## 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 theknowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordancewith GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- F Critically examine the balance sheets of a sole trader for different accounting periods.
- > Design newaccounting 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 I

## **Course 1B: Managerial Economics**

### **Learning Outcomes:**

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

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society
- F Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations.

## CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject: Managerial Economics

Paper 1B

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

## I Year BBA Semester I

## **Course 1C: Quantitative Methods for Managers**

### **Learning Outcomes:**

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

- > Understand the concept of business environment.
- Define Internal and External elements affecting business environment.
- Explain the economic trends and its effect on Government policies.
- Critically examine the recent developments in economic and business policies of the Government. Evaluate and judge the best business policies in Indian business environment. Develop the new ideas for creating good business environment.

# CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject: Quantitative Methods for Managers

Paper 1C

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

## I Year BBA Semester II

## **Course 2A: Accounting for Managers**

### **Learning Outcomes:**

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

- ➤ Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- ➤ Analyze the accounting process and preparation of accounts in consignment and joint venture.

  Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
- ➤ Determine the useful life and value of the depreciable assets and maintenance of Reserves inbusiness entities.
- Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

## CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject: Accounting for Managers

Paper 2A

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

### 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.
- > Formulatenew 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	PO							
	1	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

## - I Year BBA Semester II

### **Course 2C: E-Commerce**

### **Learning Outcomes:**

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

- ➤ Understand the basic concepts of banks and functions of commercial banks.
- ➤ Demonstrate an awareness of law and practice in a banking context.
- > Engage in critical analysis of the practice of banking law.
- > Organize information as it relates to the regulation of banking products and services.
- > Critically examine the current scenario of Indian Banking system.
- > Formulate the procedure for better service to the customers from various banking innovations.

## CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject: E-Commerce

### Paper 2C

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