

Session 2020-21

# Programme and Course Outcome

**BBA**



***Multani Mal Modi College,  
Patiala***

## **Program Outcomes (POs)**

### **PROGRAM EDUCATIONAL OBJECTIVES**

PEO-1: Graduates in Business Management will have expertise in the area of leadership, interpersonal skills, entrepreneurship, Finance and marketing.

PEO-2: Graduate in Business Management will be able to compete the global business world in more professional way.

PEO-3: Graduate in Business Management will have significant prospects in academics, business economic and research, consultancy, stock markets and portfolio management, banking and insurance pursuits at national and international level.

PEO-3: Graduate in Business Management will be a responsible citizen and lead the business with moral and ethical value.

### **PROGRAMME OUTCOMES:**

At the end of the BBA Programme, Graduates will be able to

PO-1: Acquire knowledge and skills in the field of management, accounting, marketing and human relations.

PO-2: Apply the entrepreneurial and managerial skills for effective business management.

PO-3: Acquire employability skills through the practical knowledge through two industrial training and industrial projects during the course.

PO-4: To comprehend applicability of management principles to situation in global business world.

PO-5: Develop legal and ethical value for the continuous development of business venture.

### **PROGRAMME SPECIFIC OUTCOMES**

PSO -1: Remember the concept of management principles, accounting and marketing operations.

PSO- 2: Understand the leadership skills through internship training.

PSO- 3: Apply the managerial knowledge in the business for effective decision making.

PSO- 4: Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.

## Course Outcomes (COs)

# BBA FIRST YEAR

<b>BBA FIRST SEMESTER</b>	
BBA-101	Communication Skills in Punjabi/ Elementary Punjabi
BBA-102	Business Economics-I
BBA-103	Business Mathematics
BBA-104	Business Organization and Management Principles-I
BBA-105	Workshop on Computer Applications
BBA-106	Seminar

<b>BBA SECOND SEMESTER</b>	
BBA-201	Communication Skills in Punjabi/ Elementary Punjabi
BBA-202	Communication Skills in English
BBA-203	Business Economics-II
BBA-204	Business Statistics
BBA-205	Business Organization and Management Principles-II
BBA-206	Workshop on Internet & E-Commerce
BBA-207	Seminar
BBA-208	Viva-Voce

### Class: BBA-I, Semester- I

#### 1. BBA-101 Communication Skills in Punjabi

After completing this course, the students will be able to:

- CO.1. ਭਾਸ਼ਾਈ ਸੰਰਚਨਾ ਦੇ ਨੇਮਾਂ ਨੂੰ ਸਮਝ ਕੇ ਉਸਦੀ ਵਰਤੋਂ ਰੋਜ਼ਾਨਾ ਜ਼ਿੰਦਗੀ ਵਿੱਚ ਕਰਨਾ
- CO.2. ਭਾਸ਼ਾ ਦੇ ਜਰੀਏ ਮਨੁੱਖੀ ਭਾਵਾਂ ਨੂੰ ਸਮਝ ਕੇ ਸਮਾਜ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨ ਦੇ ਯੋਗ ਹੋਣਾ
- CO.3. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੇ ਭਾਸ਼ਾਈ ਵਿਕਾਸ ਦੇ ਵਿਭਿੰਨ ਪੜਾਵਾਂ ਨੂੰ ਸਮਝਣ ਦੀ ਚੇਤਨਾ
- CO.4. ਮਨੁੱਖੀ ਹੋਂਦ ਦੇ ਸੰਕਟਾਂ ਦੀ ਨਿਸ਼ਾਨਦੇਹੀ ਅਤੇ ਉਹਨਾਂ ਦਾ ਯੋਗ ਹੱਲ ਲੱਭਣਾ
- CO.5. ਸਾਹਿਤਕ ਰਚਨਾਵਾਂ ਦੇ ਮਾਧਿਅਮ ਨਾਲ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਦਾ ਵਿਕਾਸ ਹੋਵੇਗਾ

#### 2. BBA-102 Business Economics-I

After completing this course, the students will be able to:

- CO.1. Explain the basic concepts of microeconomics and issues in business economics
- CO.2. Discussing the consumer equilibrium, utility analysis indifference curve and the demand and supply analysis.

- CO.3. Examine the production and cost structure under different stages of production.
- CO.4. Identify how and why equilibrium prices might change and their impact on resource allocation;
- CO.5. Recommending the pricing and output decisions under various market structure.

