

<b>Semester -I</b>	<b>BBA -22-101 :BUSINESS ENVIRONMENT</b>
<b>Credit-6</b>	<b>L:T:P -6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Remember and illustrate the different aspects of the environment affecting the business.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Develop and inference the various techniques of scanning the changes taking place in the business environment.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Interpret the best possible method to overcome the challenges arising from changes taking place in the business environment and design a technique which would help a business unit to get the first mover advantage.	L – 5 L – 6	Evaluating Creating

<b>Semester -I</b>	<b>BBA-22-102: MANAGEMENT PRINCIPLES &amp; PRACTICES</b>
<b>Credit -6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Recall and interpret the various concepts of principles of management.	L-1 L-2	Remembering Understanding
<b>CO 2</b>	Applying and analyzing the practices of management in the organizational perspective.	L-3 L-4	Applying Analyzing
<b>CO 3</b>	Determine the various approaches to handling crisis in organizations and adapt approaches to apply various business strategies.	L-5 L-6	Evaluating Creating

<b>Semester-I</b>	<b>BBA-22-103:BOOK KEEPING &amp; ACCOUNTING</b>
<b>Credit-6</b>	<b>LTP:6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO1</b>	Relate and summarize the basic concepts of Book Keeping and Accounting.	L-1 L-2	Remembering Understanding
<b>CO2</b>	Applying accounting concepts and principles to prepare financial statements and analyze the financial statements of an organization.	L-3 L-4	Applying Analyzing
<b>CO3</b>	Estimate the financial position & performance and adapt the financial statements of an organization.	L-5 L-6	Evaluating Creating

<b>Semester- I</b>	<b>BBA-22-ME-104: IT TOOLS FOR MANAGERS</b>
<b>Credit – 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Choose and demonstrate the various IT Tools for Managers.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Organize and examine the numerous IT Tools in business decision making.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Choose & develop the documentation using various Microsoft office tools and design business presentation.	L – 5 L – 6	Evaluating Creating

<b>Semester- I</b>	<b>BBA-22-ME-105: CYBER LAWS</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>Cos</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	List and explain the various national and international cyber Laws.	L -1 L -2	Remembering Understanding
<b>CO 2</b>	Identify and examine the different laws that may affect the smooth functioning of any online business Unit.	L -3 L -4	Applying Analyzing
<b>CO 3</b>	Decide the best techniques of workings for any Online Business Unit without the breach of any cyber Laws and develop a Cyber Crime free working conditions for any E- Business Unit.	L -5 L -6	Evaluating Creating

<b>Semester- I</b>	<b>BBA-22-VC-106: BUSINESS COMMUNICATION</b>
<b>Credit -3</b>	<b>LTP: 3:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Recall and relate the concept of communication in business context.	L - 1 L - 2	Remembering Understanding
<b>CO 2</b>	Identify and inspect the learning in communication in day to day lives.	L - 3 L - 4	Applying Analyzing
<b>CO 3</b>	Evaluate and develop current and future best practices in communication.	L - 5 L - 6	Evaluating Creating

**Co-curricular Course: Semester-1**  
**Course Title: Food, Nutrition and Hygiene**

<b>Programme /Class: BBA</b>	<b>Year: First</b>	<b>Semester: First</b>
<b>Co-Curricular</b>		
<b>Course Code: CC-1</b>	<b>Course Title: Food, Nutrition and Hygiene</b>	
<b>Course outcomes:</b> <ol style="list-style-type: none"><li>1. To learn the basic concept of the Food and Nutrition</li><li>2. To study the nutritive requirement during special conditions like pregnancy and lactation</li><li>3. To learn meal planning</li><li>4. To learn 100 days Nutrition Concept</li><li>5. To study common health issues in the society</li><li>6. To learn the special requirement of food during common illness</li></ol>		

<b>Semester- II</b>	<b>BBA-22-201: COST AND MANAGEMENT ACCOUNTING</b>
<b>Credit-3</b>	<b>LTP: 3:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
CO 1	Remember and Absorb cost and management accounting concepts to be used in business.	L – 1 L - 2	Remembering Understanding
CO 2	Test and Infer from the different techniques of cost and management accounting to get its effectiveness.	L – 3 L – 4	Applying Analysing
CO 3	Design and Compare the Cost and Management sheets helpful for budgeting process in business.	L - 5 L - 6	Evaluating Creating

