

CO,PO OF BBA

PROGRAM OUTCOMES OF B.B.A	
PO 1	Students will be able to learn and demonstrate various Managerial Skills.
PO 2	Students will demonstrate various Marketing techniques to their future career.
PO 3	Learners will acquire the skills of effective communication, decision making and problem solving in day to day business.
PO 4	Learners will prove their ability in different competitive exams like CS, CAT and other courses.
PO 5	Learners will be able to manage finance in their future
PO 6	Learners will go for higher education and other advancement courses related to their specialization
PO 7	Learners will also work as Financial advisor, Human Resource Executive and Marketing Executive.
PO 8	Learners will be involved in various events and activities to gain theoretical and practical knowledge.
PO 9	Students will be gaining practical exposure through summer internship and industrial training.
PO 10	Learner will be able to gain presentation skills
PO 11	Student will learn to make product's and company's brand value through practical exposure.
PO 12	Learner will be able to manage his portfolio and take decisions regarding their investment options.

Course Outcomes

B.B.A Semester II

Course: Communication Skills in Punjabi (BBA 201)

CO 1: ਸਾਹਿਤ ਨਾਲ ਜੁੜਨਾ

CO 2: ਸਮੱਸਿਆ ਸਮਾਧਾਨ ਕੌਸ਼ਲ

CO 3: ਜਿੰਦਗੀ ਦੀ ਸਮਝ

CO 4: ਸਾਹਿਤ ਤੇ ਜਿੰਦਗੀ ਦਾ ਅੰਤਰ ਸੰਬੰਧ

CO 5: ਯਾਤਰਾ ਦਾ ਕੌਸ਼ਲ

CO 6: ਲਿਖਣ ਕੌਸ਼ਲ

CO 7: ਪੱਤਰ ਲਿਖਣ ਦੀ ਕਲਾ ਦਾ ਵਿਕਾਸ

CO 8: ਵਿਆਕਰਨ ਦੀ ਸਮਝ

CO 9: ਭਾਸ਼ਾ ਰੂਪਾਂ ਦੀ ਸਮਝ

Course: Elementary Punjabi (BBA 201)

CO1: ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀ ਸਬਦ ਜੋੜਾਂ ਸੰਬੰਧੀ ਲਿਖਣਾ ਸਿੱਖਣਗੇ।

CO2: ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀ ਪੰਜਾਬੀ ਦੇ ਵਾਕ ਬਣਾਉਣੇ ਸਿੱਖਣਗੇ।

CO3: ਇਸ ਨਾਲ ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਤੇ ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ ਦੀਆਂ ਉਦਾਹਰਣਾਂ ਦੇ ਸਕਣਗੇ।

CO4: ਇਸ ਨਾਲ ਸਮਾਸੀ ਸ਼ਬਦਾਂ ਬਾਰੇ ਸਿੱਖਣਗੇ।

CO5: ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀ ਦਹੁਰੁਕਤੀ ਸ਼ਬਦਾਂ ਬਾਰੇ ਸਿੱਖਣਗੇ।

CO6: ਇਸ ਨਾਲ ਅਗੇਤਰ ਤੇ ਪਿਛੇਤਰ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸਬਦ ਬਣਾਉਣੇ ਸਿੱਖਣਗੇ।

CO7: ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀ ਵਿਸ਼ਰਾਮ ਚਿੰਨ ਲਾਉਣ ਬਾਰੇ ਸਿੱਖਣਗੇ।

CO8: ਇਸ ਨਾਲ ਵਿਦਿਆਰਥੀ ਵਾਕਾਂ ਵਿੱਚੇ ਮੇਲ ਤੇ ਅਧਿਕਾਰ ਬਾਰੇ ਸਿੱਖਣਗੇ।

Course: Communication Skill in English (BBA 202)

CO1: Define the essentials for good paragraph writing

CO2: Describe present, past, and future tenses with appropriate time markers

CO3: Explain the use of various Idioms and Phrases in life

CO4: Explain the format of various business letters

CO5: Explain the importance and format of Report Writing

CO6: Discuss the characteristics of Language and Communication

CO7: Define the role of Radio as medium of Broadcasting

CO8: Explain the role of TV as medium of Broadcasting

Course: Business Economics-II (BBA 203)

CO 1: Explain the concept of different markets

CO 2: Outline the difference between various markets

CO 3: Describe the Concept of Duopoly and Oligopoly

CO 4: Outline various theories of economic level

CO 5: Define different theories of rent

CO 6: Explain the concept of Micro Vs Macro Economics

CO 7: Define various types of National Income.

CO 8: Discuss the Measurement of National Income.

