

BBA Programme
Programme Outcomes

PO No.	By the end of the programme, the Graduate will:
PO 1	Knowledge and Skills
PO 2	Planning and Problem Solving abilities
PO 3	Communication
PO 4	Research Aptitude
PO 5	Professionalism and Ethics
PO 6	Leadership
PO 7	Societal Responsibilities
PO 8	Environment and Sustainability
PO 9	Lifelong Learner



Course Outcomes and Mapping with Programme Outcomes

First Year - Semester-I

Course Code	Course Title
BB-101	Fundamentals of Management
BB-102	Basics of Marketing
BB-103	Basics of Accounting
BB-104	Introduction to Economics
BB-105	Environmental awareness and Disaster Management
BB-106	Business English
BB-107	Aesthetics and Visual Communication
BB-108	Creative Writing

COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 101	C 1.1	Students will be able to obtain the knowledge of theories and practices of management	PO1, PO3, PO5
	C 1.2	Students will be able to understand the basic areas of the management process and functions from an organizational viewpoint.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
	C 1.3	Students will be able to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.	PO1, PO2, PO6, PO9
	C 1.4	Student will be able to analyze the new developments in management.	PO1, PO3, PO7, PO8
BB 102	C 2.1	Students will be able to define the basic elements of the marketing mix and to provide a framework to evaluate marketing decisions and initiatives.	PO1, PO2, PO5, PO6, PO7, PO8, PO9
	C 2.2	Students will be able to understand the fundamental principles of marketing and explain marketing concepts and ideas in their own words.	PO1, PO2, PO3, PO6, PO9
	C 2.3	Students will be able to develop an organization's marketing strategy and implementation as part of a simulation.	PO1, PO3, PO4, PO7, PO8
BB 103	C 3.1	Students will be able to understand the basic concept of accounting, Book Keeping Process and preparation of ledger	PO1, PO2, PO6, PO9
	C 3.2	Students will be able to gain conceptual knowledge regarding the preparation of Financial Statements and its Disclosure Norms as per Accounting Standards, which Protects Stakeholders Interest.	PO1, PO3, PO5, PO7, PO8
	C 3.3	Students will be able to apply knowledge regarding Accounting Software Tally, ERP 9.	PO1, PO7, PO8
	C 3.4	Students will be able to analyze finalization of Accounting Records, Income statement and Balance sheet.	PO1, PO3, PO7, PO8
BB 104	C 4.1	Students can apply micro economic concepts and tools for analyzing business problems.	PO1, PO2, PO6, PO7, PO8, PO9
	C 4.2	Students can use tools and techniques of micro economics.	PO2, PO4, PO6, PO9

	C 4.3	Students will make accurate decisions pertaining to the business firms.	PO1,PO3,PO5,PO7,PO8
BB 105	C 5.1	Students will be able to understand the natural environment and its relationships with human activities.	PO1,PO5,PO7,PO8
	C 5.2	Students will be able to characterize and analyze human impacts on the environment.	PO1,PO2,PO5,PO6,PO7,PO8,PO9
	C 5.3	Students will be able to integrate facts, concepts, and methods from multiple disciplines and apply to environmental problems.	PO1,PO3,PO5
	C 5.4	Students will be able to analyze, and communicate information on risks, relief needs and lessons learned from earlier disasters in order to formulate strategies for mitigation in future scenarios.	PO1,PO2,PO4,PO5,PO6,PO7,PO8,PO9
BB 106	C 6.1	The students will be aware of the construction of the sentences, grammar etc.	PO1,PO3
	C 6.2	The students will be able to communicate well in English.	PO2,PO3,PO6,PO7,PO8,PO9
	C 6.3	The students will be able to learn the manners and etiquettes.	PO1,PO2,PO3,PO5,PO6,PO7,PO8,PO9
BB-107-J	C 7.1	The students will be able to recall the various aspects of visual aesthetics.	PO1,PO2,PO3,PO5,PO6,PO9
	C 7.2	The students will learn to apply the tools and techniques for creating visually aesthetic images.	PO1,PO2,PO6,PO7,PO8,PO9
	C 7.3	The students will be able to learn the art of photography using different tools.	PO7,PO8
BB-108-J	C 8.1	The students will be able to demonstrate the ability of writing in different genres including the latest types using internet.	PO1,PO3,PO7,PO8
	C 8.2	The students will be able to develop the art of writing creatively the scripts, biographies, books, magazines, documentaries etc.	PO1,PO2,PO3,PO5,PO6,PO9



First Year - Semester-II

Course Code	Course Title
BB-201	Organizational Behaviour
BB-202	Indian Economy
BB-203	Marketing Management
BB-204	Business Environment
BB-205	Indian Banking System
BB-206	Soft Skills - I
BB-207	Corporate Communication and Strategy
BB-208	Advertising and Integrated Marketing Communications

COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 201	C 9.1	Students will understand the basic concepts in commerce, trade and industry and will be exposed to modern business world.	PO1,PO2,PO3,PO6,PO9
	C 9.2	Students will get the knowledge of business sector and various forms of business organization.	PO1,PO3,PO5,PO7,PO8
	C 9.3	Students will understand the business concepts in detailed.	PO1,PO2,PO6,PO9
	C 9.4	Students will be able to face emerging challenges of managing business	PO1,PO2,PO5,PO6,PO9
BB 202	C 10.1	Students will be able to understand Indian economy.	PO1
	C 10.2	Students will understand social, political and economic environment influencing policy decisions.	PO1,PO2,PO3,PO4,PO5, PO6,PO7,PO8,PO9
BB 203	C 11.1	Students will be able to describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.	PO1,PO7,PO8
	C 11.2	Students will be able to identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.	PO1,PO2,PO4,PO5, PO7,PO8
	C 11.3	Students will be able to demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.	PO1,PO3,PO4, PO5,PO7,PO9
BB 204	C 12.1	Student will be able to explain the effects of government policy on the business environment.	PO1,PO2,PO6,PO9
	C 12.2	Student will be able to outline how an entity operates in a business environment.	PO1,PO2,PO6, PO7,PO8,PO9
	C 12.3	Student will be able to describe how financial information is utilized in business.	PO2,PO6,PO7,PO8,PO9
	C 12.4	Student will be able to explain the legal framework that regulates the business environment.	PO1,PO3,PO5
BB 205	C 13.1	Student will be able to describe the banking system in the context to financial system	PO1
	C 13.2	Student will be able to understand the nature of regulation in the banking industry	PO1,PO2,PO5,PO6,PO9



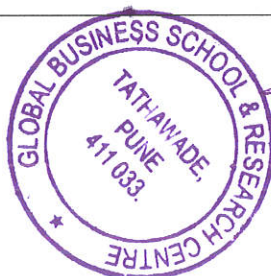
	C 13.3	Student will be able to explain the principles of banking.	PO1,PO3
	C 13.4	Student will be able to elucidate the broad functions of banks.	PO1,PO7,PO8
BB 206	C 14.1	Students will be able to develop awareness of appropriate communication strategies.	PO1,PO3,PO4
	C 14.2	Students will be able to analyze a variety of communication acts & ethically use, document and integrate sources.	PO1,PO3,PO5,PO7,PO8
	C 14.3	Students will be able to relate, present messages with a specific intent and use effective communication in personal and professional success.	PO2,PO3,PO6,PO9
BB-207-J	C 15.1	Students will be able to recognize the basic concepts and approaches of corporate communications.	PO1,PO3,PO7,PO8
	C 15.2	Students will be able to design effective strategies of communication in relating to stakeholders internal and external to the organization such as the mass media, public opinion and change management in times of crisis.	PO2,PO3,PO4,PO5, PO6,PO9
	C 15.3	Students will be able to develop the role that corporate communication plays in corporate strategy and the formulation of corporate identity and image	PO1,PO2,PO3,PO6,PO9
BB-208-J	C 16.1	Students will be able to understand key advertising and integrated marketing communication concepts and its application in real business situations	PO1,PO3
	C 16.2	Students will be able to analyze and evaluate effectiveness of advertising and IMC campaign.	PO2,PO6,PO7,PO8,PO9
	C 16.3	Students will be able to develop effective advertising and IMC objectives and strategies	PO1
	C 16.4	Students will be able to build up effective brand communication program and marketing mix.	PO1,PO3,PO5



