

DEPARTMENT NAME: JAYPEE BUSINESS SCHOOL

VISION: To be a centre of excellence for grooming management professionals for providing leadership in industries and organizations and venture into entrepreneurship.

MISSION:

1: To offer management education for enhancing knowledge and skills across functional areas through benchmark-curriculum using innovative teaching learning methods.

2: To conduct contemporary and futuristic interdisciplinary research in areas of management.

3: To interact with industry and other stakeholders and establish effective linkages for professional and entrepreneurial enrichment of management professionals.

PROGRAMME NAME: BBA

PEOs:

1. Provide knowledge of management concepts and theories to pursue professional career and or take up higher education.
2. Enhance self-awareness, team work, technological, communication and research skills.
3. Apply tools and techniques for making informed decisions.
4. Sensitize students about the social, ethical and environmental issues of business.
5. Equip the students with skills to adapt to change and develop an orientation towards lifelong learning.

POs:

1. Acquire knowledge and understand fundamental principles and concepts of business management.
2. Apply the concepts to solve day-to-day business problems.
3. Communicate effectively with all the stakeholders of the organization.
4. Develop entrepreneurial mindset and interpersonal skills.
5. Imbibe life-long learning skills to contribute as responsible citizens.

Course Outcomes

COURSE OUTCOMES (SEMESTER I)	
Principles of Business Management: 20B11BGM24	
1	Define and understand the role of Management in an Organization.
2	Apply fundamental concepts, functions and Principles of Management
3	Analyze application of management knowledge to diagnose and solve organizational problems.
Financial Accounting: 23B11BAF11	
1	Understand the principles of accounting.
2	Apply Accounting process and Rules in preparation of different Kinds of Accounts.
3	Prepare financial statement of business.
Foundation of Business Mathematics: 23B41MA111	
1	Understand the basic concepts of business mathematics.
2	Make use of mathematics techniques to compute and solve business mathematics problems.
3	Evaluate the results of mathematical calculations to make business decisions.
4	Understand the basic concepts of business mathematics.
Managerial Economics: 23B11BGM12	
1	Understand the basic concepts of economics.
2	Apply the theories of economics to understand the business environment.
3	Analyze applicability of concepts/ theories/ models of economics in business.
Business Communication: 23B11BAE11	
1	Understand the principles of effective communication.
2	Make use of principles and techniques for effective verbal and non-verbal communication.
3	Develop resume, reports, proposals and business plans.
India's Diversity and Business :23B12BGE12	
1	Understand and appreciate India's diversity.
2	Identify the importance of a diverse workforce and strategies to promote diversity
3	Draw inference about India's diversity and its implications for the business.
IT Tools for Business: 23B11BSE18	
1	Understand the basic IT tools to collect, organize, and manage information.
2	Apply the knowledge of internet applications for end-user productivity.
3	Create effective presentations by applying the knowledge of software tools.

COURSE OUTCOMES (SEMESTER II)	
Organizational Behavior: 19B11BHR11	
1	Understand the individual variables and group dynamics and their impact on behavior of employees.
2	Apply behavior management models for managing self and others in the organization.
3	Analyze the impact of individual and group behavior on organizational culture and employee performance.
Marketing Management: 19B11BMM11	
1	Understand the basic concepts of marketing management.
2	Understand and apply the STP of marketing (segmentation, targeting, positioning), Product Life Cycle
3	Analyze the impact of dynamic business scenario on marketing decision.
Technology, Corporate Governance and Business Ethics: 20B11BGM26	
1	Understand concepts and theories related to corporate governance business ethics and technology
2	Apply Knowledge of Corporate Governance, Technology and Ethics in Business
3	Analyze Business Activities keeping in mind knowledge learn about the Technology, Corporate Governance and Ethics.
Financial Management: 19B11BAF12	
1	Understand different forms of business, finance and finance functions.
2	Apply concepts of investment, financing and dividend functions.
3	Analyze proposals and plans to make financial decisions.
Introduction to Spreadsheets : 20B15BSE11	
1	Remember the specific commands and shortcuts in excel.
2	Understand the role of spreadsheet applications to collect, organize, manage and present information.
3	Apply the features / functions available in the spreadsheet software.
Political Process in India 22B12HS111	
1	To describe the evolution functioning and consequences of Political parties and party System in India
2	Interpret the voting behavior and behavior of political parties in India
3	Understand different modes of political process to understand political system
4	Evaluate the affecting factors and conflicting impulses
Business Statistics and Analytics 20B11BGM30	
1	Understand the basic concepts of business statistics
2	Apply concepts and methods of statistics for business problems.
3	Analyze statistical data to make decisions
Global Business Environment: 20B11BGM26	
1	Understand concepts of global business environment.
2	Analyze the impact of political, socio-economic, technological and legal factors on global business ventures.
3	Evaluate different foreign market entry strategies.

