

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PATNA WOMEN'S COLLEGE (Autonomous)**

**PATAN UNIVERSITY, PATNA**

### **PROGRAMME OUTCOMES (POs)**

**After completion of the programme, the students will be able to**

**PO1:** To develop critical thinking and devise solutions for business problems.

**PO2:** Use cohesive logical reasoning patterns for evaluating information, materials, and data.

**PO3:** To develop strong communication skills for conceptualization of complex issues into coherent written forms and oral presentation.

**PO4:** To develop an understanding of entrepreneurial skills and innovative practices for self-business development.

**PO5:** To provide exposure to industrial settings and project work for developing practical business knowledge and skills.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

**After completion of the programme, the students will be able to**

**PSO1:** To promote an understanding of different aspects of human resource management and its business application.

**PSO2:** To create an awareness regarding macro and micro concepts of economics in management.

**PSO3:** To develop a well-defined perspective on business ideas and role of corporate at different Social, national and international levels.

**PSO4:** To gain knowledge of accounts and its practical implications in business world.

**PSO5:** To equip students with knowledge of statistical tools and business operations.

**PSO6:** To comprehend ethical issues in business and grow into responsible citizens.

## **SEMESTER I**

### **BBA GE 101 – ENTREPRENEURSHIP DEVELOPMENT**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** The course gives a clear concept of entrepreneurship and gives an exposure to entrepreneurship traits.

**CO2:** Clear understanding of preparing a systematic way to select and screen business ideas.

**CO3:** Highlights the different sources of financing.

**CO4:** Motivates for entrepreneurship.

## **SEMESTER II**

### **BBA GE 202 – ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Understand theories on Ethics and their application in real world and organizations.

**CO2:** Appreciate the importance, role and contents of corporate social responsibility.

**CO3:** Be aware of the limitations of stakeholders and role of Auditors in corporate

governance.

**CO4:** Analyze and demonstrate Corporate Social Responsibility.

### **SEMESTER III**

#### **BBA GE 303- TAX PLANNING**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Tax Planning guides how to reduce overall liabilities for Income-tax ,Capital Gain Tax and Other Tax on Organizations' Income, Saving and Investments.

**CO2:** Attain knowledge of greater control on payment of Tax by claiming Tax-Rebate, Relief and available credit.

**CO3:** Selection of Investment Project in which lower rate of tax applies.

**CO4:** Comprehend the importance of tax planning for small and large businesses as it can help them to achieve their business goals.

### **SEMESTER IV**

#### **BBA GE404 INDIA'S DIVERSITY & BUSINESS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Discuss the challenges and dilemmas posed by diversity and explain India's diversity in terms of topography, soil, drainage, climate, etc.

**CO2:** Explain the impact of diversity on livelihood and occupation and relate diversity and various socio-economic challenges.

**CO3:** Indicate influence of diversity on Indian Consumers, Manufacturing, Industry and Services.

**CO4:** Relate diversity and Innovation and describe Workforce Diversity Management.

## **SEMESTER I**

### **BBA CC101: FUNDAMENTALS OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Explain various aspects of business, their forms of ownership and also how expansion takes place.

**CO2:** Discuss different functions of management.

**CO3:** Describe behavioural aspects of human resources and summarise relevant theories related to Personality, Learning, Motivation and Leadership.

**CO4:** Compare groups and teams, their development and establishment of relationships, dealing with conflicts and the challenges brought by Organisational Change.

## **SEMESTER I**

### **BBA CC102 STATISTICS FOR BUSINESS DECISIONS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Develop an ability to organize, manage and present data.

**CO2:** Rational analysis of data using statistical tools as frequency distribution and measures of central tendency.

**CO3:** Comprehend practical applications of statistics in economics and

Management.

**CO4:** Make decisions based on data by collecting appropriate quantitative data.

## **SEMESTER II**

### **BBA CC203 MANAGERIAL ECONOMICS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Enable an understanding of businesses, markets and governments from a management perspective and responsibly respond to the threats and opportunities.