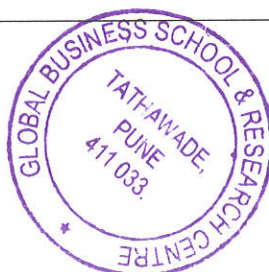
Second Year – Semester III

Subject Code	Subject Title
BB-301	Human Resource Management
BB-302	Banking Operations
BB-303	Introduction to Psychology
BB-304	Research Methodology
BB-305	Business Law
BB-306	Soft Skills - II
BB-307	PR Communication
BB-308	Photography Studio Management

COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 301	C 17.1	Students will be able to understand the concepts of HRM and the role of HRM in organizations.	PO1,PO2,PO5,PO6,PO9
	C 17.2	Students will be able to learn Evolution of Human resource management	PO1,PO2,PO6,PO7,PO8,PO9
	C 17.3	Students will be able to understand functions of Human Resource Management.	PO1,PO2,PO3,PO6,PO9
	C 17.4	Students will be able to analyze the role of HRM in Business organizations.	PO3,PO4,PO5,PO7
	C 17.5	Students will apply the appropriate knowledge to work effectively in the organizations.	PO1,PO2,PO3,PO5,PO6,PO7,PO8,PO9
BB 302	C 18.1	Students will understand and implement the theories relating to the role of banks as financial intermediaries.	PO1,PO2,PO4,PO6,PO7,PO8,PO9
	C 18.2	Students will apply the role of transactions costs and informational asymmetries in the operation of the banking system.	PO1,PO2,PO6,PO9
	C 18.3	Students will learnt how bank-based systems differ from market-based systems.	PO1
	C 18.4	Students will analyze the various bank performance measures.	PO1,PO4,PO7,PO8
	C 18.5	Students will evaluate the main types of risk that banks face and explain their relevance to the stability of the financial system.	PO1,PO3,PO4,PO5
BB 303	C 19.1	Students will understand the psychological aspects of human behaviour	PO1,PO5,PO7,PO8
	C 19.2	Students will learn application of Psychological theories at workplace.	PO1,PO2,PO3,PO5,PO6,PO9
	C 19.3	Students will analyze the Psychological theories at workplace	PO4,PO5,PO7,PO8
	C 19.4	Students will create and develop Psychometric test at workplace	PO2,PO5,PO6,PO9
	C 19.5	Students will differentiate between sensation and perception	PO1,PO4,PO5,PO7,PO8
BB 304	C 20.1	Students will able to identify a research problem and a stated problem.	PO1,PO7,PO8



	C 20.2	Students will demonstrate a complete understanding of research designs, population, census, sampling techniques & process, Reliability and validity testing.	PO1,PO5,PO7,PO8
	C 20.3	Students will analyze different statistical tools and their applications in research.	PO7,PO8
	C 20.4	Students will able to develop a comprehensive research report.	PO2,PO3,PO4,PO6,PO7,PO8,PO9
	C 20.5	Students will able to present the research project positively.	PO2,PO3,PO4,PO6,PO9
BB 305	C 21.1	Students will demonstrate an understanding of the sources of law and various regulations affecting the businesses.	PO1,PO3
	C 21.2	Students will identify and apply principles behind contractual agreements for various businesses.	PO1
	C 21.3	Students will identify the common ways of consumer's exploitation and able to demonstrate the rights and remedies available to consumers.	PO1,PO2,PO5,PO6,PO9
	C 21.4	Students will exhibit deep understanding on key issues relating to Economic and Environmental Laws and to actively contribute in resolving it.	PO1,PO4,PO5,PO7,PO8
	C 21.5	Students will demonstrate understanding of legality and Statute of Frauds in contracts	PO1,PO5
BB 306	C 22.1	Students will be able to know the actual meaning of personality development.	PO3,PO5
	C 22.2	Students will be able to develop employability skills.	PO1
	C 22.3	Students will be able to manage their work life balance.	PO1
	C 22.4	Students will apply the comprehensive set of skills and knowledge for life success	PO1,PO3,PO7,PO8
	C 22.5	Students will identify and understand the impact of culture on one's leadership style	PO2,PO6,PO9
BB-307-J	C 23.1	Students will be able to select strategies and tools to build and manage stakeholder relationships to support public relations activities.	PO2,PO6,PO9
	C 23.2	Students will be able to select and understand the implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness.	PO1,PO3,PO5,PO7
	C 23.3	Students will be able to create messages appropriate to the audience, purpose, and context and critically analyze messages	PO3,PO4,PO5,PO7,PO8
	C 23.4	Students will be able to apply relevant theory to communication practice, understand factors that shape their profession, value freedom of speech in the marketplace of ideas, and think critically about the relationship between mass media and society.	PO1,PO5,PO7,PO9
BB-308-J	C 24.1	Students will be able to demonstrate professional-level understanding of exposure essentials and photographic principals.	PO1,PO7,PO8
	C 24.2	Students will demonstrate the ability to analyze, evaluate, synthesize, and defend photographic production techniques in the studio and on location.	PO2,PO4,PO6,PO7,PO8,PO9



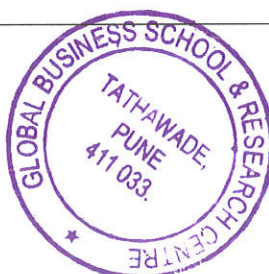
	C 24.3	Students will be able to participate in constructive critique and experience the competitive challenges of the industry both as photographer and as judge by critiquing their peers.	PO3,PO7,,PO8



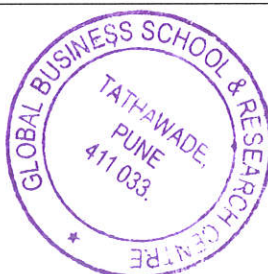
Second Year – Semester IV

Subject Code	Subject Title
BB-401	Management Information System
BB-402	Entrepreneurship Development
BB-403	Introduction to International Business
BB-404	Quantitative Techniques
BB-405	Financial Management
BB-406	Introduction to Digital Marketing
BB-407	Sound Studio Recording and Production
BB-408	Radio Production

COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 401	C 25.1	Student will understand various concepts like SDLC, STLC and data lifecycle.	PO1
	C 25.2	Students will define data security concepts like access control, responsibility and position.	PO1
	C 25.3	Students will design Information Technology systems to gain competitive advantage in business	PO2,PO6,PO7,PO8,PO9
	C 25.4	Students will understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making	PO2,PO6,PO9
	C 25.5	Students will analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives	PO3,PO4,PO5,PO7,PO8
BB 402	C 26.1	Students will understand the nature of entrepreneurship	PO1,PO2,PO6,PO9
	C 26.2	Students will understand the function of the entrepreneur in the successful, commercial application of innovations	PO2,PO5,PO6,PO7,PO9
	C 26.3	Students will able to apply different methods to assess the attractiveness of business opportunities and evaluate common pitfalls during the entrepreneurial process	PO1,PO4,PO7,PO8
	C 26.4	Students will identify personal attributes that enable best use of entrepreneurial opportunities	PO1
	C 26.5	Students will explore entrepreneurial leadership and management style	PO2,PO6,PO9
BB 403	C 27.1	Students will understand the theories of International trade.	PO1,PO2,PO6,PO9
	C 27.2	Students will know about international market and market entry strategies.	PO1,PO2,PO6,PO9
	C 27.3	Students will be able to appreciate the major factors and issues affecting the development of international business.	PO1,PO2,PO6,PO9
	C 27.4	Students will appreciate the international context in which businesses operate.	PO1,PO7,PO8
	C 27.5	Students will recognize the impact of social, economic and cultural factors on the business environment.	PO1,PO4,PO5,PO7
	C 27.6	Students will understand how geographical and institutional forces shape international trade.	PO1,PO5,PO9