COURSE OUTCOMES (SEMESTER III)

Cost and Management Accounting:23B11BAF13	
1	Understand concepts of cost and management accounting.
2	Utilize the concepts of cost and management accounting for organizational decisions.
3	Appraise management accounting tools and techniques to solve complex management problems
Entrepreneurial Development: 19B11BGM20	
1	Understand the basics aspects of establishing new business in competitive environment.
2	Apply the basic understanding to examine the existing business ventures.
3	Examine various business considerations of different functional areas of business.
Social Media And Digital Marketing: 20B11BMM12	
1	Understand the role of social media and digital marketing in marketing strategy.
2	Analyze the structure of Social Media & Digital Marketing Campaigns
3	Evaluate digital consumer behavior using different analytics tools.
Human Resource Management :19B11BHR12	
1	Understand the concepts of Human Resource Management.
2	Apply the concepts for effective management of people.
3	Analyze the challenges for better employee performance.
Oral and Written Communication :20B11BGM27	
1	Understand the principles of effective oral and written communication
2	Apply necessary formats and procedures for business communication
3	Analyze the context for effective communication
4	Create Resume, reports, proposals, business letters and business plans
Community Initiatives : 23B11BGM27	
1	Understand the symbiotic connect between self and society/community at large.
2	Identify key social or community related issues around.
3	Analyze various solutions for addressing social issues.
Computing Tools and Programming: 19B15BSE14	
1	Understand the basic structure of a programming language and concept of databases.
2	Make use of tools like flow charts to express the algorithm.
3	Create web pages using HTML.

COURSE OUTCOMES (SEMESTER IV)

Research Methods with SPSS: 19B11BGM16

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| 1 | Understand the basic concepts of business research and its process |
| 2 | Apply various concepts and approaches of business research. |
| 3 | Analyze the research articles based on the standard methodology of business research |

New Government Initiatives for Business: 20B11BGM34

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| 1 | Understand initiatives started by government to assist businesses |
| 2 | Apply knowledge about government initiatives for upliftment of businesses |
| 3 | Analyze the government initiatives and their impact on businesses |

Quantitative Methods in Business Management:19B11BOM13

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| 1 | Understand key concepts, theories, models and tools used in quantitative analysis. |
| 2 | Apply the key concepts, theories, models and tools into real life business situations. |
| 3 | Analyze business issues using quantitative models. |

LEGAL ASPECTS OF BUSINESS: 19B11BGM17

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| 1 | Interpret business and commercial laws |
| 2 | Apply business and commercial laws in business activities |
| 3 | Examine business problems in legal context |

Data Insights Using Dashboards: 20B11BGM35

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| 1 | Understand various ways in which data can be visualized. |
| 2 | Make use of the features of the software to make relevant charts for disseminating the information. |
| 3 | Examine the relationships that exist among business variables to draw inferences. |
| 4 | Create reports, dashboards to communicate with the outside world. |

Operations Management: 20B11BOM12

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| 1 | Understand the concepts and techniques of operations Management. |
| 2 | Apply acquired knowledge and techniques to solve operational issues in manufacturing and services. |
| 3 | Analyze process related issues for solving business problems. |

Environment Science: 19B11BAE12

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| 1 | Explain different aspects of environment, ecosystem and associated concerns |
| 2 | Identify various practices that can impact, pollute the environmental resources and their management |
| 3 | Interpret Environmental Laws, regulations, sustainable techniques, solutions implemented for better environmental management |

Introduction to Business Verticals: 20B11BGM31

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| 1 | Understand different industry verticals, their evolution and growth. |
| 2 | Apply management concepts to identify financial and market position. |
| 3 | Compare different competitors in the industry and their future prospects. |

COURSE OUTCOMES (SEMESTER V)

Integrated Research Project: 19B17BSE17

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| 1 | Utilize online and offline resources to prepare integrated research projects. |
| 2 | Analyse data using software tools. |
| 3 | Prepare a detailed research report. |

Marketing Analytics: 20B11BMM13

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| 1 | Understand the basics of marketing analytics. |
| 2 | Apply data analytics techniques to solve marketing problems. |
| 3 | Analyse the consumer behaviour through data analytics. |

Financial Institutions and Markets: 19B11BAF14

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| 1 | Understand Indian financial system and its functioning |
| 2 | Identify various players and instruments of financial system |
| 3 | Analyse best intermediary and instrument for efficient financial transaction among asset, agents and institutions. |

Tally ERP: 19B15BSE13

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| 1 | Understand Tally ERP software package. |
| 2 | Analyse report prepared through Tally ERP software |
| 3 | Create financial statements using Tally ERP. |

Corporate Internship: 19B17BSE16

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| 1 | Explain and relate to the business and competitive environment in which the organization is operating. |
| 2 | Examine financial position of the organization viz-a-viz competitors. |
| 3 | Create project report. |

