

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

## FACULTY OF COMMERCE & MANAGEMENT STUDIES, JAI NARAIN VYAS UNIVERSITY, JODHPUR

### PROGRAM OUTCOME

PO1	Critical Thinking: Intellectual exploration of knowledge towards actions in clear and rational manner by understanding the logical connections between ideas and decisions.
PO2	Problem Solving: Understanding the task/ problem followed by planning and narrow execution strategy that effectively provides the solution.
PO3	Effective Communication: Knowledge dissemination by oral and verbal mechanisms to the various components of our society.
PO4	Societal/ Citizenship/ Ethical Credibility: Realization of various value systems/ moral dimensions and demonstrate the empathetic social concern as well as equity in all the decisions, executions and actions.
PO5	Environmental Concern and Sustainable Growth: Understanding the emerging environmental challenges and provide the possible contribution in sustainable development that integrates environment, economy and employment.
PO6	Skill Development and Employable Abilities: Adequate training in relevant skill sector and creating employable abilities among the under graduates.

### PROGRAM SPECIFIC OUTCOME

PSO1	Develop professionally competent citizens by applying the scientific knowledge of Business Administration with the ability to think clearly, rationally and creatively to support in evolving solutions to the social/public/scientific/ business issues with responsible democratic participation
PSO2	Enterprise resourcefulness to identify, plan, formulate, design and evaluate solutions for complex business situations that address the specific needs with appropriate consideration for Ethical, Societal, Cultural, Environmental and Industrial domains.
PSO3	Ignite the lateral thinking ability in problem solving, acquisition of new skills, open-minded and organized way of facing problems with self-awareness and evolving analytical solutions
PSO4	Create and initiate innovations effectively and communicate efficiently with the business community and society at large to bridge the gap between industry and academia
PSO5	Acquire knowledge, understand, assess and get committed to professional and ethical principles, norms and responsibilities of the business world and the ability for work efficacy as a part of a team and engage effectively with diverse stakeholders
PSO6	Acquire ability and willingness to embark on new ventures and initiatives with critical thinking and desire for more continuous learning focusing on life skills.



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## COURSE OUTCOME

COURSE CODE	COURSE NAME	COURSE OUTCOME
<b>BBA FIRST YEAR</b>		
BBAFC1	Business Communication Skills	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Relate to the various concepts and processes of managerial communication.</li> <li>• CO2: Develop essential communication skills required for managing a business.</li> <li>• CO3: Develop an understanding of Skill of business letter writing and the need of standardization.</li> <li>• CO4: Finally develop the art of self-presentation and interview preparation.</li> </ul>
BBA101	Organization and Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Develop an understanding of the concepts related to Business.</li> <li>• CO2: Identify the key contributors and their contributions in the development of management thought.</li> <li>• CO3: Assume the roles and responsibilities associated with managerial functions.</li> <li>• CO4: Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.</li> <li>• CO5: Compare various approaches in management for problem solving.</li> </ul>
BBA102	Economic Environment	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Develop an understanding of Indian Economic and Non-Economic Environment.</li> <li>• CO2: Understand various aspects of Economic Policies.</li> <li>• CO3: Learn Industrial Development and Industrial</li> </ul>



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		<p>Policy.</p> <ul style="list-style-type: none"> <li>CO4: Gain insight into international economic environment and World Economy.</li> </ul>
BBA103	Business Laws	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>CO1: Get acquainted with and gain knowledge of Indian Legislation and demonstrate an understanding of the legal environment of business in India.</li> <li>CO2: Enhance the basic legal knowledge to business transactions and its enforceability in the court of law.</li> <li>CO3: Develop an understanding of various provisions of Indian Contract Act, 1872 and special contracts.</li> <li>CO4: Learn various provisions of Indian Sale of Goods Act 1930 and The Arbitration &amp; Conciliation Act, 1996</li> </ul>
BBA104	Fundamentals of Accounting	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>CO1: Combine practice and theoretical knowledge of accounting.</li> <li>CO2: Develop awareness of emerging trends in accounting,</li> <li>CO3: Develop decision making skill in the financial analysis context.</li> <li>CO4: Have the ability to identify and analyze problems of accounting and opportunities in real life situations.</li> </ul>
BBA105	Business Statistics	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>CO1: Comfort with analyzing the basic statistical tools.</li> <li>CO2: Develop ability to interpret the correlation and regression techniques between two or more than two variables.</li> <li>CO3: Gain ability to link this idea with managerial decision.</li> <li>CO4: Understand the concept of</li> </ul>