BB 404	C 28.1	Students will be able to develop ability about data interpretation will improve.	PO1,PO4,PO7,PO8
	C 28.2	Student will be able to make useful information out of available data.	PO2,PO6,PO7,PO8,PO9
	C 28.3	Student will be able to apply the required mathematical and statistical techniques to hypothetical situations.	PO1,PO4,PO7,PO8
	C 28.4	Students will apply quantitative methods to analyze social science data	PO4,PO7,PO8
	C 28.5	Students will use critical thinking through independent learning and study	PO2,PO4,PO6,PO7,PO8,PO9
BB 405	C 29.1	Students will apply the fundamental concepts and tools of finance in decision making.	PO1,PO4,PO7,PO8,PO9
	C 29.2	Students will explain alternative sources of finance and investment opportunities and their suitability in particular circumstances.	PO1,PO2,PO6,PO9
	C 29.3	Students will Select and apply techniques in managing working capital	PO1,PO5
	C 29.4	Students will demonstrate understanding of the goals of the finance manager.	PO1,PO2,PO6,PO7,PO8,PO9
	C 29.5	Students will perform analytical reviews of financial results, proposals, and plans	PO4,PO7,PO8,PO9
BB 406	C 30.1	Students will explain the role and importance of digital marketing in a rapidly changing business landscape.	PO1
	C 30.2	Students will discuss the key elements of a digital marketing strategy.	PO7,PO8
	C 30.3	Students will illustrate how the effectiveness of a digital marketing campaign can be measured.	PO1,PO3
	C 30.4	Students will demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs	PO1,PO4
	C 30.5	Students will be able to develop a plan for marketing a product of business online	PO2,PO6,PO7,PO8,PO9
BB-407-J	C 31.1	Students will be able to understand and define key theoretical concepts and principles pertaining to audio and music recording and production;	PO1
	C 31.2	Students will be able to execute a group recording project applying theoretical concepts and principles; and organize musicians, equipment and venue(s) for a music recording and production project to correct procedures;	PO2,PO4,PO6,PO9
	C 31.3	Students will be able to Plan, document and evaluate a group recording project in a detailed log book.	PO7,PO8
BB-408-J	C 32.1	Students will be able to Create and demonstrate an on-air newscast and identify the relationship between audience demographics and on-air personality.	PO1,PO7,PO8
	C 32.2	Students will be able to apply radio and/or television production skills learned in advanced production classes in a real world working environment.	PO1,PO4
	C 32.3	Students will be able to produce voice work, sound mixing on an audio board, following a radio format, recording, and editing techniques on audio tape	PO1,PO6,PO9



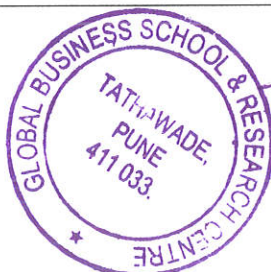
Signature

Third Year – Semester V

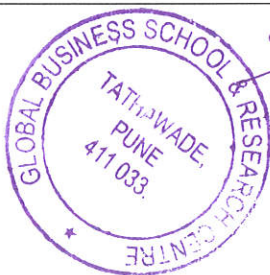
Subject Code	Subject Title
BB-501	Introduction to Production Management
BB-502	Business Ethics and Corporate Governance
BB-503	Marketing of Financial Services
	Elective –I
BB 504 A	(Specialization-Financial Management) Elective –I Analysis of Financial Statements
BB 504 B	(Specialization-Marketing Management) Elective –I Consumer Behaviour
BB 504 C	(Specialization-Human Resource Management) Elective –I Human Resource Planning
BB 504 D	(Specialization-Agribusiness Management) Elective –I Introduction to Agribusiness Management
BB 504 E	(Specialization-Hospital and Healthcare Management) Elective –I Introduction to Hospital and Healthcare Management
BB 504 F	(Specialization-Pharmaceutical Management) Elective –I Introduction to Pharmaceutical Business
BB 504 G	(Specialization-Biotechnology and Bioinformatics Management) Elective –I Introduction to Biotechnology
BB 504 H	(Specialization-IT and Systems Management) Elective –I Introduction to IT
BB 504 I	(Specialization-International Business Management) Elective –I Fundamentals of International Business
	Elective II
BB 505 A	(Specialization-Financial Management) Elective –II Long Term Finance
BB 505 B	(Specialization-Marketing Management) Elective –II Sales Management
BB 505 C	(Specialization-Human Resource Management) Elective –II Training and Development
BB 505 D	(Specialization-Agribusiness Management) Elective –II Agriculture and Rural Development
BB 505 E	(Specialization-Hospital and Healthcare Management) Elective –II Hospital Administration
BB 505 F	(Specialization-Pharmaceutical Management) Elective –II Production Management in Pharmaceuticals
BB 505 G	(Specialization-Biotechnology and Bioinformatics Management) Elective –II Fundamentals of Bioinformatics
BB 505 H	(Specialization-IT and Systems Management) Elective –II Applications of IT
BB 505 I	(Specialization-International Business Management) Elective –II International Institutions and Trade Implications
BB 506	Project Work
BB-507-J	Media Finance and Budgeting
BB-508-J	Film and TV Production Programming
BB-509-J	Film, TV Production Process



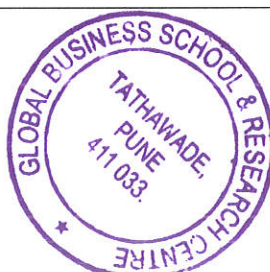
COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 501	C 33.1	Student will be able to demonstrate the understanding of concepts by the application of the same, in real situations.	PO 1, PO 2, PO 6
	C 33.2	Student will be able to construct a proper planning and control model vis-à-vis production requirement.	PO 1, PO 2, PO 4, PO 6, PO 9
	C 33.3	Student will be able to assess and the significance of inventory and quality management.	PO 7, PO 8
BB 502	C 34.1	Student is able to always choose and apply an ethical dimension of decision-making in workplace and other settings.	PO 1, PO 3, PO 5
	C 34.2	Students will be able to Construct ethical programs in order to accomplish specific objectives related to corporate social responsibility in organizations.	PO 2, PO 5, PO 6, PO 7, PO 8, PO 9
	C 34.3	Students will be able to demonstrate an understanding of common ethical problems in businesses and other organizations, and determine practical steps that can be taken to address those problems	PO 4, PO 5
	C 34.4	Students will be able to Adopt the appropriate mechanism for effective governance Implement best practices on corporate management	PO 1, PO 5
BB 503	C 35.1	Students will be able to Define and explain some of the frameworks and approaches that are helpful in marketing financial services.	PO 1, PO 2
	C 35.2	Students will be able to Illustrate some of the frameworks and approaches that are helpful in marketing financial services.	PO 1, PO 2, PO 4, PO 6, PO 9
	C 35.3	Students will be able to Apply the Marketing framework and approaches in real life situations.	PO 1, PO 3, PO 7, PO 8
BB 504 A	C 36.1	Students will be able to Relate to the fundamental role of accounting numbers in the valuation of entities and the key financial claims on these entities assets (equity and debt securities);	PO 1, PO 2
	C 36.2	Students will be able to Compare and Contrast the relationship between strategic business analysis, accounting analysis and financial analysis;	PO 1, PO 4
	C 36.3	Students will be able to Describe and apply the basic techniques of financial statement analysis;	PO 2, PO 3, PO 4, PO 6, PO 7, PO 8, PO 9
	C 36.4	Students will be able to Identify and analyze value-relevant information contained within financial statements;	PO 7, PO 8
	C 36.5	Students will be able to Assess the impact of financial reporting choices on the usefulness of reported earnings to predict future performance;	PO 7, PO 8
	C 36.6	Students will be able to Formulate applied business research (including locating, critically interpreting and evaluating firm-specific financial information).	PO 4, PO 7, PO 8
	C 36.7	Students will be able to Develop problem solving and decision making ability.	PO 1, PO 4
BB 504 B	C 37.1	Students will be able to Match the dynamics of human behavior and the basic factors that influence the consumer's decision process.	PO 1, PO 4
	C 37.2	Students will be able to Demonstrate how concepts may be applied to marketing strategy.	PO 2, PO 3, PO 6, PO 7, PO 8,



