

**DEPARTMENT NAME: JAYPEE BUSINESS SCHOOL**

**VISION:** To be a centre of excellence for grooming management professionals for providing leadership in industries and organizations and venture into entrepreneurship.

**MISSION : 1:** To offer management education for enhancing knowledge and skills across functional areas through benchmark-curriculum using innovative teaching learning methods.

**2:** To conduct contemporary and futuristic interdisciplinary research in areas of management.

**3:** To interact with industry and other stakeholders and establish effective linkages for professional and entrepreneurial enrichment of management professionals.

**PROGRAMME NAME: BBA**

**PEOs:**

**1:** Provide knowledge of management concepts and theories to pursue professional career and or take up higher education.

**2** Enhance self awareness, team work, technological, communication and research skills.

**3** Apply tools and techniques for making informed decisions.

**4** Sensitize students about the social, ethical and environmental issues of business.

**5** Equip the students with skills to adapt to change and develop an orientation towards lifelong learning.

**POS:**

**1:** Acquire knowledge and understand fundamental principles and concepts of business management.

**2** Apply the concepts to solve day-to-day business problems.

**3** Communicate effectively with all the stakeholders of the organization.

**4** Develop entrepreneurial mindset and interpersonal skills.

**5** Imbibe life-long learning skills to contribute as responsible citizens.

**Course Outcomes**

<b>COURSE OUTCOMES (SEMESTER 1)</b>	
<b>Business Mathematics: 20B11BGM22</b>	
1	Understand the basic concepts of business mathematics.
2	Make use of mathematics techniques to solve business problems.

3	Analyze the results of calculations to make business decisions.
<b>Managerial Economics: 19B11BGM12</b>	
1	Understand the basic concepts of economics.
2	Apply the theories of economics to understand the business environment.
3	Analyse applicability of concepts/ theories/ models of economics in business.
<b>Introduction to Sociology: 15B1NHS433</b>	
1	Demonstrate an understanding of sociological perspectives and concepts.
2	Explain the concept of social stratification and types of stratification as class, caste and gender.
3	Apply the major sociological perspectives, concepts and methods in the systematic study of society
4	Analyze the relevance of various social Institutions and how it shapes and influences social interactions.
<b>Financial Accounting: 19B11BAF11</b>	
1	Understand the principles of accounting.
2	Apply Accounting process and Rules in preparation of different Kinds of Accounts.
3	Prepare financial statement of business.
<b>IT Tools for Business: 19B15BSE18</b>	
1	Understand the basic IT tools to collect, organize, and manage information.
2	Apply the knowledge of internet applications for end-user productivity.
3	Create effective presentations by applying the knowledge of software tools.
<b>Principles of Business Management: 20B11BGM24</b>	
1	Define and understand the role of Management in an Organization.
2	Apply fundamental concepts, functions and Principles of Management
3	Analyse application of management knowledge to diagnose and solve organizational problems.
<b>Business Communication: 19B11BAE11</b>	
1	Understand the principles of effective communication.
2	Make use of principles and techniques for effective verbal and non-verbal communication.
3	Develop resume, reports, proposals and business plans.
<b>India's Diversity and Business: 19B12BGE12</b>	
1	Understand and appreciate India's diversity.
2	Identify the importance of a diverse workforce and strategies to promote diversity
3	Draw inference about India's diversity and its implications for the business.

## COURSE OUTCOMES (SEMESTER II)

<b>Organizational Behaviour: 19B11BHR11</b>	
1	Understand the individual variables and group dynamics and their impact on behavior of employees.
2	Apply behaviour management models for managing self and others in the organization.

