



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi-110086, India

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

POS/COS OF DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Outcomes (POs) for BBA

After the program the students will be able to:

PO 1	Apply knowledge of various functional areas of business
PO 2	Develop communication and professional presentation skills
PO 3	Demonstrate critical thinking and Analytical skills for business decision making
PO 4	Illustrate leadership abilities to make effective and productive teams
PO 5	Explore the implications and understanding the process of starting a new venture
PO 6	Imbibe responsible citizenship towards sustainable society and ecological environment
PO 7	Appreciate inclusivity towards diverse culture and imbibe universal values
PO 8	Foster Creative thinking to find innovative solutions for diverse business situations

Programme Specific Outcomes for BBA

After the program the students will be able to

PSO 1	Apply reflective thinking and research skills using latest technological tools
PSO 2	Assimilate technical functional knowledge of operations in business organization
PSO 3	Demonstrate strategic and proactive thinking towards business decision making
PSO 4	Illustrate negotiation skills and networking abilities

Course Outcomes (COs) of BBA

BBA Semester I

BBA 101	Management process and Organizational Behaviour	CO1: Explore the evolution of the concepts of management CO2: Examine the relevance of the theories of Motivation CO3: Analyze the significance of Organization and Individual Behavior CO4: Analyse and relate individual, team and group behavior CO5: Exhibit leadership qualities by building effective
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		teams CO6: Comprehend dynamics of human behavior
BBA 103	Business Mathematics	CO1: Ability to solve the problems of counting CO2: Proficiency in solving the problems of Matrix Algebra CO3: Ability to solve the problems of Differential calculus CO4: Capability to solve the problems of Integral calculus CO5: Analyzing business research problems
BBA 105	Financial Accounting & Analysis	CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards CO2: Preparation of company final accounts with adjustments CO3: Appreciate contemporary issues and challenges in accounting CO4: Examine the concept and the methods of depreciation CO5: Comprehension about accounting for shares and debentures CO6: Explore the role of Stock exchanges and SEBI as a regulator CO7: Conduct comprehensive financial analysis of companies
BBA 107	Business Economics	CO1: Understand the fundamental concepts of Business Economics CO2: Analyze the relationship between consumer behavior and demand CO3: Explore the theory of production and through the use of ISO-QUANTS CO4: Understand the concept and relevance of short term and long term cost CO5: Examine pricing decisions under various market conditions CO6: Analyse economic challenges posed to businesses
BBA 109	IT Applications in Business	CO1: Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications). CO2: Analyze the usage of IT product and services. CO3: Use internet web services and resources for learning and discovery. CO4: Explore the usage of tools of MS Word and Advanced Excel to solve business problems. CO5: Comprehend the role of databases in IT applications.



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BBA 111	IT Applications in Business (Lab)	<p>CO1: Explore the utility of applications provided by MS Office</p> <p>CO2: Proficiency in MS Advanced Excel and Powerpoint</p> <p>CO3: Effective and professional presentation and communication skills</p> <p>CO4: Use Tables and Charts from Excel to create interactive and animated presentations</p>
BBA 113	Entrepreneurial Mindset (NUES)	<p>CO1: Exhibit entrepreneurial skills and abilities</p> <p>CO2: Imbibe Creativity and innovativeness to explore new ideas and prospects</p> <p>CO3: Explore the laws and government assistance available for new entrepreneurs.</p> <p>CO4: Explore ways to achieve entrepreneurial success</p>

BBA Semester II

BBA 102	Cost Accounting	<p>CO1: Comprehensive understanding on objectives and scope of cost accounting in business</p> <p>CO2: Explore cost control through various material controlling techniques</p> <p>CO3: Evaluate the remuneration systems and incentive schemes to deal with labour cost</p> <p>CO4: Examine overhead cost through overhead functional analysis</p> <p>CO5: Prepare Cost sheet with computation of normal and abnormal profits/Loss</p> <p>CO6: Prepare contract accounts using escalation clause</p>
BBA 104	Decision making Techniques in Business	<p>CO1: Understand the basic concepts of Statistics</p> <p>CO2: Apply Correlation and Regression concepts in business and research problems</p> <p>CO3: Explore the use of linear programming in business problem solving</p> <p>CO4: Analyze transportation and assignment problems</p> <p>CO5: Evaluate alternatives before taking business decisions</p>
BBA 106	Business Environment	<p>CO1: Explore the Business Environment and its relevance</p> <p>CO2: Comprehend the structure of Indian Economy</p> <p>CO3: Analyse the planning system and economic development in India</p> <p>CO4: Examine the concept of Macro Economics and</p>