			PO9
	C 37.3	Students will be able to make use of cross cultural customer analysis.	PO 4, PO 7 , PO 8
	C 37.4	Students will be able to Distinguish customer base using social class categorization.	PO 1 , PO 4
	C 37.5	Students will be able to Appraise types of decision behavior.	PO 1
	C 37.6	Students will be able to Predict the customer buying behavior on the basis of Attitude analysis.	PO 2 , PO 4 , PO 6 , PO 7, PO 8, PO 9
BB 504 C	C 38.1	Students will be able to recall basic concepts, theories and practices of Manpower Planning.	PO 1
	C 38.2	Students will be able to compare various techniques of work measurement.	PO 1, PO 2 , PO 3 , PO 6, PO 9
	C 38.3	Students can construct a Manpower plan.	PO 1, PO 2 , PO 6 , PO 7, PO 8, PO 9
	C 38.4	Students can compare various working conditions and working environment.	PO 7, PO 8
	C 38.5	Student can understand the importance of human resource planning in changing context.	PO 1 , PO 6
	C 38.6	Students can construct action plans for Retention and training.	PO 1, PO 5
BB 504 D	C 39.1	To provide technical know-how and to develop managerial skills in order to serve the agriculture Industry efficiently.	PO 1 , PO 2 , PO 6 , PO 9
	C 39.2	To educate the students about importance of post-harvest technology management for achieving overall growth of agriculture sector.	PO 1, PO 7 , PO 8
	C 39.3	To provide the knowledge about Industrial study of Vegetables, Fruits, Milk, Meat, Fishery and Biodiesel sector etc.	PO 1, PO 7 , PO 8
BB 504 E	C 40.1	Students will be able to define policy and processes and execute decisions in compliance with the legal, regulatory and ethical considerations inherent in managing healthcare systems and organizations.	PO 1 , PO 3 , PO 5
	C 40.2	Students will be able to compare continuous improvement processes, and using a variety of tools, design and build systems for measurement, analysis and accountability as they apply to healthcare settings.	PO 1 , PO 2 , PO 6 , PO 9
	C 40.3	Students will be able to apply concepts of ethics, privacy, law and regulation to achieve optimal organizational effectiveness while adhering to personal and professional values in all elements of health informational technology and healthcare delivery.	PO 4, PO 5
	C 40.4	Students will be able to analyze the structure and interdependence of healthcare system elements and issues using critical thinking to formulate innovative system designs that improve healthcare delivery.	PO 2 , PO 4 , PO 6 , PO 7, PO 8, PO 9
	C 40.5	Students will be able to assess proposed options for short- and long-term changes in service lines, capital expansion, talent management, and other issues facing healthcare organizations.	PO 1 , PO 7 , PO 8
	C 40.6	Students will be able to formulate planning for supportive hospital services.	PO 1
BB 504 F	C 41.1	Students will be able to demonstrate Pharmaceutical Planning for Pharmaceutical market.	PO 1, PO 5

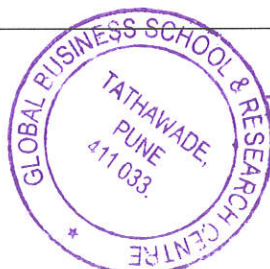


	C 41.2	Students will be able to analyze Pharmaceutical Business Environment factors.	PO 4 , PO 7 , PO 8
	C 41.3	Students will be able to demonstrate drug development and the Marketing Research Interface.	PO 2 , PO 4 , PO 6 , PO 7 , PO 8 , PO9
	C 41.4	Students will be able to demonstrate various competitive practices w.r.t. Pharmaceutical Industry	PO 1 , PO 3 , PO 5 , PO 7 , PO 8
BB 504 G	C 42.1	At the end of the course, it is expected that students should know about the basic concepts in Life Sciences.	PO 1 , PO 3 , PO 7 , PO 8
	C 42.2	Students will understand the fundamentals of Cell biology, Microbiology and Biochemistry.	PO 1 , PO 5 , PO 7 , PO 8
	C 42.3	Students will gain the information regarding types of Micro-organisms, diseases associated with them and various symptoms.	PO 1 , PO 2 , PO 5 , PO 6 , PO 9
	C 42.4	Students will be able to understand the application of Biotechnology and Bioinformatics.	PO 2 , PO 3 , PO 6 , PO 7 , PO8, PO9
BB 504 H	C 43.1	Students will be able to apply knowledge of computing and Information Technology appropriate to the discipline.	PO 1 , PO 2 , PO 6 , PO 7 , PO8, PO9
	C 43.2	Students will be able to examine a problem, and identify and define the computing requirements appropriate to its solution.	PO 1 , PO 3 , PO 7 , PO 8
	C 43.3	Students will be able to design, implement and evaluate a computer-based system process, module or program to meet desired needs	PO 2 , PO 3 , PO 4 , PO 6 , PO 7 , PO8, PO9
BB 504 I	C 44.1	Students will be able to Understand and evaluate the basis of international trade and business.	PO 2 , PO 5 , PO 6 , PO 7 , PO8, PO9
	C 44.2	Students will be able to Understand the concept of globalization and its implications in international business.	PO 2 , PO 5 , PO 6 , PO 7 , PO8, PO9
	C 44.3	Students will be able to Learn & adopt the methods adopted for optimal utilization of resources.	PO 1 , PO 2 , PO 6 , PO 7 , PO8, PO9
	C 44.4	Students will be able to Get acquainted with the 21st century cross border economic changes and its worldwide impact	PO 1 , PO 3 , PO 5
BB 505 A	C 45.1	Students will have analytical view with the help of the topics like ratio analysis and capital budgeting.	PO 1 , PO 3 , PO 4 , PO 7 , PO 8
	C 45.2	Students will have sufficient knowledge of various long term sources of finance and will have helped them to undertake various long term business projects.	PO 1 , PO 2 , PO 6 , PO 7 , PO8, PO9
BB 505 B	C 46.1	Students will be able to identify potential customers and segments, understand and anticipate customer expectations and needs.	PO 2 , PO 5 , PO 6 , PO 7 , PO8, PO9
	C 46.2	Students will be able to develop a plan for organizing, staffing and training a sales force	PO 2 , PO 3 , PO 6 , PO 7 , PO8, PO9
	C 46.3	Students will be able to know the distinction between the skills required for selling and sales management.	PO 1 , PO 2 , PO 6 , PO 7 , PO8, PO9
	C 46.4	Students will be able to identify the key factors in establishing and maintaining high morale in the sales force.	PO 1 , PO 3 , PO 7 , PO 8
	C 46.5	Students will be able to develop an effective sales compensation plan.	PO 2 , PO 3 , PO 7 , PO 8 , PO 9

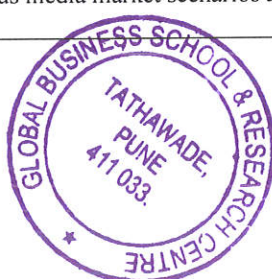


[Handwritten signature]

BB 505 C	C 47.1	Students will be able to Understand the concept and process of training and development in context of industry.	PO 2 , PO 6 , PO 7 , PO 8, PO 9
	C 47.2	Students will be able to Understand the importance of each step in designing training in an organization.	PO 1, PO 7 , PO 8
	C 47.3	Students will be able to Apply the knowledge of designing and pre-post steps of training and development.	PO 1
BB 505 D	C 48.1	Students will be able to Understand concepts and importance of agriculture and rural development	PO 1 , PO 2 , PO 6 , PO 9
	C 48.2	Students will be able to Communicate effectively and confidently with all the stakeholders of agriculture and rural market	PO 1 , PO 3 , PO 7 , PO 8
	C 48.3	Students will be able to Analyze how different strategies and techniques to be implemented for maximizing stakeholder value in rural market.	PO 2 , PO 3, PO 4, PO 6 , PO 7 , PO 8, PO 9
	C 48.4	Students will be able to Socially aware and morally responsible professionals linking all the business needs with social and environmental requirements.	PO 3 , PO 5 , PO 7 , PO 8
	C 48.5	Students will be able to apply concepts of management and the techniques of marketing in the field of agriculture and rural market.	PO 1, PO 2 , PO 6 , PO 7, PO 9
	C 48.6	Students will be able to Understand and appreciate the linkage between technical concepts of agriculture, nuances of rural markets and skills of marketing activities.	PO 1 , PO 7 , PO 8
	C 48.7	Students will be able to Develop a vision of pursuing a career in rural markets.	PO 3 , PO 5
BB 505 E	C 49.1	Students will be able to Accept professional management practice in healthcare	PO 2 , PO 5 , PO 6 , PO 7, PO 8
	C 49.2	Students will be able to Understand the management process and integrated approach in management	PO 2 , PO 6 , PO 7 , PO 8, PO 9
	C 49.3	Students will be able to Manage service organizations by accepting the inbuilt challenges	PO 1 , PO 3 , PO 7 , PO 8
	C 49.4	Students will be able to Manage hospitals by understanding the complexity, levels and role of hospital administrator	PO 1 , PO 2 , PO 3 , PO 6, PO 9
	C 49.5	Students will be able to Understand the current issues that have an implication in administration	PO 2 , PO 5 , PO 6 , PO 9
	C 49.6	Students will be able to Practice hospital administration	PO 2 , PO 5 , PO 6 , PO 9
BB 505 F	C 50.1	Students will be able to demonstrate a comprehensive overview of the business development process in the pharma world.	PO 1 , PO 7 , PO 8
	C 50.2	Students will be able to demonstrate an overview of forecasting and valuation approaches, and typical issues in the pharma production processes.	PO 2 , PO 4, PO 6 , PO 7 , PO 8, PO 9
	C 50.3	Students will be able to analyze various pros and cons of different deal structures e.g. JVs, licensing, M&A, etc.	PO 1 , PO 2, PO 6 , PO 7 , PO 8, PO 9
	C 50.4	Students will be able to demonstrate various key success factors and tips for writing a good term sheet and leading the negotiations.	PO 3 , PO 7 , PO 8
	C 50.5	Students will be able to be able to manage the contract phase and to avoid the financial and legal pitfalls that can break a deal.	PO 3 , PO 5, PO 7 , PO 8



