

Programme: BBA

Programme Outcomes (PO)

PO1 Knowledge of Business and Management: Graduates can apply the knowledge of business management fundamentals to sustain and innovate business.

PO2 Problem-Solving and Decision Making: Attain problem-solving, decision making and critical thinking skills to provide viable solutions for business problems.

PO3 Modern tool usage: An ability to apply appropriate techniques, resources, and modern IT tools to complex business activities with an understanding of the limitations.

PO4 Managerial skill Development: Equip students with future-ready skills to excel in higher education, foster entrepreneurial ventures, and secure meaningful employment opportunities.

PO5 Societal Concern: An ability to apply contextual knowledge to assess societal, legal issues and the consequent responsibilities relevant to the business practice.

PO6 Environment and Sustainability: An ability to understand the impact of the business solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO7 Ethics: An ability to apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.

PO8 Individual and team work: An ability to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary setting to accomplished a common goal.

PO9 Communication: An ability to communicate effectively on engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, and make effective presentations.

PO10 Life-long learning: An ability to engage in independent and life-long learning in the broadest context of technological change.

BBA (Syllabus as amended Under National Education Policy 2020)

Year	Sem.	Subject	Part	Paper Code	Paper Name	Credit
1	I	Course/ paper-1	A	F010101T	Business Economics	3
			B		Basic Accounting	3
	I	Course/ paper-2	A	F010102T	Business Statistics	3
			B		Principles of Management	3
	I	Course/ paper-3	A	F010103T	Business Ethics and Governance	3
			B		Computer Applications	3
1	II	Course/ paper-4	A	F010201T	Organisational Behavior	3
			B		Business Finance	3
	II	Course/ paper-5	A	F010202T	Human Resource Development	3
			B		Marketing Theory and Practices	3
	II	Course/ paper-6	A	F010203T	Business Mathematics	3
			B		Advertising Management	3
2	III	Course/ paper-7	A	F010301T	Management & Cost Accounting	3
			B		Business Law	3
	III	Course/	A	F010302T	Production Management	3

	III	paper-8	B	F010303T	Business Policy	3
		Course/ paper-9	A		Business Communication	3
			B		Business Environment	3
2	IV	Course/ paper-10	A	F010401T	Supply Chain Management	3
			B		Research Methodology	3
	IV	Course/ paper-11	A	F010402T	Specialised Accounting	3
			B		Consumer Behaviour	3
	IV	Course/ paper-12	A	F010403T	Investment Analysis & Portfolio Management	3
			B		Company Law	3
3	V	Course/ paper-13	A	F010501T	Income Tax	3
			B		Marketing Communication	3
	V	Course/ paper-14	A	F010502T	Entrepreneurship and small business management	3
			B		Sales management	3
	V	Course/ paper-15	A	F010503T	Industrial Relations & Labour Laws	3
			B		Company Accounts	3
3	VI	Course/ paper-16	A	F010601T	Project Management	3
			B		Goods & Service Tax	3
	VI	Course/ paper-17	A	F010602T	Auditing	3
			B		International Trade	3
	VI	Course/ paper-18	A	F010603T	Strategic Management	3
			B		Training and Development	3

Table 1: List of Courses