<b>Semester –II</b>	<b>BBA-22-202 :ORGANISATIONAL BEHAVIOR</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** After completing the course, the learner shall be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
CO 1	Define & rephrase the concepts of organizational behavior and its importance in managing people at the workplace.	L – 1 L – 2	Remembering Understanding
CO 2	Utilize the knowledge of Organizational Behavior to understand human behavior at workplace, and examine issues existing at the levels of individual and group.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate organizational behavior as a framework to address issues & challenges of workplace & compare effective organizational processes.	L – 5 L – 6	Evaluating Creating

<b>Semester -II</b>	<b>BBA-22-203: MANAGERIAL ECONOMICS</b>
<b>Credit - 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and interpret the various concepts of managerial economics	L - 1 L - 2	Remembering Understanding
<b>CO 2</b>	Choose and examine the various principles and law of economics pertaining to business unit.	L -3 L -4	Applying Analyzing
<b>CO 3</b>	Conclude the different consequences of all the concepts, principles and laws of Managerial Economics and design the best possible alternatives for a business unit which helps it to survive any ill effects arising out of unexpected change in the economic system.	L - 5 L - 6	Evaluating Creating

<b>Semester- II</b>	<b>BBA-22-ME-204: BUSINESS STATISTICS</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** The learner will be able to do following things after successfully completing the course

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Recall and summarize the fundamental knowledge of statistics to business disciplines.	L - 1 L - 2	Remembering Understanding
<b>CO 2</b>	Select the statistical tools and techniques to analyse the issues within a business context.	L - 3 L - 4	Applying Analyzing
<b>CO 3</b>	Justify the appropriateness of statistical analysis used and discuss the best possible solutions in business related issues.	L - 5 L - 6	Evaluating Creating

<b>Semester- II</b>	<b>BBA-22-ME-205: BUSINESS MATHEMATICS</b>
<b>Credit – 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** The learner will be able to do following things after successfully completing the course

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Outline the basics of Business Mathematics and understand the notion of systematic processing related to the business challenges.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Apply the problem solving skills and take part in real time business problems using various mathematical tools.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Determine the role of mathematics in the business world and create the ability to draw inferences using business mathematics.	L – 5 L – 6	Evaluating Creating

<b>Semester- II</b>	<b>BBA-22-VC-206: RETAIL MANAGEMENT</b>
<b>Credit - 3</b>	<b>LTP: 3:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Relate and rephrase the concepts related to retail management	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Make use of the knowledge of Retail Management to manage retail organizations and inspect the intricacies involved in retail management.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Measure the effectiveness of alternatives available for managing retail operations and selecting appropriate alternatives to design and run retail organization successfully.	L – 5 L – 6	Evaluating Creating

**Co-curricular Course: Semester-2**  
**Course Title: First Aid and Health**

Programme/Class: BBA	Year: First	Semester: Second
<b>Co- Curricular Course</b>		
<b>Course Code: CC-2</b>	<b>Course Title: First Aid and Health</b>	
<b>Course outcomes:</b> <ol style="list-style-type: none"><li>1. Learn the skill needed to assess the ill or injured person.</li><li>2. Learn the skills to provide CPR to infants, children and adults.</li><li>3. Learn the skills to handle emergency child birth</li><li>4. Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.</li><li>5. Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive.</li><li>6. Help to understand natural changes of adolescence</li><li>7. Learn the skill to identify Mental Health status and Psychological First Aid</li></ol>		



<b>Semester- III</b>	<b>BBA-22- 301: MARKETING MANAGEMENT</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and explain the concepts related to Marketing Management	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Apply the knowledge of marketing management to solve marketing related business problems and examine the intricacies involved in marketing management.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Assess the effectiveness of alternative marketing management plans and strategies in particular marketing situations and design effective marketing plans and strategies.	L – 5 L – 6	Evaluating Creating

<b>Semester -III</b>	<b>BBA-22-302:HUMAN RESOURCE MANAGEMENT</b>
<b>Credit-6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Recall and outline the concepts concerned with human resource management.	L – 1 L - 2	Remembering Understanding
<b>CO 2</b>	Solve the business problems with the knowledge of HR concepts & practices and analyze the complexities involved with HRM.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Determine the effectiveness of alternative approaches to deal with different situation and develop suitable HRM strategy to cope up with business problems.	L - 5 L - 6	Evaluating Creating

