

Institute for Excellence in Higher Education (IEHE), Bhopal

**Institute for Excellence in Higher Education (IEHE),
Bhopal (MP)**



**NAAC Re-accredited (Third Cycle) Autonomous College
Under the UGC Scheme with 'A' Grade (CGPA-3.10)**

**Program Outcomes (POs),
Program Specific Outcome (PSOs)
&
Course Outcomes (COs)**

B.B.A.

(Session: 2022-2023)

Programmes offered in the Institute

Under Graduate Programmes

- B.Com. (4-Year UG programme under NEP-2020)
- B.Com. Honours (Management/Account) (3-Year UG programme under old pattern)
- B.A. (Major: Economics/History/Psychology/Sociology/Political-Science/English-Literature/Hindi-Literature/Geography/Fashion Designing) (4-Year UG programme under NEP-2020)
- B.A. Honours (Economics/History/Psychology/Sociology/Political Science/English-Literature/Hindi-Literature/Geography/Fashion-Designing) (3-Year UG programme under old pattern)
- B.Sc. (Major: Physics/Chemistry/Computer-Science/Mathematics/Electronics/Biotechnology/Geography/Forensic-Science/Clinical Nutrition and Dietetics) (4-Year UG programme under NEP-2020)
- B.Sc. Honours (Physics/Chemistry/Computer-Science/ Mathematics/Electronics/Biotechnology/Geography/Forensic-Science) (3-Year UG programme under old pattern)
- **B.B.A.** (4-Year UG programme under NEP-2020) (New)
- B.P.E.S. (3-Year UG programme) (New)

Post Graduate Programmes

- MA (Economics)
- MA (English)
- MA (Hindi) (New)
- MA (History)
- MA (Political Science)
- MA (Psychology) (New)
- MA (Public Administration)
- MA (Sociology) (New)
- MA (Social Work)
- M.Sc. (Biotechnology)
- M.Sc. (Chemistry)
- M.Sc. (Mathematics)
- M.Sc. (Physics)
- M.Com. (Marketing Management)

Courses offered by Vocational Cell (IEHE)

Diploma Courses (14)

1. Diploma in Financial Services (DFS)
2. Diploma in Human Resources Development (DHRD)
3. Diploma in Communicative English (DCE)
4. Diploma in Counselling Psychology (DCP)
5. Diploma in Industrial Work & Management System (DIWMS)
6. Diploma in Statistical Analysis (DSA)
7. Diploma in Taxation (DIT)
8. Diploma in Creative Arts (DCA)
9. Diploma in Computer Application (DCA)
10. Diploma in Tourism & Hospitality Management (DTHM)
11. Diploma in Forensic Science (DFSc.)
12. Diploma in Hostel Management (DHM)
13. Diploma in Banking Financial Services and Insurance (DBFSAI)
14. Diploma in Retail Marketing Management (DRMM)

Certificate Courses (10)

1. Certificate Courses in English Creative Writing (CECW)
2. Certificate Courses in Embedded System (CES)
3. Certificate Courses in Research Methodology (CRM)
4. Certificate Courses in Instrumentation & Electronic Maintenance (CIEM)
5. Certificate Courses in Cyber Security (CCS)
6. Certificate Courses in Spoken English (CSE)
7. Certificate Courses in French Language (CFL)
8. Certificate Courses in Hostel Management (CHM)
9. Certificate Courses in Retail Marketing Management (CRMM)
10. Certificate Courses in Banking Financial Services and Insurance (CBFSAI)

Training Courses (06)

1. 45 Hours Training Programme in Food Processing & Preservation
2. 30 Hours Training Programme in **MATLAB**
3. 30 Hours Training Programme in **SPSS**
4. 30 Hours Training Programme in Tally
5. 30 Hours Training Programme in Traditional Art
6. CII-IWN-IEHE Finishing School

Special Courses

- Foundation Course in Civil Services Examinations (FCCSE)
- Joint Admission Test for M.Sc. (JAM)

