

BBA ANALYTICS

Programme Specific Outcomes (PSO)

1. To acquire knowledge in business management concepts and to provide social and ethical sustainable business solution.
2. To equip students with qualitative and quantitative skills to develop critical thinking, creativity, problem-solving abilities, idea generating capabilities
3. To foster analytical and programming skills to meet the needs of the digitalized economy
4. To able to appreciate, synthesize, communicate, and effectively manage a multi-cultural team
5. To foster To recognize and inculcate the importance of ethical conduct in managing business and thereby foster responsible citizenship both at global and national levels

I SEMESTER

Course Title here: Business Management

Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision-Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here: Fundamentals of Accounting

Course Outcomes (CO)

1. To understand the framework of accounting as well accounting standards.
2. To develop the ability to pass journal entries and prepare ledger accounts
3. To gain knowledge on the ability to prepare various subsidiary books
4. To prepare trial balance and final accounts of proprietary concern.
5. To construct final accounts through conversion process from proprietary concern to company.

Course Title here: Fundamentals of Business Analytics

Course Outcomes (CO)

1. Relate to need for data driven decision making, Analytical cycle and Hierarchy of information user.
2. Demonstrate working knowledge of MS Excel including formatting of worksheets and perform actions necessary to format cells, numbers, dialog box, borders, background colour and font of data in MS Excel.
3. Get introduced to Power Query, understand its environment and its interaction with SQL.
4. Display an understanding of the various formulae in Excel and their application to data, use of advanced search functions like VLOOKUP and other statistical functions.
5. Create, format, sort, filter, modify and summarize Pivot Tables and Pivot Charts.

Course Title here: Information Technology for Managers

Course Outcomes (CO)

1. To understand basic concepts of Microsoft Office.
2. To design and develop formal documents using Microsoft word.
3. To perform basic analysis using Microsoft excel formulas and tools.
4. To develop and explore Microsoft PowerPoints tools for formal business presentations
5. To understand the basic working of computers and about hardware and softwares.

Course Title here: International Business Environment

Course Outcomes (CO)

1. To understand and apply appropriate frameworks to analyse the international business environment.
2. To critically evaluate relevant international business expansion approaches.
3. To determine how the international business environment influences business practice.
4. To gain insights on recent contribution by economic integrated international organizations.
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Course Title here: HR Analytics & Design Thinking

Course Outcomes (CO)

1. To gain knowledge on the types of data and the role of analytics in providing solutions to business problems.
2. To develop knowledge on the concept of Design Thinking and the various phases involved in curating creative ideas and develop problem solving skills
3. To gain knowledge on the concept of Data Visualisation and understand the tools required to interpret data in the easiest way
4. To gain knowledge on the concepts of HRM and how analytics can be implemented in making HR processes effective
5. To gain insights on the recent trends in the world of Analytics and develop analytical skills.

Course Title here: Digital Marketing

Course Outcomes (CO)

1. To demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets
2. To explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks
3. To interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
4. To comprehend the importance of conversion and working with digital relationship marketing
5. To analyse cross-cultural and ethical issues in globalised digital markets

II SEMESTER

Course Title here: Financial Accounting

Course Outcomes (CO)

1. To prepare final accounts of partnership firm.
2. To understand the calculation for Insurance claim.
3. To comprehend the royalty charges paid by lessee to lessor.
4. To analyse the final accounts prepared for amalgamation of firms.
5. To analyse the final accounts prepared for conversion from partnership to company.

Course Title here: Business Economics

Course Outcomes (CO)

1. To understand and identify the economic variables in general business atmosphere.
2. To perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function and Law of Variable Proportion.
3. To comprehend the relationship between various policies of business.
4. To accomplish different market structure and various pricing techniques.
5. To apply critical thinking skills in business situations.

Course Title here: Statistical Decision Making for Business Analysis

Course Outcomes (CO)

1. Relate to the applications of Statistics in Business, different types of Data, Continuous Frequency Distribution, Categorical data and Statistical Software for Analysis.
2. Comprehend the Measures of Central Tendency, Dispersion, variance and Standard Deviation. Analyse the distribution of data by Class or Category using frequency distribution for quantitative data and qualitative values and cumulative frequency distributions.
3. Understand the fundamentals, definitions and laws of Probability and Bayes theorem.
4. Comprehend the concepts of Sampling Theory, Sampling Distribution, Sampling Techniques, Estimating Sampling Errors and Confidence Intervals.
5. Apply tests for Hypothesis for Large Samples, Single Proportion, Difference of Proportions

III SEMESTER

Course Title here: Corporate Accounting

Course Outcomes (CO)

1. To demonstrate the values involved in the accounting of a corporate.
2. To establish ideas and standards in preparing the accounting system of a corporate.
3. To prepare consolidated accounts for a corporate group.
4. To Construct the Restructuring of capital structure in the financial statement of Joint stock company ltd.
5. To apply the practical applications of mergers and liquidation of corporate.