<b>Semester- III</b>	<b>BBA-22-303: FINANCIAL MANAGEMENT</b>
<b>Credit - 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	List and classify the quantitative techniques related to business management for decision making.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Utilize the comprehension of quantitative techniques to solve business problems and examine the complications related to business decisions.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Estimate the validity and effectiveness of different quantitative concepts and adapt models for ongoing business operations to facilitate decision making.	L – 5 L – 6	Evaluating Creating

<b>Semester- III</b>	<b>BBA-22-ME-304: QUANTITATIVE TECHNIQUES FOR MANAGERS</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
CO 1	Choose and illustrate the quantitative techniques related to business management for decision making.	L – 1 L – 2	Remembering Understanding
CO 2	Make use of quantitative techniques to solve business problems and simplify the complications related to business decisions.	L – 3 L – 4	Applying Analyzing
CO 3	Measure the validity and effectiveness of different quantitative concepts and construct models for ongoing business operations to facilitate decision making.	L – 5 L – 6	Evaluating Creating

<b>Semester-III</b>	<b>BBA-22-ME-305: PERSONAL FINANCE</b>
<b>Credit -4</b>	<b>LTP : 4:0:0</b>

**Course Objective:** To familiarize the students with different aspects of financial planning like savings, investment, taxation, insurance & retirement planning and to develop necessary skills to become a successful financial planner.

**Course Outcomes:** On successful completion of the course the learner will be able to.

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Remember and outline the thoughts and views of personal finance and their relevance with individual decision making.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Make use of personal finance to solve the conceptual and practical problems and list the different options of personal finance.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Evaluate the fundamental and functional perspective of personal finance methods and create strategies related with personal finance and investment.	L – 5 L – 6	Evaluating Creating

<b>Semester-III</b>	<b>BBA-22-VC-306: E-COMMERCE</b>
<b>Credit - 3</b>	<b>LTP: 3:0:0</b>

**Course Objective:** Give exposure to learner’s various technologies behind e-commerce systems and how these technologies interact. Discuss the various marketing strategies for an online business. Discuss various electronic payment types and associated security risks and the ways to protect against them.

**Course Outcomes:** On successful completion of the course learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Bloom Taxonomy</b>
<b>CO1</b>	Define and demonstrate the concepts related with E-commerce.	L-1 L-2	Remembering Understanding
<b>CO2</b>	Apply the knowledge of E-Commerce to enrich business perspectives and examine the opportunity and threats pertaining to the E-Commerce.	L-3 L-4	Applying Analyzing
<b>CO3</b>	Explain the need and necessity of E-Commerce and discuss business plans and strategy for optimize the use of E-Commerce in the business operations.	L-5 L-6	Evaluating Creating

<b>Programme/Class : BBA</b>	<b>Year: Second</b>	<b>Semester: Third</b>
<b>Co- Curricular Course</b>		
<b>Course Code: CC-3</b>	<b>Course Title: Human Values and Environmental Studies</b>	
<p><b>Course Outcomes:</b></p> <p>The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards</p> <ol style="list-style-type: none"> <li>1. Building fundamental knowledge of the interplay of markets, ethics, and law,</li> <li>2. Look at various challenges faced by individual to counter unethical issues</li> <li>3. Look at core concepts for business ethics</li> <li>4. Look at core concepts of anti-corruption</li> <li>5. Look at core concepts for a morally articulate solution evolver to management issues in general,</li> <li>6. Issues of sustainable development for a better environment.</li> <li>7. To know how environmental degradation has taken place.</li> <li>8. Be aware of negotiations and international efforts to save environment.</li> <li>9. How to develop sustainably?</li> <li>10. Efforts taken up by UN in Sustainable Development.</li> <li>11. Efforts taken by India in Sustainable Development.</li> </ol> <p>The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</p>		

<b>Semester -IV</b>	<b>BBA-22-401: SALES MANAGEMENT</b>
<b>Credit - 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Recall and explain the concepts related to sales management	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Solve sales related marketing problems with the knowledge of sales management and contrast the intricacies involved in sales management.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Evaluate the effectiveness of alternative sales management plans and strategies in particular marketing situations and elaborate effective sales management plans and strategies.	L – 5 L – 6	Evaluating Creating

<b>Semester -IV</b>	<b>BBA-22-402: BUSINESS RESEARCH METHODS</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

**Course Objective:** The objective of this course is to develop the research skills of the students in investigating into the business problems with a view to arriving at proper findings and conclusions and interpreting the results of their investigation in the form of systematic reports. This will help them in understanding Business problems and undertaking research in functional areas of Management