Program Outcomes (PO) of the Under-Graduate Courses Offered

- PO1: Domain Knowledge:** Capable of demonstrating comprehensive knowledge & understanding of one or more other disciplines that form a part of an undergraduate programme of study.
- PO2: Critical Thinking:** Critically evaluate practices, policies and theories by following scientific approach to knowledge development. 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.
- PO3: Problem Solving and Analytical Skills:** Ability to think rationally, analyse situations and solve problems adequately.
- PO4: Information and Digital Literacy:** Capability to use ICT in a variety of learning situations. Demonstrate ability to access, evaluate and use a variety of relevant information sources; and use appropriate software for analysis of data.
- PO5: Communication Skills:** The capacity to communicate effectively using appropriate media, to present complex information in a clear & concise manner. Acquire the learning abilities by focusing on LSRW (Listening, Speaking, Reading & Writing skill, which provide a stage to the students to sharpen their capacity to learn more.
- PO6: Social Interaction and sensitivity towards the societal issues:** Work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group and act together as a group or a team in the interests of a common cause. Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO7: Self-directed & Life-long Learning:** Acquire the potential to engage in independent & life-long learning in the broadest context socio-technological changes. Critical sensibility to live experiences, with self-awareness and reflexivity of both and society.
- PO8: Environment and Sustainability:** Understand the issues of environmental contexts & sustainable development.
- PO9: Moral and Ethical Awareness:** Ability to embrace moral/ ethical values in conducting one's life, possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- PO10: Effective Citizenship:** 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.
- PO11: Research-related skills:** A sense of inquiry and capability for asking relevant/appropriate questions, problematizing, synthesizing and articulating; Ability to recognize cause and effective relationships, define problems, formulate hypotheses, interpret and draw conclusions from data, ability to plan, execute and report the results of an experiment or investigation. Efficiency to apply one's learning to real life situations or in interdisciplinary areas.
- PO12: Leadership and Management Skills:** Competence to use skills in organizing for people to reach a shared goal. During leading a project, ability to motivate others to complete a series of tasks, often according to a schedule.
- PO13: Employability and Entrepreneurial Skill:** Ability to develop employability skills such as, positive attitude, good business sense, willingness to learn, resilience, ability to work under pressure, optimism, adaptability, perseverance and motivation, and a host of similar skills.

PROGRAMME OUTCOMES (PO): B.B.A.

Programme Outcomes	<i>Students seeking admission for BBA programme, permeating following qualities which help them in their future life to achieve the expected goals:</i>
PO1	Domain Knowledge: BBA graduates would be able to acquire basic and fundamental knowledge of the theoretical concepts and practices used in the different business and administrative related areas like Management, Economics, Entrepreneurship, Marketing etc.
PO2	Critical Thinking: Critically evaluate practices, policies and theories by following business and administrative approach to knowledge development in recent past.
PO3	Problem Analysis: Identifying, formulating and analysing real world situations and problems, with different adequate and appropriate tools & techniques.
PO4	Communication Skills: Ability to express thoughts and ideas effectively & communicate with others using appropriate media.
PO5	Information and Digital Literacy: Capability to use ICT in a variety of learning situations such as browsing sources of data & literature. Analysing the data with the help of appropriate accounting software/apps. Writing reports & assignments using appropriate software.
PO6	Social interaction & sensitive towards the societal issues: Inculcating capabilities to interact with the society to increase business and administrative knowledge related issues to the different sections of the society.
PO7	Effective Citizenship: Demonstrate empathetic social concern and equity centred national development to be responsible and law-abiding citizen.
PO8	Moral and Ethical Awareness: To aware the citizens regarding their fiscal responsibilities and importance in nation building. To aware citizens about the side effects of practices like tax evasion, black marketing, hoarding, etc.
PO9	Environment & Sustainability: Understanding the impact of commercial, economic & social behaviour on societal and environmental issues, in the background of sustainable development.
PO10	Self-directed and Life-long Learning: Acquire the ability to learn latest development in the subject concerned and to engage in independent and life-long learning

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PO11	Research-related Skills: Pursue higher education and advance research in the field of business and administration with the clear understanding of basic concepts required for the same.
PO12	Collaborative & Leadership Skills: Effectively work with the different groups and teams diversified in terms of gender, age, ethnicity, cultural background, academic background and nationalities. Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.
PO13	Employability Skill: Display practical skills, required to work as administrator, leader, owner and will be able to become a successful professional. Ability to develop employability skills such as, positive attitude, administrative skill, presentation skill, cooperative skill, willingness to learn, resilience, ability to work under pressure, optimism, adaptability, client relations and motivation, and a host of similar skills.

