

Institute of Management Studies (IMS), Noida

BACHELOR OF BUSINESS ADMINISTRATION B.B.A.

Program Outcomes
Program Specific Outcomes
Course Outcomes

Bachelor of Business Administration

Program Outcomes (PO)

The program outcomes of the BBA Program which is the most sought-after course are as under:

PO1: The students learn about major disciplines within the domain of business administration

PO2: The concepts learnt can be used to demonstrate technical competence in domestic and global business.

PO3: The students learn about the professional ethics and corporate social responsibility of the business towards society.

PO4: The students develop the critical and analytical thinking skills through case studies, role plays and simulation-based games and activities.

PO5: The students understand the concepts of HR, Marketing & Finance and how they are driving the business environment.

PO6: The students learn about national and world economy and what are the drivers for robust economy.

PO7: Entrepreneurial spirit is imbibed amongst the students through subject and club activities.

PO8: The students learn the concepts of personality, leadership and motivation which helps in shaping their career.

PO9: Overall personality grooming is enhanced through communication skills, soft skills and personality development classes.

PO10: Students learn the concepts of planning and its implementation, team building, training & development.

PO11: The skills of students are upgraded through various skill enhancement workshops, trainings & programs.

PO12: The students demonstrate the importance and application of management principles & theories under given circumstances.

Program Specific Outcome (PSO)

PSO1: Studying BBA from IMS Noida shall make the students socially sensitive and develop an understanding for business practices for catering to the ever-changing economic needs of the world at large.

PSO2: The students will demonstrate competency in the business disciplines like HR, Marketing, Finance and Accounting which will build their ability to integrate information from each subject area. The program shall expose students to both general and specialized curriculum content through core courses, specializations through value-added courses like CMA, WCBA, Foreign languages like French and Japanese, Personality Development & Soft Skills, MOOCs, Workshop, Master Class, International Guest Lectures, Panel Discussions, Industry Visits, Corporate interaction, Seminar and Conferences, etc.

PSO3: The course shall work upon the knowledge, skills, and attributes required: conceptualizing, applying, analyzing, synthesizing, evaluating information from a variety of sources, and forming substantive recommendations. The students shall be able to develop entrepreneurship acumen through the help of case studies, business models, live projects and internships through mentorship provided by the Million Dollar Idea Factory Club.

PSO4: The students develop and understand effective leadership techniques, including aspects of character and ethical decision-making by organizing and attending various activities under the auspices of Academic and Non-Academic Clubs. BBA program at IMS Noida shall prepare graduates for diverse careers in global management, administration and entrepreneurship through a well rounded business education with a focus on global business operations, emerging markets and technology enabled organizations.

PSO5: The businesses today are all data driven and utilize analytics for decision making. The institute thus provides an opportunity to students to up skill themselves in latest skill sets and technologies through Swayam, ICT Academy, Palo Alto Academy, Oracle Academy, AWS Educate, IIT Bombay and Robotics Process Automation (RPA), etc with which the Institute has an MoU.

PSO6: By the end of the 3-year program the student shall have knowledge of management perspectives, business practices, managerial skills, appropriate codes of ethics, standards, practices and the related consequences associated with transgressions which shall provide fruitful insights in all the professional dealings.

Course Outcome (CO)

BBA Semester I

BBA-101: Fundamentals of Management

CO1: Students of HRM will be able to possess the skill set required by today's HR professionals.

CO2: Students are enabled make an appropriate staffing decision which includes recruitment and selection.

CO3: Students are empowered to understand HR compensation subjects including employee benefits, incentives and regulations governing.

BBA-102: Organizational Behavior

CO1: Understanding the organizational behavior concepts and correlate them with individual and group behavior.

CO2: Understand the personality types, perception and learning process on human behavior.

CO3: Understanding the concept of Leadership and its types.

BBA-103: Managerial Economics

CO1: Think critically about the contribution of economics in business.

CO2: Understand the constraints the environment places on the organization's pursuit of its goal.

CO3: Analyze the economic environment in which an organization operates.

BBA-104: Accounting for Managers

CO1: Demonstrate the role of accounting in business in economic world.

CO2: To explain the principles of accounting and book keeping.

CO3: To apply accounting rules in determining financial results and preparation of financial statement.



BBA-105: Business Law

CO1: The students will be able to understand the relevance of Business laws to Individuals and businesses at large.

CO2: The students shall be aware of role of Business Laws in political and economic setup of an economy.

CO3: Students shall be equipped with problem solving skills to present legal argument in field of business.