CO 9: Explain theories of Employment

CO 10: Define the concept of Multiplier

Course: Business Statistics (BBA 204)

CO1: Define the meaning of Statistics and identify the scope of statistic in various fields

CO2: Identify the concept of Central Tendency and deal with statistical data

CO3: Identity and discuss about various methods of central Tendency: Mean, Median, Mode

CO4: Discuss the concept of Dispersion

CO5: Find Range, Quartile range, Mean deviation and standard deviation

CO6: Identify the concept of correlation Analysis and its types

CO7: Understanding and solving examples of Karl Pearson's Method

CO8: Understanding and solving examples of Spearman's Method

CO9: Discuss the meaning and utility of Regression Analysis

CO10: Find the standard error of estimate and solve least square method

CO11: Analysis the components of Time Series

CO12: Explaining the concept of Forecasting

CO13: Measure the Secular Trend and Seasonal Variations

CO14: Measure of Cyclical Variations

Course: Business Organization and Management Principles-II (BBA 205)

CO1: Explain evolution of management thought

CO2: Describe theories of management

CO3: Define leadership and its styles

CO4: Explain process of communication

CO5: Illustrate concept and significance of Organizational Behaviour

CO6: Define values, importance and sources of value system

CO7: Discuss usefulness of groups in organization

CO8: Explain types of groups

CO9: Illustrate group cohesiveness

CO10: Explain methods of group decision making

CO11: Discuss strategies of improving group decisions

Course: Workshop on Internet & E-Commerce (BBA 206)

CO1: Discuss Electronic commerce and its basics

CO2: List the ways of Internet downloading, uploading, surfing and searching

CO3: State the procedure of Client server architecture

CO4: Define Firewall types and Security issues

CO5: Illustrate the Online Booking of Gas Cylinder, Online Shopping, Payment Mode, Online Paying Electricity Bill

CO6: Discuss the online Shopping Payment Method Types of Payment Method

Course: Seminar (BBA 207)

CO1: Define the latest issues in the Market

CO2: Enhance Presentation Skills of Students

CO3: Enable the students to interpret the data collected

CO4: Enhance the writing skills of Students

CO5: Build up the Analytical skills

CO6: Awareness about the social scenario

Course: Drug Abuse: Problem, Management and Prevention

CO1: Concept and overview of Drugs abuse in India

CO2: Explain the various types of drugs available in the society and its worst effects on human beings.

CO3: Define the sign and symptoms of drug abuse on society and nation.

CO4: Explain in detail about the different causes of Drug abuse.

CO5: Discuss about various consequences of the drug abuse

CO6: Discuss about the various management activity to control the Drug abuse problem in society.

CO7: Explain the various strategies for preventing drug abuse problem.

CO8: Develop the role of family, society, media and de-addiction centre to overcome this problem.

B.B.A Semester IV

Course: Financial Management (BBA 401)

- CO1: State the concept and value of Finance in any organisation
- CO2: Discuss on how to improve financial decisions
- CO3: List the sources of finance for any organisation
- CO4: Discuss the capital structure of a firm
- CO5: Identify the dividend distribution methods and its value in Business
- CO6: Explain the long term investment methods
- CO7: Illustrate how to compute cost of capital for different sources of finance
- CO8: Discuss various responsibility accounting centers
- CO9: Outline the short term investment management strategies

Course: Workshop on Creativity & Innovation (BBA 402)

- CO1: Explain the role of Creativity
- CO2: Enhance problem solving strategies among students
- CO3: Describe the value of brainstorming
- CO4: Build up the Analytical skills
- CO5: State the market issues and solve them
- CO6: Explain the role of computers in Creativity

Course: Seminar on Entrepreneurship (BBA 403)

- CO1: Develop the entrepreneurial skills in students
- CO2: Discuss the characteristics of Entrepreneurs
- CO3: Illustrate how to enhance risk taking capacity

CO4: State the ways to increase the decision making capability

CO5: Describe the Entrepreneurial developments

CO6: Outline the small business setup planning

CO7: Develop the Business plans of their own

Course: Retailing Management (BBA 405)

CO1: Define the concept of Retail Management

CO2: Explain the Various Retail formats and Models

CO3: Discuss the Various Retail market strategies

CO4: Explain the importance of Store design

CO5: Discuss the different types of Retail Customers and their behaviour

CO6: Describe the importance of appropriate store location

CO7: Discuss the various Retail operations

CO8: Illustrate Retail merchandising and Buying

CO9: Identify the various methods of setting Retail price

CO10: Explain different scales for the measurement of financial performance

CO11: Describe the concept of IT in Retail management

CO12: Discuss strategies of Retail communication and its process

Course: Advertisement & Sales Management (BBA 406)

CO1: Describe the basics of Communication process and its models in marketing

CO2: Discuss the role of Communication process in marketing

CO3: Explain the determination of target audience and positioning and advertising budget.

CO4: Define various types of advertising media.

CO5: Explain types of the advertising agency, its selection, compensation and maintaining relations and evaluating advertising effectiveness.

