



Dogra Degree College

BBA

#	Type	ID	Program Outcome				
1	PO	PO1	Managerial Knowledge: Provides a wide knowledge of all disciplines of the course and training in management of both animate and inanimate entities and develop leadership skills.				
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2	PO	PO2	Problem analysis: Enables students to analyze, apply knowledge of management theories and practices to solve business problems.				

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3	PO	PO3	Critical thinking: Encourages analytical and critical thinking abilities for business decision making.				
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4	PO	PO4	Overall development: Enables students to develop personally and professionally.				

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5	PO	P05	Communication skills: Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.				

#	Type	ID	Program Outcome	
			Competency Level	Performance Indicator
			CL1 - Demonstrates proficient communication skills in conveying business issues, management concepts, plans, and decisions through both oral and written means, leveraging appropriate supportive technologies.	PI1 - Communicates complex business concepts clearly and concisely, adapting the message to suit the audience and purpose effectively. Utilizes a variety of supportive technologies (e.g., presentations, reports, multimedia tools) adeptly to enhance the clarity and impact of communication.
6	PO	PO6	Capability building: Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.	
			Competency Level	Performance Indicator
			CL1 - Demonstrates advanced capability in applying cross-functional business knowledge and technologies to effectively address real-world business challenges.	PI1 - PI1: Integrates diverse business knowledge areas and technological tools to develop innovative solutions for complex business problems. PI 2: Exhibits proficiency in applying theoretical concepts and practical skills across multiple disciplines to achieve strategic objectives and improve organizational performance.
7	PO	PO7	Entrepreneurial skills: Help to prepare students for managerial roles and help develop entrepreneurial skills and abilities.	

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8	PO	PO8	Social responsibility: Ensures development of socially responsible citizens with a positive attitude.				
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9	PO	PO9	Ethics: Makes students capable of recognizing and resolving ethical issues and promotes ethical and value based leadership ability.				

#	Type	ID	Program Outcome	
			Competency Level	Performance Indicator
			CL1 - Demonstrates proficiency in recognizing and resolving ethical issues, while promoting ethical and value-based leadership abilities.	PI1 - PI1:Identifies and analyzes ethical dilemmas in various contexts, applying ethical frameworks and principles to propose solutions that uphold integrity and respect for stakeholders. PI2:Exhibits ethical leadership by consistently making decisions aligned with core values, fostering a culture of transparency, accountability, and trust within organizations or teams.
10	PO	PO10	Continuous learning: Enables continuous learning through practical approach and development of professional skills relevant to business, economics and commerce.	
			Competency Level	Performance Indicator
			CL1 - Demonstrates advanced capability in fostering continuous learning through practical approaches and the development of professional skills relevant to business, economics, and commerce.	PI1 - PI:Actively seeks out opportunities for skill enhancement and professional development, such as attending workshops, pursuing certifications, or participating in industry conferences. PI 2:Demonstrates adaptability and agility in acquiring new knowledge and skills, effectively applying them to navigate evolving business landscapes and seize opportunities for growth and innovation.

11	PO	PO11	Environment and sustainability:- understand the issues of environmental contexts and sustainable environment.
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12	PO	PO12	Language Competency:-Development of various communication skills such as reading , listening, speaking, etc, which will help in expressing ideas and views clearly and effectively.
13	PO	PO13	Cultural Awareness: Students will exhibit an understanding of India's rich cultural heritage, encompassing its languages, religions, and traditions, and recognize their importance in shaping Indian Society.
14	PSO	PSO1	Understand the basic concepts and functions of administration.
15	PSO	PSO2	Prepare the students to have strong foundation in various domains of Management, Economics, Business Statistics, Business Analytics and Entrepreneurship and their application in organizations.
16	PSO	PSO3	Enable students to become competitive at the national and international level by providing innovative pedagogical techniques, applications of information technologies, group activities and presentations, class discussions and e-learning within the classroom.
17	PSO	PSO4	Acquire the managerial professional attributes and be capable of decision making by applying the knowledge of management discipline.
18	PSO	PSO5	Explore the entrepreneurial quality and start new business venture with innovative ideas.
19	PSO	PSO6	Enhance the skills for marketing of products and services to cope up with ever changing marketing environment
20	PSO	PSO7	Acquire the leadership and managerial skills with right ethics and values.



