



St. Xavier's College Jaipur
Affiliated to University of Rajasthan, Jaipur
Accredited with A Grade by NAAC (First Cycle, 2025)
An ISO 14001:2015 Certified Institution



DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOMES
Bachelor of Business Administration
(BBA)
SEMESTER IV

“To create men and women for others”

Nevta - Mahapura Road, Jaipur - 302029, Rajasthan, India Tel: +91 7850002918

Email: businessaddept@sxcjpr.edu.in Website: www.sxcjpr.edu.in/departments/departments-of-business-administration/



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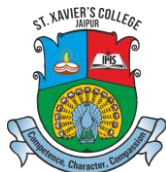
Course Outcomes (COs)		
BBA Part-II- Sem IV		
Fundamentals of Human Resource Management		
The learners will be able to:		
CO 1.	Define and explain the key concepts, functions, and importance of Human Resource Management and differentiate HRM from Personnel Management.	K
CO 2.	Demonstrate an understanding of Human Resource Planning (HRP), including its objectives, need, and the systematic process involved.	U
CO 3.	Describe and analyze the process of Job Analysis, including its objectives, techniques, and outputs such as Job Description and Job Specification.	A
CO 4.	Evaluate and compare recruitment and selection methods, processes, and sources to ensure organizational fit and efficiency in talent acquisition.	E
CO 5.	Describe the principles of employee placement and explain how effective placement contributes to organizational productivity.	U
CO 6.	Design a systematic training plan and assess various training methods and techniques for enhancing employee performance and skills.	P
CO 7.	Examine the principles of performance appraisal, including its objectives, process, and methods, to improve organizational effectiveness.	A

Course Outcomes (COs)
BBA Part-II- Sem IV
Tourism Marketing
The learners will be able to:

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CO 1.	Define the basic concepts of marketing, tourism marketing, travel agency operations, and tour operations.	K
CO 2.	Discuss the characteristics of tourism services and interpret the tourism marketing mix for various tourism-related industries (e.g., airlines, hotels).	U
CO 3.	Demonstrate the application of marketing tools and digital platforms in designing tourism promotional campaigns.	P
CO 4.	Analyze and compare marketing strategies adopted by leading tour operators and evaluate their effectiveness in diverse tourism scenarios	A
CO 5.	Develop an integrated marketing plan for a tourism product or service, incorporating traditional and digital strategies tailored to a target market.	S
CO 6.	Assess challenges in the tourism marketing environment and propose suitable marketing and capacity management strategies	E

Course Outcomes (COs)		
BBA Part-II- Sem IV		
Marketing Management		
The learners will be able to:		
CO 1.	Define and explain core concepts of marketing and marketing management, including marketing philosophies and consumer behavior.	K, U
CO 2.	Analyse consumer buying behavior and evaluate the relevance of segmentation, targeting, and positioning strategies	A, E
CO 3.	Identify and classify different product types and describe product mix, branding strategies, and product life cycle stages	U, P
CO 4.	Develop a new product concept using a structured product development process	S

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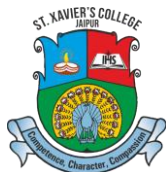
CO 5.	Assess macro and micro environmental factors influencing marketing decisions and design an effective marketing mix strategy	A, S
CO 6.	Apply appropriate pricing strategies by evaluating pricing objectives, factors, methods, and policies	P, E
CO 7.	Examine distribution channel types and physical distribution strategies; recommend channel design and management practices	A, S
CO 8.	Design a comprehensive promotion strategy using elements of the promotion mix and tools like advertising, sales promotion, and PR	S, E

Course Outcomes (COs)		
BBA Part-II- Sem IV		
MDC-64T-202-Economic Survey		
The learners will be able to:		
CO 1.	Describe the key features of the Indian economy, major sectors contributing to economic growth and current fiscal indicators.	
CO 2.	Analyze the implications of fiscal and monetary policies on inflation, public finance and economic stability.	
CO 3.	Evaluate the effectiveness of agricultural and rural development initiatives in promoting inclusive growth.	
CO 4.	Assess the performance of industrial and service sectors, and identify key challenges and opportunities for future growth.	
CO 5.	Examine India's foreign trade structure and Balance of Payments to understand trade dynamics and macroeconomic linkages.	
CO 6.	Propose strategies for enhancing food security and promoting crop diversification, aligning with sustainable agricultural development goals.	

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Course Outcomes (COs)		
BBA Part-II- Sem IV		
SEC-63T-214-Global Business Environment		
The learners will be able to:		
CO 1.	Describe the various types of international business and the external environmental factors that influence global operations	
CO 2.	Understand the role and significance of global institutions in shaping international trade and financial relations	
CO 3.	Apply theories of exchange rate determination for international trade and investment decisions	
CO 4.	Analyze the role and impact of Foreign Institutional Investors (FII) and Foreign Direct Investment (FDI) in the global economic landscape.	
CO 5.	Evaluate the ethical dimensions and social responsibilities of globalization by assessing its implications for workforce development, equity, and regional integration	
CO 6.	Assess the impact of globalization on human resource development and regional cooperation	

