

**Dr. Ambedkar Memorial Institute of Information Technology  
& Management Science**



**BCA Program Educational Objectives:**

PEO1: To be able to comprehend and understand the nature, scope and application of computer and computer languages

PEO2: To be able to work in multidisciplinary projects.

**BCA Program Specific Outcomes:**

PSO1: To pursue further studies to get specialization in Computer Science and Applications, Economics, Mathematics, business administration

PSO2: To pursue the career in corporate sector and opt for higher studies.

PSO3: To be able to Work in the IT sector with efficient communication and programming abilities

**The Program Objectives of the BCA program:**

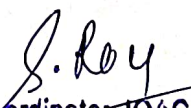
PO1: To work effectively both as an individual and a team leader on multi disciplinary projects.

PO2: Inculcates the ability to analyze, identify, formulate and develop computer applications using modern computing tools and techniques.

PO3: Improves communication skills so that they can effectively present technical information in oral and written reports

PO4: Prepares to create design innovative methodologies for solving complex/ real life problems for the betterment of the society.

PO5: To integrate ethics and values in designing computer application.

  
Co-ordinator, IQAC  
**Dr. Ambedkar Memorial Institute of  
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**MCA Program Specific Outcomes:**

PSO1: To be able to meet the demands of the evolving industry requirements by having knowledge and skills to design, develop and implement software solutions with contemporary tools and technologies.

PSO2: To be able to identify, analyze and provide novel solutions for real and complex issues of the society.

**The Program Objectives of the MCA program:**


PO1: To be able to apply the knowledge of mathematics and computing fundamentals to various real life applications.

PO2: To be able to design and develop applications to analyze and solve all computer science related problems.

PO3: To demonstrate computing and management skills in multidisciplinary projects effectively both as a team leader and team member.

PO4: To be able to communicate effectively and present technical information in oral and written reports.

PO5: To have the ability to create and design innovative methodologies in order to solve complex problems for the betterment of the society.

  
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**BBA Program Educational Objectives:**

PEO1: Students will have the ability of contributing to business, trade and industry effectively.

PEO2: Will have the ability to take decisions on managerial front with social consciousness.

PEO3: Students would be able to pursue professional careers and aim for higher education.

**BBA Program Specific Outcomes:**

PSO1: Students will be motivated to consider self-employment with their entrepreneurial ventures.

PSO2: Will be able to work as team leader and as a member of a team in an organization and strive efficiently.

PSO3: Will be able to adapt to changes and have the aptitude for life – long learning.

**BBA Program Objectives:**

PO1: To develop the knowledge, skill and attitude to systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations.

PO2: To gain fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR and use modern computer tools effectively to achieve the same.

PO3: To be able to demonstrate critical thinking with the ability to identify, formulate and state research and real and complex issues.

PO4: To be able to design, analyze and interpret data, and gather or generate the information in order to arrive to valid conclusions in multi-disciplinary context.

PO5: To exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively.

*S. Roy*  
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**MBA Program Educational Objectives:**

PEO1: Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.

PEO2: Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.

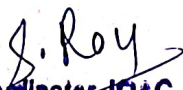
PEO3: Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership

**MBA Program Specific Outcomes:**

PSO1: Students will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.

PSO2: Students will be recognized in their fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues which will be of much social relevance.

PSO3: They will have the ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative.

  
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### MBA Program Objectives:

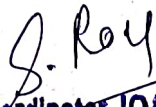
PO1: To facilitate the students to gain knowledge and understanding of management theories, models, frameworks and real world practices in general management and functional areas of their interest and choice.

PO2: To appreciate the benefits of team building, group dynamics business ethics, cultural diversity and all environmental concerns.

PO3: To develop on qualities promoting innovation and professional development for the benefits of society at large.

PO4: The objective of this course is to develop a basic understanding about the management & Financial concepts as well as of human in various managerial processes in organization.

PO5: To promote lateral thinking by way of enabling management graduates to see at the things from different perspectives there by making them to come out with simple solutions for complex managerial problems.