CO6: Describe nature, types and importance of selling, Sales management process, managing ethics in selling environment.

CO7: Describe personal selling objective, market analysis, sales organization structure.

CO8: Describe the methods of recruitment, selection, training, development of Sales personnel

CO9: State the Performance management activities of sales personnel.

Course: Training and Development (BBA 409)

CO1: Define the objective, purpose , and process of induction

CO2: Identify the scope of training and development

CO3: Explain the role of training and development

CO4: Describe the process and designing of different training programs

CO5: Illustrate the need and importance of evaluation systems and its process

CO6: Describes the data collection method

CO7: Describe the Training cycle

CO8: Illustrate evaluation report

Course: Management of Change (BBA 410)

CO1: Discuss the concept of organizational change along with its forces and process

CO2: Explain objectives and essentials of change

CO3: Discuss process of change

CO4: Illustrate strategies to change and resistance to change

CO5: Discuss organizational development

CO6: Illustrate issues and problems of organizational development

CO7: Explain models of organisational development

CO8: Discuss theories of planned change

CO9: Illustrate the issues in client consultant relationships

Course: Financial Instruments & Services (BBA 412)

CO1: Discuss the concepts of financial markets

CO2: Outline different types of financial market

CO3: Discuss the various instruments of capital and Money Market

CO4: Discuss the meaning and role of Stock market and SEBI

CO5: Illustrate the various types of Fixed and Variable Interest bearing securities

CO6: Discuss the meaning of Leasing and various types of Leasing

CO7: Discuss the meaning of Hire Purchase and its advantages and disadvantages

CO8: Define the concept Venture capital and illustrate different methods in venture capital

CO9: Illustrate the meaning of Merchant Capital with the features and objective of Merchant banking

CO10: Discuss the concept Mutual Funds and its objective

CO11: Discuss the various types in which investor can invest

CO12: Discuss the concept of Plastic Money and its types

CO13: Discuss the concept of Foreign Direct Investment and different sectors in which investment can be done

CO14: Discuss the concept of Housing Finance and major issues involved in Housing Finance

Course: Income Tax Law and Practice (BBA 413)

CO1: Explain the basic terms of Income tax

CO2: Discuss the residential status of different persons

CO3: Illustrate how to calculate income under salary head

CO4: Illustrate how to calculate income from House property

CO5: Explain allowed and disallowed expenses and incomes of any business from income tax

CO6: Discuss different types of capital gains of any person from Income tax point of view

CO7: State different Deductions of Taxable Income of a person

CO8: Illustrate the calculation of Different tax liabilities

CO9: Discuss the theoretical concepts of Income tax

CO10: Explain the procedure of income tax assessment and return filing

Course: Communication Skills in Punjabi (BBA 423)

CO 1: ਸਾਹਿਤ ਨਾਲ ਜੁੜਨਾ

CO 2: ਸਭਿਆਚਾਰ ਦੀ ਜਾਣਕਾਰੀ

CO 3: ਜਿੰਦਗੀ ਦੀ ਸਮਝ

CO 4: ਰਹੱਸਵਾਦ ਦਾ ਭੇਦ

CO 5: ਰੁਮਾਂਸ ਦੀ ਸਮਝ

CO 6: ਬਿਰਹੇ ਦੀ ਜਾਣਕਾਰੀ

CO 7: ਅਨਵਾਦ ਦੀ ਜਾਣਕਾਰੀ

CO 8: ਵਿਆਕਰਨ ਦੀ ਸਮਝ

CO 9: ਸ਼ਬਦ ਜੋੜ ਦੀ ਸਮਝ

Course: Elementary Punjabi (BBA 423)

CO 1: ਜਿੰਦਗੀ ਨਾਲ ਜੋੜਨਾ ਅਤੇ ਮਾਨਵੀ ਗੁਣਾਂ ਦਾ ਵਿਕਾਸ

CO 2: ਸੰਵੇਦਨਾਵਾਂ ਦੀ ਸਮਝ ਅਤੇ ਮੁੱਲਾਂ ਦੀ ਜਾਣਕਾਰੀ

CO 3: ਨੈਤਿਕ ਗੁਣਾਂ ਦਾ ਵਿਕਾਸ ਤੇ ਆਪਸੀ ਸਹਿਚਾਰ ਦੀ ਭਾਵਨਾ ਦਾ ਵਿਕਾਸ

CO 4: ਜਿੰਦਗੀ ਵਿਚ ਸੰਘਰਸ਼ ਕਰਨਾ ਅਤੇ ਵਿਕਾਸ ਕਰਨਾ

CO 5: ਲਿਖਣ ਕੌਸ਼ਲ ਦਾ ਵਿਕਾਸ

CO 6: ਭਾਸ਼ਾ ਦੀ ਸਮਝ