### **3. BBA-103 Business Mathematics**

**After completing this course, the students will be able to:**

- CO.1.State the mathematical skills which are required in business.
- CO.2.Discuss various mathematical applications in Finance and Marketing etc.
- CO.3.Solve problems of Resource allocation by applying tools of Linear Programming, Transportation and Assignment problems.
- CO.4.Examine various business solutions by applications of Game theory problems.
- CO.5.Students will be able to judge the reasonableness of obtained solutions.

### **4. BBA-104 Business Organization and Management Principles-I**

**After completing this course, the students will be able to:**

- CO.1. Describing the Nature and Scope of Business, Forms of Business Organizations and Formation of a Company .
- CO.2. Comparing Sole Trading Concerns, Partnership, Joint Stock Company, Co-operative Societies, Government and Business, Public Enterprise, Small Business.
- CO.3. Examine the Functions of Management, Business Ethics, and Social Responsibility of Business.
- CO.4. Interpret the interactions between the environment, technology, human resources, and organizations in order to achieve high performance.
- CO.5. Examine the effectiveness of applications of management concepts.
- CO.6. Appraise different types, roles and styles of managers across organizations.

### **5. BBA-105: Workshop on Computer Applications in Business**

**After completing this course, the students will be able to:**

- CO.1. Describing the Definition, Features and Classification of computers, Concept of OS, Introduction to Windows.
- CO.2. Explaining Difference between Hardware and Software. Types of Software System. Software and Application Software, Interpreter.
- CO.3. Assessing MS-Word, MS-Excel and MS-PowerPoint
- CO.4. Outline the steps for creating Creating, Saving, Opening, Importing, Exporting and Inserting Files. Formatting Pages, Paragraphs and Sections
- CO.5. Use the various command for Auto Content Wizard. Creating Design Template on Blank Presentation. Slides Sorter View. Inserting Slides from Other Presentation. Inserting Pictures & Graphics. Slide Show, Printing Slides

### **6. BBA 106- Seminar**

**After completing this course, the students will be able to:**

- CO.1. List the important events of the year in area of General, Social, Economic and Business Awareness
- CO.2. Describe the business concepts and theories to real-world decision-making
- CO.3. Illustrate business skills in communication, technology, quantitative reasoning, and teamwork.
- CO.4. Compare and Contrast different business operations.

**Class: BBA-I, Semester- II**

**1. BBA-201 Communication Skills in Punjabi**

- CO.1. ਰੂਪਕਾਰ ਨਿਬੰਧ ਰਾਹੀਂ ਜ਼ਿੰਦਗੀ ਦੀਆਂ ਤਲਖ ਹਕੀਕਤਾਂ ਸਮਝਣ ਦੇ ਯੋਗ ਹੋਣਾ
- CO.2. ਵਪਾਰਕ ਪੱਤਰ ਵਿਹਾਰ ਰਾਹੀਂ ਵਪਾਰਕ ਪੱਧਰ 'ਤੇ ਸਮਰੱਥ ਹੋਣਾ
- CO.3. ਭਾਸ਼ਾ ਦੇ ਵਿਭਿੰਨ ਰੂਪਾਂ ਨੂੰ ਸਮਝ ਕੇ ਸਮਾਜ ਵਿੱਚ ਪ੍ਰਭਾਵਸ਼ਾਲੀ ਰੂਪ ਵਿੱਚ ਵਿਚਰਨ ਦੀ ਯੋਗਤਾ
- CO.4. ਭਾਸ਼ਾ ਦੀ ਸਮਰੱਥਾ ਪਛਾਣ ਕੇ ਅੰਦਰਲੀ ਯੋਗਤਾ ਦਾ ਸਹੀ ਪ੍ਰਯੋਗ ਕਰਨਾ
- CO.5. ਸਾਹਿਤਕ ਰਚਨਾਵਾਂ ਦੇ ਮਾਧਿਅਮ ਨਾਲ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਾਹਿਤਕ ਰੁਚੀਆਂ ਦਾ ਵਿਕਾਸ ਹੋਵੇਗਾ