3	Analyze the impact of individual and group behavior on organizational culture and employee performance.
<b>Marketing Management: 19B11BMM11</b>	
1	Understand the basic concepts of marketing management.
2	Understand and apply the STP of marketing (segmentation, targeting, positioning), Product Life Cycle
3	Analyse the impact of dynamic business scenario on marketing decision.
<b>Technology, Corporate Governance and Business Ethics: 20B11BGM26</b>	
1	Understand concepts and theories related to corporate governance business ethics and technology
2	Apply Knowledge of Corporate Governance, Technology and Ethics in Business
3	Analyze Business Activities keeping in mind knowledge learn about the Technology, Corporate Governance and Ethics.
<b>Financial Management: 19B11BAF12</b>	
1	Understand different forms of business, finance and finance functions.
2	Apply concepts of investment, financing and dividend functions.
3	Analyse proposals and plans to make financial decisions.
<b>Introduction to Spreadsheets : 20B15BSE11</b>	
1	Remember the specific commands and shortcuts in excel.
2	Understand the role of spreadsheet applications to collect, organize, manage and present information.
3	Apply the features / functions available in the spreadsheet software.
<b>Political Process in India 22B12HS111</b>	
1	To describe the evolution functioning and consequences of Political parties and party System in India
2	Interpret the voting behavior and behavior of political parties in India
3	Understand different modes of political process to understand political system
4	Evaluate the affecting factors and conflicting impulses
<b>Business Statistics and Analytics 20B11BGM30</b>	
1	Understand the basic concepts of business statistics
2	Apply concepts and methods of statistics for business problems.
3	Analyze statistical data to make decisions
<b>Global Business Environment: 20B11BGM26</b>	
1	Understand concepts of global business environment.
2	Analyse the impact of political, socio-economic, technological and legal factors on global business ventures.
3	Evaluate different foreign market entry strategies.

## COURSE OUTCOMES (SEMESTER III)

<b>COURSE OUTCOMES (SEMESTER III)</b>	
<b>Cost and Management Accounting: 19B11BAF13</b>	
1	Understand concepts of cost and management accounting.
2	Utilize the concepts of cost and management accounting for organizational decisions.
3	Appraise management accounting tools and techniques to solve complex management problems
<b>Entrepreneurial Development: 19B11BGM20</b>	
1	Understand the basics aspects of establishing new business in competitive environment.
2	Apply the basic understanding to examine the existing business ventures.
3	Examine various business considerations of different functional areas of business.
<b>Human Resource Management: 19B11BHR12</b>	
1	Understand the concepts of Human Resource Management.
2	Apply the concepts for effective management of people.
3	Analyze the challenges for better employee performance.
<b>Oral and Written Communication: 20B11BGM27</b>	
1	Understand the principles of effective oral and written communication
2	Apply necessary formats and procedures for business communication
3	Analyze the context for effective communication
4	Create Resume, reports, proposals, business letters and business plans
<b>Business Analytics: 19B12BGM35</b>	
1	Understand the basics of Business Analytics.
2	Apply Business Analytics techniques to business management functions.
3	Analyse the business data for decision making.
<b>Social Media And Digital Marketing: 20B11BMM12</b>	
1	Understand social media networks as tools for marketing.
2	Apply digital marketing techniques to social media management.
3	Analyse social media analytics.
4	Develop social media marketing strategies.
<b>Computing Tools and Programming: 21B12CS215</b>	
1	Understand the basic structure of a programming language and concept of databases.
2	Make use of tools like flow charts to express the algorithm.
3	Create web pages using HTML.
<b>Community Initiatives (20B17BSE12)</b>	
1	Understand the symbiotic connect between self and society/community at large.
2	Identify key social or community related issues around.
3	Analyze various solutions for addressing social issues.
<b>Global Business Environment: 20B11BGM26</b>	
1	Understand concepts of global business environment.
2	Analyse the impact of political, socio-economic, technological and legal factors on global business ventures.
3	Evaluate different foreign market entry strategies.

## COURSE OUTCOMES (SEMESTER IV)

### Research Methods with SPSS: 19B11BGM16

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| 1 | Understand the basic concepts of business research and its process                   |
| 2 | Apply various concepts and approaches of business research.                          |
| 3 | Analyse the research articles based on the standard methodology of business research |

### New Government Initiatives for Business: 20B11BGM34

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|---|---|
| 1 | Understand initiatives started by government to assist businesses         |
| 2 | Apply knowledge about government initiatives for upliftment of businesses |
| 3 | Analyze the government initiatives and their impact on businesses         |

### Quantitative Methods in Business Management: 19B11BOM13

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| 1 | Understand key concepts, theories, models and tools used in quantitative analysis.     |
| 2 | Apply the key concepts, theories, models and tools into real life business situations. |
| 3 | Analyse business issues using quantitative models.                                     |

