



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

CO-PO of BBA I SEM

w.e.f.

2024-25



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 101: Management Process and Organizational Behavior

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the evolution of the concepts of management	3	2	1	2	3
CO2	Examine the relevance of the theories of Motivation	3	3	3	2	2
CO3	Analyze the significance of Organization and Individual Behavior	2	3	3	2	2
CO4	Analyse individual, team and group behavior	2	3	2	3	2
CO5	Exhibit leadership qualities by building effective teams	3	3	3	3	2
CO6	Comprehend dynamics of human behavior	2	2	2	3	3
	Average	2.5	2.67	2.33	2.5	2.33



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-103 Business Mathematics

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	1	3	1	2	1
CO2	Proficiency in solving the problems of Matrix Algebra	1	3	1	3	1
CO3	Ability to solve the problems of Differential calculus	1	3	1	3	1
CO4	Capability to solve the problems of Integral calculus	1	3	1	2	1
CO5	Analyzing business research problems	2	3	2	3	2
AVG		1.2	3	1.2	2.6	1.2



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 105: Financial Accounting and Analysis

Mapping the Course Outcomes with Programme Outcomes

CO#	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehension about concepts of accounting and relevance of GAAP and accounting standards.	3	2	1	2	3
CO2	Preparation of company final accounts with adjustments.	2	3	1	1	3
CO3	Appreciate contemporary issues and challenges in accounting	3	3	1	3	3
CO4	Examine the concept and the methods of depreciation	3	3	1	2	1
CO5	Comprehension about accounting for shares and debentures.	3	3	1	3	1
CO6	Explore the role of stock exchanges and SEBI as a regulator.	3	1	1	2	3
CO7	Conduct comprehensive financial analysis of companies.	3	3	1	3	2
Average		2.86	2.57	1	2.28	2.28



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BBA 107: Business Economics

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of economics	3	3	1	3	2
CO2	Proficiency in solving the problems of Market and demand fluctuations	3	3	1	3	2
CO3	Ability to solve the problems of capacity utilization	3	3	1	2	2
CO4	Capability to take decision on pricing in different market forms	3	3	2	3	2
AVG		3	3	1.25	2.75	2



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA 109: Entrepreneurial Mindset (NUES)

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of entrepreneur and his role in economy.	2	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	2	3	2	2	1
CO3	Knowledge about how to search new opportunities and scanning business environment	2	2	1	3	3
CO4	Knowledge about how to development business plan, identifying sources of finance and legal requirements for starting business.	2	2	2	2	1
	Average	2	2	1.5	2	1.5



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BBA 111: Life Skills and Personality Development (NUES)

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to master non-verbal and verbal communication for improved interpersonal relationship	2	2	3	1	1
CO2	Proficiency in emotional Intelligence	2	2	1	2	1
CO3	Ability to learn effective time management techniques for increased productivity	2	2	1	1	1
CO4	Capability to adapt to stress	2	1	1	1	1
CO5	Learn techniques to handle criticism and rejection constructively	2	1	1	1	1
AVG		2	1.6	1.4	1.2	1



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BBA 113: IT Applications in Business

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).	2	1	1	1	1
CO2	Analyze the usage of IT product and services	1	1	1	1	1
CO3	Use internet web services and resource for learning and discovery	2	2	1	2	1
CO4	Explore the usage of tools of MS Word and Advanced Excel to solve business problems	2	1	1	2	1
CO5	Comprehend the role of databases in IT applications	2	1	1	1	1
AVG		1.8	1.2	1	1.17	1



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BBA 115: IT Applications in Business- Lab

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explore the utility of applications provided by MS Office	3	3	1	1	-
CO2	Proficiency in MS Advanced Excel and Powerpoint	1	2	1	1	-
CO3	Effective and professional presentation and communication skills	2	1	3	2	-
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	2	3	2	2	-
AVG		2	2.25	1.75	1.5	-



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SEMESTER II



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BACHELOR OF BUSINESS ADMINISTRATION (BBA)

BBA-102: Marketing Management

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the concepts of Marketing Management	3	2	1	1	1
CO2	Appraise in New Product Development, product line and width and also product pricing.	2	3	2	3	1
CO3	Understand the role and relevance of Place and intermediaries.	3	2	1	2	1
CO4	Acquire skills to understand the factors which influence the promotional mix.	2	3	2	3	2
CO5	Understand the concept and importance of Direct Marketing, Public Relations and Digital Marketing.	3	2	1	1	1
CO6	Acquire skills to handle marketing related business and research issues.	2	3	2	3	3
	Average	2.5	2.17	1.33	2.17	1.5



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BBA-104-Decision Techniques for Business

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of Statistics	1	2	1	1	1
CO2	Apply correlation and regression concepts in business & research problems	1	3	1	3	1
CO3	Explore the use of linear programming in business problem solving	1	3	1	3	1
CO4	Analyze transportation and assignment problems	1	2	1	2	1
CO5	Evaluate alternatives before taking business decisions	1	3	2	3	2
AVG		1	2.6	1.2	2.4	1.2



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BBA 106: Human Resource Management

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Examine the concepts and relevance of HRM	3	2	3	1	1
CO2	Explore the various dimensions of Human Resource Planning	2	3	2	3	1
CO3	Analyse the needs, methods and designing of training and development programmes.	3	3	3	2	2
CO4	Exhibit the career planning and career development	3	2	2	2	2
CO5	Acquire skills for employees performance appraisal and to understand the relevance of employee maintenance and Industrial Relations.	2	3	3	1	3
AVG		2.6	2.6	2.6	1.8	1.8



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BBA 108: Business Communication

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	The students will have a broad and coherent knowledge of business communication concepts and understand its relevance in every type of organization & at every managerial level.	3	1	1	1	1
CO2	The students will be able to face and meet the challenges of the corporate world more effectively and efficiently and also understand corporate multi cultural environment and learn how to communicate in a team	1	2	1	1	2
CO3	The students will learn to enhance their skills in written Communication as well as oral communication and also get a glimpse of global communication	1	1	3	1	2
CO4	The student will imbibe the social and cultural roots of business and develop Ability to communicate efficiently and effectively in a multi-cultural environment. They will also understand other ethical & legal issues related to Communication	1	1	3	1	3
AVG		1.5	1.25	2	1	2



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BBA 112: E-Commerce

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Examine strengths and weaknesses of digital profiles of business organizations	1	2	1	1	2
CO2	Explore ways to enhance online visibility of business	2	3	1	3	2
CO3	Analyze challenges of security, privacy and legal jurisdictions in e commerce	1	3	1	2	1
CO4	Examine the barriers to successful online positioning of businesses	2	2	3	2	3
AVG		1.5	2.5	1.5	2	2



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BBA 114: E-Commerce Lab

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Proficient Web Design and Development	1	3	2	3	1
CO2	Effective Use of Social Media Platforms	3	3	3	3	3
CO3	Digital Content Creation and Design	2	3	3	3	3
CO4	Professional Writing and Digital Communication	2	3	3	2	2
AVG		2	3	2.75	2.75	2.25



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BBA 118: Indian Knowledge Systems

Mapping the Course Outcomes with Programme Outcomes

Cos	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Students will be able to understand the context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.	1	1	2	2	3
CO2	Students will be able to understand the knowledge, skills and values in ancient Indian systems	1	2	2	2	3
CO3	Students will be able to analyze the enriched scientific Indian heritage	1	2	3	3	2
CO4	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	1	2	3	3	3
AVG		1	1.75	2.5	2.5	2.75