BBA-106: Business Organization and Ethics

CO1: Identify and evaluate business ethics theory and corporate social responsibility.

CO2: Identify, interpret, and analyse the global, political, social, environmental, technological and cultural context of the business environment.

CO3: Articulate issues in business ethics, the ethical business environment and their potential effect on personal, managerial and corporate decisions.

BBA-008: Environmental Studies (Qualifying paper)

CO1: An Environmental Studies major will be able to critically examine all sides of environmental issues and apply understanding from disciplines such as history, economics, psychology, law, literature, politics, sociology, philosophy, and religion to create informed opinions about how to interact with the environment on both a personal and a social level.

CO2: An Environmental Studies major will be able to recognize the physical, chemical, and biological components of the earth's systems and show how they function.

CO3: An Environmental Studies major will be able to apply lessons from various courses through field experiences. These experiences will allow students to develop a better sense of not only individual organisms, but of the systems in which these organisms live. Students will also see how natural systems and human-designed systems work together, as well as in conflict with each other.

BBA Semester II

BBA-201: Quantitative Techniques for Business

CO1: Data description and data presentation in a business environment Measures of Central Tendency.

CO2: Basic probability concepts and probability distributions as an aid to business decision making.

CO3: How to apply discrete and continuous probability distributions to various business problems.

BBA-202: Business Communication

CO1: Identify key principles in business communication.

CO2: Discuss different processes and considerations involved in writing in business.

CO3: Identify the appropriate use of different channels of written communication in business.

BBA-203: Human Resource Management

CO1: To understand the basic concepts, functions and processes of human resource management.

CO2: To be aware of the role, functions and functioning of human resource department of the organizations.

CO3: To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.

BBA-204: Marketing Management

CO1: Identify evidence of marketing in everyday life.

CO2: Demonstrate a clear understanding of the marketing concept.

CO3: Describe the role of marketing in building and managing customer relationships.

BBA-205: Business Environment

CO1: Will be able to discuss the role of business in society, the primary functions within a business and external forces that affect business activities.

CO2: To explain fundamental economic principles and describe how they shape the business environment.

CO3: To describe the characteristics, opportunities, and challenges of the global business environment.



BBA-206: Fundamentals of Computer

CO1: Describe the usage of computers and why computers are essential components in business and society.

CO2: Utilize the Internet Web resources and evaluate on-line e-business system.

CO3: Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.

BBA-207: Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits

CO1: Student will be capable for performing better in their roles as leader/ manager/ well behaved/ well-mannered personality in their future.

CO2: Student should be prepared for changing some habits, attitudes, beliefs and outlooks etc.

CO3: Polishing manners to behave appropriately in social and professional circles.

BBA Semester III

BBA-301: Advertising Management

CO1: The students shall be able to understand the role of advertising in running of a business house.

CO2: The students will be able to identify and critically analyze the various types of advertising media available in today's world.

CO3: The students shall be able to understand the relevance and impact of effective communication between the brands and the public at large.

BBA-302: Team Building & Leadership

CO1: Understand the concept of leadership in the early years.

CO2: Demonstrate an awareness of factors that influence leadership and teamwork.

CO3: Understand how teamwork can support leadership skills and reflect on personal leadership and teamwork skills.



BBA-303 Indian Economy

CO1: The learners shall be understanding evolution and growth of Indian Economy over the years.

CO2: The students will be aware of the population growth and its impact on economic development of Indian economy over time.

CO3: The students shall have knowledge about the problems associated with the Indian Economy along with the government measures to tackle them.

BBA-304: Customer Relationship Management

CO1: Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

CO2: Explain how customer relationship management (CRM) systems can help organizations manage and gain customer insights from marketing information.

CO3: A basic understanding of CRM systems can help you recognize their potential for helping organizations use marketing information more effectively.

BBA-305: Management Information System

CO1: Relate the basic concepts and technologies used in the field of management information systems.

CO2: Assess the relationship between organizations, information systems and business processes, including the processes for customer relationship management and supply chain management.

CO3: Assess the relationship between the digital firm, electronic commerce, electronic business and internet technology.

BBA-306: Income Tax Law & practice

CO1: Understand the basic definitions and Heads of Income tax.

CO2: File IT return on an individual basis.

CO3: Acknowledge exempted incomes and tax deduction.



BBA Semester IV

BBA-401: Consumer Behavior

CO1: To analyses personal, socio-cultural, and environmental dimensions that influence consumer decisions making.

CO2: To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.

CO3: To give the students a perspective to understand the application of market research in framing effective marketing strategies.