### LEGAL ASPECTS OF BUSINESS: 19B11BGM17

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| 1 | Interpret business and commercial laws                    |
| 2 | Apply business and commercial laws in business activities |
| 3 | Examine business problems in legal context                |

### Data Insights Using Dashboards: 20B11BGM35

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| 1 | Understand various ways in which data can be visualized.  |
| 2 | Make use of the features of the software to make relevant charts for disseminating the information. |
| 3 | Examine the relationships that exist among business variables to draw inferences.                   |
| 4 | Create reports, dashboards to communicate with the outside world.                                   |

### Operations Management: 20B11BOM12

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| 1 | Understand the concepts and techniques of operations Management.                                   |
| 2 | Apply acquired knowledge and techniques to solve operational issues in manufacturing and services. |
| 3 | Analyse process related issues for solving business problems.                                      |

### Environment Science: 19B11BAE12

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| 1 | Explain different aspects of environment, ecosystem and associated concerns   |
| 2 | Identify various practices that can impact, pollute the environmental resources and their management                            |
| 3 | Interpret Environmental Laws, regulations, sustainable techniques, solutions implemented for better environmental management    |
| 4 | Survey ground situation on specific environmental aspects, examine risks involved, make a field report and present the findings |

### Introduction to Business Verticals: 20B11BGM31

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| 1 | Understand different industry verticals, their evolution and growth. |
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2	Apply management concepts to identify financial and market position.
3	Compare different competitors in the industry and their future prospects.

<b>COURSE OUTCOMES (SEMESTER V)</b>	
<b>Introduction to Business Verticals: 20B11BGM31</b>	
1	Understand different industry verticals, their evolution and growth.
2	Apply management concepts to identify financial and market position.
3	Compare different competitors in the industry and their future prospects.
<b>Integrated Research Project (Report Based): 19B17BSE17</b>	
1	Utilize online and offline resources to prepare integrated research projects.
2	Analyze data using software tools.
3	Prepare a detailed research report.
<b>Tally ERP: 19B15BSE13</b>	
1	Understand Tally ERP software package.
2	Analyze report prepared through Tally ERP software
3	Create financial statements using Tally ERP.
<b>Environment Science: 15B11GE301</b>	
1	Explain different aspects of environment, ecosystem and associated concerns
2	Identify various practices that can impact, pollute the environmental resources and their management
3	Interpret Environmental Laws, regulations, sustainable techniques, solutions implemented for better environmental management
4	Survey ground situation on specific environmental aspects, examine risks involved, make a field report and present the findings
<b>Marketing Analytics: 20B11BMM13</b>	
1	Understand the basics of marketing analytics.
2	Apply data analytics techniques to solve marketing problems.
3	Analyse the consumer behaviour through data analytics.
<b>Financial Institutions and Markets: 19B11BAF16</b>	
1	Understand Indian financial system and its functioning
2	Identify various players and instruments of financial system
3	Analyze best intermediary and instrument for efficient financial transaction among asset, agents and institutions.
<b>Corporate Internship: 19B17BSE16</b>	
1	Explain and relate to the business and competitive environment in which the organization is operating
2	Apply and make use of the concepts of the management subjects for industry analysis
3	Examine financial position of the organization viz-a-viz competitors

