

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**COURSE OUTCOMES- B.B.A**

**B.B.A. Trimester I                    Core- Management Process                    Course Code: BBCB005**

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

CO 1: Apply the managerial functions and processes to various organizational situations.

**B.B.A. Trimester I                    Core- Business Mathematics 1                    Course Code: BBCB029**

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

CO 1: Apply the marketing concepts like Pricing policy, effective means of marketing communication and creating Customer satisfaction & loyalty.

**B.B.A. Trimester I                    Core- Environment Management -1                    Course Code: BBCB035**

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

CO 1: Demonstrate environmental consciousness, analyse, identify the causes, effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for environmental conservation.

**B.B.A. Trimester I                    Core- IT Skills-1                    Course Code: BBCB016**

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

CO 1: Use Word processor as a Presentation tool.

**B.B.A. Trimester I                    Core- Learning Management Through Executive Interaction  
1 Course Code: BBCB055**

CO 1: At the end of the course, the students will have managerial/ organizational reality orientation.

**B.B.A. Trimester I                    SS- Oral Communication Skills                    Course Code: BBCS001**

CO 1: At the end of the course, the student will communicate effectively and with confidence in an inter-personal setting and before an audience.

**B.B.A. Trimester I            ONBC- Individual & Society            Course Code: BBON030**

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

CO 1: Apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society.

**B.B.A. Trimester I            ONBC - Critical Thinking            Course Code: BBON028**

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

CO1: have competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect

**B.B.A. Trimester II            Core- Organisational Behaviour I            Course Code: BBCB006**

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

CO 1: Understand the dimensions of individual behaviour in an organizational setting.

**B.B.A. Trimester II            Core- Human Resource Management I            Course Code: BBCB003**

At the end of the course the student would be able to:

CO 1: Build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization.

**B.B.A. Trimester II            Core- IT Skills 2            Course Code: BBCB017**

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

CO 1: Develop a minimum competence in using spreadsheets and enabling enhanced usage through a programming language.

**B.B.A. Trimester II            Core- Environment Management -2            Course Code: BBCB036)**

At the end of the course the students will be able to:

CO 1: Demonstrate environmental consciousness, analyse, identify the causes, effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.

**B.B.A. Trimester II                      Core- Managerial Economics I                      Course Code: BBCB018**

At the end of the course, the students will be able to:

CO 1: Take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, course to constraints, most efficiently.

**B.B.A. Trimester II                      SS- Presentation Skills                      Course Code: BBCS003**

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

CO 1: Design and deliver effective presentations develop managerial/ organizational orientations through interactions.

**B.B.A. Trimester II                      ONBC- Psychology                      Course Code: BBON031**

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

CO 1: Apply the understanding of his/her behaviour to various situations of life, especially at the workplace.

**B.B.A. Trimester II                      SS- Time Management                      Course Code: BBCS007**

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

CO 1: Effectively use time management skills

**B.B.A. Trimester III                      Core- Organisational Behaviour II                      Course Code: BBCB007**

At the end of the course, students will be able to:

CO 1: Understand interpersonal situations and group behaviour in an organizational setting.

**B.B.A. Trimester III                      Core-Human Resource Management 2                      Course Code: BBCB004**

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

CO 1: Apply concepts of training and development function, performance management, compensation and employee benefits.

**B.B.A. Trimester III      Core-Marketing Management I      Course Code: BBCB001**

At the end of the course, the students will be able to:

CO 1: Use Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing.

**B.B.A. Trimester III      Core-Production and Operations Management 1**

**Course Code: BBCB027**

At the end of the course the student will:

CO 1: Acquire concepts of Production and Operations Management , Quality Management , Productivity Management in a Manufacturing and Service setup.

**B.B.A. Trimester III      Core-Case Analysis 1      Course Code: BBCB041**

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

CO 1: Analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.

**B.B.A. Trimester III      Core-Case Analysis 2      Course Code: BBCB042**

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

CO 1: Analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.