BB 505 G	C 51.1	The students will be able to recall concepts on various databases and bioinformatics tools available.	PO 1 , PO 7 , PO 8
	C 51.2	Students will be able to infer Phylogenetic analysis.	PO 1 , PO 4 , PO 5
	C 51.3	Students will be able to choose from various file formats of bio-molecular sequences	PO 1 , PO 7 , PO 8
	C 51.4	Students will be able to compile Pairwise and Multiple sequence alignments.	PO 1 , PO 7 , PO 8
	C 51.5	Students will be able to distinguish between phylogenetic trees and various types of trees.	PO 1 , PO 7 , PO 8
	C 51.6	Students will be able to discuss and elaborate on Pairwise and Multiple sequence alignments	PO 2, PO 6 , PO 7 , PO 8, PO 9
BB 505 H	C 52.1	Students will be able to choose appropriate techniques, skills and tools necessary for computing practice.	PO 1 , PO 2 , PO 4 , PO 6, PO 7, PO 9
	C 52.2	Students will be able to compare the impact of IT on different areas of management practices.	PO 2, PO 6 , PO 7 , PO 8, PO 9
	C 52.3	Students will be able to use and apply current technical concepts and practices in the core information technologies.	PO 1, PO 2, PO 6 , PO 7 , PO 8, PO 9
	C 52.4	Student will be able to infer the importance of IT in supply chain management.	PO 1, PO 3
	C 52.5	Students will be able to effectively adapt IT-based solutions into the user environment.	PO 1 , PO 8
	C 52.6	Students will be able to adapt to ethical issues of IT in Business	PO 5
BB 505 I	C 53.1	Students will be able to Understanding how different bodies and trade laws like GATT, WTO, IPR, etc function	PO 3, PO 7 , PO 8
	C 53.2	Students will be able to apply an understanding of the nature of International trading environment for the conduct of cross-border trade and investment.	PO 1 , PO 4 , PO 7 , PO 8
	C 53.3	Students will be able to Understand the major models of international trade and compare and contrast them.	PO 1 , PO 7 , PO 8
	C 53.4	Students will be able to Analyze the key decisions that firms make in relation to the choice of markets and entry strategies.	PO 1 , PO 4 , PO 7 , PO 8
BB 506	C 54.1	Students will be able to develop plans with relevant people to achieve the project's goals.	PO 3 , PO 7 , PO 8
	C 54.2	Students will be able to break work down into tasks and construct handover procedures.	PO 2, PO 6 , PO 8 , PO 9
	C 54.3	Students will be able to interpret the data collected with help of tools.	PO 1 , PO 4 , PO 7 , PO 8
	C 54.4	Students will be able to define links and dependencies, and schedule to achieve deliverables.	PO 1 , PO 7 , PO 8
	C 54.5	Students will be able to estimate and cost the human and physical resources required, and make plans to obtain the necessary resources	PO 1 , PO 7 , PO 8
	C 54.6	Students will be able to summarize roles with clear lines of responsibility and accountability.	PO 3 , PO 7 , PO 8
BB-507-J	C 55.1	Understanding of demographics and audience reception theories	PO 1 , PO 2 , PO 3 , PO 6, PO 7, PO 8
	C 55.2	Understanding of various media market scenarios along with business models	PO 1 , PO 2 , PO 3 , PO 6, PO 7, PO 8, PO 9



	C 55.3	Understanding the implementation of budget and importance of insurance	PO 1 , PO 3 , PO 5 , PO 7, PO 8
BB-508-J	C 56.1	Understanding the implementation of budget and schedule	PO 1 , PO 7 , PO 8
	C 56.2	Understanding the run order of television programs and managing content for media as well as quality control of media products.	PO 2, PO 5 , PO 6 , PO 7, PO 9
BB-509-J	C 57.1	Understanding the complete workflow of film and television production process.	PO 1, PO 3 , PO 7 , PO 8
	C 57.2	Developing strategies for media promotion, marketing and distribution channels	PO 1 , PO 2 , PO 6, PO 7, PO 8, PO 9

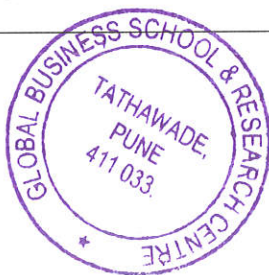


Third Year – Semester VI

Course Code	Course Title
BB-601	Project Management
BB-602	Event Management
BB-603	Fundamentals of E- Commerce
BB-604	Introduction to SMEs
BB 605 A	(Specialization-Financial Management) Elective –III Indian Financial system and Financial Markets
BB 605 B	(Specialization-Marketing Management) Elective –III Advertising and Sales Promotion
BB 605 C	(Specialization-Human Resource Management) Elective –III Industrial relations and Labour Laws
BB 605 D	(Specialization-Agribusiness Management) Elective –III Agri Export Import Management
BB 605 E	(Specialization-Hospital and Healthcare Management) Elective –III Community Health Management
BB 605 F	(Specialization-Pharmaceutical Management) Elective –III Pharmaceutical Product and Brand Management
BB 605 G	(Specialization-Biotechnology and Bioinformatics Management) Elective –III Application and Methodology of Biotechnology
BB 605 H	(Specialization-IT and Systems Management) Elective –III Database Management System
BB 605 I	(Specialization-International Business Management) Elective –III Export Import Documentation and Logistics
BB 606 A	(Specialization-Financial Management) Elective –IV Direct and Indirect Tax
BB 606 B	(Specialization-Marketing Management) Elective –IV Retail Management
BB 606 C	(Specialization-Human Resource Management) Elective –IV Change Management
BB 606 D	(Specialization-Agribusiness Management) Elective –IV Recent trends in Agricultural Business
BB 606 E	(Specialization-Hospital and Healthcare Management) Elective –IV Healthcare Laws
BB 606 F	(Specialization-Pharmaceutical Management) Elective –IV Pharma Sale, Distribution and Management
BB 606 G	(Specialization-Biotechnology and Bioinformatics Management) Elective –IV Fundamentals of Production Planning in Biotechnology
BB 606 H	(Specialization-IT and Systems Management) Elective –IV Innovation and Technology Management
BB 606 I	(Specialization-International Business Management) Elective –IV International Strategic Management
BB-607-J	(Specialization-Media, Communication and Management) Media Project Management
BB-608-J	(Specialization-Media, Communication and Management) Project Work-Media Production II
BB-609-J	(Specialization-Media, Communication and Management) New Media Production and Management