**2. BBA-202 Communication Skills in English**

- CO.1. Describing the Imaginative Use of Parts of Speech. How to Plan Paragraph Writing. How to Change Direct into Indirect Speech and Vice Versa.
- CO.2. Explaining Sentence Connectors and Cohesion. Substitution and Ellipsis. Sentence variation and Rewriting of Sentences.
- CO.3. Uses of Imaginative Features. Idioms and Phrases. Letter writing Précis and Comprehension, Paraphrasing and Expansion
- CO.4. Identifying the Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a Communication of Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

**3. BBA-203 Business Economics-II**

- CO.1. Listing elements and characteristics define the business economics, distinguishing two basic types: macro and micro.
- CO.2. Outline the process of calculating national income, identify its components, analyse the various income identities with government and international trade.
- CO.3. Discussing Say's law of market, classical theory of employment and Keynes objection to the classical theory; demonstrate the principle of effective demand and income determination
- CO.4. Comparing the National Income of various countries.
- CO.5. Recommend the relationship between investment and savings, demonstrate investment multiplier, and understand the meaning of MEC and MEI.

**4. BBA-204 Business Statistics**

- CO.1.State the basic concepts of Statistics such as collection of data, presentation of data.
- CO.2.Classify the various types of data based on its nature.
- CO.3.Calculate Measures of Central Tendency, Dispersion, Correlation and Regression analysis.

CO.4. Analyze time series and its trend including seasonal indices.

CO.5. Judge the level of price changes using Index Numbers.

CO.6. Plan and forecast the demand and sales of companies or industries using tools like Regression, Interpolation and Extrapolation.

## **5. BBA-205 Business Organization and Management Principles-II**

CO.1. Define the role of individual employee in the organization.

CO.2. Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management.

CO.3. Use the interactions between the environment, technology, human resources, and organizations in order to achieve high performance.

CO.4. Correlate realistic and practical applications of management concepts.

CO.5. Appraise the roles and styles of managers across organizations

## **6. BBA- 206: Workshops on Internet and E-Commerce**

**After completing this course, the students will be able to:**

CO.1. Writing the Define Electronic Commerce, Brief History of Electronic Commerce, Forces Fuelling Electronic Commerce-Electronic Forces.

CO.2. Predicting Marketing and Customer Interaction Forces. Technology and Digital Convergence, Implications of Various Forces, Types of Electronic Commerce.

CO.3. Examine the Inter-Organizational Electronic Commerce, Intra-organizational Electronic Commerce, Consumer to Business Electronic Commerce, Intermediaries and Electronic Commerce.

CO.4. Illustrate the Firewalls and Network Security – Types of Firewalls, Firewall Security Policies, emerging Firewall Management Issues.

CO.5. Assessing Electronic Payment Technology, Online Shopping, Limitations of Traditional Payment Instruments, Electronic or Digital Cash- Properties of Electronic Cash, Digital Cash in Action,

CO.6. Recommending the Emerging Financial Instruments-Debit Cards at Point of Sale. (POS), Debit Cards and Electronic Transfer Benefit , Smart Cards, Consumer's Legal and Business Issues.

## **7. BBA-207 Seminar**

**After completing this course, the students will be able to:**

CO.1. Demonstrate confidence in their activities

CO.2. Develop effective communication skills

CO.3. Demonstrate strong abilities of working in teams

CO.4. Identify strategies to adapt to different situations

**CO.5.** Design and deliver effective presentations

# BBA SECOND YEAR

## BBA 3<sup>rd</sup> SEMESTER

BBA-303	PRINCIPLE OF MARKETING MANAGEMENT
BBA-304	BUSINESS LAWS
BBA-305	WORKSHOP ON CONTEMPORARY BUSINESS ISSUES
BBA-306	SEMINAR ON KNOWLEDGE MANAGEMENT
BBA-307	COMMUNICATION SKILLS IN PUNJABI/ELEMENTARY PUNJABI

## BBA 4<sup>th</sup> SEMESTER

BBA-401	FINANCIAL MANAGEMENT
BBA-402	WORKSHOP ON CREATIVITY &
BBA-403	SEMINAR ON ENTREPRENEURSHIP
BBA-404	VIVA-VOCE
	<b>MARKETING MANAGEMENT</b>
BBA-406	ADVERTISEMENT & SALES MANAGEMENT
	<b>FINANCE</b>
BBA-412	FINANCIAL INSTRUMENTS
BBA-423	COMMUNICATION SKILLS IN PUNJABI/ELEMENTARY PUNJABI
BBA-424	ENVIRONMENTAL STUDIES AND ROAD SAFETY

