

Department of Commerce & Management
Bachelor of Business Administration (BBA)
I Year BBA Semester I
Course 1A: Principal of Management

Learning Outcomes:

At the end of the course, the student will able to

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organizations.

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Principal of Management

Paper 1A

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
|------|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |
| CO 2 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 |
| CO 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO 5 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 2 |
| CO 6 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 |

Note 1= Weak Mapping, 2 = Moderate Mapping, 3= Strong Mapping

PSO = Programme Specific Outcomes

PO = Programme Out comes

CO = Course Out comes

I Year BBA Semester II
Course 2B: Fundamentals of Marketing

Learning Outcomes:

At the end of the course, the students will able to;

- Develop an idea about marketing and marketing environment.
- Understand the consumer behavior and market segmentation process.
- Comprehend the product life cycle and product line decisions.
- Know the process of packaging and labeling to attract the customers.
- Formulateneu marketing strategies for a specific new product.
- Develop new product line and sales promotion techniques for a given product.
- Design anddevelop new advertisements to given products.

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Fundamentals of Marketing

Paper 2B

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
|------|------|------|------|------|------|------|------|------|------|
| CO 1 | 2 | 2 | 1 | 3 | 3 | 2 | 3 | 3 | 2 |
| CO 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |
| CO 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 |
| CO 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| CO 5 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| CO 6 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 |