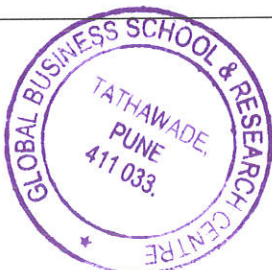


COURSE CODE	CO NO.	COURSE OUTCOMES	MAPPED PROGRAMME OUTCOMES
BB 601	C 58.1	Students will be able to match the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.	PO1, PO7,PO8
	C 58.2	Students will be able to outline project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.	PO2,PO6,PO7,PO8, PO9
	C 58.3	Students will be able to apply project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success.	PO1,PO2,PO4,PO6, PO7,PO8,PO9
	C 58.4	Students will be able to function with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment.	PO3,PO4,PO5,PO7, PO8
	C 58.5	Students will be able to assess project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.	PO1,PO4,PO7,PO8
	C 58.6	Students will be able to adapt the project to the organization's strategic plans and business justification throughout its lifecycle.	PO1,PO3,PO7,PO8
BB 602	C 59.1	Students will be able to define the basic concepts related to event management.	PO1
	C 59.2	Students will be able to demonstrate the event management process.	PO2,PO4,PO6,PO7, PO8,PO9
	C 59.3	Students will be able to analyze financial management in various events.	PO1,PO3,PO7,PO8
	C 59.4	Students will be able to develop a sample event.	PO1,PO4,PO7,PO8
	C 59.5	Students will be able to compare and derive inferences from successful events.	PO1,PO2,PO6,PO7, PO8,PO9
BB 603	C 60.1	Students will be able to Understand and interpret the various terms and main components related to E-Commerce.	PO1,PO2,PO4,PO6, PO7,PO8,PO9
	C 60.2	Students will be able to Compare various types of E commerce and the role of internet and web in E commerce.	PO1,PO2,PO6,PO7, PO8,PO9
	C 60.3	Students will be able to Apply the models and methods used in E-Commerce.	PO1,PO3,PO4,PO5, PO7,PO8
	C 60.4	Students will be able to Distinguish various applications of E-Commerce in business.	PO1,PO2,PO6,PO7, PO8,PO9
	C 60.5	Students will be able to Assess the various prerequisites of E- Commerce.	PO4,PO5,PO7,PO8, PO9
BB 604	C 61.1	Students are able to define the influence of competitors.	PO1,PO7,PO8
	C 61.2	Students will be able to gain professional skills, apply knowledge, solve problems.	PO1,PO4,PO7,PO8
	C 61.3	Students will be able to analyze internal and external environment.	PO1,PO4,PO7,PO8
	C 61.4	Students are able to prepare and to summarize the financial plan.	PO1,PO4,PO7,PO8
	C 61.5	Students will be able to Appraise the sources from where loan can be financed.	PO4,PO7,PO8
BB 605 A	C 62.1	Students will demonstrate sound knowledge of the various regulatory authorities in Indian Financial System.	PO1,PO4,PO7,PO8
	C 62.2	Students will be able to relate to current trends in accounts and finance	PO1,PO2, PO4,PO5,PO6,PO7,



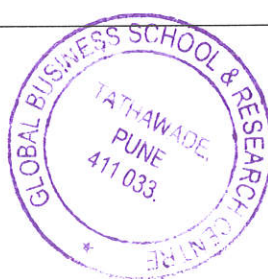
[Handwritten signature]

			PO8,PO9
	C 62.3	Students will be able to Utilize the knowledge gained to take important business decisions.	PO1,PO2,PO3,PO4,PO6,PO7,PO8,PO9
	C 62.4	Students will be able to build their own ventures in future	PO1,PO2,PO4,PO5,PO6,PO9,
BB 605 B	C 63.1	Students will be able to Comprehend the various communication elements in the communications mix	PO1,PO3,PO4,PO5,PO7,PO8
	C 63.2	Students will be able to Identify the comparative relationships between marketers and communication agencies	PO1,PO7,PO8
	C 63.3	Students will be able to Interpret communications objectives setting, budgeting and remuneration	PO3,PO4,PO7,PO8
	C 63.4	Students will be able to Make use of the role of consumer insights/research in communications design	PO1,PO2,PO5,PO6,PO7,PO8,PO9
	C 63.5	Students will be able to Compare the advertising and promotions strategies and tactics utilized by communications agencies	PO1,PO7,PO8
	C 63.6	Students will be able to Critically analyze current and past advertising and promotions campaigns; and develop skills in selecting and integrating particular elements to create effective communication campaigns.	PO1,PO2,PO4,PO6,PO7,PO8,PO9
	C 63.7	Students will be able to Learn STP analysis and propose to use it in designing an effective advertising/communication campaign.	PO1,PO4,PO5,PO7,PO8
	C 63.8	Students will be able to experiment with positive and negative effects that advertising has on contemporary society.	PO1,PO7,PO8
	C 63.9	Students will be able to Discuss ethical issues that advertising poses for social institutions in a market economy.	PO5
BB 605 C	C 64.1	Students will be able to outline the development and the judicial setup of Labour Laws.	PO3,PO4,PO5
	C 64.2	Students will be able to recall the salient features of welfare and wage Legislations also to apply the knowledge of Labour Law in General HRD Practice.	PO2,PO5,PO6,PO7,PO8,PO9
	C 64.3	Students will learn to interpret the laws relating to Provident Fund, Employees State Insurance, Workman's compensation, Payment of Bonus, Payment of Gratuity.	PO1,PO4,PO7,PO8
BB 605 D	C 65.1	Students will be able to Define factors that indicate strong potential for agri. export markets.	PO1,PO5,PO7,PO8
	C 65.2	Students will be able to Construct market selection models or drive market selection systems.	PO1,PO2,PO4,PO6,PO7,PO8,PO9
	C 65.3	Students will be able to take major agri product decisions that are necessary for export markets.	PO1,PO3,PO7,PO8
	C 65.4	Students will be able to Design plans to facilitate product adaptation to the markets in question.	PO4,PO5,PO7,PO8
BB 605 E	C 66.1	Students will be able to summarize on the healthcare delivery system in India	PO1,PO7,PO8
	C 66.2	Students will be able to define and distinguish the concepts of health, quality of life, impairment, activity limitation, and participation restriction. They will also be able to describe study of health and disease.	PO1,PO4,PO5,PO7,PO8



[Handwritten signature]

	C 66.3	Students will be able to understand the importance of infection prevention and control with an emphasis on practical application.	PO1,PO3,PO5,PO7, PO8
	C 66.4	Students will be able to familiar with various injuries.	PO2,PO5,PO6,PO7, PO8,PO9
BB 605 F	C 67.1	Students will be able to demonstrate a process for brand planning that identifies market opportunities and boosts brand performance.	PO4,PO7,PO8
	C 67.2	Students will be able to choose amongst various analytical tools.	PO1,PO7,PO8
	C 67.3	Students will be able to Discover key leverage points from patient-centric and stakeholder insights.	PO1,PO4,PO7,PO8
	C 67.4	Students will be able to Select priority marketing segments for your brand.	PO1
	C 67.5	Students will be able to Define a good positioning statement and ensure it is implemented.	PO4,PO7,PO8
	C 67.6	Students will be able to Formulate an effective and efficient tactical mixes for highly competitive markets in pharma industry	PO4,PO7,PO8
BB 605 G	C 68.1	Students will be able to Infer various tools and techniques in Biotechnology.	PO1,PO5,PO7,PO8
	C 68.2	Students will be able to Adapt various analytical techniques used in industries.	PO2,PO4,PO5,PO6, PO7,PO8,PO9
	C 68.3	Students will be able to Make use of various molecular techniques used in Biotechnology	PO1,PO3,PO4,PO7, PO8
BB 605 H	C 69.1	Students will be able to Recall the fundamental elements of relational database management systems	PO1,PO3,PO5,PO7, PO8
	C 69.2	Students will be able to Interpret the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL.	PO1,PO2,PO4,PO5, PO6,PO7,PO8,PO9,
	C 69.3	Students will be able to Design ER-models to represent simple database application scenarios	PO1,PO3,PO4,PO7, PO8
	C 69.4	Students will be able to Convert the ER-model to relational tables, populate relational database and formulate SQL queries on data.	PO1,PO4,PO7,PO8
BB 605 I	C 70.1	Students will be able to Understand and create the documents required for completing export and import transactions.	PO4,PO5,PO7,PO8
	C 70.2	Students will be able to Infer the procedure for export and import clearance.	PO1,PO3,PO4
	C 70.3	Students will be able to Interpret the role of key government organizations like Customs and Excise, RBI, etc. in facilitating export transactions.	PO,4PO5,PO7,PO8
	C 70.4	Students will be able to Interpret and make use of the foreign trade policy framework to best utilize the opportunities available to organizations.	PO1,PO2,PO6,PO7, PO8,PO9
BB 606 A	C 71.1	Students will be able to Apply the basic principles and policies of income tax law in India.	PO1,PO2,PO5,PO6, PO7,PO8,PO9
	C 71.2	Students will be able to compile ITR 1.	PO1,PO2,PO3,PO4, PO5,PO6,PO9
	C 71.3	Students can recall the basic principles and policies of GST.	PO1,PO3,PO5,PO7, PO8



