



# **JAI HIND COLLEGE**

**Basantsing Institute of Science & J. T. Lalvani College of Commerce.  
and Sheila Gopal Raheja College of Management.  
Autonomous**

Program name: BBA

## **PROGRAM OBJECTIVES**

- PO1: To train students about understanding every dimension of business and analyze the character of the future business environment.
- PO2: To inculcate knowledge to appropriate decisions in all areas of business management, including finance, marketing, and operation.
- PO3: To sensitize diverse knowledge of business and corporate laws and their applicability in business, finance, and audit.
- PO4: To make them aware about the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option.
- PO5: To Train the broad-based business skills and knowledge; develop general and specific capabilities to meet the current and future expectations of the business, industry, and economy at the national and global level.
- PO6: To sensitize for the significance of sustainable development.
- PO7: To make them aware about Achieveing higher levels of proficiency and self-actualization through the pursuit of life-long learning.
- PO8 Make them aware for selecting, and applying appropriate techniques,resources, and modern management to complex management activities with an understanding of the limitations.
- PO9: To Train the competencies required to undertake business process management as a viable career option.
- PO10: To sensitize a commitment to lifelong learning, foster adaptability and continuous skill development, and ensure graduates remain agile in evolving professional landscapes and

contribute meaningfully to their respective industries.

### COURSE OUTCOMES

CO1: Demonstrate the applicability of the concept of accounting to understand managerial decisions and financial statements.

CO2: Solve consumer disputes under the consumer protection act by applying the law to the venture and business processes.

CO3: Select the appropriate test of hypothesis and tools for analysis in accordance with the type of case.

CO4: how to conduct all business activities related to the workplace with technical efficiency.

CO5: Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment while learning to balance confidence with humility.

CO6: Illustrate the range of motivation theories and methods of coordination available for management practices in organizations and startups.

CO7: Learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.

CO8: Develop proficiency in the application to solve business math problems and use the results of mathematical calculations to help evaluate various options in reaching financial decisions.

CO9: To implement about business and its integration and synthesis of various functions within complex environmental settings and developing analytical skills.

CO10: To solve and emphasizing the practical aspects and uses of industrial law by the organization.

CO11: To use knowledge about the general economic environment within which businesses and other organizations operate.

CO12: Apply appropriate judgment derived from knowledge of accounting theory to financial analysis and decision-making.

CO13: Provide expertise in the quantitative and technological aspects of management for solving business problems and making managerial decisions.

CO14: Implement the knowledge of natural and social systems that can be applied to environmental and natural resource problem solving in a management context.

CO15: Develop the ability to analyze various aspects of entrepreneurship to contribute to their entrepreneurial and managerial potentials.

CO16: Analyse the modern tools of macro-economic analysis and policy framework, that is relevant to the real

world with real-world.

CO17: apply the latest trends and practices in e-commerce and digital marketing, along with their challenges and opportunities for an organization.

CO18: Develop understanding and skills with reference to various accounting terms and processes used to acquaint students with the emerging trends in F&A technologies.

CO19: Learn about market research and how it helps manufacturers and retailers know what consumers buy and what they see.

CO20: Implement life insurance concepts, annuity concepts, group insurance concepts, property, casualty insurance concepts, non-life insurance concepts, healthcare insurance concepts and retirement services in the USA and UK.

CO21: Develop a conceptual framework of finance function and acquainting the participants with the tools, techniques, and processes of financial management in the realm of financial decision-making.

CO22: design the meaning and significance of brand management and know how to build, sustain, and grow brands.

CO23: Synthesize the factors in complex strategy and provide a professional framework for case analysis while taking them through the generation of strategic alternatives and implementation.

CO24: Demonstrate an understanding of business processes, the BPS industry, process mapping techniques, customer needs and expectations, and an overview of quality management, QCVsQA, the need for first-pass yield, and components of the cost of quality.

CO25: Demonstrate understanding of how capital markets work and the various participants in capital markets, investment from a BPS perspective, mutual funds, hedge funds, private equity funds, and calculation of NAVs, along with an understanding of risk management in capital markets.

CO26: Educate students on how to calculate their income and application of fundamental tax principles.

CO27: Develop an understanding of cash management, fund transfers, loan structure, underwriting, trade finance, and handling of international trade transactions.

CO28: Develop skills of analysis, evaluation, and synthesis in cost and management accounting while covering the complex modern industrial organizations.