BBA-402: Financial Management

CO1: Able to explain accounting statements and can analyze the financial statement with the help of ratio analysis.

CO2: Apply the concept of time value of money for any investment decision.

CO3: Assess the capital structure of a firm and state its impact on firm's profitability.

BBA-403: Production & Operation Management

CO1: Identify the roles and responsibilities of operations managers in different organisational contexts.

CO2: Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation.

CO3: Describe the boundaries of an operations system and recognise its interfaces with other functional areas within the organisation and with its external environment.

BBA-404: Sales & Distribution Management

CO1: To understand evolution, nature and importance of sales Management.

CO2: To know the role and skills of modern sales Managers.

CO3: To know recent trends in sales Management.



BBA-405: Research Methodology

CO1: Describe the research process and list the characteristics of various types of research.

CO2: Formulate research problem, research objectives and hypothesis from a given research problem.

CO3: Describe various research designs and methods of data collection.

BBA-406: Entrepreneurship & Small Business Management

CO1: Develop idea generation, creative and innovative skills.

CO2: Aware of different opportunities and successful growth stories.

CO3: Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.

BBA-407: Computer Oriented Practical & Viva

CO1: Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.

CO2: Describe how an operating system interacts with hardware and software and principal differences in various operating systems.

CO3: Identify categories of programs, system software and applications. Organize and work with files and folders.

BBA Semester V

BBA-501: Managerial Economics

CO1: Think critically about the contribution of economics in business.

CO2: Understand the constraints the environment places on the organization's pursuit of its goal.

CO3: Analyze the economic environment in which an organization operates.

BBA-502: Entrepreneurship & Small Business Management



CO1: Develop idea generation, creative and innovative skills.

CO2: Aware of different opportunities and successful growth stories

CO3: Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.

BBA-503: Income Tax

CO1: Understand the basic definitions and Heads of Income tax.

CO2: File IT return on an individual basis.

CO3: Acknowledge exempted incomes and tax deduction.

BBA-504: Cost and Management Accounting

CO1: Apply costing methods and costing techniques appropriately as per the nature of business and the requirement of the firm.

CO2: Treat direct and indirect costs as per the costing techniques and from control purposes.

CO3: Prepare cost sheet for the firm and develop insights on the use of budgets for cost control.

BBA-505: Industrial Law

CO1: Understanding and establishing how good industrial relationship can be maintained between the employee & the employer for peace and harmony.

CO2: Understand the reasons for disputes and how to resolve them.

CO3: Understanding the importance of various acts meant for providing basic rights & wages to employees.

BBA-506: Fundamentals of Computer

CO1: Describe the usage of computers and why computers are essential components in business and society.

CO2: Utilize the Internet Web resources and evaluate on-line e-business system.

CO3: Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming

BBA Semester VI

BBA-601: International Trade

CO1: Identify benefits and limitations of how global markets work.

CO2: Use relevant economic principles to articulate insights into policy issues of relevance to business management worldwide.

CO3: Relate the international economics with the economic development. Analyse the foreign trade of the least developed and the developing countries.

BBA-602: Strategic Management & Business Policy

CO1: Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.

CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

BBA-603: Vat & Service Tax

CO1: To enable the students to learn the concepts indirect tax and GST from the pre-GST period to post- GST period.

CO2: To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.

CO3: To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.

BBA-604: Management Information System

CO1: Relate the basic concepts and technologies used in the field of management information systems.

CO2: Assess the relationship between organizations, information systems and business processes,



including the processes for customer relationship management and supply chain management.

CO3: Assess the relationship between the digital firm, electronic commerce, electronic business and internet technology.

BBA-605: Auditing

CO1: Learners shall be able to acquaint themselves with the basic audit terminology and relate it with their existing knowledge of accounting.

CO2: The students will have the knowledge about the position of an auditor in a company form of business.

CO3: The students shall be able to determine correct audit report that comprehends the financial matters of an organization in the most appropriate manner.

BBA-606: Fundamental of E-Commerce

CO1: Examine the features, functions and common practices of e-Commerce.

CO2: Debate on the advantages and disadvantages of various e-Commerce models along with the infrastructure requirements.

CO3: Identify areas of application along with contemporary issues arising in the field.

BBA- 607: Project report and Viva Voice

CO1: It enables the student to apply his/her conceptual knowledge in a practical situation and to learn the art of conducting a study in a systematic way and presenting the findings in a clear and lucid fashion.

CO2: The Purpose of including project work in BBA Program is to provide the students with an opportunity to investigate a problem applying management concepts in a scientific manner.

CO3: It provides practical exposure.