### I

SUMMER INTERNSHIP : INDUSTRIAL TRAINING OF 4 TO 6 WEEKS

### Class: BBA-II, Semester- III

#### 1. BBA-301 Principles of Human Resource Management

**After completing this course, the students will be able to:**

- CO.1. Describe the basic concepts, functions and processes of human resource management.
- CO.2. Explain the role, functions and functioning of human resource department of the organizations.
- CO.3. Solve various HR issues using necessary skill set studied in HRM.
- CO.4. To Identify and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Compensation Plans.
- CO.5. To recommend the knowledge of HR concepts to take correct business decisions.
- CO.6. Construct various policies for effective use of human in the organisation.

#### 2. BBA-302 Business Accounting

**After completing this course, the students will be able to:**

- CO.1. Listing conceptual knowledge of recording the business information in books of accounts.
- CO.2. Report the results of business using financial statements.
- CO.3. Interpret the results of business for business decision making.
- CO.4. Comparing results of business using Inter-firm and Intra-firm analysis..
- CO.5. Assess the result of various accounting policies on accounting profits.
- CO.6. Design accounting information system for a small business unit.

### **3. BBA-303 Principles of Marketing Management**

**After completing this course, the students will be able to:**

- CO.1. Listing the foundation terms, concepts and principles of marketing.
- CO.2. Classifying the marketing environment and learn how to cope with changing marketing forces.
- CO.3. Use the various essential tools and techniques for effective marketing practice.
- CO.4. Examine relationship between marketing and other management functions.
- CO.5. Illustrate various marketing decision related to product, price, place and promotions.
- CO.6. Recommending the various marketing strategies for Service Marketing, Rural marketing, Marketing Research, Advertisement and Sales Management etc.

### **4. BBA 304:- Business Laws**

**After completing this course, the students will be able to:**

- CO.1. Describing the nature of Contract Act 1872, capacity of parties, performance, discharge and remedies for breach of contract.
- CO.2. Compare the types of contract, rights and obligation of the parties to the contract, types of negotiable instruments and three forms of grievance redressed machinery.
- CO.3. Identify the salient features of consumer protection Act 1986
- CO.4. Categorize the different types of cheque, holder and holder in due course.
- CO.5. Recommendation for Dishonour and discharge of negotiable instruments

### **5. BBA-305 Workshop on Contemporary Business Issues**

**After completing this course, the students will be able to:**

- CO.1. Describing the domestic and international dimensions of the business environment
- CO.2. Listing the corporate social responsibility, performance, socialization and moral development.
- CO.3. Classification of values, congruence and conflicts related to values
- CO.4. Identifying the corporate ethics and ethical dimensions of public affairs
- CO.5. Assessing the crisis management, social performance of corporate.

### **6. BBA-306 Seminar on Knowledge Management**

**After completing this course, the students will be able to:**

- CO.1. Enhancing the knowledge related to economy, leveraging economy.
- CO.2. Outline the transformation of a enterprise through knowledge management.
- CO.3. Illustrate of creating, sharing and momentum of knowledge,
- CO.4. Examine the organization culture for knowledge management, and challenges.



## 7. BBA-307 COMMUNICATION SKILLS IN PUNJABI

After completing this course, the students will be able to:

- CO.1. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਗੌਰਵਮਈ ਇਤਿਹਾਸ ਦਾ ਗਿਆਨ ਹੋਵੇਗਾ
- CO.2. ਸਾਹਿਤਕ ਰੂਪਾਕਾਰ ਨਾਵਲ ਰਾਹੀਂ ਜ਼ਿੰਦਗੀ ਦੀ ਵਿਸ਼ਾਲਤਾ ਨੂੰ ਸਮਝਣ ਦੀ ਯੋਗਤਾ ਦਾ ਵਿਕਾਸ
- CO.3. ਵਾਕ ਬਣਤਰ ਦੇ ਗਿਆਨ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਆਪਣੇ ਭਾਵਾਂ ਦਾ ਸੰਚਾਰ ਸੁਚੱਜੇ ਢੰਗ ਨਾਲ ਕਰ ਸਕਣਗੇ
- CO.4. ਵਪਾਰਕ ਅਦਾਰਿਆਂ ਵਿਚ ਦਫ਼ਤਰੀ ਕੰਮਕਾਜ ਵਿਚ ਵਰਤੀ ਜਾਂਦੀ ਰਾਜ ਭਾਸ਼ਾ ਪੰਜਾਬੀ ਦੀ ਤਕਨੀਕੀ ਜਾਣਕਾਰੀ ਰਾਹੀਂ ਰੁਜ਼ਗਾਰ ਸੰਭਾਵਨਾਵਾਂ ਵਿੱਚ ਵਾਧਾ
- CO.5. ਸਾਹਿਤਕ ਰੂਪਾਂ ਦੀ ਸਿਧਾਂਤਕ ਸਮਝ ਦੇ ਨਾਲ ਉਹ ਵੱਖ ਵੱਖ ਸਾਹਿਤ ਰੂਪਾਂ ਵਿਚ ਸਾਹਿਤ ਰਚਣ ਦੇ ਯੋਗ ਹੋਣਗੇ
- CO.6. ਸਾਹਿਤਕਾਰ ਦੇ ਜੀਵਨ ਸਫ਼ਰ ਦਾ ਗਿਆਨ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਰਚਨਾਕਾਰ ਦੇ ਸਾਹਿਤਕ ਦ੍ਰਿਸ਼ਟੀਕੋਣ ਨੂੰ ਸਮਝਣ ਵਿੱਚ ਸਹਾਈ ਹੋਵੇਗਾ

### Class: BBA-II, Semester- IV

#### 1. BBA-401 Financial Management

After completing this course, the students will be able to:

- CO.1. Listing the aim, scope and significance of finance function, sources of company finance.
- CO.2. Discussion of theories and valuation of capital structure, cost of capital and capital budgeting
- CO.3. Assessing the SEBI guidelines for raising company finance.
- CO.4. Recommend the working capital requirement, steps in responsibility accounting
- CO.5. Illustrating the planning of capital expenditure and its evaluation including risk and uncertainty.

#### 2. BBA-402 Workshop on Creativity & Innovation

After completing this course, the students will be able to:

- CO.1. Discussing the creativity in management, theories of creativity, role of computers in creativity.
- CO.2. Illustrate the brainstorming, lateral thinking, synaptic idea generating methods
- CO.3. Assessing the need of market research, sources of ideas, and financial sources.
- CO.4. Examine the case-histories of renowned companies

#### 3. BBA-403 Seminar on Entrepreneurship

After completing this course, the students will be able to:

- CO.1. Describing the nature, characteristics, theories of entrepreneurship, role of government in setting of enterprises
- CO.2. Compare the class of entrepreneurship including women entrepreneurship, along with the socio economic environment and entrepreneurial behaviour.
- CO.3. Assess the contribution of commercial banks in promoting and servicing small business, government policies and formalities in setting up a unit.

CO.4. Identify the basic requirements regarding registration, excise, sales tax and factory Act and SSI exemptions.

#### **4. BBA-406 Advertisement & Sales Management**

**After completing this course, the students will be able to:**

CO.1. List the nature and scope of advertising research, campaign planning strategic, sales management

CO.2. Outline the knowledge about consumer behaviour, recruitment and selection process , training and development of sales personnel

CO.3. Compare media planning of print, T.V, Radio, Cable and satellites, direct mail marketing

CO.4. Discussing the creation of copy-testing, advertising budget.

CO.5. Illustrating Event management , advertising agencies and assessing the advertising effectiveness, performance of sales personnel

CO.6. Planning a Carving territories, routing and scheduling, sales quotas

CO.7. Examine the selling theories and process sales ethics and distribution.

#### **5. BBA-407: Marketing Of Services**

**After completing this course, the students will be able to:**

CO.1. Describe the concept of goods and services, services marketing concept, features.

CO.2. List the need, significance of behavioural services aspiration.

CO.3. Outline the marketing segmentation, marketing information system for various services.

CO.4. Restate the meaning of service quality, its components and measurement

CO.5. Investigate the Seven'P of service marketing and its management.

CO.6. Assess the services marketing in Banking, hotel, tourism, transport, personal care, hospital, education and consultancy marketing

#### **6. BBA-412: Financial Instruments & Services**

**After completing this course, the students will be able to:**

CO.1. Describe the financial market environment in India along with the role of securities and exchange board of India

CO.2. Outline the objectives and functioning of stock exchange

CO.3. Compare the variable and fixed interest bearing securities including equity and preference shares, debentures, bonds ADR and GDR.