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		determination of National Income CO5: Explore the Macro Economic framework
BBA 108	E-Commerce	CO1: Examine strengths and weaknesses of digital profiles of business organizations CO2: Explore ways to enhance online visibility of business CO3: Analyze challenges of security, privacy and legal jurisdictions in e commerce CO4: Examine the barriers to successful online positioning of businesses
BBA 110	Business Communication	CO1: Proficiency in formal written communication CO2: Appreciate diversity and adapt to multicultural communication CO3: Analyze the forms and methods of formal and informal mode of communication CO4: Ability to make effective and well-articulated presentations CO5: Explore the significance of effective listening
BBA 112	E-Commerce Lab	CO1: Design, develop and maintain a basic website. CO2: Create static HTML web pages CO3: Formulate controls for developing web sites CO4: Demonstrate basic animation using HTML.
BBA 114	Minor Project - I	CO1: Identify a business problem or a field of study CO2: Explore the environment to identify potential research areas CO3: Crystallize a business concern into a concrete business research problem CO4: Explore alternative ways to resolve a business problem

BBA Semester III

BBA 201	Business Laws	CO1: Examine various aspects of contract and implications of various types of contract CO2: Interpret the regulation concerning the Contract of Sale of Goods Act, 1930 CO3: Understand and analyse Companies Act 2013 with latest amendments CO4: Examine the concepts of Negotiable Instrument Act, 1881 CO5: Comprehend the concepts of valid contract regarding business transactions
BBA 203	Marketing Management	CO1: Explore the concepts of Marketing Management CO2: Appraise in New Product Development,



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		<p>product Line and width etc and also product pricing</p> <p>CO3: Understand the role and relevance of Place and Intermediaries</p> <p>CO4: Acquire skills to understand the factors which influence the promotional mix</p> <p>CO5: Understand the concept and importance of Direct marketing, Public Relations and Digital Marketing</p> <p>CO6: Acquire skills to handle marketing related business and research issues.</p>
BBA 205	Human Resource Management	<p>CO1: Examine the concepts and relevance of HRM vs Strategic HRM</p> <p>CO2: Explore the various dimensions of Human resource Planning</p> <p>CO3: Analyze the needs, methods and designing of training and development programmes</p> <p>CO4: Exhibit the career planning and career development</p> <p>CO5: Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations</p>
BBA 207	Management Accounting	<p>CO1: Understand the nature and scope of Management Accounting</p> <p>CO2: Analyse and interpret the accounting financial statements of a company and its limitations</p> <p>CO3: Executing skills to prepare various Budgets</p> <p>CO4: Examining the impact of different ratios on the financial performance of a company</p> <p>CO5: Compute cash flow analysis and its likely impact on the company</p>
BBA 209	Production and Operation Management	<p>CO1: Interpret the basic concept and functions of production and operation management</p> <p>CO2: Acquire skills to design and development of production</p> <p>CO3: Explore the various factors in deciding location and plant layout</p> <p>CO4: Articulate inventory management and JIT with quality management systems and TQM</p> <p>CO5: Demonstrate factors for plant maintenance and application of the emerging concepts and issues in manufacturing systems</p>
BBA 211	Business Research Methodology	<p>CO1: Outline the significance of research and research methodology</p> <p>CO2: Understand the basic concepts and scope of</p>



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		<p>Business research</p> <p>CO3: Formulate research process for solving the business related problems</p> <p>CO4: Examine the concept of measurement, sampling and hypothesis testing</p> <p>CO5: Prepare a research report on the basis of collected data</p>
BBA 213	Business Research Methodology Lab	<p>CO1: Acquire skills to use software (Advance Excel/ SPSS)</p> <p>CO2: Examine research tools for solving business</p> <p>CO3: Implement statistical tests for resolving an issue</p> <p>CO4: Demonstrate skills for decision making</p>
BBA215	NSS/NCC/NSO/Other skills notified by the university (NUES)	
BBA 217	Environmental Science	<p>CO1: Explore ecosystem, sustainability and International efforts for environmental protection and also understands how ecosystems work</p> <p>CO2: Examine water pollution and air pollution and acquire skills to resolve the issue</p> <p>CO3: Demonstrate skills to manage solid waste concern</p> <p>CO4: Acquire skills to assess the impact of environment and environmental management system</p> <p>CO5: Contribution towards environment protection and ecological balance</p>