Course Title here: Business Statistics

Course Outcomes (CO)

1. To gain knowledge on fundamentals of statistics and statistical techniques in the analysis of business problems.
2. To explore the concepts of tabulation and classification of data which can be readily used for the further statistical analysis process.
3. To know the relevance of measures of central tendencies in statistical analysis and learns to compute the various measures of central tendencies.
4. To appreciate the various tools of measuring the dispersion of data and its significance and superiority in interpreting data compared to measures of central tendencies.
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Course Title here: Data Visualization and Storytelling (Power BI & Tableau)

Course Outcomes (CO)

1. Demonstrate knowledge of handling data, gathering data, formatting data and Tools for visualizing data.
2. Create PivotTables or Pivot Charts with PowerPivot including calculating fields with Data Analysis Expressions (DAX).
3. Build Miniature Charts from Standard Excel Charts. Students will also be able to create Sparklines, and control charts with Menus, Combo Boxes, and Buttons.
4. Create Power view data source connections inside Excel, Power view reports and Power view Visualizations Tables.
5. Understand the basics of Tableau desktop, connecting to data and Visualizing data using Tableau. Create, publish and share Dashboards while using advanced visual analytics.

Course Title here: Essentials of Business Management

Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision-Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here: Financial Planning and Wealth Management

Course Outcomes (CO)

1. To articulate and prioritize financial goals for individuals or families based on their unique circumstances, such as budgeting, saving, and investment objectives.
2. To Understand various types of insurance products and risk management strategies to protect assets, manage potential financial risks, and provide for unforeseen circumstances.
3. To comprehend the concepts and techniques related to retirement planning, including factors affecting retirement income, calculating retirement needs, and selecting appropriate retirement accounts.
4. To analyze investment opportunities and make informed investment decisions.
5. To Familiarize with tax laws and strategies to optimize tax efficiency for individuals and families, including tax deductions, credits, and tax-efficient investment vehicles.

Course Title here: Cultural Diversity at Workplace

Course Outcomes (CO)

1. To recognize that social and cultural systems develop out of adaptation to environmental and historical circumstances.
2. To communicate an understanding of the ways in which race, ethnicity, and/or gender are socially constructed.
3. To communicate an understanding that different cultures may hold different views of the same issues.
4. To evaluate pertinent information and assertions for relevance, bias, stereotyping, manipulation, and completeness.
5. To apply the knowledge on cultural diversity at workplace to actual scenario.

IV SEMESTER

Course Title here: Cost Accounting

Course Outcomes (CO)

1. To understand the several cost concepts involved in business
2. To recognize the importance of material issues and its pricing.
3. To reconcile the financial accounts and cost accounts.
4. To apply the methods implicated in cost for a better industrial performance
5. To construe the impact of the select cost method

Course Title here: Financial Management

Course Outcomes (CO)

1. To provide an in-depth view of the process in financial management of the firm.
2. To develop knowledge on the allocation, management, and funding of financial resources.
3. To understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. To analyze he main ways of raising capital and their respective advantages and disadvantages in different circumstances.
5. To apply the financial concepts to calculate ratios and do the capital budgeting.

Course Title here: Financial Literacy & Investment Awareness

Course Outcomes (CO)

1. To examine and Recognize the influence of one's financial preferences in financial decision-making
2. Examine personal habits, strengths, weaknesses and values when it comes to money
3. Identify common financial situations where decision-making may be influenced by external forces
4. To Provide the foundations for financial decision making
5. To understand how to Recognize the role of saving money in reaching financial goals

Course Title here: Applications of Business Analytics (Python)

Course Outcomes (CO)

1. To evaluate Excel as a tool to generate impactful insights for business
2. To synthesize multiple data sets by applying extraction transformation and loading techniques to create comprehensive pitch for business
3. To analyze external data source to create KPIs for business
4. To apply the Knowledge of Power Pivot to build complex data models
5. To enhance the Knowledge of Power Query to connect with disparate data sources to create comprehensive data warehouse.

V SEMESTER

Course Title here: Financial Statement Analysis

Course Outcomes (CO)

1. To understand the basics of Financial Management.
2. To analyze the investment decisions applications in Businesses.
3. To demonstrate the financial decisions by finance managers.
4. To understand the working capital decisions taken by businesses.
5. To apply the Financial Management techniques in decision making.