  
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**MCA PO CO MAPPING**

PO1 - To be apply to the knowledge of mathematics & computing fundamentals to various real life applications

PO2 - To be able to design & develop applications to analyze & solve all computer science related problems

PO3 - To demonstrate computing & management skills in multidisciplinary projects effectively both as a team leader & team member

PO4 - To be able to communicate effectively & present technical information in oral & written reports

PO5 - To have the ability to create & design innovative methodologies in order to solve complex problems for the betterment of the society

**MCA 1ST SEMESTER**

DISCRETE MATHEMATICS	CO1 - Apply various methods of proofs and proof strategies , PO1 & PO5
	CO2 - Learn the concepts of function and develop the various algorithms and its complexity , PO1 & PO5
COMPUTER SYSTEM ARCHITECTURE	CO1 - Understanding of Computer System Components, PO1
	CO2 - Knowledge of Processor Design, PO1,PO2 ,PO5
C AND DATA STRUCTURE	CO1 - Understand and implement simple algorithms to C programs,PO2
	CO2 - Apply different Data Structures for problem solving,PO1, PO2, PO3, PO5
OPERATING SYSTEM	CO1 - Understanding of Operating System Fundamentals, PO2, PO3
	CO2 - Practical Knowledge of OS Implementation, PO2 ,PO3
DATABASE ENGINEERING	CO1 - Understand database design principles, PO1, PO2
	CO2 - Build database queries using Structured Query Language, PO2, PO3, PO5

**MCA 2ND SEMESTER**

COMPUTER NETWORKING	CO1 - Design and manage network systems using appropriate hardware and software, tools, PO1, PO2,PO3,PO5
	CO2 - Configure and Troubleshoot Networks, PO4 ,PO5
ANALYSIS AND DESIGN ALGORITHM	CO1 - Implement Algorithms and Perform Complexity Analysis, PO1,PO2, PO5
	CO2 - Develop Problem-Solving Skills, PO1, PO2, PO5
OBJECT ORIENTED PROGRAMMING USING JAVA	CO1 - Understand the fundamental concepts of programming using the Java language, PO2, PO3
	CO2 - Develop problem-solving skills through the application of programming , in Java, design & implement solve complex problems, PO1, PO2, PO5



OBJECT ORIENTED ANALYSIS AND DESIGN	CO1 - Ability to Perform Object-Oriented Analysis (OOA), PO2
	CO2 - Object-Oriented Design (OOD) Skills, PO2
INTERNET AND WEB PROGRAMMING	CO1 - Understanding of Internet Fundamentals, PO1, PO2,
	CO2 - Web Development Using HTML, CSS, and JavaScript, PO1,PO2, PO3, PO5

MCA 3RD SEMESTER	
SOFTWARE ENGINEERING	CO1 - Students will be able to decompose the given project in various phases of a lifecycle, PO2, PO3
	CO2 - Students will be able perform various life cycle activities like Analysis, Design, Implementation, Testing and Maintenance, PO2,PO3
	CO3 - Students can apply the knowledge, techniques and skills in the development of a software product, PO2, PO3
COMPILER DESIGN	CO1 - Understanding Compiler Design and Structure, PO2
	CO2 - Application of Compiler Techniques to Programming Languages, PO2
SEMINAR AND TECHNICAL WRITING	CO1 - Research and Information Gathering, PO1, PO4, PO5
	CO2 - Understanding of Technical Writing, PO4
	CO3 - Writing Effective Technical Papers and Reports, PO3, PO4

MCA 4TH SEMESTER	
PROJECT	CO1 - Application of Software Development Lifecycle (SDLC), PO2, PO3
	CO2 - Problem Identification and Requirement Analysis, PO2, PO3, PO5
	CO3 - Programming and Development Skills, PO2, PO3
	CO4 - Database Design and Management, PO2, PO3
	CO5 - Software Testing and Debugging, PO1, PO2, PO3
	CO6 - Presentation and Communication Skills, PO3, PO4
	CO7 - Innovation and Creativity,PO2, PO5

MBA PO CO MAPPING
PO1 - To facilitate the students to gain knowledge and understanding of management theories, models, frameworks and real world practices in general management & functional areas of their interest & choice
PO2 - To appreciate the benefits of team building, group dynamics business ethics, cultural diversity & all environmental concerns

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PO5 - To promote lateral thinking by way of enabling management graduates to see at the things from different perspectives there by making them to come out with simple solutions for complex managerial problems