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Subjectwise Course Outcome - [BBA - 2024-25]

Semester 1 Sec A

Understanding India UVAUIT-101 [Theory | Regular]

CO ID.	Course Outcome
CO1	After the completion of this course the learners will be able to understand the trajectories of cultural development of India and the making of unity in diversity.
CO2	After the completion of this course the learners will be able to explain the major forms and phases of freedom struggle and to be student aware of the contributors to our struggle for Independence.
CO3	After the completion of this course the learners will be able to discuss the process of constitutional developments and its emergence as one of the largest democratic states in the world and also about the major contributions of India to world civilization

IT BASICS AND APPLICATIONS [Theory | Elective]

CO ID.	Course Outcome
CO1	After completion of this course, students will have a fundamental understanding of Information Technology, understand the role and structure of a computer system and its hardware & software components.
CO2	This unit introduces learners to the basic organizations of computer system, various input devices, output devices and peripheral devices used in computer system.
CO3	At the end of this unit learners will be able to understand the concept of Operating System, its functions and different types of Operating systems and its functioning.
CO4	After completion of this unit learners will be equipped with the comprehensive knowledge of E-Commerce, E- payment systems, Net marketplaces and online content provider.

UAEENT-105 Communication English-I UAEENT-105 [Theory | Regular]

CO ID.	Course Outcome
CO1	At the completion of the course, the learner will be able to develop vocabulary and improve the accuracy in grammar
CO2	At the completion of the course, the learner will be able to articulate the words with right pronunciation.

CO3	At the completion of the course, the learner will be able to improve listening, speaking reading writing skills and relate sub-skills
CO4	After the completion of the course the learner will be able to recall and understand the rules of English grammar and will understand the concepts of articles and homophones

UMIBBT-102 Managerial Economics UMIBBT-102 [Theory | Regular]

CO ID.	Course Outcome
CO1	Understand the fundamental concepts of demand and supply, and apply these concepts to analyze individual and market behavior in various economic scenarios. Evaluate different types of elasticity (price, income, and cross-price) and understand how elasticity measures the responsiveness of demand and supply to price and income changes.
CO2	To Comprehend the law of diminishing marginal productivity and its impact on production decisions. Differentiate between the short run and long run production functions, and apply concepts such as isoquants, isocost lines, and optimal resource combination to analyze production efficiency.



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Subjectwise Course Outcome - [BBA - 2024-25]

CO3	To Apply the theory of perfect competition to understand firm and industry behavior in both the short and long run, and critically assess the implications of this market structure on efficiency and welfare, Evaluate the characteristics and pricing behavior of monopolies, including the concepts of price discrimination, and apply them to real-world monopolistic markets. Understand the structure and dynamics of monopolistic competition and oligopoly, and apply Cournot's model and kinked demand curve model to explain firm behavior in oligopolistic markets.
CO 4	To Apply the theory of perfect competition to understand firm and industry behavior in both the short and long run, and critically assess the implications of this market structure on efficiency and welfare. Evaluate the characteristics and pricing behavior of monopolies, including the concepts of price discrimination, and apply them to real-world monopolistic markets. Understand the structure and dynamics of monopolistic competition and oligopoly, and apply Cournot's model and kinked demand curve model to explain firm behavior in oligopolistic markets.

UMJBBT-101 Management Perspectives and Organizational Behaviour UMJBBT-101 [Theory | Regular]

CO ID.	Course Outcome
CO1	Students will understand the fundamental concepts and evolution of management thought, including early contributions, various management schools, and contemporary challenges.
CO2	Students will gain comprehensive knowledge of the core managerial functions such as planning, organizing, staffing, directing, coordinating, and controlling within an organization.
CO3	Students will comprehend the significance of organizational behavior and its impact on management practices, including understanding organizational culture, motivation, and leadership.
CO4	Students will understand the dynamics of group behavior, the principles of team development, and strategies for managing organizational conflict and change.

USEBBT-104 Soft Skills USEBBT-104 [Theory | Regular]

CO ID.	Course Outcome
CO1	Develop effective communication skills (spoken and written)
CO2	Develop effective presentation skills. Conduct effective business correspondence and prepare business reports which produce results
CO3	Develop effective communication and presentation skills.

UVAEVT-102 Environmental Science and Education UVAEVT-102 [Theory | Regular]

CO ID.	Course Outcome
CO1	The learner will be able to gain in-depth knowledge on natural processes that sustain life, and govern economy
CO2	The course is expected to inculcate a critical thinking on various dimensions of environment through knowledge, skill , critical thinking and problem solving
CO3	The learner will be able to acquire values and attitudes towards understanding complex environmental economic-social challenges, and participating actively in solving current environmental problems and preventing the future ones.



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Subjectwise Course Outcome - [BBA - 2024-25]

Semester III Sec A

Business Laws UMJBBT-301 [Theory | Regular]

CO ID.	Course Outcome
CO1	this unit gives the knowledge to the study about mercantile law
CO2	Enlighten the students with the knowledge of sales of goods act .
CO3	THE Act enlightens the students about the company laws and various provisions dealt within
CO4	the consumer protection Act 2019 enlightens students how cosumer rights are protected and what mechanism is there to protect consumer rights

Business Data Analytics UMJBBT-302 [Theory | Regular]

CO ID.	Course Outcome
CO1	At the end of this course, learners will be able:To understand the importance of data analytics in business decision-making
CO2	At the end of this course, learners will be able:To analyze data sets using various analytical techniques and software.
CO3	At the end of this course, learners will be able:Develop skills in collecting, cleaning, and analyzing data using industry-standard tools and techniques.
CO4	At the end of this course, students will be able:To Make informed decisions based on data analysis, considering business objectives and ethical considerations in analytics practices.