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and demonstrate the concepts related with business research.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Apply the knowledge of business research to solve business problems and examine the intricacies of academic and real world through various research approaches and techniques.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Assess the contribution of alternative research methods and propose research plans to identify and solve business problems.	L – 5 L – 6	Evaluating Creating

<b>Semester – IV</b>	<b>BBA-22-403: PRODUCTION &amp; OPERATIONS MANAGEMENT</b>
<b>Credit – 6</b>	<b>LTP: 6:0:0</b>

**Course Outcomes:** On successful completion of the course, the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Remember and explain the concepts related with production and operation management.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Choose the production tools and techniques to enrich the value creation process and examine different key factors that affect the production and operation management.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Determine the effectiveness of production concepts and methodologies and discuss plans to manage and control production and operation process.	L – 5 L – 6	Evaluating Creating

<b>Semester -IV</b>	<b>BBA-22-ME-404: MANAGEMENT INFORMATION SYSTEM</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	List and classify the concepts and tools related to the MIS.	L - 1 L - 2	Remembering Understanding
<b>CO 2</b>	Make use of the knowledge of MIS to enhance business effectiveness and discover the different perspectives of MIS in business set-up.	L - 4 L - 5	Applying Analyzing
<b>CO 3</b>	Explain the relevance and role of MIS in different spheres of business and design information system to pacify the business decision making. .	L - 5 L - 6	Evaluating Creating

<b>Semester -IV</b>	<b>BBA-22-ME-405 : RURAL DEVELOPMENT</b>
<b>Credit - 4</b>	<b>LTP: 4:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>		L – 1	Remembering
	Remember and understand the concepts and elements of rural development.	L - 2	Understanding
<b>CO 2</b>	Identify the rural development approaches to clear out the bottlenecks of rural development and categorize different perspectives pertaining to the development in rural area.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Assess the relevance and effectiveness of institutional and non-institutional efforts in rural area and formulate strategies and program to mitigate the problems in rural development.	L – 5 L – 6	Evaluating Creating

<b>Semester- IV</b>	<b>BBA -22-VC- 406: DIGITAL MARKETING</b>
<b>Credit – 3</b>	<b>LTP: 3:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and interpret the concepts related to digital marketing	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Make use of the knowledge of digital marketing to solve marketing related problems and analyze the intricacies involved in digital marketing.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Measure the effectiveness of alternatives available for digital marketing in particular marketing situations and develop effective digital marketing plan and strategy.	L – 5 L – 6	Evaluating Creating

<b>Programme/ Class : BBA</b>	<b>Year: Second</b>	<b>Semester: Fourth</b>
<b>Co- Curricular -Course</b>		
<b>Course Code: CC-4</b>	<b>Course Title: Physical Education and Yoga</b>	
<b>Course Outcomes:</b> Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.		



<b>Semester- IV</b>	<b>BBA-22- 501- BUSINESS REGULATORY FRAMEWORK</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

**Course Objective:** To provide basic understanding of Contract Act, Sales of Goods Act and Limited Liability Partnership Act for the purpose of conducting business and to create awareness about important legislations namely Consumer Protection Act having impact on business.

**Course Outcomes:** On successful completion of the course the learner will be able to:

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and demonstrate a sound understanding of the legal aspects of various business laws affecting businesses.	L – 1 L - 2	Remembering Understanding
<b>CO 2</b>	Categorize and apply basic legal knowledge to business transactions.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Evaluate and modify knowledge of standard business and legal terminology.	L - 5 L - 6	Evaluating Creating

<b>Semester - V</b>	<b>BBA-22- 502: FINANCIAL INSTITUTIONS &amp; MARKET</b>
<b>Credit - 5</b>	<b>LTP: 5:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Remember and illustrate the various financial markets as well as financial institutions in India.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Applying the concepts of financial market in stock trading and analyzing the functioning of stock exchanges.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Evaluating the various financial products and develop an ability to understand the currency markets and its role in the financial system.	L – 5 L – 6	Evaluating Creating

<b>Semester- V</b>	<b>BBA-22-503: INCOME TAX</b>
<b>Credit - 5</b>	<b>LTP: 5:0:0</b>

**Course Objective:** The course aims to provide knowledge of the various provisions of Income-tax law in India and enable the learners to apply such provisions to compute total income and tax liability of individuals and HUFs. It also aims to enable learners to understand the provisions relating to filing of return of income.