BB 606 B	C 72.1	Students can apply appropriate frameworks to develop high level retail marketing strategy, and identify the role of marketing strategies in the building of brand equity and shareholder value in the retail industry	PO2,PO3,PO4,PO6, PO7,PO8,PO9
	C 72.2	Students can relate the central role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts.	PO5,PO7,PO8
	C 72.3	Students can compare the implementation of marketing strategy through the retail mix – including product and merchandise mix, pricing, location and store- design, promotions, and store management - to improve the total customer experience and retailer market competitiveness.	PO1,PO2,PO4,PO5, PO6,PO7,PO8,PO9,
	C 72.4	Students can interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions	PO1,PO4,PO5,PO7, PO8
	C 72.5	Students can analyze how retail managers can make informed strategic choices in relation to managing channel partners, retail form (online vs. bricks and mortar), global sourcing, and managing staff to improve strategic outcomes.	PO2,PO4,PO6,PO7, PO8,PO9
BB 606 C	C 73.1	Students can infer basic concepts, theories and practices of Change.	PO1,PO4,PO5
	C 73.2	Students can interpret strategies for effective change, controlling change and helping people to adapt to change.	PO1,PO3,PO4,PO7, PO8
	C 73.3	Students can construct change management plans.	PO2,PO4,PO5,PO6, PO9
BB 606 D	C 74.1	Students will be able to interpret the challenges in various businesses in agriculture sector.	PO1,PO2,PO6,PO7, PO8,PO9
	C 74.2	Students can choose to work in services associated with Agricultural businesses.	PO1,PO3,PO5,PO7, PO8
	C 74.3	Students can assess the latest trends in agricultural business.	PO1,PO4,PO7,PO8
BB 606 E	C 75.1	Students will be able to infer the Code of Medical Ethics.	PO1,PO5
	C 75.2	Students will be able to summarize the details about the Medical Termination of Pregnancy Act 1971	PO3,PO4,PO5
	C 75.3	Students will be able to Can recall details about the Pre Natal Diagnostics Techniques Act 1994	PO1,PO2,PO6,PO7, PO8,PO9
	C 75.4	Students will be able to list out details about the Medical Jurisprudence	PO5
	C 75.5	Students will be able to compile a legal framework for hospitals	PO1,PO3,PO5
BB 606 F	C 76.1	Students will be able to Infer the Pharmaceutical Sales Management process.	PO1,PO7,PO8
	C 76.2	Students will be able to Construct Prospective strategy for on time hiring of new employee in case of vacancy.	PO2,PO3,PO4,PO6, PO7,PO8,PO9
	C 76.3	Students will be able to demonstrate Behavioral hiring techniques to standardize interviewing process.	PO2,PO4,PO6,PO7, PO8,PO9
	C 76.4	Students will be able to Implement the process of Induction of newly hired employee.	PO1,PO3,PO7,PO8
	C 76.5	Students will be able to Compile a coaching Model to train & develop employees.	PO1,PO4,PO7,PO8
BB 606 G	C 77.1	Students will be able to recall the steps in fermentation process.	PO2,PO6,PO7,PO8, PO9



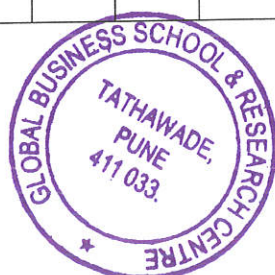
[Handwritten signature]

	C 77.2	Students will be able to describe Fermenter Designing, Bioreactor designing and related parameters.	PO1,PO3,PO4,PO7, PO8
	C 77.3	Students will be able to make use of knowledge on commercial fermented products.	PO5,PO7,PO8
BB 606 H	C 78.1	Students will be able to Compile an effective project plan.	PO1,PO3,PO7,PO8
	C 78.2	Students will be able to Understand best practices and standards and their application.	PO2,PO4,PO6,PO7, PO8,PO9
	C 78.3	Students will be able to effectively integrate Information Technology based solutions into the user environment.	PO1,PO3,PO4,PO5, PO7,PO8
BB 606 I	C 79.1	Students will be able to explain and illustrate the international strategic management processes used by top level management.	PO3,PO4,PO5
	C 79.2	Students will be able to infer the way strategies are framed in a global environment and their successful implementation.	PO1,PO2,PO3,PO4, PO6,PO7,PO8,PO9
	C 79.3	Students will be able to apply tools & techniques used for strategic analysis and Decision making styles.	PO1,PO4,PO5
	C 79.4	Students will be able to analyze the strategic management issues and problems.	PO2,PO4,PO6,PO7, PO8,PO9
BB-607-J	C 80.1	To understand the importance of planning in business media.	PO1,PO5,PO7,PO8
	C 80.2	To gain knowledge about the functions & techniques of project management.	PO1,PO3,PO4,PO7, PO8
	C 80.3	To make students familiarize them with the project management in a Media organization.	PO2,PO3,PO5,PO6, PO9
BB-608-J	C 81.1	To make students familiar with the steps and challenges during the media production.	PO1,PO5,PO7,PO8
	C 81.2	To give exposure of realistic issues and way of handling the same.	PO1,PO3,PO4,PO5
BB-609-J	C 82.1	To make students familiar with concepts and principles of new media production.	PO1,PO3,PO4,PO7, PO8
	C 82.2	To make students understand various aspects of media production management.	PO2,PO4,PO5,PO6, PO7,PO8,PO9

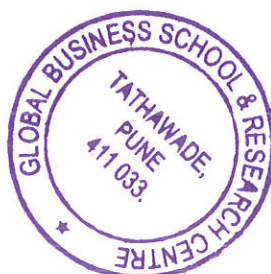


% Contribution of Each Course towards PO attainment

N o	Course Code	Course Title	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	BB 101	Fundamentals of Management	10	5	4	0	4	5	5	5	5
2	BB 102	Basics of Marketing	7	5	4	2	1	5	5	5	5
3	BB 103	Basics of Accounting	11	2	5	0	1	2	8	8	2
4	BB 104	Introduction To Economics	6	4	1	1	1	4	6	6	4
5	BB 105	Environmental Awareness And Disaster Management	8	4	1	1	11	2	8	8	4
6	BB 106	Business English	3	2	9	0	3	2	4	4	2
7	BB-107-J	Aesthetics and Visual Communications	5	5	1	0	1	5	6	6	5
8	BB-108-J	Creative writing	4	1	6	0	1	1	2	2	1
9	BB 201	Organizational Behaviour	12	7	4	0	3	7	3	3	7
10	BB 202	Indian Economy	6	1	1	2	3	1	3	3	1
11	BB 203	Marketing Management	7	2	1	4	1	2	9	9	2
12	BB 204	Business Environment	9	5	2	0	2	5	6	6	5
13	BB 205	Indian Banking System	9	2	2	0	1	2	3	3	2
14	BB 206	Soft Skills - I	3	2	9	1	3	2	2	2	2
15	BB-207-J	Corporate Communication and Strategy	2	4	9	2	1	4	2	2	4
16	BB-208-J	Advertising and Integrated Marketing Communications	8	2	3	2	1	2	3	3	2
17	BB 301	Human Resource Management	10	9	4	2	5	9	8	8	9
18	BB 302	Banking Operations	12	4	1	7	2	4	6	6	4
19	BB 303	Introduction To Psychology	8	5	1	4	12	5	8	8	5
20	BB 304	Research Methodology	2	4	4	6	1	4	11	11	4
21	BB 305	Business Laws	10	2	1	3	6	2	3	3	2
22	BB 306	Soft Skills - II	7	2	4	0	1	2	2	2	2
23	BB-307-J	PR Communication	5	3	1	3	1	3	3	3	3



24	BB-308-J	Photography Studio Management	3	2	1	3	0	2	6	6	2
25	BB 401	Management Information System	6	6	0	3	1	6	5	5	6
26	BB 402	Entrepreneurship Development	7	7	0	2	0	7	3	3	7
27	BB 403	Introduction To International Business	16	4	0	3	2	4	2	2	4
28	BB 404	Quantitative Techniques	4	4	0	12	0	4	12	12	4
29	BB 405	Financial Management	10	5	0	4	0	5	8	8	5
30	BB 406	Digital Marketing	8	2	1	3	0	2	4	4	2
31	BB-407-J	Sound Studio Recording and Production	2	3	0	2	0	3	3	3	3
32	BB-408-J	Radio Production	4	0	0	3	0	0	3	3	0
33	BB 501	Introduction to Production Management	5	2	2	0	0	2	5	5	2
34	BB 502	Business Ethics and Corporate Governance	6	2	1	0	11	2	2	2	2
35	BB 503	Marketing of Financial Services	7	2	5	0	0	2	3	3	2
36	BB 504 A	(Specialization-Financial Management) Elective -I Analysis of Financial Statements	9	2	8	0	0	2	12	12	2
37	BB 504 B	(Specialization-Marketing Management) Elective -I Consumer Behavior	7	4	10	0	0	4	8	8	4
38	BB 504 C	(Specialization-Human Resource Management) Elective -I Human Resource Planning	15	4	0	0	2	4	4	4	4