BBA Semester IV

BBA 202	Business Analytics	<p>CO1: Demonstrate skills for computation and aggregation of data using different software.</p> <p>CO2: Present data with the help of charts like pivot table etc.</p> <p>CO3: Acquire Knowledge about data concepts like big data, data warehousing etc.</p> <p>CO4: Analyze data using R studio package and interpret the results.</p>
BBA 204	Financial Management	<p>CO1: Explain the nature and scope of Financial Management</p>



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		<p>CO2: Analyze capital Budgeting process and apply capital budgeting techniques for business decisions</p> <p>CO3: Examine various capital structure theories and analyze factors affecting capital structure decisions.</p> <p>CO4: Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy</p> <p>CO5: Acquire skills to manage profitability and take sound financial decision for a business</p>
BBA 206	Corporate Governance, Ethics and Responsibility of Business	<p>CO1: Examine the concept of values, ethics and their relevance in Business</p> <p>CO2: Assess the concept of Knowledge management and Wisdom management, acquire skills to manage stress. Understand the concept of Karma and Dharma</p> <p>CO3: Analyze the concept of Progress and Success to manage transformation</p> <p>CO4: Exhibit the relevance of Corporate Social Responsibility and Corporate Governance in present times</p> <p>CO5: Explain the linkage between ethics, corporate governance and corporate social responsibility and analyze specific cases of corporate governance failure</p>
BBA 208	Income Tax Law and Practice	<p>CO1: Comprehend the concepts of taxation, including Assessment year, previous year, assessee, person, total income, agricultural income and determine the residential status of persons.</p> <p>CO2: Compute income under different heads, applying the charging provisions, exemptions and deductions.</p> <p>CO3: Examining the provisions of clubbing of income and set off and carry forward of losses.</p> <p>CO4: Determine the total Income and Tax Liability</p> <p>CO5: Comprehend the provisions relating to filing of return of income.</p>
BBA 210	MOOC	
Elective 1: 212	Training and Development	<p>CO1: Examine the concepts of training and development.</p> <p>CO2: Analyse the trends in employees and organization development programmes.</p> <p>CO3: Identify training needs of an individual by conducting training need analysis.</p> <p>CO4: Evaluate and assess the cost and benefits of a training and development programme. To show insights into evaluating a training programme.</p>
Elective 1: 214	Sales Management	<p>CO1: Explore the nature and importance of sales management, types and skills of sales manager.</p> <p>CO2: Demonstrate the personal selling process.</p> <p>CO3: Analyze the ethical and legal issues in sales</p>



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		management. CO4: Examining the concept of Sales Personnel.
Elective 1: 216	Financial Markets and Institutions	CO1: Analyze the functioning of financial markets and Institutions in India. CO2: Examine the functioning of money market and capital market. CO3: Assess the impact of recent initiatives like MUDRA Scheme on financial inclusion. CO4: Explain the concept of Non-Banking Financial Companies (NBFCs)
BBA 218	Minor Project Report II	CO1: Identify a field of study or a business problem CO2: Examine the environment to identify the potential research areas CO3: Crystallize a business concern into a concrete business research problem. CO4: Explore alternative ways to resolve a business problem

BBA Semester V

BBA 301	Goods and Services Tax	CO1: Defining the concept of GST in India CO2: Assessment of GST Tax CO3: Determining the steps to file returns and their due dates CO4: Describing offences and penalties under GST CO5: Comprehends the role of GST Practitioner CO6: Explore activities would neither be treated as supply of goods nor as supply
BBA 303	Business Policy and Strategy	CO1: Defining the concept of Business Policy, its evolution and strategic management CO2: Assessing the environmental analysis CO3: Analysis of Internal resources CO4: Explore skills to formulate various strategies in different Business portfolio models CO5: Reviewing major issues in the implementation of strategy
BBA 305	Information Systems Management	CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models. CO2: Provide the theoretical models used in database management systems to answer business questions. CO3: Relate the basic concepts and technologies used in field of management information systems. CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.



