

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 1)	
Principles of Business Management: 20B11BGM24	
1	Understand the role of Management in an Organization.

2	Apply fundamental concepts, functions and Principles of Management
3	Analyse application of management knowledge to diagnose and solve organizational problems.
Financial Accounting: 23B11BAF11	
1	Understand the concepts, conventions and fundamentals of accounting.
2	Apply accounting process and rules in preparation of different financial statements
3	Develop financial statements for the 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.
Financial Accounting: 19B11BAF11	
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.
Managerial Economics: 23B11BGM12	
1	Understand the basic concepts of economics.
2	Apply the theories of economics to understand the business environment.
3	Analyse 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 of communication for effective verbal and non-verbal communication.
3	Develop social media posts, resume, reports, proposals and business plans.
India's Diversity and Business: 23B12BGE12	
1	Understand and appreciate India's diversity.
2	Identify the importance of workplace diversity and strategies to promote diversity
3	Analyze 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 Behaviour: 19B11BHR11	
1	Understand the individual variables and group dynamics and their impact on behavior of employees.
2	Apply behaviour 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	Analyse 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 learnt 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	Analyse proposals and plans to make financial decisions.
Introduction to Spreadsheets : 23B11BSE11	
1	Understand the role of spreadsheet applications to collect, organize, manage and present information.
2	Apply the features / functions available in the spreadsheet software.
3	Creating excel workbooks using features and functions
Environment Science: 23B11BAE12	
1	Outline diversity of environment, ecosystem resources, resource mismanagement and measures for conservation.
2	Explain hazards related to environmental pollution, associated Laws, policies and safe practices
3	Apply modern techniques of planning & management, to meet Sustainable Development Goals (SDG)
4	Identify regional environmental issues, make a field report and cases and present the findings
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	Analyse 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.
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
Business Analytics: 23B11BGM35	
1	Understand the basics of Business Analytics.
2	Apply Business Analytics techniques to business management functions.
3	Analyse the business data for decision making.
Social Media And Digital Marketing: 20B11BMM12	

1	Understand key concepts in Social Media & Digital Marketing
2	Apply Social Media and Digital Marketing tools to real-world scenarios
3	Analyse Social Media & Digital Marketing Campaigns
Community Initiatives: 23B17BSE12	
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.

COURSE OUTCOMES (SEMESTER IV)	
Business Research Methods: 23B11BGM16	
1	Understand the basic concepts of business research and its process
2	Apply various concepts and approaches of business research.
3	Analyse the research articles based on the standard methodology of business research
Quantitative Techniques in Business Management: 19B11BOM13	
1	Explain the role, scope, and fundamental concepts of quantitative methods and demonstrate the ability to formulate business problems into mathematical models
2	Apply appropriate optimisation techniques such as linear programming, transportation models, and assignment methods to business decision-making scenarios.
3	Analyze decision situations under uncertainty using simulation techniques, decision trees, and scenario-based evaluation tools
4	Evaluate performance measures of queuing systems and suggest improvements to enhance operational efficiency in service environments.
Social and Professional Skills: 23B11BGM36	
1	Understand attributes of social and professional skills.
2	Apply social and professional skills to handle business problems.
3	Evaluate the importance and relevance of social and professional skills in a dynamic corporate world
LEGAL ASPECTS OF BUSINESS: 19B11BGM17	
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: 23B11BGM35	
1	Understand the various ways in which data can be visualized.
2	Make use of software/s to create visualization and draw inferences.
3	Create dashboards to communicate with the outside world.

Operations Management: 20B11BOM12	
1	Understand the concepts and techniques of operations Management.
2	Apply acquired knowledge and techniques to solve operational issues in manufacturing and services.
3	Analyse process related issues for solving business problems.
Introduction to Business Verticals: 23B11BGM31	
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)	
Supply Chain Management: Supply Chain Management	
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	Analyse specific supply chain management related business issue and devise a strategy and action plans.
Disaster Management: 20B11BGM32	
1	Understand the causes and impact of disasters.
2	Analyze the impact of disasters on development
3	Evaluate the effectiveness of disaster relief measures.
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	Analyse how digitalisation of business transactions benefit various organisation.
Data Mining: 20B12BBA17	
1	Understand the core concepts, tools, and techniques of Data Mining.
2	Apply the techniques of data mining for business intelligence.
3	Analyze the effectiveness of data mining techniques in solving real-time business problems.
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.
Financial Analytics: 23B12BAF17	
1	Understand financial analytics and its importance and trends
2	Apply codes written in R and python in finance
3	Analyze both quantitative and text data used in finance using different tools
Investment Management: 20B12BAF16	
1	Explain various concepts related to the financial markets.
2	Apply concepts of “portfolio theory” for the determination of risk return trade-off and selection of best portfolio from the feasible investment portfolios.
3	Evaluate securities under consideration and assess the portfolio performance using standard finance models.
Product & Brand Management: 20B12BMM19	
1	Understand product and brand management concepts
2	Apply product and brand management knowledge in business
3	Analyse the performance of brands in the market
4	Develop and Implement brand marketing program
Marketing Analytics: 20B11BMM13	
1	Understand the basics of marketing analytics.
2	Apply data analytics techniques to solve marketing problems.
3	Analyse the consumer behaviour through data analytics.
HR Analytics: 20B12BHR16	
1	Understand the need, concepts and scope of HR Analytics
2	Apply methods of capturing, examining & organizing HR data through various software
3	Create actionable HR data for predictions, projections, decision making, and reporting
Recruitment & Selection: 20B12BHR14	
1	Understand the fundamentals of recruitment process
2	Apply the concept of recruitment to identify factors governing recruitment and selection.
3	Analyse the factors affecting the selection process
Corporate Internship: 19B17BSE16	
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.
E Commerce: 23B12BFB17	