#### MBA 1ST SEMESTER

##### MANAGERIAL ECONOMICS

CO1 - Evaluate Cost-Benefit and Investment Decisions PO1, PO4, PO5

CO2 - Apply Economic Principles to Managerial Decision-Making PO4, PO5

##### MARKETING MANAGEMENT

CO1 - Analyze Market Trends and Consumer Behavior PO1

CO2 - Implement Digital Marketing Techniques PO1, PO3, PO5

##### ORGANIZATIONAL BEHAVIOUR

CO1 - Apply Organizational Behavior Concepts to Real-World Issues PO1, PO2, PO4

CO2 - Analyze Group Dynamics and Teamwork PO2

##### MANAGEMENT PRINCIPLES

CO1 - Understand Managerial Ethics and Social Responsibility PO2, PO3

CO2 - Evaluate Decision-Making Models PO1, PO4, PO5

##### DECISION SCIENCE

CO1 - Apply Quantitative Techniques to Decision-Making PO1, PO3, PO4

CO2 - Evaluate Forecasting and Simulation Techniques PO3, PO4

##### BUSINESS COMMUNICATION

CO1 - Foster Effective Interpersonal Communication PO1, PO2

CO2 - Develop Professional Business Communication Skills PO1, PO3

##### FINANCIAL ACCOUNTING & ANALYSIS

CO1 - Apply Ratio Analysis for Business Decision Making PO1, PO3, PO4

CO2 - Understand Fundamental Accounting Principles and Analyze Financial Statements PO1, PO4, PO5

##### BUSINESS LAW

CO1 - Understand Legal Framework for Business Operations PO1, PO4, PO5

CO2 - Analyze Business Contracts and Agreements PO1, PO5

##### BUSINESS ENVIRONMENT & ETHICS

CO1 - Assess Environmental and Sustainability Issues in Business PO2, PO3

CO2 - Understand the Global Business Environment PO1, PO2, PO3

#### MBA 2ND SEMESTER

##### CORPORATE FINANCE

CO1 - Manage Working Capital Effectively PO1, PO4

CO2 - Evaluate Investment and Financing Decisions Manage



	Working Capital Effectively PO1, PO4, PO5
INDIAN FINANCIAL SYSTEM & SERVICES	CO1 - Understand the Role of Financial Services in Economic Development PO1, PO3, PO4
	CO2 - Understand the Structure of the Indian Financial System PO3, PO4
HUMAN RESOURCES MANAGEMENT	CO1 - Apply HR Strategies for Organizational Development PO1, PO3, PO5
	CO2 - Develop Employee Motivation and Leadership Strategies PO2, PO3, PO4
BUSINESS RESEARCH	CO1 - Conduct Literature Review and Hypothesis Formulation PO5
	CO2 - Understand Research Methodology in Business PO5
OPERATIONS MANAGEMENT	CO1 - Understand the Fundamentals of Operations Management PO1, PO5
	CO2 - Utilize Technology in Operations Management PO3
INTERNATIONAL BUSINESS	CO1 - Analyze International Trade Theories and Policies PO1, PO4
	CO2 - Assess Cross-Cultural Management and Global Leadership PO2, PO3
FUNDAMENTALS OF IT & ERP	CO1 - Understand Enterprise Resource Planning (ERP) Systems PO3
	CO2 - Evaluate Emerging Technologies in Business PO1, PO3
CORPORATE STRATEGY	CO1 - Analyze Strategic Frameworks and Tools PO1
	CO2 - Formulate Business-Level and Corporate-Level Strategies PO1, PO4
ENTREPRENEURSHIP DEVELOPMENT	CO1 - Secure Funding for Entrepreneurial Ventures PO4
	CO2 - Navigate Entrepreneurial Challenges and Risks PO4, PO5
<b>MBA 3RD SEMESTER</b>	
<b>MARKETING</b>	CO1 - Understand the Psychological and Social Factors Influencing Consumer Behavior PO1
CONSUMER BEHAVIOR	CO2 - Segment and Target Consumer Markets PO1
	CO1 - Understand the Role of Sales in Marketing Strategy PO1
SALES & DISTRIBUTION MANAGEMENT	CO2 - Develop Sales Strategies and Sales Forecasting Techniques PO1, PO5
	CO1 - Analyze and Use Digital Marketing Tools and Platforms PO1, PO5
DIGITAL MARKETING	CO2 - Assess the Effectiveness of Digital Marketing Strategies PO1, PO5
	CO1 - Develop Service Product, Pricing, and Positioning Strategies PO1
SERVICE MARKETING	CO2 - Implement Effective Service Distribution and Delivery