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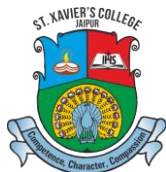
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COURSE OUTCOMES
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Course Outcomes (COs)		
BBA Part-III- Sem V		
Human Resource Development		
The learners will be able to:		
CO 1.	Define and describe the basic concepts, goals, and processes of Human Resource Development.	K
CO 2.	Demonstrate understanding of major HRD theories and models, and explain their application in organizational contexts.	U
CO 3.	Develop and implement HRD programs for employee learning, skill improvement, and career growth.	P
CO 4.	Examine different HRD interventions such as team building, transactional analysis, and empowerment, and analyze their effects on performance.	A
CO 5.	Assess the effectiveness of HRD programs in improving employee satisfaction and organizational outcomes.	E
CO 6.	Apply concepts of HRD culture and feedback systems, including 360° appraisals, to support a learning organization.	P

Course Outcomes (COs)		
BBA (Part-III) Semester-V		
UG0201-BBA-75T-303: Service Marketing		
The learners will be able to:		
CO 1.	Demonstrate a thorough understanding of the concept, scope, and distinct characteristics of services (intangibility, inseparability, perishability, variability) and how they influence marketing strategies.	K, U
CO 2.	Differentiate goods and services in terms of marketing implications and analyze the challenges and opportunities in the emerging service	U, A

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	economy.	
CO 3.	Apply the extended service marketing mix (7Ps) and develop strategies to design, deliver, and manage services effectively for customer satisfaction and competitive advantage.	P, E
CO 4.	Identify and assess customer expectations and perceptions of service quality, and apply this understanding to enhance service offerings.	A, S
CO 5.	Measure and monitor service quality using models such as SERVQUAL, identify service gaps, and propose strategies for improvement.	S, E
CO 6.	Integrate concepts of service blueprinting, automation, innovation, and relationship marketing to enhance service excellence, productivity, and long-term customer loyalty.	E
CO 7.	Develop and implement strategies to design, deliver, and manage services effectively to ensure customer satisfaction and value creation.	P, E
CO 8.	Develop skills to measure, monitor, and improve service quality, focusing on customer satisfaction and service excellence through appropriate models and frameworks.	S, E

Course Outcomes (COs)		
BBA Part-III- Sem V		
Advertising and Sales Promotion		
The learners will be able to:		
CO 1.	Demonstrate an understanding of key advertising theories, models, and concepts, and apply them to real-world marketing and communication contexts.	K
CO 2.	Develop and implement advertising strategies and campaigns to effectively communicate brand value and achieve marketing objectives.	P

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CO 3.	Assess the effectiveness of advertising campaigns in terms of consumer response, media performance, and overall brand impact.	S
CO 4.	Analyze consumer insights and market research data to design persuasive advertising messages and creative briefs.	U
CO 5.	Integrate digital and traditional media platforms to create cohesive and impactful advertising plans.	P
CO 6.	Evaluate ethical, legal, and social implications of advertising decisions in a globalized business environment.	E

Course Outcomes (COs)		
BBA Part-III- Sem V		
MDC: Introductory Economics		
The learners will be able to:		
CO 1.	Develop a basic understanding of theoretical concepts in economics.	K, U
CO 2.	Exhibit a basic understanding of National Income and its measurement.	K, U, A
CO 3.	Apply the concepts of price elasticity, cost, and production in decision-making in economic life, both for businesses and individuals.	K, U, P, A
CO 4.	Enable understanding of economic policies and their global impacts.	U, A, E
CO 5.	Explain the role of money, banking, and financial institutions in economic stability and growth.	K, U, A, E

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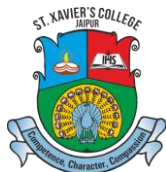
Course Outcomes (COs)		
BBA Part-III- Sem VI		
Organizational Behaviour		
The learners will be able to:		
CO 1.	Understand and explain key concepts, theories, and models of organizational behavior, including motivation, perception, personality, leadership, and organizational culture.	U
CO 2.	Apply various motivation theories (such as Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and Expectancy Theory) to develop strategies that enhance employee performance and job satisfaction	A
CO 3.	Analyze group behavior in organizations, including factors such as group cohesion, communication, decision-making, and conflict resolution, to improve team effectiveness	A
CO 4.	Evaluate the causes and effects of conflict, stress, and negotiation within organizations and propose appropriate management and coping strategies	E
CO 5.	Design and recommend effective approaches for implementing and managing organizational change, addressing resistance, and fostering a positive organizational climate	S

Course Outcomes (COs)		
BBA Part-III- Sem VI		
Research Methods in Business Management		
The learners will be able to:		
CO 1.	Explain the meaning, objectives, essentials, and types of research and identify research problems in the field of social sciences through a systematic review of literature.	K
CO 2.	Demonstrate an understanding of various research methodologies used in business management, including both qualitative and quantitative approaches.	U

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CO 3.	Develop research proposals and designs, formulating research questions and hypotheses that align with business management objectives	P
CO 4.	Employ appropriate data collection techniques (surveys, interviews, case studies, etc.) and analyze the data using statistical methods and tools (e.g., SPSS, Excel).	A
CO 5.	Critically review and synthesize existing research to identify gaps, trends, and insights relevant to business management problems	A
CO 6.	Develop a comprehensive research report integrating conceptual understanding, analytical tools, and ethical research practices applicable to real-world business problems.	S

Course Outcomes (COs)		
BBA Part-III- Sem VI		
Project Report & Viva- Voce		
Paper Code: UG0201-BBA-76P-306		
The learners will be able to:		
CO 1.	Students will develop the ability to conduct independent research, analyze data using appropriate methodologies, and interpret findings to draw meaningful conclusions.	A

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