**B.B.A. Trimester III      SS-Written Communication      Course Code: BBCS002**

CO 1: This course will help students to write basic business letters, correspond by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.

**B.B.A. Trimester III      ONBC-Basics of Professional Photography      Course Code: BBON006**

At the end of the course, students will:

CO 1: Develop the ability to appreciate the art of photography and undertake basic photography assignments

**B.B.A. Trimester IV                      Core-Internship Seminar1                      Course Code: BBIS001**

At the end of the course the student will

CO 1: Learn from each other on how industry works in order to enhance learning from real life case studies.

**B.B.A. Trimester IV                      Core-Internship Report 1                      Course Code: BBIR001**

At the end of the course, students will:

CO 1: Understand how an industry works.

**B.B.A. Trimester V                      Core- Marketing Management-2                      Course Code: BBCB002**

At the end of the course, the students will:

CO 1: Have competence in understanding and using Marketing Mix for analysing and decision making in the area of Marketing.

**B.B.A. Trimester V    Core- Production & Operation Management- 2  
Course Code: BBCB028**

At the end of the course, the students will be able to:

CO 1: Apply the functions of Supply Chain management in real work situations (Outsourcing, mass customisation & logistics).

CO 2: Apply strategies of Capacity management (time horizons, capacity planning, economies & diseconomies of scale).

CO 3: Apply concepts of Lean manufacturing, aggregate sales & operations planning, inventory control, MRP & ERP and Operation scheduling at the workstation.

**B.B.A. Trimester V                      Core- Managerial Economics 2                      Course Code: BBCB019**

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

CO 1: take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently.



**B.B.A. Trimester VI Case Analysis 3**

**Course Code: BBCB055**

At the end of the course, the students will be able to:

CO 1: Analyse managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.

**B.B.A. Trimester VI ONBC - Cultural Heritage of Goa – 2**

**Course Code: BBON026**

At the end of the course the students will be able to:

CO1: To develop the ability to appreciate the rich Goan culture, with an intention to document & record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible & intangible heritage.

**B.B.A. Trimester VI Core-Seminar on Contemporary & Non contemporary Issues**

**Course Code: BBCB051**

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

CO.1: Analyze contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers.

**B.B.A. Trimester VI CBC- Seminars on contemporary and non-Contemporary issues 2**

**Course Code BBCB052**

At the end of the course the students will be able to:

CO1: To analyse contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers.

**B.B.A. Trimester VI Core-Legal Aspects of Business-2 Course Code: BBCB040**

At the end of the course the students will be able to:

CO.1: Discern various aspects of Industrial Law while taking business decisions and interacting with Union and Staff in the organization as well as interact meaningfully with legal experts.





**B.B.A. Trimester VII**

**Core-Macroeconomic Analysis of Management-2**

**Course Code: BBCB021**

At the end of the course, the students will:

CO 1: Have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analyzing and decision making in the area of Macroeconomics.

**B.B.A. Trimester VII**

**Core-Business Research Methods Course**

**Code: BBCB033**

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

CO 1: Acquire skills to locate problem areas in organizational settings and plan, organize, design  
Conduct research to help solve the identified problems

**B.B.A. Trimester VII Core-Case Writing & Analysis 1**

**Course Code: BBCB047**

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

CO 1: Document a managerial problem in the form of a case, the real-life problem in an organization by interacting with relevant people from organization.

CO 2: Analyze alternatives and suggest / recommend the solution.

**B.B.A. Trimester VII**

**Core-Case Analysis 2**

**Course Code: BBCB042**

At the end of the subject the student will be able to:

CO 1: Develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.

**B.B.A. Trimester VII**

**SS- Emotional Intelligence**

**Course Code: BBCS010**

At the end of the subject the student will be able to:

CO 1: Understand own emotions and handle personal & professional situations in an emotional intelligent way.