	Channels PO1, PO3
<b>FINANCE</b>	CO1 - Understand and apply different types of financial securities and their characteristics PO1, PO4
<b>SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>	CO2 - Develop the ability to construct and manage diversified investment portfolios PO4
<b>FINANCIAL DERIVATIVES</b>	CO1 - Assess the pricing mechanisms and valuation techniques of derivatives PO4
	CO2 - Understand and apply risk management strategies PO4, PO5
<b>ADVANCE MANAGEMENT ACCOUNTING</b>	CO1 - Analyze and apply advanced cost management techniques PO1, PO4
	CO2 - Utilize financial and non-financial data for performance evaluation and strategic planning PO4
<b>PROJECT APPRAISAL &amp; FINANCING</b>	CO1 - Analyze the financial viability of investment projects PO4
	CO2 - Develop the ability to structure and present a comprehensive project financing proposal PO4
<b>HUMAN RESOURCE</b>	CO1 - Develop the ability to design and implement an effective performance management system PO1, PO3
<b>PERFORMANCE MANAGEMENT SYSTEM</b>	CO2 - Evaluate and apply different performance appraisal techniques PO1
<b>COMPENSATION &amp; BENEFIT MANAGEMENT</b>	CO1 - Understand the principles and frameworks of compensation management PO1, PO4
	CO2 - Critically assess the role of compensation and benefits in attracting, retaining, and motivating talent PO1, PO2, PO4
<b>EMPLOYEE RELATIONS</b>	CO1 - Evaluate the impact of employee relations strategies on organizational culture, employee engagement, and overall workforce productivity PO1, PO2
	CO2 - Analyze the role of communication and negotiation skills in resolving workplace disputes and fostering a positive work environment PO1, PO2, PO5
<b>MANPOWER PLANNING</b>	CO1 - Analyze workforce trends and demographic changes PO1, PO2
	CO2 - Evaluate the effectiveness of different manpower planning tools PO2, PO4
<b>OPERATIONS</b>	CO1 - Understand the key principles and components of supply chain management (SCM) and logistics PO4
<b>SUPPLY CHAIN MANAGEMENT &amp; LOGISTICS</b>	CO2 - Assess the sustainability and ethical considerations in supply chain management PO2, PO4
<b>PRICING &amp; REVENUE MANAGEMENT</b>	CO1 - Understand the fundamental principles of pricing and revenue management PO1, PO4, PO5
	CO2 - Analyze the role of data analytics in pricing and revenue management PO3, PO4, PO5
<b>OPERATIONS STRATEGY</b>	CO1 - Evaluate different production and service delivery models



	PO4 CO2 - Apply tools such as SWOT analysis, Porter's Five Forces, and the Value Chain model to identify strategic opportunities PO1, PO4
SALES & OPERATION PLANNING	CO1 - Understand the objectives and components of Sales & Operations Planning (S&OP) PO1 CO2 - Develop the ability to coordinate cross-functional teams PO2, PO4

#### MBA 4TH SEMESTER

MARKETING	CO1 - Understand the fundamental concepts and principles of retail management PO1
RETAIL MANAGEMENT	CO2 - Evaluate the impact of global retail trends PO1, PO3
PRODUCT & BRANDING MANAGEMENT	CO1 - Understand the core principles of product and brand management CO2 - Develop strategies for product innovation and portfolio management PO3
B2B MARKETING	CO1 - Analyze pricing, distribution, and promotion strategies for B2B products and services PO1 CO2 - Assess the role of financial incentives, subsidies, and tax benefits PO4
FINANCE	CO1 - Develop strategies for tax optimization and efficient tax planning PO4
BUSINESS TAXATION	CO2 - Analyze the structure of various business taxes & Understand the key principles and concepts of business taxation PO1, PO4
BEHAVIORAL FINANCE	CO1 - Analyze how cognitive biases and market anomalies impact market trends and asset pricing PO1, PO4 CO2 - Evaluate the impact of behavioral finance theories on investment strategies PO1, PO4
MERGERS & CORPORATE RESTRUCTURING	CO1 - Understand the strategic motivations behind mergers, acquisitions, and corporate restructuring PO1, PO4 CO2 - Analyze the financial, legal, and operational aspects of mergers and acquisitions (M&A) PO4, PO5
HUMAN RESOURCE	CO1 - Evaluate how organizational culture influences team behavior and cohesion PO1, PO2
TEAM DYNAMICS AT WORK	CO2 - Assess the challenges of managing virtual and remote teams PO1, PO2
STRATEGIC HRM	CO1 - Analyze the strategic role of HR in talent acquisition, employee development, and performance management PO1, PO2, PO3, PO5