CO.4. Examine the role of Merchant Banking, Venture capital, Leasing and hire purchase and mutual fund in financial market.

CO.5. Compare and contrast the debit card and credit card, housing finance and foreign direct investment in India.

## BBA THIRD YEAR

### BBA 5<sup>TH</sup> SEMESTER

BBA-500	COMMUNICATION SKILLS IN PUNJABI
BBA-500A	ELEMENTARY PUNJABI
BBA-501	BUSINESS RESEARCH METHODS
BBA-502	WORKSHOP ON TIME AND WORKLOAD MANAGEMENT
BBA-503	SEMINAR ON SUMMER INERNSHIP

**CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO FUNCTIONAL AREAS**

#### MARKETING MANAGEMENT

BBA-505 RURAL MARKETING

#### FINANCE

BBA-510 STOCK MARKET OPERATIONS

BBA-512 INVESTMENT MANAGEMENT

### BBA 6<sup>TH</sup> SEMESTER

BBA-601	INDUSTRIAL TRAINING PROJECT
BBA-602	PROJECT REPORT
BBA-603	SEMINAR ON THE PROJECT REPORT
BBA-604	VIVA-VOCE

#### Class: BBA-III, Semester- V

##### 1. BBA-500: Communication Skills in Punjabi

After completing this course, the students will be able to:

- CO.1. ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਸਾਹਿਤ ਦੇ ਪ੍ਰਯੋਜਨ ਅਤੇ ਤੱਤਾਂ ਦੀ ਜਾਣਕਾਰੀ ਸਿਰਜਣਾਤਮਕ ਰੁਚੀਆਂ ਦਾ ਵਿਕਾਸ ਕਰੇਗੀ
- CO.2. ਸਾਹਿਤਕ ਰੂਪਾਕਾਰ ਨਾਵਲ ਰਾਹੀਂ ਜ਼ਿੰਦਗੀ ਦੀ ਵਿਸ਼ਾਲਤਾ ਅਤੇ ਮਨੁੱਖੀ ਅਸਤਿਤਵ ਦੇ ਸਮਕਾਲੀ ਅਤੇ ਚਿਰਕਾਲੀ ਸੰਕਟਾਂ ਨੂੰ ਸਮਝਣ ਦੀ ਯੋਗਤਾ ਦਾ ਵਿਕਾਸ
- CO.3. ਨਾਵਲ ਰੂਪਾਕਾਰ ਰਾਹੀਂ ਜੀਵਨ ਸਰੋਕਾਰਾਂ ਦੀ ਪੇਸ਼ਕਾਰੀ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਮਾਨਵੀ ਸੰਵੇਦਨਾ ਨੂੰ ਜਗਾਏਗੀ
- CO.4. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੇ ਸਿਧਾਂਤਕ ਸੰਕਲਪਾਂ ਦੀ ਜਾਣਕਾਰੀ ਵਾਹਰਕ ਭਾਸ਼ਾ ਦੇ ਸੰਗਠਨ ਨੂੰ ਸਮਝਣ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗਾ
- CO.5. ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਸਭਿਆਚਾਰਕ ਤੇ ਵਾਤਾਵਰਨਕ ਵਿਸ਼ਿਆਂ ਦਾ ਗਿਆਨ ਮੁਕਾਬਲੇ ਦੀਆਂ ਪ੍ਰੀਖਿਆਵਾਂ ਵਿਚ ਸਹਾਇਕ

##### 2. BBA-501: Business Research Methods

After completing this course, the students will be able to:

- CO.1. Describe the Meaning, Objectives and Process of Research, Research Methods in Social Sciences, Exploratory, Descriptive and Experimental Research.
- CO.2. Outline the Applications and Limitations of Research Methods and Sampling Design
- CO.3. Explain Techniques for Data Collection; Primary and Secondary Sources, Primary Sources-Consumers and Trade Survey, Including Consumer Panels and Retail Auditing.
- CO.4. Recommend the Qualitative Techniques of Data-Collection and application including questionnaire Designing and prototyping.
- CO.5. Assess difficulties in Measurement and Concepts of Validity and Reliability; Attitude Measurement General Methods; Scaling Techniques: Thurston, Likert, and Semantic Differentials
- CO.6. Construct Report Writing and Presentation

### **3. Bba-502: Workshop on Time and Workload Management**

**After completing this course, the students will be able to:**

- CO.1. Relates with the Psychology of Time; Time as Finite Capital;
- CO.2. Discuss the Developing the Right Attitude of Mind; Your Current Use of Mind; You and Your Tasks; You and Yourself
- CO.3. Identifying Self Objectives and Their Methodologies for Completion; Your and Others. Task Management
- CO.4. Recommend Workload Management Systems; Managing Interruptions; Delegation; Managing Meetings; Working with a Secretary; Managing Stress; and Balancing Work and Home.