**B.B.A. Trimester VII                      OBC-Services Marketing                      Course Code: BBOM005**

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

CO 1: Develop competency of examining dimensions of service quality, roles of employee in service delivery and improving service quality.

**B.B.A. Trimester VII                      OBC- Industrial & Organisational Psychology Course  
Code: BBOH011**

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

CO 1: Use Organisational Psychology tools to improve performance at workplace.

**B.B.A. Trimester VII                      ONBC-Industrial Marketing                      Course Code: BBOM006**

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

CO 1: Develop competency of taking decisions concerning Industrial Marketing.

**B.B.A. Trimester VII                      OBC- Health & Nutrition                      Course Code: BBON022**

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

CO 1: Understand the fundamentals of nutrition, exercise and its relation with health, the basics of food and meal planning.

**B.B.A. Trimester VII                      OBC -Individual & Society                      Course Code: BBON030**

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

CO 1: Understand how social forces affect individual behaviour in everyday lives.

CO 1: Apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society.

**B.B.A. Trimester VII                      ONBC- Brand Management                      Course Code: BBOM003**

At the end of the course, students will be able to:

CO1: develop the competency of analysing Brand portfolios, branding a Product, branding strategies, and brand management

**B.B.A. Trimester VII      OBC: Event Management      Course Code: BTOB 001**

After completing the course, the student will be able to:

CO 1: Design, plan, market, and stage an event.

**B.B.A. Trimester VII      CBC - Financial statement Analysis 1**

**Course Code BBCB012**

At the end of the course the students will be able to:

CO1: To have the ability to read and perform an elementary analysis of Financial Statements.

**B.B.A. Trimester VIII      Summer Internship Seminar      Course Code: BBIS002**

At the end of the internship the student will be able to:

CO 1: Learn from each other on how industry works in order to enhance learning from real life case studies.

**B.B.A. Trimester VIII      Summer Internship Report      Course Code: BBIR002**

At the end of the internship the student will be able to:

CO 1: Understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions.

**B.B.A. Trimester IX      OBC - Performance Management      Course Code: BBOH002**

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

CO 1: Apply the concepts of performance management to manage employee performance and create an equitable working environment.

**B.B.A. Trimester IX      OBC - Insurance      Course Code BBOF002**

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

CO 1: Analyze basic concepts, theory and practices of the insurance mechanism and choose the best option for individuals.

**B.B.A. Trimester IX                      OBC - Investment Planning                      Course Code: BBOF003**

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

CO 1: Apply financial planning process and plan personal finances of Clients.

**B.B.A. Trimester IX                      OBC - Advertising Management                      Course Code: BBOF002**

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

CO 1: Apply integrated marketing communications and promotions to a product and/or a service.

**B.B.A. Trimester IX                      OBC - International Marketing                      Course Code: BBOF007**

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

CO 1: Analyze and apply International Marketing concepts and get sensitized about challenges in international marketing decisions.

**B.B.A. Trimester IX                      OBC - Marketing Research                      Course Code: BBOM008**

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

CO 1: Formulate Research design, data Measurements, analyzing techniques in marketing research and applying basic marketing research tools.

**B.B.A. Trimester IX                      ONBC - Warli Painting                      Course Code: BBON009**

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

CO 1: Use warli form of painting to create different artifacts on medium like paper, cloth, wood etc

**B.B.A. Trimester IX                      SS - Interview Facing Skills                      Course Code: BBCS004**

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

CO 1: Face entry level selection processes of organization.

**B.B.A. Trimester X Competency Mapping                      Course Code: BBOH009**

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

**CO1:** have an understanding of how to develop a competency model and conduct a competency mapping exercise

**B.B.A. Trimester X Consumer Behaviour**

**Course Code: BBOM001**

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

**CO1:** develop the competency of analysing consumer behaviour

**B.B.A. Trimester X**

**OBC - Product Management**

**Course Code: BBOM009**

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

CO 1: Analyze the market environment and product life cycle, create differentiable and sustainable value propositions, marketing mix and product portfolio.