	CO2 - Evaluate the impact of SHRM on organizational culture, innovation, and change management PO1, PO2, PO3
INDUSTRIAL LEGISLATIONS	CO1 - Evaluate the role of industrial tribunals, trade unions, and employee associations PO2, PO5
	CO2 - Analyze the impact of labor laws and regulations on HR practices, industrial relations, and organizational operations PO1, PO4
OPERATIONS	CO1 - Develop strategies for managing supply chains and production operations PO1
MANAGEMENT & MANUFACTURING SYSTEM	CO2 - Understand the principles of management and manufacturing systems & analyze different production and manufacturing processes PO1
SOURCING MANAGEMENT	CO1 - Assess the role of technology and data analytics in improving sourcing decisions PO3
	CO2 - Understand the principles of sourcing management PO1
OPERATION'S RESEARCH APPLICATION	CO1 - Evaluate the impact of OR tools on organizational performance PO1
	CO2 - Understand the core principles and techniques of operations research (OR) PO1, PO5

#### BCA PO CO MAPPING

PO1 - To work effectively both as an individual and a team leader on multi disciplinary projects
PO2 - Inculcates the ability to analyze, identify, formulate and develop computer applications
PO3 - Improves communication skills so that they can effectively present technical information in oral and written reports
PO4 - Prepares to create design innovative methodologies for solving complex/ real life problems for the betterment of society
PO5 - To integrate ethics and values in designing computer application

#### BCA 1ST SEM

ENVIRONMENTAL SCIENCE	CO1 - Environmental Awareness, PO4
	CO2 - Understanding of Environmental Issues, PO2, PO4
DIGITAL LOGIC	CO1 - Application of Digital Logic in Computing Systems, PO2, PO5
	CO2 - Use of Digital Logic in Problem Solving, PO2, PO4, PO5
PROGRAMMING USING C	CO1 - Understanding of C Language Basics, PO2, PO5
	CO2 - Error Handling and Debugging, PO2, PO5
PRINCIPLES OF MANAGEMENT	CO1 - Understanding of Management Concepts and Functions, PO1, PO2
	CO2 - Application of Leadership and Motivation Theories, PO1
	CO3 - Human Resource Management (HRM) and Team Building, PO1



BCA 2ND SEM	
ENGLISH/ MIL COMMUNICATION	CO1 - Improvement of Language Proficiency in English and/or MIL, PO3
	CO2 - Effective Oral Communication Skills, PO3
	CO3 - Building Interpersonal Communication Skills, PO3
PROGRAMMING USING C++	CO1 - Understanding of C++ Basics, PO2
	CO2 - Object-Oriented Programming Concepts, PO2, PO5
DATA STRUCTURE	CO1 - Understanding of Fundamental Data Structures, PO2, PO4, PO5
	CO2 - Practical Skills in Implementation (C, C++, or Java), PO2, PO5
STATISTICS	CO1 - Understanding of Basic Statistical Concepts, PO2, PO5
	CO2 - Data Representation and Visualization, PO3, PO5
BCA 3RD SEM	
JAVA PROGRAMMING	CO1 - Understanding the Fundamentals of Java Programming PO1, PO2, PO5
	CO2 - Database Connectivity with JDBC, PO1, PO2, PO5
	CO3 - Understanding of Java Programming Best Practices, PO1, PO2, PO5
OPERATING SYSTEMS	CO1 - Understanding of Operating System Concepts, PO2
	CO2 - Practical Knowledge of OS Implementation, PO1, PO2, PO5
DISCRETE MATHEMATICAL STRUCTURES	CO1 - Apply various methods of proofs and proof strategies, PO2
	CO2 - Learn the concepts of function and develop the various algorithms and its complexity, PO2, PO5
PYTHON PROGRAMMING	CO1 - Understanding Python Syntax and Basic Concepts, PO2, PO4, PO5
	CO2 - Proficiency in Functions and Modular Programming, PO2, PO4, PO5
BUSINESS ACCOUNTING	CO1 - Understanding of Basic Accounting Principles, PO2, PO4
	CO2 - Preparation and Understanding of Financial Statements, PO2, PO4, PO5
	CO3 - Understanding of Journals and Ledgers
BCA 4TH SEM	
COMPUTER ORGANIZATION	CO1 - Understanding of Basic Computer Organization Concepts,