Consumer Behaviour: 20B12BMM11

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| 1 | Understand the basic concepts of consumer behaviour. |
| 2 | Apply concepts of consumer behaviour for solving marketing problems |
| 3 | Analyse situations related to consumer decision making and consumption processes |

Services Marketing: 20B12BMM12

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| 1 | Understand the basic concepts of services marketing |
| 2 | Analysing the differences between product and service context specially in pricing and branding |
| 3 | Evaluate the delivery of services, service gaps and ways to ensure customer satisfaction and service recovery |

Training & Development: 20B12BHR11

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| 1 | Understand the concept and need of training and development |
| 2 | Analysis training and development methodologies and training need. |
| 3 | Evaluate the methods of training and measuring training effectiveness |

Cross Cultural Management: 20B12BHR15

1	Understand the cross-cultural issues and challenges in global organizations
2	Apply the concepts of cross-cultural management.
3	Analyse organizations and their challenges to make them effective
International Financial Management: 20B12BAF11	
1	Understand the concepts and procedures of international finance.
2	Apply various issues relating to foreign currency and its effect on international trade.
3	Evaluate financial framework for international business.
Working Capital Management: 20B12BAF14	
1	Understand the concept and need of working capital.
2	Apply various techniques for management of Working Capital
3	Apply various techniques for management of Working Capital
Data Management Using Python: 20B12BBA12	
1	Understand the nuances of data manipulation, visualization and analysis
2	Utilise different packages in Python software for data manipulation, visualization and analysis
3	Create reports, dashboards etc using Python to communicate with the different stakeholders
Data Visualization: 20B12BBA13	
1	Understand the ways in which different types of data can be visualized.
2	Make use of DV softwares functions to make charts and graphs.
3	Create reports, dashboards etc using DV softwares to communicate to all stakeholders.

COURSE OUTCOMES (SEMESTER VI)

Supply Chain Management: 20B11BOM13	
1	Understand key concepts, theories, models and tools used in supply chain management in both manufacturing and service sectors.
2	Apply key concepts, theories, models and tools used in supply chain management into real life business situations.
3	Analyze specific supply chain management related business issue and devise a strategy and action plans.
Disaster Management: 20B11BGM32	
1	Understanding the causes and impact of disasters.
2	Analyze the impact of disasters on development.
3	Evaluate the effectiveness of disaster relief measures.
Understanding Constitution of India : 19B12BGE19	
1	Demonstrate an understanding of the historical inheritances and institutional legacies of Indian Constitution
2	Assess the nature of the Indian constitution and its applicability in the study of politics in India.

3	Assess the devolution of powers and authority of governance of the Union government and the local government
4	Demonstrate an understanding of the powers and functions of the Indian executive, legislature and judiciary
Digital Business Transactions: 20B11BGM34	
1	Understand recent technological advancements and their impact on reshaping the businesses transactions.
2	Apply emerging technologies related to business transactions into real life business situations.
3	Analyze how digitalization of business transactions benefit various organization.
Data Management Using Python: 20B12BBA12	
1	Understand the nuances of data manipulation, visualization and analysis
2	Utilize different packages in Python software for data manipulation, visualization and analysis
3	Create reports and dashboards using Python to communicate with the different stakeholders.
Business Application of Artificial Intelligence: 20B12BBA14	
1	Understand the introductory knowledge on Artificial Intelligence and process
2	Apply these fundamentals and process to work out the end results of business operations through AI
3	Evaluate Artificial Intelligence with Deep Learning for usage in future planning and optimizing profitability
Personal Finance : 20B12BAF12	
1	Understand concepts and importance of personal finance.
2	Explain steps involved in developing a personal financial plan.
3	Evaluate different financial proposal available for personal finance
International Financial Management : 20B12BAF11	
1	Understand the concepts and procedures of international finance.
2	Apply various issues relating to foreign currency and its effect on international trade.
3	Evaluate financial framework for international business.
IR & Labor Law: 20B12BHR12	
1	Understand the concepts of IR and Labor laws
2	Identify the problems related to IR and labor laws
3	Analyze the alternative solutions to IR problems.
Training & Development: 20B12BHR11	
1	Understand the concept and need of training and development
2	Analysis training and development methodologies and training need.
3	Evaluate the methods of training and measuring training effectiveness
International Marketing: 20B12BMM14	
1	Understand the concepts related to trade theories, international legal, political, environmental, technological and cultural environment

2	Apply marketing concepts to international marketing efforts
3	Analyze and select best international market entry strategy
Advertising and Sales Management: 20B12BMM13	
1	Understand the roles which advertising and sales promotion can play in the contemporary marketing mix and marketing environment
2	Apply effective advertising and sales promotions strategies
3	Evaluate advertising effects from different managerial and critical perspectives.