39	BB 504 D	(Specialization- Agribusiness Management) Elective –I Introduction to Agribusiness Management	9	2	0	0	0	2	4	4	2
40	BB 504 E	(Specialization- Hospital and Healthcare Management) Elective –I Introduction to Hospital and Healthcare Management	8	4	3	0	6	4	6	6	4
41	BB 504 F	(Specialization- Pharmaceutical Management) Elective –I Introduction to Pharmaceutical Business	4	2	3	0	5	2	9	9	2
42	BB 504 G	(Specialization- Biotechnology and Bioinformatics Management) Elective –I Introduction to Biotechnology	6	4	0	0	3	4	7	7	4
43	BB 504 H	(Specialization-IT and Systems Management) Elective –I Introduction to IT	5	2	2	0	0	2	8	8	2
44	BB 504 I	(Specialization- International Business Management) Elective –I Fundamentals of International Business	5	7	0	0	6	7	5	5	7
45	BB 505 A	(Specialization- Financial Management) Elective –II Long Term Finance	4	3	2	0	0	3	4	4	3



[Handwritten signature]

46	BB 505 B	(Specialization- Marketing Management) Elective –II Sales Management	5	7	0	0	1	7	12	12	7
47	BB 505 C	(Specialization- Human Resource Management) Elective –II Training and Development	5	2	0	0	0	2	6	6	2
48	BB 505 D	(Specialization- Agribusiness Management) Elective –II Agriculture and Rural Development	7	7	1	0	6	7	12	12	7
49	BB 505 E	(Specialization- Hospital and Healthcare Management) Elective –II Hospital Administration	4	13	0	0	7	13	5	5	13
50	BB 505 F	(Specialization- Pharmaceutical Management) Elective –II Production Management in Pharmaceuticals	4	3	2	0	2	3	14	14	3
51	BB 505 G	(Specialization- Biotechnology and Bioinformatics Management) Elective –II Fundamentals of Bioinformatics	11	2	2	0	1	2	14	14	2
52	BB 505 H	(Specialization-IT and Systems Management) Elective –II Applications of IT	8	7	1	0	3	7	9	9	7



53	BB 505 I	(Specialization- International Business Management) Elective –II International Institutions and Trade Implications	6	0	4	2	0	0	11	11	0
54	BB 506	Project Work	5	3	2	6	0	3	13	13	3
55	BB- 507-J	Media Finance and Budgeting	6	3	0	4	2	3	9	9	3
56	BB- 508-J	Film and TV Production Programming	2	2	0	0	2	2	5	5	2
57	BB- 509-J	Film, TV Production Process	5	2	0	4	0	2	5	5	2
58	BB 601	Project Management	8	4	4	10	3	4	16	16	4
59	BB 602	Event Management	10	4	2	0	0	4	10	10	4
60	BB 603	Fundamentals of E- Commerce	9	6	2	0	4	6	12	12	6
61	BB 604	Introduction to SMEs	7	0	0	3	0	0	12	12	0
62	BB 605 A	(Specialization- Financial Management) Elective –III Indian Financial system and Financial Markets	10	6	2	3	4	6	8	8	6
63	BB 605 B	(Specialization- Marketing Management) Elective –III Advertising and Sales Promotion	14	4	6	2	9	4	20	20	4
64	BB 605 C	(Specialization- Human Resource Management) Elective –III Industrial relations and Labour Laws	3	2	2	2	6	2	4	4	2
65	BB 605 D	(Specialization- Agribusiness Management) Elective –III Agri Export Import Management	8	2	2	0	4	2	10	10	2



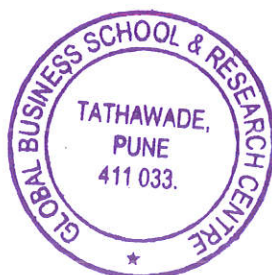
[Handwritten signature]

66	BB 605 E	(Specialization- Hospital and Healthcare Management) Elective –III Community Health Management	7	3	2	0	4	3	10	10	3
67	BB 605 F	(Specialization- Pharmaceutical Management) Elective –III Pharmaceutical Product and Brand Management	6	0	0	1	0	0	15	15	0
68	BB 605 G	(Specialization- Biotechnology and Bioinformatics Management) Elective –III Application and Methodology of Biotechnology	6	2	3	0	4	2	7	7	2
69	BB 605 H	(Specialization-IT and Systems Management) Elective –III Database Management System	9	2	4	0	6	2	8	8	2
70	BB 605 I	(Specialization- International Business Management) Elective –III Export Import Documentation and Logistics	5	2	2	2	4	2	9	9	2
71	BB 606 A	(Specialization- Financial Management) Elective –IV Direct and Indirect Tax	8	5	4	0	6	5	4	4	5



[Handwritten signature]

72	BB 606 B	(Specialization- Marketing Management) Elective –IV Retail Management	4	6	3	2	7	6	14	14	6
73	BB 606 C	(Specialization- Human Resource Management) Elective –IV Change Management	6	3	2	1	4	3	2	2	3
74	BB 606 D	(Specialization- Agribusiness Management) Elective –IV Recent trends in Agricultural Business	6	2	2	0	3	2	8	8	2
75	BB 606 E	(Specialization- Hospital and Healthcare Management) Elective –IV Healthcare Laws	6	2	4	4	12	2	3	3	2
76	BB 606 F	(Specialization- Pharmaceutical Management) Elective –IV Pharma Sale, Distribution and Management	7	6	4	2	0	6	12	12	6
77	BB 606 G	(Specialization- Biotechnology and Bioinformatics Management) Elective –IV Fundamentals of Production Planning in Biotechnology	2	3	2	0	2	3	8	8	3
78	BB 606 H	(Specialization-IT and Systems Management) Elective –IV Innovation and Technology Management	6	2	4	0	2	2	7	7	2

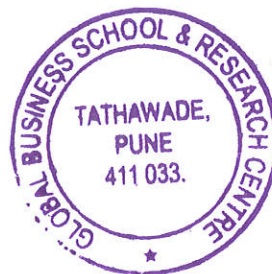
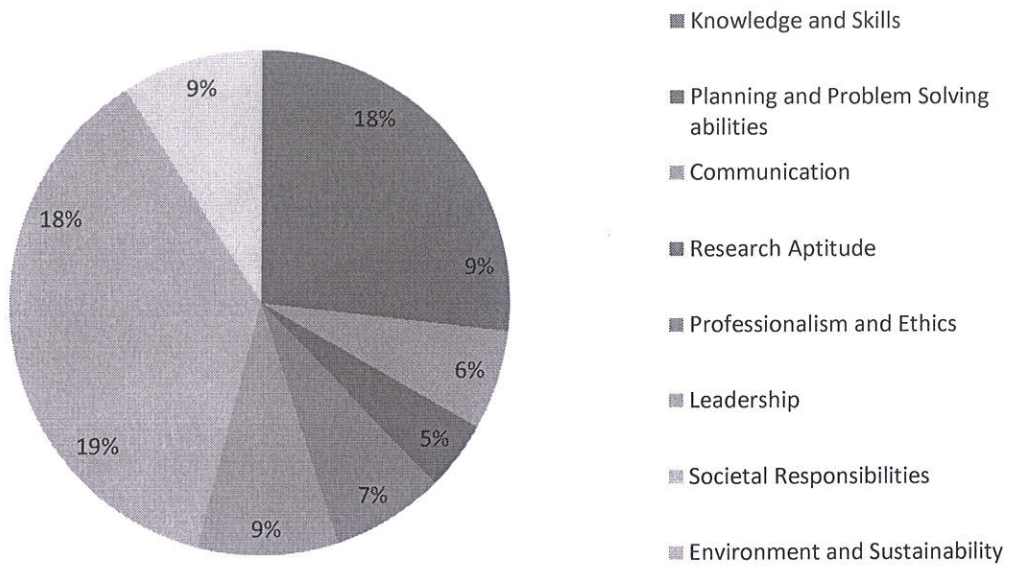


[Handwritten signature]

79	BB 606 I	(Specialization- International Business Management) Elective -IV International Strategic Management	5	4	6	8	4	4	4	4	4
80	BB- 607-J	(Specialization- Media, Communication and Management) Media Project Management	5	3	4	2	5	3	5	5	3
81	BB- 608-J	(Specialization- Media, Communication and Management) Project Work-Media Production II	4	0	2	2	5	0	3	3	0
82	BB- 609-J	(Specialization- Media, Communication and Management) New Media Production and Management	3	2	2	3	2	2	4	4	2
		Sum	546	281	198	138	226	279	569	569	281



Weightage of Individual POs in BBA Curriculum



Percentage Representation of Course Outcomes towards every Programme Outcome in BBA Curriculum