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>Cos</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Explain and define the various concepts and terminologies of income tax.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Choose and distinguish various provisions of income tax and compute taxable income of different categories.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Assess tax liability of different categories and compile a tax proposal for final submission.	L – 5 L – 6	Evaluating Creating

<b>Semester- V</b>	<b>BBA-22-504: CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT</b>
<b>Credit - 5</b>	<b>LTP: 5:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and explain the concepts related to consumer behaviour and advertising.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Build the knowledge of consumer behaviour and advertising to solve the marketing problems and analyze the intricacies involved in understanding consumer and advertising perspectives.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Appraise the effectiveness of consumer related plans and advertising strategies in particular marketing situations and choose effective consumer behaviour and advertising plans.	L – 5 L – 6	Evaluating Creating

<b>Programme/Class : BBA</b>	<b>Year: Third</b>	<b>Semester: Fifth</b>
<b>Co-Curricular Course</b>		
<b>Course Code: CC-5</b>	<b>Course Title: Analytical Ability and Digital Awareness</b>	
<p><b>Course outcomes (Analytic Ability):</b>  CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles.  CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning.  CO 3: Familiarize with word processing application and worksheet  CO 4: To understand the basics of web surfing and cyber security.</p>		

<b>Semester –VI</b>	<b>BBA -22-601 :BUSINESS POLICY &amp; STRATEGY</b>
<b>Credit– 5</b>	<b>L:T:P -5:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO1</b>	Remember and define the concepts related to Business Policy & Strategy	L – 1 L – 2	Remembering Understanding
<b>CO2</b>	Develop the knowledge of strategic choice & analyze key areas involved in corporate planning.	L – 3 L – 4	Applying Analyzing
<b>CO3</b>	Compare business policies & strategies in corporate framework and build strategic plans to achieve corporate goals.	L – 5 L – 6	Evaluating Creating

<b>Semester – VI</b>	<b>BBA 22-602: BUSINESS ANALYTICS &amp; DATA SCIENCE</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

**Course Outcomes:** On successful completion of the course, the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Demonstrate and relate the basic concepts and terminologies of business analytics & data science.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Apply and analyze applications of business analytics & data science in real business world.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Interpret the data from various business functions and adapt suitable data visualization so as to facilitate managerial decision models.	L – 5 L – 6	Evaluating Creating

<b>Semester - VI</b>	<b>BBA-22- 603-SUPPLY CHAIN AND LOGISTICS MANAGEMENT</b>
<b>Credit – 5</b>	<b>LTP: 5:0:0</b>

**Course Outcomes:** On successful completion of the course, the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Understand and define the key concepts of supply chain management and logistics.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Categorize the different perspective of SCLM and construct the leanings from SCM to solve real life problems.	L – 3 L – 4	Applying Analysing
<b>CO 3</b>	Assess the effectiveness of supply chain strategies across businesses and develop alternative plans and strategies for them.	L – 5 L – 6	Evaluating Creating

<b>Semester -VI</b>	<b>BBA-22-604:ENTREPRENEURSHIP DEVELOPMENT</b>
<b>Credit - 5</b>	<b>LTP: 5:0:0</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>COs</b>	<b>Course Outcomes</b>	<b>Cognitive Levels</b>	<b>Blooms Taxonomy</b>
<b>CO 1</b>	Define and demonstrate the concepts related to Entrepreneurship and Entrepreneurial Development.	L – 1 L – 2	Remembering Understanding
<b>CO 2</b>	Choose the knowledge of entrepreneurship to establish entrepreneurial venture and analyze the intricacies involved in entrepreneurial journey.	L – 3 L – 4	Applying Analyzing
<b>CO 3</b>	Appraise the effectiveness of government support of entrepreneurial development and develop a start-up.	L – 5 L – 6	Evaluating Creating

<b>Programme /Class : BBA</b>	<b>Year: Third</b>	<b>Semester: Sixth</b>
<b>Co-Curricular Course</b>		
<b>Course Code: CC-6</b>	<b>Course Title: Communication Skills and Personality Development</b>	
<p><b>Course outcomes:</b></p> <ol style="list-style-type: none"> <li>1. To understand the concept of Personality.</li> <li>2. To learn what personal grooming pertains.</li> <li>3. To learn to make good resume and prepare effectively for interview.</li> <li>4. To learn to perform effectively in group discussions.</li> <li>5. To explore communication beyond language.</li> <li>6. To learn to manage oneself while communicating.</li> <li>7. To acquire good communication skills and develop confidence.</li> </ol>		