### **4. Bba-503: Seminar on Summer Internship**

**After completing this course, the students will be able to:**

- CO.1. Demonstrate confidence in their activities
- CO.2. Develop effective communication skills
- CO.3. Demonstrate strong abilities of working in teams
- CO.4. Identify strategies to adapt to different situations
- CO.5.** Design and deliver effective presentations

### **5. Bba-505: Rural Marketing**

**After completing this course, the students will be able to:**

- CO.1. List the Nature and Scope of Rural Marketing with Special Reference to India
- CO.2. Compare Buying Behaviour in Rural Markets,
- CO.3. Classify Rural Marketing Information system
- CO.4. Categorize the Rural Markets, Communication and Large Format Retail Stores.
- CO.5. Prioritize the Study of Rural Markets Strategy in relation to Product, Pricing, Promotion and Distribution Strategy.
- CO.6. Design the information technology for Rural Markets and Rural Market Research.

### **6. Bba-510: Stock Market Operations**

**After completing this course, the students will be able to:**

- CO.1. Describe Introduction, Evolution and Growth of Stock Markets in India. Functions of Stock Exchange, Intermediaries in the Secondary Market, Secondary Market Mechanism. an Overview of Major Stock Exchanges in India – N.s.E., B.S.E. and O.T.C.E.I.
- CO.2. Outline the Concept, Types, Brief Overview of BSE SENSEX and S&P CNX Nifty.
- CO.3. Classify Legal Framework for Stock Exchanges by explaining The Securities Exchange Board of India Act 1992, Stock Brokers and Sub Brokers Rules and Regulations, 1992, and NSCCL Rules, Regulations and Byelaws
- CO.4. Investigate the Trading, Clearing and Settlement Mechanism at N.S.E, Dematerialisation and Electronic Transfer of Securities, Investor Protection Fund
- CO.5. Inspect Depository Operations through Stock Futures and Index Futures) and Options (Stock Options and Index Options).

**7. Bba-512: Investment Management**

**After completing this course, the students will be able to:**

- CO.1. Describes the Investment Objectives by naming Different Investment Avenues for Individuals and finding a Relationship between Risk and Return.
- CO.2. Explains Time Value of Money- Present Value, Future Value, and Annuities.
- CO.3. Examine Different Types of Bonds their Features, Risks, Yields and Rating of Bonds.
- CO.4. Investigates Security Analysis through Fundamental Analysis- Economy, Industry and Firm Analysis, Technical Analysis and charting and Efficient Market Theory
- CO.5. Assess the Concept of Portfolio, Diversification of Risk, Capital Asset Pricing Model- Assumptions, CML, and SML., Calculating Beta Coefficients, Empirical Tests of CAPM
- CO.6. Construct Optimum Portfolio, Portfolio Selection and Revision

**Class: BBA-III, Semester- VI**

**1. BBA-601: Industrial Training Project**

- CO.1. Exposure to current work practices as opposed to possibly theoretical knowledge being taught at college.
- CO.2. Predict the professional skills in a hands-on environment.
- CO.3. Evaluate the skills students have developed in their time with the company.
- CO.4. Inspect a practical perspective on the world of work.
- CO.5. This interaction gave the students
- CO.6. Illustrate the skills interaction, working methods and employment practices

**2. BBA-602 Project Report**

- CO.1. Describe the practical exposure got during the training.
- CO.2. List the learning during the industrial training
- CO.3. Describe the company in which students have attended the training
- CO.4. Uses the theoretical knowledge in solving the problems face by the training organisation

CO.5. Illustrate the research tools like sampling techniques, statistic test etc

**3. BBA-603 Seminar on the Project Report**

CO.1. Demonstrate confidence in their activities

CO.2. Develop effective communication skills

CO.3. Demonstrate strong abilities of working in teams

CO.4. Identify strategies to adapt to different situations

**CO.5.** Design                      and                      deliver                      effective                      presentations