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BBA 307	Information Systems Management Lab	<p>CO1: Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business models.</p> <p>CO2: Provide the theoretical models used in database management systems to answer business questions.</p> <p>CO3: Relate the basic concepts and technologies used in field of management information systems.</p> <p>CO4: Translate the role of information system in organisation, the strategic management processes, with the implications for the management.</p>
Elective: 309	Marketing Analytics	<p>CO1: The students will be able to assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.</p> <p>CO2: Evaluating consumers' requirements and their behaviors, develop effective marketing strategies to achieve organizational objectives</p> <p>CO3: Measure the effectiveness of marketing efforts.</p> <p>CO4: Demonstrate knowledge and critical understanding of the role and value of information, performance measurement and customer/competitor insights in marketing.</p>
Elective: 311	Performance Management	<p>CO1: Identify the essential characteristics of accurate performance management</p> <p>CO2: Analyze some of the common problems with the performance appraisal process</p> <p>CO3: Compare and contrast different organizational performance and identify the best practices and define attributes of effective performance management system.</p> <p>CO4: Identification and discussion on factors influencing different stakeholders in the performance appraisal process.</p>
Elective: 313	Financial Modeling	<p>CO1: Develop spreadsheet based models and use a variety of spreadsheet tools and techniques.</p> <p>CO2: Create linked spreadsheets for decision making models.</p> <p>CO3: Take financial decisions using financial models created.</p> <p>CO4: Application of financial management and market concepts in MS Excel by way of creating various kinds of financial models</p>
BBA 315	Summer Training Report	<p>CO1: Work & gain practical experience of working in a real business setting and environment</p> <p>CO2: Explore the various functional areas and</p>



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		<p>correlate a few theoretical concepts taught in classrooms to real life work and life scenarios.</p> <p>CO3: Identify and Analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and also identify areas with scope of improvements and recommend changes that may be incorporated.</p> <p>CO4: Develop skills in report writing through observation, data collection, data analysis and present it as a report for analysis to the company.</p>
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BBA Semester VI

BBA 302	Project Management	<p>CO1: Explain the concept of Project Management and Techniques to manage the projects</p> <p>CO2: Analyzing the project life cycle and assess skills to generate and screen the project ideas</p> <p>CO3: Acquire skills to do technical analysis and Market Analysis and apply network techniques.</p> <p>CO4: Explore various sources of projects financing</p> <p>CO5: Understand the skills required to evaluate and control the projects</p> <p>CO6: Analyse the emerging concepts and issues in project management</p>
BBA 304	Digital Marketing	<p>CO1: Interpreting the concept of Digital Marketing</p> <p>CO2: Assess the online buyer behavior and models</p> <p>CO3: Reconnoiter Digital promotional techniques I and II</p> <p>CO4: Acquire skills to take various decisions related to online marketing.</p> <p>CO5: Attain skills to exploit the opportunities of this medium to support the organization's marketing activities.</p>
Elective: 306	HR Analytics	<p>CO1: Explain the concept of HR analytics and strategic role of HR manager</p> <p>CO2: Examine the different HR metrics and HR valuation being followed.</p> <p>CO3: Assess the work force planning and its use in analyzing HR</p> <p>CO4: Understand, analyse and communicate the theories of HR analytics.</p>
Elective: 308	Advertising and Sales Promotion	<p>CO1: Apprehend the importance and role of advertising in Marketing Mix.</p> <p>CO2: Evaluate the advertising effectiveness and legal,ethical aspects of advertising in India.</p> <p>CO3: Analyse the different sales promotion strategies</p>



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		and evaluating them CO4: Examine various means of testing effectiveness of advertising and sales promotion.
Elective: 310	Investment Analysis and Portfolio Management	CO1: Assess the risk profile of investors and prepare an appropriate investment portfolio. CO2: Analyze investment alternatives and construct a portfolio to minimize risk and maximize returns. CO3: Calculate risk and return for a portfolio and create a minimum risk portfolio. CO4: Evaluate and compare the Intrinsic and Market Value of a share. CO5: Examine the portfolio management techniques of Mutual Funds. CO6: Analyze contemporary trends in Investment options available.
BBA 312	Entrepreneurship Development	CO1: Describe the concept of Entrepreneur and its emergence CO2: Identify how to go about the promotion of a venture CO3: Recognize entrepreneurial Behaviour CO4: Explain Development programmes for entrepreneur CO5: Interpret the role of Entrepreneur in economic growth CO6: Acquire skills regarding starting up their own business unit
BBA 314	Major Project	CO1: Apply all theoretical concepts learned in research methodology CO2: Articulate a clear research objective with accurate scope and limitations of the study CO3: Identify an appropriate sample size for a study CO4: Choose the appropriate data collection tools for accurate, authentic and complete data collection CO5: Study the data using techniques appropriate to the Research Design CO6: Analyze data using parametric techniques and conduct Univariate analysis CO7: Draw conclusions based on the results from the analysis