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		<p>profitability and application of permutation and combination in probability.</p> <ul style="list-style-type: none"> <li>• CO5: Have sound grasp of the concept of index numbers.</li> <li>• CO6: Understand the concept of time series analysis.</li> </ul>
BBA106	Managerial Economics	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Analyze the demand and supply conditions and access the position of the company</li> <li>• CO2: Analyze real-world business problems with an economic theoretical framework</li> <li>• CO3: Understand the internal and external decisions to be made by managers.</li> <li>• CO4: Become a Managerial Economist.</li> </ul>
BBAPC1	Two Term Papers	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Gain understanding about recent management issues.</li> <li>• CO2: Develop writing skills on management issues.</li> </ul>
<b>BBA SECOND YEAR</b>		
BBAFC2	Computer Applications for Business	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Develop a basic understanding of the application of computers in Business.</li> <li>• CO2: Learn about various business applications necessary for running business.</li> <li>• CO3: Understand about the hardware components together with software.</li> </ul>
BBA201	Organization Theory & Behaviour	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.</li> <li>• CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.</li> </ul>



		<ul style="list-style-type: none"> <li>• CO3: Analyze the complexities associated with management of the group behavior in the organization.</li> <li>• CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.</li> </ul>
BBA202	Company Law and Secretarial Practice	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Develop understanding of background and features of Companies Act 2013.</li> <li>• CO2: Understand role and importance of Company Secretary and key managerial personnel.</li> <li>• CO3: Get awareness on overall management of companies as per Companies Act 2013.</li> </ul>
BBA203	Production and Materials Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Understand the basic concepts and theories of the production management.</li> <li>• CO2: Comprehend the manufacturing management situations with greater confidence.</li> <li>• CO3: Develop understanding of Project Planning and concepts related to purchasing.</li> <li>• CO4: Expand individual knowledge of store management and practices.</li> <li>• CO5: Apply production &amp; materials management concepts and their influence on business decisions.</li> </ul>
BBA204	Operation Research	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Find solution of real life problems using various research techniques.</li> <li>• CO2: Apply transportation and assignment models, queuing theory and game theory.</li> <li>• CO3: Perform sensitivity analysis.</li> </ul>



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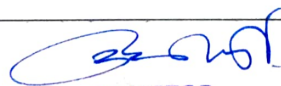
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BBA205	Cost and Management Accounting	<ul style="list-style-type: none"> <li>• CO4: Understand operations related to interest rates and EMI calculations.</li> </ul> <p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Demonstrate knowledge and understanding of the fundamentals of Cost &amp; Management Accounting.</li> <li>• CO2: Identify differences between various forms of accounting- Financial, Managerial and Cost and the role of a Management Accountant.</li> <li>• CO3: Comprehend the different kinds of cost involved and develop methods for cost control.</li> <li>• CO4: Evaluate the costs and benefits of different conventional and contemporary costing systems.</li> <li>• CO5: Analyze and provide recommendations to improve the operations of organisations through the application of cost accounting techniques.</li> <li>• CO6: Identify the critical role of cost allocation.</li> <li>• CO7: Prepare income statements using Marginal costing and absorption costing.</li> <li>• CO8: Prepare different forms of budgetary statements, identify and control cost at a responsibility Centre assigned to a manager, analyze and report performance of the assigned responsibility Centre.</li> </ul>
BBA206	Marketing Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Demonstrate strong conceptual knowledge in the functional area of marketing management.</li> <li>• CO2: Demonstrate effective understanding of relevant functional areas of marketing management and its application.</li> <li>• CO3: Demonstrate analytical</li> </ul>