**CO2:** Ability to evaluate the problems of production, distribution, consumption and people's welfare.

**CO3:** Develop an understanding of optimal utilization of available resources since wants are unlimited and the resources are scarce.

**CO4:** Estimate economic relationships between different business factors such as income, elasticity of demand, cost volume profit analysis.

## **SEMESTER II**

### **BBA CC204 BUSINESS ACCOUNTING**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Enable a better understanding of financial position of the organization.

**CO2:** Create and control the company budget and to track income and expenditures effectively.

**CO3:** Help to evaluate firm's performance.

**CO4:** Ensure statutory compliance and provide investors, management, and government with quantitative financial information for taking business decisions.

### **SEMESTER III**

#### **BBA CC 305 MACROECONOMICS**

##### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Comprehend the skills needed for an understanding of complex market issues and develop strong analytical and problem-solving skills.

**CO2:** Learning the business acumen essential to succeed in the professional world.

**CO3:** Develop an understanding of economic variables and policy measures for business.

**CO4:** Anticipating the level of fiscal activity and comprehending the distribution of income among different groups of people in the economy.

### **SEMESTER III**

#### **BBA CC 306 - PRINCIPLES OF MARKETING**

##### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** It gives an overview of marketing concepts and marketing environment .

**CO2:** Comprehend marketing decisions based upon the combination of products, price , promotion and distribution elements.

**CO3:** Compare and analyze different promotional tools and strategies from customer and marketers viewpoint.

**CO4:** Develops the ability to understand pricing decisions.

### **SEMESTER III**

#### **BBA CC307- MANAGEMENT ACCOUNTING.**

##### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Ascertain the cost of production of goods and services and determine their sales price.

**CO2:** Ascertain ways to minimize the loss and maximize profit by controlling wastage in factors of production.

**CO3:** Develop skills to eliminate production defects and means to improve efficiency.

**CO4:** Provide a deep insight into details of finance and resource flow to arrive at a timely decision based on actual data and form long-term strategies to scale business.

### **SEMESTER IV**

#### **BBA CC408 BUSINESS RESEARCH**

##### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Explain the conceptual framework of Marketing Research, including its role and process.

**CO2:** Distinguish between research designs adopted for conducting research and different sampling techniques.

**CO3:** Compare different sources of data collection.

**CO4:** Discuss concepts related to data analysis and apply statistical tools for data analysis.

## **SEMESTER IV**

### **BBA CC408 BUSINESS RESEARCH**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

### **BBA CC 409 HUMAN RESOURCE MANAGEMENT**

**CO1:** The skills, knowledge and ability learnt after studying HR is universally relevant to handle business situations.

**CO2:** Ability to understand the strategies to be adopted while dealing with diverse workforce.

**CO3:** Develop an understanding of different facets of human resource like recruitment, training and development appraisal in modern organisations.

**CO4:** Develop a sound understanding of how HR management bridges the gap between employees' performance and the organisational strategic objectives.



## **SEMESTER IV**

### **BBA CC410- Financial Management**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Develop an understanding to minimize the financial costs and design an optimum Capital Structure for the organization.

**CO2:** Estimate the short-term and long-term financial requirement of business.

**CO3:** Management of cash like collection and handling the usage of Cash.

**CO4:** Develop ability to take sound financial decision in the business concern as it affects the entire business operations of the concern.

## **SEMESTER V**

### **BBA CC 511 ETHICS & CORPORATE SOCIAL RESPONSIBILITY**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** The course emphasize on several ethics theories which will help students to apply these theories in real world and organization.

**CO2:** Understand the importance, role and contents of corporate social responsibility.

**CO3:** Understand the role of stakeholders and Auditors in corporate governance.

**CO4:** Demonstrate a deeper understanding of moral choices.

## **SEMESTER V**

### **BBA CC512 LEGAL ASPECTS OF BUSINESS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Explain legal provisions related to Indian Contract Act 1872, including types of contracts, their performance, discharge and breach.