	PO5
	CO2 - Digital Logic and Circuit Design,PO5
	CO3 - Computer Performance and Optimization,PO2,PO5
COMPUTER NETWORKS	CO1 - Design and manage network systems using appropriate hardware and software, tools, PO2,PO4
	CO2 - Configure and Troubleshoot Networks, PO2, PO4
DATABASE SYSTEMS	CO1 - Understanding of Database Concepts,PO1, PO2, PO5
	CO2 - SQL Proficiency,PO1,PO2, PO5
	CO3 - Implementation of Relational DatabasesPO1,PO2,,PO5
PYTHON PROGRAMMING	CO1 - Understanding Python Syntax and Basic Concepts,PO2, PO4, PO5
	CO2 - Proficiency in Functions and Modular Programming, PO2, PO4, PO5
BUSINESS ECONOMICS	CO1 - Understanding Business Environment, PO4
	CO2 - Understanding of Economic Principles, PO4

BCA 5TH SEM	
WEB TECHNOLOGY	CO1 - Understanding Web Technologies,PO1, PO2,PO4,PO5
	CO2 - Proficiency in Frontend Technologies, PO1, PO2,PO4,PO5
	CO3 - Understanding and Working with Backend Technologies, PO1, PO2,PO4,PO5
	CO4 - Database Integration with Web Applications, PO1, PO2,PO4,PO5
SOFTWARE ENGINEERING	CO1 - Students will be able to decompose the given project in various phases of a lifecycle, PO1, PO2, PO5
	CO2 - Students will be able perform various life cycle activities like Analysis, Design, Implementation, Testing and Maintenance, PO1, PO2, PO4,PO5
	CO3 - Students can apply the knowledge, techniques and skills in the development of a software product, PO1, PO2, PO4, PO5
UNIX PROGRAMMING	CO1 - Understanding Unix Operating System,PO2, PO5
	CO2 - Unix Command-Line Proficiency,PO2, PO5
	CO3 - Compiling and Debugging Unix Programs, PO2, PO5
DATA MINING	CO1 - Understanding Data Mining Concepts, PO2, PO4, PO5
	CO2 - Exploring Data Mining Techniques, PO2, PO4, PO5
BCA 6TH SEM	
COMPUTER GRAPHICS	CO1 - Understanding Computer Graphics Basics, PO2, PO4, PO5

	CO2 - Proficiency in 2D and 3D Graphics and Transformations, PO2,PO4,PO5
	CO3 - Animation Principles and Techniques, PO1, PO2, PO4, PO5
NUMERICAL TECHNIQUES	CO1 - Understanding of Numerical Methods and their Importance, PO2
	CO2 - Knowledge of Error Analysis, PO2,PO3
DATA SCIENCE	CO1 - Understanding Data Science Concepts, PO2, PO5
	CO2 - Knowledge of Data Collection and Data Wrangling, PO2, PO4,PO5
PROJECT WORK / E-COMMERCE	CO1 - Application of Knowledge and Skills, PO1, PO2,PO5
	CO2 - Problem Identification and Requirement Analysis. PO2, PO1, PO4, PO5
	CO3 - Database and System Design, PO1, PO2, PO4, PO5
	CO4 - Development and Coding, PO1, PO2,PO5, PO4

BBA CO-PO MAPPING	
PO1 - To develop the knowledge, skill & attitude to systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations	
PO2 - To gain fundamental in-depth knowledge & understanding of the principles, concepts, values, substantive rules & development of the core areas of business such as finance, accounting, marketing, HR and use modern computer tools effectively to achieve the same	
PO3 - To be able to demonstrate critical thinking with the ability to identify, formulate & state research & real complex issues	
PO4 - To be able to design, analyze and interpret data, and gather or generate the information in order to arrive to valid conclusions in multi-disciplinary context	
PO5 - To exhibit self-confidence & awareness of general issues prevailing in the society & communicate effectively	
BBA 1ST SEMESTER	
ENVIRONMENTAL SCIENCE	CO1 - Students develop critical-thinking skills, analyze real-world problems, and understand the power of narrative to create sustainable solutions for local and global communities PO3, PO5
	CO2 - To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business PO5
FUNDAMENTALS OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR	CO1 - The students will be able to justify how organizational change and conflict affect working relationships within organizations PO1, PO2
	CO2 - Demonstrate how to apply relevant theories to solve problems of change and conflict within organizations PO1, PO2, PO4
STATISTICS FOR BUSINESS	CO1 - After the course the students will: Think critically,