Course Title here: International Business

Course Outcomes (CO)

1. To develop cognitive knowledge of global issues; stages, advantages, problems and approaches to International Business.
2. To examine the complexities that arise when the firm moves from domestic to international markets.
3. To understand different modes of business entry into foreign country
4. To understand the implications of economic integration among countries.
5. To understand the EXIM policies and export and import procedure.

Course Title here: Operations Research

Course Outcomes (CO)

1. To implement suitable Operations Research Models to obtain optimal solution.
2. To calculate the Minimum Cost and Maximum Profit of various investment decisions.
3. To reduce the transportation costs incurred otherwise.
4. To create models using simulation techniques to facilitate better management decisions.
5. To find the critical path and the duration of a project to reduce the time and cost of completion of the project.

Course Title here: Storing, Processing and Querying Business Data

Course Outcomes (CO)

1. Understand any commercial database system architecture
2. Develop the relational and SQL queries for the any given application
3. Use SQL commands for programming and maintaining Databases
4. Apply the concepts of Data ownership and data governance to design better data solutions
5. Apply ETL and Data Mining concepts to identify key data elements and prepare the data for further analysis

Course Title here: Taxation-1

Course Outcomes (CO)

1. To understand the basic Concept of Income Tax and GST in India.
2. To familiarize the students of the various Provisions of Income Tax.
3. To understand the Residential Status and the Incidence of Tax.
4. To enable students to comprehend the knowledge about the Exempted incomes under the Act.
5. To provide an understanding of the Provisions and Computation of Income from Salary and House Property.

Course Title here: Production and Operation Management

Course Outcomes (CO)

1. To Understand the knowledge on core features of the operations and production management function at the operational and strategic levels
2. To identify and propose material handling equipment's and implement industrial safety rules
3. To understand and apply the concepts of purchase, stores and inventory management and analyse its techniques of inventory and evaluate material requirement decisions
4. To identify performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.
5. To examine plan production schedules and plan resources (material and machine) required for production in Benchmarking and Six sigma concepts

VI SEMESTER

Course Title here: Business Law

Course Outcomes (CO)

1. To develop knowledge on contract and various types of contracts.
2. To identify fundamental legal principles behind contractual agreements.
3. To understand the legal framework involved in the grant of a patent.
4. To analyse the various practices that would cause adverse effect on competition.
5. To gain knowledge about foreign exchange and its importance in the economic development.

Course Title here: Services Marketing

Course Outcomes (CO)

1. To understand and analyse the Services Marketing Management Process.
2. To design an appropriate marketing channel for effective delivery of service product.
3. to design an ideal promotional mix to place the service product in the market.
4. To draw service blueprint and flowcharts taking care of the complexity and divergence in service process.
5. To understand, analyse and implement the best pricing strategy for services.

Course Title here: Strategic Management

Course Outcomes (CO)

1. To expose students to various perspectives and concepts in the field of Strategic Management.
2. To understand the principles of strategy formulation, implementation and control in organizations.
3. To develop skills for applying these concepts to the solution of business problems.
4. To master the analytical tools of strategic management.
5. To analyse the various modes adopted by organizations for business growth.

Course Title here: Taxation-2

Course Outcomes (CO)

1. To provide an insight of the Provisions and Computation of Taxable Income from Business or Professions.
2. To provide students an understanding of the Provisions and Computation of Capital Gains.
3. To create an understanding of the Provisions and Computations of Taxable Income from Other Sources.
4. To familiarize the students about the Computation of Total Taxable Income, Tax Liability, Filling of Tax Returns and various other methods of Assessment Procedure.
5. To provide an understanding of Procedure and Levy of Tax under GST.

Course Title here: Modern Retail Management

Course Outcomes (CO)

1. Understand the Organised retail sector and its operations.
2. Understand the concept of shoppers' behaviour, model of buyer behaviour and types of buying situations.
3. Demonstrate the skill of Stores Operation & develop the skill to deal with customers and understand their needs to sustain in the market.
4. Demonstrate the skills of retailers to use marketing tools and techniques to interact with their customers.
5. Understands the process of decision making and able to apply effective decision-making skills.

Course Title here: AI-ML and its Business Applications

Course Outcomes (CO)

1. Understand Artificial Intelligence, its components and influence on business.
2. Develop an understanding of the role of analytics in finance especially the forecasting techniques, predictive analytics and leveraging optimization techniques and apply the same.
3. Develop an understanding of various Machine Learning concepts and their applications.
4. Apply Supervised and Unsupervised Machine Learning algorithms to real life business problems.
5. Evaluate assumptions and compare accuracy of different machine learning algorithms.