-style-type: none"> <li>• <b>CO1:</b> Describe the nature, scope, and challenges of Micro, Small, and Medium Enterprises (MSMEs) in the Indian economy.</li> <li>• <b>CO2:</b> Identify and analyze the institutional, financial, and developmental support mechanisms available for MSMEs.</li> <li>• <b>CO3:</b> Evaluate strategies for managing MSMEs, including handling of NPAs, and revival of sick units.</li> <li>• <b>CO4:</b> Assess the effectiveness of government policies, schemes, and incentives in promoting entrepreneurship and MSME development.</li> </ul>