

**MAPPING OF COURSES TO PO/PSO – BBA**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**Program Outcomes (PO)**

**PO 1. Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO 2. Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

**PO 3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO 4. Ethics and Responsible Citizenship:** Recognize different value systems including one's own, understand the moral dimensions of decisions, and accept responsibility for them; demonstrate empathetic social concern and equity-centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

**PO 5. Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO 6. Leadership, Self-directed and Lifelong Learning:** Demonstrate leadership and initiative, and acquire the ability to engage in independent and lifelong learning in the broadest context of socio-technological changes.

**Program Specific Outcomes (PSO)**

**PSO 1. Knowledge of Marketing, HR and Financial Management:** Comprehend core concepts and processes in marketing, human resource and financial management to develop insight, analytical abilities, and the capacity to propose solutions for effective decision-making in practical business problems.

**PSO 2. Development of Managerial Skills:** Develop workplace readiness, leadership and interpersonal skills through internships and applied learning, and strengthen critical thinking to address business challenges in a global environment.

**PSO 3. Entrepreneurship Development Skills:** Apply entrepreneurial fundamentals to identify opportunities and plan new business ventures with innovation and responsible practices.

## Courses Offered

Semester	Type	Course Code	Course Name	Credits
Semester 1	Theory	BBA-MGT101	Management Concepts and Practices	4
	Theory	BBA-FIN102	Fundamentals of Financial Accounting	4
	Theory	BBA-ECO103	Business Economics	4
	Theory	BBA-ENG104	Communicative English	2
	Theory	BBA-MGT105	Entrepreneurship Principles and Practices	4
	Value Added	BBA-IDS106	Understanding India	1
	Value Added	BBA-EVS107	Environmental Studies	1
	<b>Total Credits</b>			<b>20</b>
Semester 2	Theory	BBA-ETH201	Ethics, Values and Corporate Social Responsibility	3
	Theory	BBA-MKT202	Marketing Research	4
	Theory	BBA-ECO203	Indian Economy	3
	Theory	BBA-QNT204	Basics of Quantitative Techniques	4
	Theory	BBA-OB205	Organizational Behaviour	3
	Theory	BBA-ICT206	Computer Fundamentals	1
	Project/Internship	BBA-SLP207	Service-Learning Project	2
	<b>Total Credits</b>			<b>20</b>
Semester 3	Theory	BBA-MKT301	Principles of Marketing	4
	Theory	BBA-HRM302	Fundamentals of Human Resource Management	4
	Theory	BBA-FIN303	Introduction to Financial Management	4
	Theory	BBA-PSY304	Emotional Intelligence	3
	Theory	BBA-ENG305	Managerial Communication	2
	Project/Internship	BBA-PRJ306	Minor Internship	3
	<b>Total Credits</b>			<b>20</b>
Semester 4	Theory	BBA-FIN401	Personal Financial Planning	5
	Theory	BBA-MKT402	Consumer Behaviour	5
	Theory	BBA-QNT403	Business Math & Statistics for Decision Making	4
	Theory (Elective)	BBA-FIN404 / BBA-HRM404 / BBA-DM404	Elective: Investment & Financial Planning / Managerial Foundations of HRM & OB / Digital Marketing	4
	Theory	BBA-ENG405	English II	2
	<b>Total Credits</b>			<b>20</b>
Semester 5	Theory	BBA-MGT501	Business Decision Analysis	5
	Theory	BBA-ETH502	Corporate Governance and Professional Ethics	5
	Theory	BBA-MGT503	Production and Operations Management	4
	Theory (Elective)	BBA-HRM504 / BBA- MGT505 / BBA-FIN506	Elective: Strategic HRM / SCM / Personal Financial Planning	4
	Project/Internship	BBA-PRJ507	Internship	2
	<b>Total Credits</b>			<b>20</b>
Semester 6	Theory	BBA-MGT601	Business Policy and Strategic Management	4
	Theory	BBA-FIN602	Financial Markets and Institutions	4
	Theory	BBA-LAW603	Corporate and Business Law	4
	Project/Internship	BBA-PRJ604	Minor Project – I	4
	Theory (Elective)	BBA-HRM605 / BBA- MKT606 /	Elective: Industrial Relations / Services Marketing / Investment Analysis & Portfolio Management	4

		BBA-FIN607		
	<b>Total Credits</b>			<b>20</b>
	<b>Total Programme Credits</b>			<b>120</b>

## Mapping of Courses to PO/PSO

Legend: H = High, M = Medium, L = Low

Course No.	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
1.1	H	M	M	M	L	M	M	H	M
1.2	M	L	L	L	L	L	M	M	M
1.3	M	L	L	L		L	L	L	M
1.4	L	H	M	L		L		L	
1.5	L	L		L	L	L	L	L	H
1.6	L		L	H	H				
1.7	L		L	H		L			
2.1	L	L		L		L	H	M	
2.2	L	L		L		L	M	H	
2.3	L			L	H	L		L	L
2.4	L	H	L			L	M		
2.5	L	L	L	M		L		H	
2.6	L	M	L	L		M		H	
2.7			H	M	L	M			
3.1	L	L		L		M	H	H	
3.2	L	L		L		M	H	H	
3.3	M			L		M	H	H	
3.4	M	M	M	M		L		M	
3.5		H	M			L			
3.6	L	L	M			M	M	M	
4.1	H			L		L	M	M	L
4.2	H				H	L		M	M
4.3	H			L		L	M	M	L
4.4	L	L	L	H	H	L		L	
4.5	M	L		L		M	H	H	L
5.1	M			L	M	L		M	
5.2	M	M	L	L		L	H	M	
5.3		L		H		M		L	
5.4	L	L	L	H	H	L		L	
5.5	M	L		L		M	H	H	L
6.1	M			L	M	L		M	
6.2	H			L		L	M	M	L
6.3			L	H		L			
6.4	L	L	L	M		L	M	L	
6.5	M	L		L		M	H	H	L

Note: PO/PSO statements and the mapping matrix are prepared in the same structure used for programme-wise PO/PSO mapping documents and align with Bloom's taxonomy-based assessment design.