DECISIONS	reason analytically and solve problems creatively PO3, PO4
	CO2 - Succeed in their careers in business, industry or government, as well as in graduate school. Effectively communicate statistical ideas and arguments PO1, PO2, PO5
ENTREPRENEURSHIP DEVELOPMENT	CO1 - Student will get clarity about the business idea. Market potential for the product or service PO1, PO2
	CO2 - The purpose of this course is to expose the student to the basic concepts of entrepreneurship and common myths to becoming an entrepreneur PO1, PO2
<b>BBA 2ND SEMESTER</b>	
BUSINESS COMMUNICATION	CO1 - Upon completion of the course, students are expected to be able to demonstrate a good understanding of: effective business writing PO1, PO5
	CO2 - Students are expected to be able to effective business communications and information collection PO1, PO3, PO5
MANAGERIAL ECONOMICS	CO1 - The student can Interpret regression analysis and discuss why it's employed in decisionmaking. Discuss optimization and utility including consumer behavior PO1, PO3, PO4
	CO2 - After the course completion Student can Assess the relationships between short-run and longrun costs PO2, PO3, PO4
BUSINESS ACCOUNTING	CO1 - Identify and interpret accounting information to inform users and make decisions PO1, PO2, PO4
	CO2 - Apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks PO1, PO2, PO4
ETHICS & CORPORATE SOCIAL RESPONSIBILITY	CO1 - At the end of the course, students should be able to understand the importance of ethics and CSR in the day-to-day working of organizations PO1, PO2, PO5
	CO2 - Learn the issues involved in maintaining ethics and how to deal with such situations and learn scope of business ethics in Compliance, finance, human resources, marketing, and production PO1, PO2, PO5
<b>BBA 3RD SEMESTER</b>	
MACRO - ECONOMICS	CO1 - Understand the determination of key macroeconomic variables- outputs, prices and rate of interest, analyse the effect of fiscal and monetary policy PO1, PO2
	CO2 - It describe the mechanics of money supply and explain the working of an open economy PO1, PO2, PO4
PRINCIPLES OF MARKETING	CO1 - Identify the scope of responsibilities of a product/brand manager & analyze global business opportunities and its implications on a firm's product and



	branding strategy PO1, PO2
	CO2 - Evaluate new product or service ideas & apply conceptual knowledge and analytical tools to forecast market potential PO1, PO2, PO4
MANAGEMENT ACCOUNTING	CO1 - Analyze accounting data by application of cost-volume-profit concepts PO1, PO2
	CO2 - Evaluate operational budgeting in terms of the process by which it is implemented and its possible benefits to the organization PO1, PO2, PO3
INDIA'S DIVERSITY & BUSINESS	CO1 - Students should be able to develop an understanding of different types of diversity PO1, PO2, PO5
	CO2 - To understand the inter linkages between diversity and socio-economic challenges & to understand impact of diversity on business opportunities and decisions PO2, PO5
PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS	CO1 - Developing the effective communication skills among student & inculcating the soft skills in theoretical and practical ways PO5
	CO2 - Learning about the essential factors for personality development and bringing them into practice PO5
<b>BBA 4TH SEMESTER</b>	
BUSINESS RESEARCH	CO1 - Identify research problems and using this information, wise decisions can be made to tackle the issue appropriately PO3, PO4, PO5
	CO2 - Understand customers better and hence can be useful to communicate better with the customers or stakeholders & applying relevant research techniques PO2, PO4, PO5
HUMAN RESOURCE MANAGEMENT	CO1 - Understand of the role of Human Resource Management and explore the recent trends of HRM PO1, PO2, PO5
	CO2 - Develop an understanding of HRM systems and their implementation through exploring the practice of Staffing, Training and Development, Performance Management and Compensation PO1, PO2, PO4
FINANCIAL MANAGEMENT	CO1 - Understand the different basic concept / fundamentals of Corporate Finance PO1, PO2, PO3
	CO2 - Understand the practical application of time value of money and evaluating long term investment decisions PO1, PO3, PO4
PRODUCTION & OPERATIONS MANAGEMENT	CO1 - Gaining knowledge about managing production processes & how to run operations effectively PO1, PO2, PO4
	CO2 - Understand the trends and challenges of Operations Management in the current business environment PO1, PO2, PO3
IT TOOLS FOR BUSINESS	CO1 - To use different operating system, various packages