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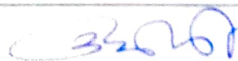
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		skills in identification and resolution of problems pertaining to marketing management.
BBAPC2	Group Assignment and Seminar on Contemporary Issues	On completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• CO1: Expand knowledge of understanding contemporary business issues.</li> <li>• CO2: Enhance presentation skills.</li> </ul>
<b>BBA FINAL YEAR</b>		
BBAFC3	Environmental Studies	On completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• CO1: Develop an understanding of multidisciplinary nature of environment.</li> <li>• CO2: Learn about renewable and non-renewable natural resources.</li> <li>• CO3: Gain an insight about ecosystem and biodiversity &amp; its conservation.</li> <li>• CO4: Develop an understanding for sports for human welfare.</li> </ul>
BBA301	Entrepreneurship and Small Business Management	On completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• CO1: Understand the concepts of entrepreneurship and small business management.</li> <li>• CO2: Describe the characteristics of a successful entrepreneur and explain the key aspects of entrepreneurship.</li> <li>• CO3: Understand various issues related to production, marketing, finance and HR in new venture</li> <li>• CO4: Understand the concepts of turnaround, creativity and innovation.</li> </ul>
BBA302	Financial Management	On completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• CO1: Understand the fundamental financial concepts and develop an understanding of the theory, principles and practices of financial management.</li> <li>• CO2: Be aware of determinants</li> </ul>

  
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		<p>of dividend policies and fundamentals of Working capital, Management, Treasury management, Cash management and Inventory management.</p> <ul style="list-style-type: none"> <li>• CO3: Learn and understand the latest developments in Financial Management.</li> </ul>
BBA303	Business Taxation	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Differentiate between direct and indirect tax assessment.</li> <li>• CO2: Define the procedure of direct tax assessment.</li> <li>• CO3: Familiarize the different know-how and heads of income with its components.</li> <li>• CO4: Compute total income and define tax complications and structure in manual and online format.</li> <li>• CO5: File IT return for various assesses.</li> <li>• CO6: Understand amendments made from time to time in finance Act.</li> <li>• CO6: Understand concept of GST levy of GST and ITC (Input Tax Credit).</li> <li>• CO7: Understand and comply with registration process of goods &amp; services tax.</li> </ul>
BBA304	International Trade	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Develop an understanding of International Trade and associated concepts.</li> <li>• CO2: Understand concepts of International Economic Environment and International Economic Co-operation.</li> <li>• CO3: Learn about India's Foreign Trade and government policies for Foreign Trade.</li> </ul>
BBA305	Human Resource Management	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: To develop the understanding of the concept of human resource management</li> </ul>



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		<p>and to understand its relevance in organizations.</p> <ul style="list-style-type: none"> <li>• CO2: To develop necessary skill set for application of various HR issues.</li> <li>• CO3: To analyse the strategic issues and strategies required to select and develop manpower resources.</li> <li>• CO4: To integrate the knowledge of HR concepts to take correct business decisions.</li> </ul>
BSA306	E-Commerce	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Demonstrate an understanding of the foundations and importance of E-commerce</li> <li>• CO2: Demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies, determining the effectiveness of market research, assessing the effects of disintermediation.</li> <li>• CO3: Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.</li> </ul>
BSAPCE	Project Work	<p>On completion of this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• CO1: Understand actual working environment of an organization.</li> <li>• CO2: Learn about implementation of management concepts in real world organization.</li> <li>• CO3: Develop the understanding of collecting data related to management problems, analyzing the same and presenting together with solution.</li> <li>• CO4: Learn about report writing.</li> </ul>

  
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