4	Design and create project report
<b>Services Marketing: 20B12BMM12</b>	
1	Understand the basic concepts of services marketing
2	Analyzing the differences between product and service context specially in pricing and branding
3	Evaluate the delivery of services, service gaps and ways to ensure customer satisfaction and service recovery
<b>Consumer Behaviour: 20B12BMM11</b>	
1	Understand the basic concepts of consumer behaviour.
2	Apply concepts of consumer behaviour for solving marketing problems
3	Analyse situations related to consumer decision making and consumption processes
<b>Data Visualization: 20B12BBA13</b>	
1	Understand the ways in which different types of data can be visualized.
2	Make use of DV software functions to make charts and graphs.
3	Create reports, dashboards etc using DV softwares to communicate to all stakeholders.
<b>Data Management using R: 20B12BBA11</b>	
1	Understand the nuances of data manipulation, visualization and analysis
2	Utilise different packages using R language for data manipulation, visualization and analysis
3	Create reports, dashboards etc using R to communicate with the different stakeholders.
<b>Recruitment &amp; Selection: 20B12BHR14</b>	
1	Identify the factors governing recruitment and selection.
2	Understand the fundamentals of recruitment process
3	Analyse the factors affecting the selection process
<b>Cross Cultural Management: 20B12BHR15</b>	
1	Understand the cross-cultural issues and challenges in global organizations
2	Apply the concepts of cross-cultural management.
3	Analyze organizations and their challenges to make them effective
<b>Working Capital Management: 20B12BAF15</b>	
1	Understand the concept and need of working capital.
2	Apply various techniques for management of Working Capital
3	Analyze the Management of Cash, Receivables, Payable and Inventory.
<b>Investment Management: 20B12BAF16</b>	
1	Explain various concepts related to the financial markets.
2	Apply concepts of “portfolio theory” for the determination of risk return trade-off and selection of best portfolio from the feasible investment portfolios.
3	Evaluate securities under consideration and assess the portfolio performance using standard finance models.

## COURSE OUTCOMES (SEMESTER VI)

### Supply Chain Management: 20B11BOM13

1	Understand key concepts, theories, models and tools used in supply chain management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in supply chain management into real life business situations.
3	Analyse specific supply chain management related business issue and devise a strategy and action plans.

### Disaster Management: 20B11BGM32

1	Understanding the causes and impact of disasters.
2	Analyze the impact of disasters on development.
3	Evaluate the effectiveness of disaster relief measures.

### Understanding Constitution of India : 19B12BGE19

1	Demonstrate an understanding of the historical inheritances and institutional legacies of Indian Constitution
2	Assess the nature of the Indian constitution and its applicability in the study of politics in India.
3	Assess the devolution of powers and authority of governance of the Union government and the local government
4	Demonstrate an understanding of the powers and functions of the Indian executive, legislature and judiciary

### Digital Business Transactions: 20B11BGM34

1	Understand recent technological advancements and their impact on reshaping the businesses transactions.
2	Apply emerging technologies related to business transactions into real life business situations.
3	Analyse how digitalization of business transactions benefit various organization.

### Data Management Using Python: 20B12BBA12

1	Understand the nuances of data manipulation, visualization and analysis
2	Utilise different packages in Python software for data manipulation, visualization and analysis
3	Create reports, dashboards etc using Python to communicate with the different stakeholders.

### Business Application of Artificial Intelligence: 20B12BBA14

1	Understand the introductory knowledge on Artificial Intelligence and process
2	Apply these fundamentals and process to work out the end results of business operations through AI
3	Evaluate Artificial Intelligence with Deep Learning for usage in future planning and optimizing profitability

### Personal Finance : 20B12BAF12

1	Understand concepts and importance of personal finance.
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2	Explain steps involved in developing a personal financial plan.
3	Evaluate different financial proposal available for personal finance
<b>International Financial Management : 20B12BAF11</b>	
1	Understand the concepts and procedures of international finance.
2	Apply various issues relating to foreign currency and its effect on international trade.
3	Evaluate financial framework for international business.
<b>IR &amp; Labour Law: 20B12BHR12</b>	
1	Understand the concepts of IR and Labour laws
2	Identify the problems related to IR and labor laws
3	Analyze the alternative solutions to IR problems.
<b>Training &amp; Development: 20B12BHR11</b>	
1	Understand the concept and need of training and development
2	Analysis training and development methodologies and training need.
3	Evaluate the methods of training and measuring training effectiveness
<b>International Marketing: 20B12BMM14</b>	
1	Understand the concepts related to trade theories, international legal, political, environmental, technological and cultural environment
2	Apply marketing concepts to international marketing efforts
3	Analyze and select best international market entry strategy
<b>Advertising and Sales Management: 20B12BMM13</b>	
1	Understand the roles which advertising and sales promotion can play in the contemporary marketing mix and marketing environment
2	Apply effective advertising and sales promotions strategies
3	Evaluate advertising effects from different managerial and critical perspectives.