UAEENT 307 Communication English III UAEENT-307 [Theory | Regular]

CO ID.	Course Outcome
CO1	On the completion of this course, the learners will be able to develop their basic skills of Reading Writing , Speaking and Listening in English.
CO2	On the completion of this course ,the learners will be able to develop their interpersonal skills

CO ID.	Course Outcome
CO1	Students will be able to understand the fundamental concepts and processes involved in business research, including identifying and formulating research problems and differentiating between primary and secondary data.
CO2	Students will gain the ability to design robust research studies by understanding various types of research designs, variables, and hypothesis formulation.
CO3	Students will acquire skills in various measurement methods, scale development, and sampling techniques, ensuring reliability and validity in research findings.
CO3	On the completion of this course ,the learner will be able to develop their proficiency in English Language, Grammar and vocabulary
CO4	On the completion of this course the learner will be able to understand the concept of grammar and vocabulary

UMIBBT-303 Business Statistics UMIBBT-303 [Theory | Regular]

CO ID.	Course Outcome
CO1	At the end of this course students will be able to Understand the basic concepts of Statistics
CO2	At the end of this course learners will be able to Apply the analytical techniques in business transactions that would help in making effective business decisions
CO3	At the end of this course students will be able to Analyze problems in business transactions that would help in making effective business decisions
CO4	At the end of the course students will be able to Summarizing data, Evaluate and to make data-driven decisions

USEBBT-305 Business Research Methods USEBBT-305 [Theory | Regular]



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Subjectwise Course Outcome - [BBA - 2024-25]

Semester V Sec A

Working Capital Management UMJBBT-501 [Theory | Regular]

CO ID.	Course Outcome
CO1	To understand the Concept of working capital, Factors affecting working capital requirement.
CO2	To provide comprehensive knowledge of cash management system
CO3	To describe various attributes of credit management
CO4	To provide conceptual understanding of inventory management in the light of various models and techniques.

internship [Theory | Regular]

CO ID.	Course Outcome
	Course outcome not yet added by the respective faculty.(Gitika Sehgal)

UMIBBT-505 Life Skills and Personality Development UMIBBT-505 [Theory | Regular]

CO ID.	Course Outcome
CO1	At the end of this course the students will be able to understand the core Life Skills and Personality development techniques required for professional growth and success.
CO2	At the end of this course students will be able to develop their will power, imagination through Yogic lifestyle.
CO3	At the end of this course the students will be able to know about the stress and effects of stress in life management through Yoga and personality development.
CO4	At the end of this course students will be able to gain the knowledge Goals setting, SMART techniques of goal setting, how to do critical thinking and how to solve problems.

UMJBBT-502 Talent Management UMJBBT-502 [Theory | Regular]

CO2	At the end of this course, the learners will understand the modern product development processes.
CO3	At the end of this course students will be able to Apply structural approach to concept generation, selection and testing.
CO4	At the end of this course students will be able to Identify various aspects of design such as industrial design, design for manufacture, assembly, service and quality and product architecture.Explain various principles and technologies used for the preparation of prototype.

UMJBBT504 Fundamentals of Sales Management UMJBBT-504 [Theory | Regular]

CO ID.	Course Outcome
CO1	The course aims to impart a comprehensive understanding of sales management, covering functions, salesperson roles, and responsibilities from prospecting to follow-up, while examining the evolving dynamics of personal selling, including its role in the buyer-seller relationship and the impact of direct selling in contemporary markets.
CO2	The course aims to equip learners with skills in sales planning, forecasting, budgeting, and performance evaluation, alongside strategies for recruitment, training, and ethical considerations in sales management. It also focuses on designing effective sales compensation plans and leveraging sales technology for enhanced efficiency and effectiveness in sales operations.
CO ID.	Course Outcome
CO1	Students will understand the foundational concepts of talent management, including its history, scope and key processes.
CO2	Students will gain insights into the integration of talent management processes with the workforce and understand the strategic importance of these processes.
CO3	Evaluate the impact of organizational environment on talent management and understand the role of ethical behavior in shaping talent development and succession planning.
CO4	Students will understand the concepts of talent engagement and retention, and the best practices for retaining and engaging employees in an organization.

UMJBBT-503 Product Design & Development UMJBBT-503 [Theory | Regular]

CO ID.	Course Outcome
CO1	At the end of this course the learners/students will be able to gain practical knowledge regarding conceptualization, design and development of a new product.