**B.B.A. Trimester X**

**OBC - Industrial Relations**

**Course Code: BBOH007**

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

CO 1: Understand industrial relations practices and apply the same at workplace for smooth functioning of the organization.

**B.B.A. Trimester X**

**OBC - Sales Management**

**Course Code: BBOM011**

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

CO 1: Apply sales management techniques, personal selling, sales forecasting & strategic sales force management.

**B.B.A. Trimester X**

**OBC - Working Capital Management**

**Course Code: BBOF006**

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

CO 1: Develop understanding of various tools of working capital management and apply them in decision making.

**B.B.A. Trimester X**

**ONBC - Theatre Art**

**Course Code: BBON02**

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

CO 1: Identify the nuances in different performance styles.

CO 2: Create a viable script.

CO 3: Use voice modulation for impact

CO 4: Use body language for communication

CO 5: Evaluate, Direct & Perform a script.

**B.B.A. Trimester X      ONBC - Indian Political Environment      Course Code: BBON029**

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

CO 1: Assess the origin, development, functioning of Indian democracy and various forces impacting the Indian Political System.

**B.B.A. Trimester X      ONBC - Film Appreciation      Course Code: BBON021**

At the end of the course, the students will be able to:

**CO 1:** develop the ability to distinguish different genres of cinema and appreciate the works of some famous directors.

**B.B.A. Trimester X      ONBC - International Relations      Course Code: BBON023**

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

CO 1: Dissect the finer aspects of the realm of international politics and world affairs, through a comprehensive, integrated and holistic understanding of world politics.

**B.B.A. Trimester XI      OBC - Employee Engagement      Course Code: BBOH012**

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

**CO1:** At the end of the course, the students will be able to develop effective employee engagement interventions for organizational effectiveness.

**B.B.A. Trimester XI      ONBC - DIGITAL IMAGE PROCESSING**

**Course Code: BBON033**

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

**CO1:** develop ability to use digital image processing software to create and enhance photos and images

**B.B.A. Trimester XI EVENT MANAGEMENT**

**Course Code: BTOB001**

At the end of the course, the students will be able to:

**CO1:** design, plan, market and stage an event.

**B.B.A. Trimester XI**

**OBC - Taxation**

**Course Code: BBOF004**

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

CO 1: understand various heads of income, compute income chargeable to tax and calculate tax liability.

**B.B.A. Trimester XI**

**OBC - Retail Management**

**Course Code: BBOM010**

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

CO 1: Analyze retail environment and opportunities for business handle challenges and apply different strategies for growth of retail business.

**B.B.A. Trimester XI**

**ONBC - Physical Health & Games I**

**Course Code: BBON012**

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

CO 1: Understand the importance of being physically fit.

CO 2: Develop the ability to maintain the physical fitness and live a healthy lifestyle.

**B.B.A. Trimester XI**

**ONBC - Introduction to Advanced Photographic techniques**

**Course Code: BBON007**

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

CO 1: Undertake advanced photography assignments including trick photography to create photographic effects and illusions.

**B.B.A. Trimester XI**

**SS - Mock interviews by Executives**

**Course Code: BBCS 008**

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

CO 1: Obtain feedback from the industry/ employers on the extent of their competence, strengths, weaknesses, etc.

**B.B.A. Trimester XI                    SSC - Etiquettes    Course Code: BBCS006**

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

CO1: To develop the basic skills of appropriate business and social etiquettes, create impactful first impressions and build a consistent personal/ social image.

**B.B.A. Trimester XI                    Internship Seminar                    Course Code: BBIS003**

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

CO 1: Learn from each other, how the industry works from live experience of working in the industry.

**B.B.A. Trimester XI                    Internship Report                    Course Code: BBIR003**

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

CO 1: Understand how an industry works in order to enhance from live experience of working in the industry.

**Nomenclature**

**OBC – Optional Business Elective**

**ONBC – Optional Non Business Elective**

**SS – Soft Skill**