	used for different applications, data base concepts & operations and various issues related to IT and application of IT PO1, PO2, PO4
	CO2 - Gain knowledge on various hardware and software components of computer PO1, PO2, PO5
<b>BBA 5TH SEMESTER</b>	
<b>QUANTITATIVE TECHNIQUES FOR MANAGEMENT</b>	CO1 - Understand the basic operations research concepts and terminology involved in optimization techniques PO1, PO2, PO4
	CO2 - Understand how to interpret and solve business-related problems and apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources PO1, PO2, PO3
<b>LEGAL ASPECTS OF BUSINESS</b>	CO1 - To Know rights and duties under various legal acts & to develop critical thinking through the use of law cases PO1, PO3, PO5
	CO2 - To Understand consequences of applicability of various laws on business situations PO1, PO2, PO4
<b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>	CO1 - Measure the risk and return of a stock or a portfolio position PO1, PO2, PO3
	CO2 - Diversify and manage investment portfolios in accordance with a person's risk Preferences PO1, PO4
<b>CONSUMER BEHAVIOUR</b>	CO1 - Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results PO2, PO5
	CO2 - Able to explain the basic concepts and models of consumer behavior & able to distinguish the relationship between consumer behavior and marketing practices PO1, PO2, PO5
<b>TRAINING &amp; DEVELOPMENT</b>	CO1 - To familiarize with the concept and practice of training and development in the modern organizational setting PO1, PO2, PO4
	CO2 - Develop the ability to design and implement effective training programs PO1, PO2, PO5
<b>INVESTMENT BANKING AND FINANCIAL SERVICES</b>	CO1 - Measure the risk and return of a stock or a portfolio position PO1, PO2, PO3
	CO2 - Understand and evaluate investment advice from brokers and the financial press PO1, PO2, PO4
<b>PERSONAL SELLING &amp; SALES FORCE MANAGEMENT</b>	CO1 - Able to explain the concepts of sales management, personal selling and sales task PO1, PO2, PO5
	CO2 - Able to explain the personal sale strategies and environmental factors that affect the personal sales PO1, PO2, PO4
<b>TALENT AND KNOWLEDGE MANAGEMENT</b>	CO1 - Able to evaluate the potential and appropriateness of talent development strategies, policies and methods with

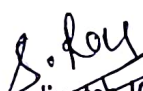


	reference to relevant contextual factors PO1, PO2, PO3
	CO2 - Assess the role and influence the politics of knowledge management policy and practice in a range of contexts PO1, PO3, PO5
<b>BBA 6TH SEMESTER</b>	
<b>BUSINESS POLICY AND STRATEGY</b>	CO1 - Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes PO1, PO3, PO5
	CO2 - Evaluate and revise programs and procedures in order to achieve organizational goals PO1, PO4, PO5
<b>FINANCIAL INSTITUTIONS AND MARKETS</b>	CO1 - Financial architecture of an economy and its key players, the fabrication of Indian Financial markets PO1, PO2, PO4
	CO2 - Different types of Working of Capital market, debt market, money market in India, functioning of different players in the financial market including regulators like RBI ,SEBI, PFRDA and IRDA PO1, PO2, PO4
<b>PROJECT APPRAISAL AND ANALYSIS</b>	CO1 - Perform appraisal of projects with detailed feasibility analysis. Develop the profitability projections PO1, PO2, PO4
	CO2 - Develop the strategies employed in managing risk. Practice project management decisions and control PO1, PO3, PO4
<b>RETAIL MANAGEMENT</b>	CO1 - Clarify the concept and related terms in retailing & understand various formats of retail in the industry PO1, PO2, PO5
	CO2 - Comprehend the ways retailers use marketing tools and techniques to interact with their customers PO1, PO2, PO5
<b>PERFORMANCE AND COMPENSATION MANAGEMENT</b>	CO1 - Recognize how pay decisions help the organization achieve a competitive advantage PO1, PO2, PO4
	CO2 - Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations PO1, PO2, PO3
<b>FINANCIAL MODELING AND DERIVATIVES</b>	CO1 - Students will be able to analyze the risks in different financial markets & acquire ability to selection of various options and then can apply them to specific markets PO1, PO2, PO4
	CO2 - Student will be able to strategically manage the financial derivatives PO1, PO2, PO4
<b>DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT</b>	CO1 - Develop a sound understanding of the important role of supply chain management in today's business environment PO1, PO2, PO4
	CO2 - Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations PO1, PO2, PO4
<b>COUNSELLING &amp; NEGOTIATION</b>	CO1 - Able to understand complex theory and practice of

SKILLS FOR MANAGEMENT	negotiation in particular and conflict resolution in general PO1, PO5
	CO2 - Identify the challenges we all have in dealing with negotiation and conflict resolution PO1, PO5

  
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