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Programme Specific Outcomes (PSO): BBA

Programme Specific Outcomes	<i>The students taking up this program of BBA with (Minor) as a special subject of study, receive the following outcomes:</i>
PSO-1	Demonstrate and acquire the fundamental knowledge of theoretical and practices used in the different area of business including management, economics, accounting, statistics, communication etc.
PSO-2	Developing critical thinking by carefully analysing the policies and theories and practices.
PSO-3	Identify and analyse the problem using different tools and techniques.
PSO-4	Developing and applying effective communication skills in different business situations.
PSO-5	Understanding the impact of different business practices on the environment and the importance of sustainable development.
PSO-6	Using ICT tools in learning, analysing and presenting the data.
PSO-7	Understanding the needs and requirement of society by being sensitive towards societal issues.
PSO-8	To engage in the lifelong learning of the concerned subject.
PSO-9	Able to work effectively in collaborative manner in groups and teams and have the superior leadership qualities to direct them towards organisational goals.
PSO-10	Develop practical and employability skills in the concerned subject.

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Mapping of PSOs (BBA) (Major) with POs (Under-Graduate)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
PSO-1	✓												
PSO-2		✓											
PSO-3			✓										
PSO-4				✓									
PSO-5									✓				
PSO-6					✓								
PSO-7						✓							
PSO-8										✓			
PSO-9												✓	
PSO-10													✓

Course Outcomes (CO)s

Semester: I

Business Management (Paper Code: *MJB-191*) (Major)

Course Outcomes	<i>The students taking up this course of BBA with Business Management (Major) as a special subject of study receive the following outcomes:</i>
CO-1	Understand about diverse management approaches, apply them in actual business situations and analyse the repercussions.
CO-2	Analyse and apply the best management practices in the company.
CO-3	Evaluate and assess the numerous problems and challenges that results from conflict in the organisation and effectively applying decision making techniques to achieve the objectives.
CO-4	Remember, understand and apply the concept of motivation, leadership and directing practically in every situation that demands the same.
CO-5	Determine and create various controlling measures to solve the business problems.

Semester: I

Business Accounting (Paper Code: *MNB-192*) (Minor)

Course Outcomes	<i>The students taking up this course of BBA with Business Accounting (Minor) as a special subject of study receive the following outcomes:</i>
CO-1	Remember and understand the accounting theory's foundation and concepts. Create journal, ledgers and subsidiary books.
CO-2	Prepare, analyse and evaluate financial statements with adjustment inputs.
CO-3	Understand and apply various methods of depreciation.
CO-4	Demonstrate the good understanding of the concepts of maintaining accounts of branches and departments.
CO-5	Applying the concepts of investment accounting.

Semester: I

Business Communication (Paper Code: GEB-191) (Generic Elective)

Course Outcomes	<i>The students taking up this course of BBA with Business Communication (Generic Elective) as a special subject of study receive the following outcomes:</i>
CO-1	Understand the fundamental principles of communication and utilise them to improve the communication skills.
CO-2	Analyse and evaluate the gap between the current level of communication skills and expected industry standards.
CO-3	Remember and understand the kinds of communication and apply them to the organisational requirements and global norms.
CO-4	Applying business writing techniques to create and design impressive documents.
CO-5	Evaluating different body language choices and selecting the one in accordance with the demand of the situation.

Semester: II

Managerial Economics (Paper Code: MJB-291) (Major)

Course Outcomes	<i>The students taking up this course of BBA with Managerial Economics (Major) as a special subject of study receive the following outcomes:</i>
CO-1	The relationship between business economics and the business decisions, as well as the environment-internal and external in which the business operate, should be recalled, understand and analysed .
CO-2	Understand how the constraints that economic environment places on the manager's pursuit of objective can lead to the change in the managerial decisions.
CO-3	Determine optimum cost-output combination by forecasting and evaluating demand as well as analysing the cost.
CO-4	Analyse and demonstrate alternative production theories.
CO-5	Evaluate the current market structure along with the challenges it present and applying the suitable economic concepts to develop a strategy for them.

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Semester: II

Business Mathematics (Paper Code: **MNB-292**) (Minor)

Course Outcomes	<i>The students taking up this course of BBA with Business Mathematics (Minor) as a special subject of study receive the following outcomes:</i>
CO-1	Analyse and evaluate the role played by the mathematics in the business and economic sphere.
CO-2	Develop problem solving and critical thinking attitude.
CO-3	Understanding and applying the mathematical tools in solving the business problems.
CO-4	Remember the concept and learn the application of Vedic maths.
CO-5	Instead of a mere guess work, engage in self learning attitude by consciously using mathematical tools to solve problems and make an effective decision.

Semester: II

Legal Aspects of Business (Paper Code: **GEB-291**) (Generic Elective)

Course Outcomes	<i>The students taking up this course of BBA with Legal Aspects of Business (Generic Elective) as a special subject of study receive the following outcomes:</i>
CO-1	Remember and understand the Indian Contracts act, 1872.
CO-2	Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties.
CO-3	Engaging in lifelong learning by updating the recent developments in the theoretical knowledge of the laws.
CO-4	Acquire the basic understanding of the Competition Act 2002.
CO-5	Identify critical issues of partnership form of business and recognize rights and duties of partners. Remember and learn to apply The Right to Information Act 2005.

