



ST. WILFRED'S P.G. COLLEGE

(Affiliated to the University of Rajasthan)

BACHELOR OF BUSINESS ADMINISTRATION COURSE OUTCOMES BBA I

Paper 1: Business & Management

CO1.	To enable the students to remember principles and concepts of business & management.
CO2	To teach a sense of responsibility and a capacity for business management
CO3	To provide fundamental knowledge and exposure to Theories and concept in the field of management
CO4.	The student will get thorough knowledge on business practices and management activities
CO5	To learn decision thinking and problem skills

Paper 2: Business Communication

CO1.	To make effective and impressive communication skills
CO2	To develop and improve various skills like communication, reading, listening, note making, persuasive speaking and body language gestures
CO3	Better presentation and communication using proper body language
CO4.	The student will get thorough knowledge of the impressive communication
CO5	To understand the process of e-mail communication minutes of meeting

Paper 3: Legal Aspects of Indian Business

CO1.	To understanding of contract law principles.
CO2	Explain the meaning, essentials and classification of contracts
CO3	To gain knowledge of sale of goods act and negotiable instruments act.
CO4.	Knowledge of legal regulations and procedures
CO5	Ability to apply legal principles to real-world situations

Paper 4: Business Economics

CO1.	To enable the students to remember principles and concepts of Business Economics
CO2	Understand the link between production costs and the economic models of supply and different types of markets.
CO3	Students will be enabled with the understanding in the practical applications of economics in business
CO4.	Represent demand, in graphical form, including the downward slope of the demand curve and what shifts the demand curve
CO5	To apply the concept of national income, wages, profit and opportunity cost

Kapila
IQAC HEAD
St. WILFRED'S P.G. COLLEGE
JAIPUR



Fareeda
Principal
(Dr. FAREEDA HASANI)
St. Wilfred's P.G. College
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Paper 5: Financial Accounting

CO1.	To enable the students to remember principles and concepts of Accountancy.
CO2	To enable the students to apply the basic concepts of corporate Accounting, and allied aspects of accounting.
CO3	Students will be enabled with the understanding in the practical applications of accounting.
CO4.	The student will get thorough knowledge on the accounting practice prevailing in corporate sectors and other allied aspects.
CO5	Interpreting the business implications of financial statement information

Paper 6: Computer Fundamentals

CO1.	Introduces students to information, its need use, characteristics and level of information
CO2	Recognize when to use each of the Microsoft office programs to create professional and academic documents
CO3	Knowledge of computer equipment, including both hardware and software
CO4.	Understand the concept of data communication, its modes, and its forms and data communication channels
CO5	To learn generation, classification and application of computers

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BBA II

Paper 1: Strategic Management

CO1.	To Explore the strategic management skills
CO2	To expose students to various perspectives and concepts in the field of Strategic Management
CO3	To help students master the analytical tools of strategic management
CO4.	Develop a strategic vision of management
CO5	The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.

Paper 2: Marketing Management

CO1.	Understand the basic concepts, importance of marketing and marketing environment.
CO2	Demonstrate the concepts of marketing mix and promotion mix
CO3	Analyze the concept of product, branding and product life cycle.
CO4.	Identify the major basis of market segmentation.
CO5	Learn concepts related to consumer behaviour and market segmentation.

Paper 3: Human Resource Management

CO1.	Develop an understanding of the concepts of HRM and its importance in the organization.
CO2	Memorize the difference between on the job training and of the job training.
CO3	Integrate the knowledge of HR concepts to take the best managerial decisions.
CO4.	Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.
CO5	Inculcate the essential skill sets required to function as an HR manager.

Paper 4: Business Finance

CO1.	Understand the use of financial activities in a business
CO2	To Explain the methods of evaluation of investment projects
CO3	To understand finance, financial management, financial management concepts.
CO4.	To Know about capital markets
CO5	To understand capital market and financing decisions

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Paper 5: Quantitative Techniques

CO1.	To understand the concept of quantitative tools and techniques.
CO2	To make them understand the concept of transportation and assignment model, linear programming and simulation.
CO3	The student will be able to understand the concept of network analysis, PERT and CPM.
CO4.	The student will be able to comprehend the theory of games and queuing models.
CO5	Students will be able to understand and appreciate the need to solve a variety of business related problems using a systematic approach involving accepted statistical techniques

Paper 6: Management Information System

CO1.	To understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.
CO2	To analyse\ and synthesize business information and systems to facilitate evaluation of strategic alternatives.
CO3	To comprehend information system for decision making, data base management system,MIS in Operations like Finance,Marketing,HRM etc.
CO4.	Students will be able to effectively communicate strategic alternatives to facilitate decision making.
CO5	To establish and understanding of the various techniques for system analysis and design.

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BBA III

Paper 1: Organizational Behavior

CO1.	Understand the organizational system, including organizational structures, culture, human resources, and change.
CO2	Recognize the application of motivational theories in practical terms.
CO3	Understand group behaviour in organizations, including communication, leadership, power and politics, conflict, and negotiations.
CO4.	Become effective leaders by addressing the human side of enterprise
CO5	Analyse the organizational behaviour concepts, and correlate organizational behaviour concepts with individual and group behaviour.

Paper 2: Indian Management Thoughts & Business Leaders

CO1.	To know about Indian values and ethics
CO2	Understand the Indian culture and spirituality
CO3	To Know about the business leaders and their life
CO4.	Overall personality development
CO5	To know about the management thinkers and their management styles

Paper 3: International Business

CO1.	Comprehend the dynamics of international trade scenario.
CO2	To the overview of the unique problems faced by firms engaging in international activities; the importance of understanding the foreign economic, social, political, cultural, and legal environment; the mechanics of importing and exporting
CO3	Understanding the role and impact of various inter-governmental trade supporting organizations.
CO4.	To develop an understanding of globalization and its impact on international trade.
CO5	Analyzing the factors impacting international trade environment.

Paper 4: Cost & Management Accounting

CO1.	Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm
CO2	Impart the knowledge of operating costing with various methods and techniques of operating costing.
CO3	Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.
CO4.	Able to explain accounting statements and can analyze the financial statement with ratio and cash flow analysis.
CO5	Able to explain changes in financial position of corporate entity and solve complex managerial problems.

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Paper 5: E-Commerce

CO1.	Demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations
CO2	Debate on the advantages and disadvantages of various e-Commerce models along with the infrastructure requirements
CO3	Develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing
CO4.	Build and understanding of various concepts related to E-Payment Systems and Internet Banking
CO5	Demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats

Paper 6: Comprehensive Viva Voce

CO1.	To assess student's ability to communicate with another person
CO2	To identify and analyse the student's presence of mind.
CO3	Student will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners
CO4.	To acquire soundness of knowledge through various forms of question.
CO5	To diagnose the student's limitation and weakness and take remedial action.

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