1	Understand the evolution, types, and technological infrastructure of e-commerce and its role in modern business environments.
2	Analyze various e-commerce business models to attract and retain online customers.
3	Evaluate legal, ethical, and cybersecurity issues related to conducting business online, especially in the Indian regulatory context.
4	Develop a basic e-commerce business plan.
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 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	Analyse 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.
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
Environment Science: 23B11BAE12	
1	Outline diversity of environment, ecosystem resources, resource mismanagement and measures for conservation.

2	Explain hazards related to environmental pollution, associated Laws, policies and safe practices
3	Apply modern techniques of planning & management, to meet Sustainable Development Goals (SDG)
4	Identify regional environmental issues, make a field report and cases and present the findings
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	Analyse how digitalisation of business transactions benefit various organisation.
Financial Institutions and Markets: 23B12BAF15	
1	Understand Indian financial system and its functioning
2	Identify various players and instruments of financial system
3	Analyze best intermediary and instrument for efficient financial transaction among asset, agents and institutions.
Business Application of Artificial Intelligence: 20B12BBA14	
1	Understand the latest AI technologies within the conceptual framework of AI as viewed by business practitioners and researchers
2	Apply these fundamentals and create AI/ML solutions for various business problems
3	Analyze the AI new technologies like Machine Learning, Big Data, Speech & Voice Recognition, NLP, Robotics, etc. and build & deploy AI/ML applications
4	Evaluate the AI data models for functional business areas and perform demand forecasting using AI and Machine Learning
Financial Analytics: 23B12BAF17	
1	Understanding financial analytics and its importance and trends
2	Apply codes written in R and python in finance
3	Analyze both quantitative and text data used in finance using different tools
Consumer Behaviour: 20B12BMM11	
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
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.
IR & Labour Laws: 20B12BHR12 (Done)	
1	Understand the structure and key provisions of Industrial Relations and labour laws in India.
2	Apply relevant Indian labour laws to resolve industrial relations issues in workplace situations.
3	Analyze Indian labour laws to address and anticipate present and future industrial relations challenges.
Business Models for Start Ups: 19B21BGM13	
1	Explain the components and logic of common startup business models.
2	Apply Business Model Canvas and Lean Startup techniques to design and test hypotheses.
3	Critically assess revenue, cost, and growth mechanisms for digital and non-digital startups.
4	Recommend actionable model adjustments for early-stage ventures to improve fit and feasibility.
Management of Family owned business: 20B12BFB11	
1	Understand the dynamics of family business management
2	Apply professional management techniques to family businesses
3	Analyze the succession management strategies
Financial Derivative and Risk Management: 20B12BAF13	
1	Understand the fundamentals of financial derivatives.
2	Apply financial derivatives models and techniques to real-world financial scenarios.
3	Evaluate derivative market behaviour and strategic financial decisions.
Risk Management in Banking and Financial Services: 23B12BAF19	
1	Understand the nature and components of various risk categories in banking and financial services.
2	Apply principles of valuation and financial product characteristics for risk management.
3	Analyze risk using quantitative frameworks and modelling techniques in financial decision-making.
Understanding Organizational Change and Development: 20B12BHR19	
1	Understand the necessity of organizational change and strategies to manage the change
2	Apply tools and organizational development interventions for business needs
3	Analyze organizational drivers and impact of change
Advertising Management: 23B12BMM13	
1	Explain core advertising concepts and consumer persuasion processes.

2	Apply integrated marketing communication principles to real-world marketing campaigns.
3	Analyze media effectiveness and advertising practices.
Risk Management in Banking and Finance	
1	Understand the nature and components of major risk categories in banking and financial services.