A brief note on Bloom's Taxonomy:

According to the revised version of Bloom's Taxonomy there are six levels of cognitive learning. Each level is conceptually different. The six levels are (1) remembering, (2) understanding, (3) applying, (4) analyzing, (5) evaluating, and (6) creating. We follow the Bloom's Taxonomy in deciding the course outcome & the levels (1/2/3/4/5/6) are displayed in the mapping table of COs with the PSOs of each program of NEP-2020. Details of the terms used in the levels are as follows:

Level-1: **REMEMBER** - this level include:

cite, define, describe, identify, label, list, match, name, outline, quote, recall, report, reproduce, retrieve, show, state, tabulate, and tell.

Level-2: **UNDERSTAND** - this level include:

abstract, arrange, articulate, associate, categorize, clarify, classify, compare, compute, conclude, contrast, defend, diagram, differentiate, discuss, distinguish, estimate, exemplify, explain, extend, extrapolate, generalize, give examples of, illustrate, infer, interpolate, interpret, match, outline, paraphrase, predict, rearrange, reorder, rephrase, represent, restate, summarize, transform, and translate.

Level-3: **APPLY** - this level include:

apply, calculate, carry out, classify, complete, compute, demonstrate, dramatize, employ, examine, execute, experiment, generalize, illustrate, implement, infer, interpret, manipulate, modify, operate, organize, outline, predict, solve, transfer, and use.

Level-4: **ANALYZE** - this level include:

analyze, arrange, break down, categorize, classify, compare, contrast, deconstruct, detect, diagram, differentiate, discriminate, distinguish, divide, explain, identify, integrate, inventory, order, organize, relate, separate, and structure.

Level-5: **EVALUATE** - this level include:

appraise, apprise, argue, assess, compare, conclude, consider, contrast, convince, criticize, critique, decide, determine, discriminate, evaluate, grade, judge, justify, measure, rank, rate, recommend, review, score, select, standardize, support, test, and validate.

Level-6: (highest level): **CREATE** - this level include:

arrange, assemble, build, collect, combine, compile, compose, constitute, construct, create, design, develop, devise, formulate, generate, hypothesize, integrate, invent, make, manage, modify, organize, perform, plan, prepare, produce, propose, rearrange, reconstruct, reorganize, revise, rewrite, specify, synthesize, and write.

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Programme: BBA (Major/Minor/Generic Elective)

Mapping of COs with PSOs for Semester I

Course		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10
<i>Paper Title: Business Management</i> <i>Paper Code: MJB-191</i>	CO1	2									
	CO2										
	CO3			3,5							
	CO4										1,2,3
	CO5		6								

Mapping of COs and PSOs for Semester I

<i>Paper Title: Business Accounting</i> <i>Paper Code: MNB- 192</i>	CO1	1,2									
	CO2		4,5								
	CO3			2,3							
	CO4	2									
	CO5									3	

Mapping of COs and PSOs for Semester I

<i>Paper Title: Business Communication</i> <i>Paper Code: GEB- 191</i>	CO1	2									
	CO2		4,5								
	CO3				1,2						
	CO4										
	CO5				5						

Mapping of COs and PSOs for Semester II

<i>Paper Title: Managerial Economics</i> <i>Paper Code: MJB- 291</i>	CO1		1,2,4								
	CO2			2							
	CO3									4,5	
	CO4	4									
	CO5			5							

Mapping of COs and PSOs for Semester II

<i>Paper Title: Business Mathematics</i> <i>Paper Code: MNB- 292</i>	CO1	4,5									
	CO2		6								
	CO3			2,3							
	CO4	1,3									
	CO5									3	

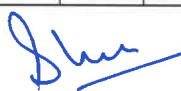
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Mapping of COs and PSOs for Semester II

Course		PS01	PS02	PS03	PS04	PS05	PS06	PS07	PS08	PS09	PS010
Paper Title: Legal Aspects of Business Paper Code: GEB-291	CO1	1,2									
	CO2	2									
	CO3									2	
	CO4			2							
	CO5	1,3									


(IQAC Coordinator)


(Convenor, Academic Committee)


(HOD, B.B.A)

संयोजक
अकादमिक समिति
उच्चशिक्षा उत्कृष्टता संस्थान
भोपाल


(Dr Pragyesh Kumar Agrawal)
Director