**CO2:** Discuss the provisions under Sale of Goods Act 1930, Negotiable Instruments Act 1881 and Companies Act 2013

**CO3:** Describe the provisions under the Limited Liability Partnership Act 2008

**CO4:** Summarise the salient features and coverage of Consumer Protection Act 1986 and Right to Information Act 2005.

## **SEMESTER VI**

### **BBA CC 613 BUSINESS POLICY AND STRATEGY**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Comprehend the strategic issues and policy decisions facing businesses and understanding current management concepts can address these issues.

**CO2:** Develop skills to use novel and existing knowledge to analyze real world cases and by so doing, to understand the complexity of strategic issues.

**CO3:** Enable a diagnosis of environmental and competitive situation and the goals organization intends to accomplish.

**CO4:** Understanding methods to increase operational Efficiency and productivity with superior business policy management to ensure that the business operates at maximum efficiency.

## **SEMESTER VI**

### **BBA CC614 FINANCIAL INSTITUTIONS AND MARKETS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Understand the large and complex national and International financial market and their regulatory policies of the economy.

**CO2:** Understand the availability of loan and guarantees in foreign currency in forex transaction.

**CO3:** Recognize the different type of securities, their issues and Intermediaries in between investor and company as required by law or statute.

**CO4:** Comprehend how investors and debtors receive fair and proper treatment and access to capital.

## **SEMESTER IV**

### **BBA SEC 402 – IT TOOLS FOR BUSINESS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Understanding the basic tools and technology which the student can employ in business environment.

**CO2:** Creating software solutions on MS-Office and MS-Excel for contemporary business environment

**CO3:** Applying their skills on MS-Powerpoint for an effective presentation.

**CO4:** Apply the understanding of how DBMS works together to accomplish the information objectives of an organization.

## **SEMESTER V**

### **BBA DSE 501 HRD: SYSTEMS AND STRATEGIES**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** To understand different of tools to be used for developing human resource like mentoring and coaching.

**CO2:** Create an awareness regarding management of diversity in organisations.

**CO3:** Knowledge of high performance work systems and using technology for higher efficiency.

**CO4:** To comprehend organisational adaptability with changes, increasing employee satisfaction and improving quality of work life and developing a learning culture.

## **SEMESTER V**

### **BBA DSE502 MANAGEMENT OF INDUSTRIAL RELATIONS**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Explain concepts and different aspects of industrial relations, conflict and cooperation and involvement of different parties and their roles.

**CO2:** Discuss legal provisions under The Trade Union Act 1926, The Industrial Employment (Standing Orders) Act 1946 and The Industrial Disputes Act 1947.

**CO3:** Describe salient features, coverage and benefits relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948 and The Payment of Bonus Act 1965.

**CO4:** Summarise legal provisions under The Factories Act 1948, The Provident Fund and Miscellaneous Provisions Act 1952, Employees' Pension Scheme and Employees State Insurance Act 1948.

## **SEMESTER VI**

### **BBA DSE 603 TALENT AND KNOWLEDGE MANAGEMENT**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

**CO1:** Develop an understanding of significance of managing skills and knowledge in organisations.

**CO2:** Understand the different models and strategies associated.

**CO3:** Comprehend the techniques to be adopted for knowledge management.

**CO4:** To create awareness regarding the need of a motivated workforce who will stay with company in the long run.

## **SEMESTER VI**

### **BBA DSE 604 DISSERTATION/OJT**

#### **COURSE OUTCOME**

**After completion of the course, the students will be able to**

- CO1:** Acquisition of special knowledge like a support study or a project work with practical exposure to business applications.
- CO2:** Serves as a practical tool to guide students to explore real business situations and write a project based on their practical experiences in the organization.
- CO3:** Insight into their skills, knowledge and ability (KSA) on the job and build confidence in their abilities.
- CO4:** Understand role in improving their performance and prepare them work more efficiently.