



DOGRA DEGREE COLLEGE

(Recognized by J&K Govt. & Affiliated to the University of Jammu)

NAAC Accredited

BASSI KALAN, BARI BRAHMANA, SAMBA (J&K)- 181133

AQAR 2022-2023

CRITERION II – TEACHING LEARNING AND EVALUATION

2.6.1 - Teachers and students are aware of the stated Programme and course outcomes of the Programmes offered by the institution.

**FOUR YEARS UNDER GRADUATE
PROGRAMME (FYUGP)**

Program Outcomes (NEP)

BBA
FOUR YEARS UNDER GRADUATE PROGRAMME
PROGRAM OUTCOMES

This program provides a wide knowledge of training in the different disciplines of management and helps in the development of leadership skills.

Program outcome No.	Program outcome
PO1	Managerial Knowledge: Provides a wide knowledge of all disciplines of the course and training in management of both animate and inanimate entities and develop leadership skills.
PO2	Problem analysis: Enables students to analyse, apply knowledge of management theories and practices to solve business problems.
PO3	Critical thinking: Encourages analytical and critical thinking abilities for business decision making.
PO4	Overall development: Enables students to develop personally and professionally.
PO5	Communication skills: Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
PO6	Capability building: Equips students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
PO7	Entrepreneurial skills: Help to prepare students for managerial roles and help develop entrepreneurial skills and abilities.
PO8	Social responsibility: Ensures development of socially responsible citizens with a positive attitude.
PO9	Ethics: Makes students capable of recognizing and resolving ethical issues and promotes ethical and value based leadership ability.
PO10	Continuous learning: Enables continuous learning through practical approach and development of professional skills relevant to business, economics and commerce.

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Principal
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Three Year Degree (General) Course UG

Program Outcomes (CBCS)

PROGRAM OUTCOMES OF BBA (MANAGEMENT)

This program promotes ethical and value based leadership ability to prepare the students for managerial and entrepreneurial roles in future.

Program outcome No.	Program outcome
PO1	Core Business Knowledge: Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to bring the organization's effectiveness.
PO2	Career Planning and Decision Making: Able to excel in their chosen career paths, by learning how to live, adapt and manage business environmental change through decision-making.
PO3	Critical Thinking and Leadership: Able to reflect upon and explore business and research problem sindepth, demonstrate leadership skills, and demonstrate the ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
PO4	Team Building and Communication: Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with an entrepreneurial edge.
PO5	Application of Statistical and Analytical tools: Able to gain knowledge of contemporary issues and develops an art of using the latest techniques, skills, and necessary analytical tools for managerial practice.
PO6	Life-Long Learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broader context of technological change.

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**FOUR YEARS UNDER GRADUATE
PROGRAMME (FYUGP)**

Course Outcomes (NEP)

Course Objectives of BBA (As per NEP) (2020)

COURSE CODE	SEMESTER	COURSE TITLE	CREDIT	OBJECTIVES/OUTCOMES
UMJBBT101	Ist	Management Perspectives & Organizational Behaviour	4	To help students understand the conceptual framework of management and organizational behaviour and correlate them to manage contemporary organizations.
UMIBBT102	Ist	Managerial Economics	4	To apply economic concepts and techniques in evaluating business decisions taken by firms.
UAEENT105	Ist	Communication English I	3	To provide the students with an ability to build and enrich their communication skills by making them familiar with different types of communication and to help the students attain high level proficiency in all the four language skills.
USEBBT104	Ist	Soft Skills	2	To enrich the individuals personality and ensuring personal' social and professional productivity and satisfaction.
UMDBCT101	Ist	Office Management and Secretarial Practice	3	To familiarise the students with the activities in a modern office, facilities provided to the staff working in the office, the working environment and the tools and equipments used in office.
UVAUIT101	Ist	Understanding India	2	To make student aware of the trajectories of historical and cultural development of India and the making of unity in diversity. To understand the major forms and phases of freedom struggle.

Course Objectives of BBA

				<p>To make student aware of the major contributors to our struggle for independence.</p> <p>To familiarize students with the process of constitutional developments and its emergence as one of the largest democratic state in the world.</p> <p>To make student aware of the major contributions of India to world civilization in the field of science and technology.</p>
UVAEVT102	Ist	Environmental Science and Education	2	<p>To create pro-environmental attitude and behavioral pattern in student community and society to create sustainable lifestyle and awareness on various environmental issues.</p> <p>OUTCOME</p> <p>To inculcate a critical thinking on various dimensions of environment through knowledge, skill, critical thinking and problem solving.</p>

Course Objectives of BBA

COURSE CODE	SEMESTER	COURSE TITLE	CREDIT	OBJECTIVES/OUTCOMES
UMIBBT202	2nd	Financial Accounting	4	To enable students to understand accounting concepts, tools and techniques for taking managerial decisions.
USEBBT204	2nd	Goods And Services Tax	2	To understand the concept of liability and payment of GST. It helps to acquire skill of preparing of GST Returns.
UVAHWT-204	2nd	Health and Wellness	2	To help understand the importance of a healthy lifestyle. To familiarize students about physical and mental health. To create awareness of various life style related diseases. To provide understanding of stress management.
UMJBBT201	2nd	Business Ethics & Business Environment	4	To make the students understand the importance of ethics in business and practices of good corporate governance. This course also develop an awareness of the issues related to business and to give the participants the basic understanding of the important aspects of business environment.
UMDSTT204	2nd	Statistical Techniques for Research	3	Knowledge of Research Problem, sources of research problem. Ability to understand the usefulness of data collection, distinguish primary and secondary methods. Ability to distinguish between census and sampling study, reason for opting the sampling methods sampling and

Course Objectives of BBA

				<p>non-sampling error. Ability to deal with problem-based Karl Pearson's Correlation coefficient & Spearman's Rank Correlation Coefficient.</p>
UVADTT-201	2nd	Digital Technology	2	<p>To gain familiarity with digital technologies. To sensitize about role and significance of digital technology. To provide know how of communication & Networks. To bring awareness about the e-governance and Digital India initiatives. To provide familiarity with the emerging digital technologies.</p> <p>OUTCOMES Knowledge about the digital paradigm. Realisation of importance of digital technology, digital financial tools, e-commerce. Know-how of communication and computer networks. Familiarity with the e-governance and Digital India initiatives. Understanding the latest digital technologies.</p>
UAEENT 205	2nd	Communication English II	3	<p>To develop the neutral accent of the students, improve their general standard of pronunciation and to inculcate potential skills in the learners to prepare them to deal with the external world in a collaborative manner, communicate</p>

Course Objectives of BBA

				effectively, take initiative, solve problems and demonstrate a positive work ethic so as to hold a good impression and positive impact.
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Three Year Degree (General) Course UG

Course Outcomes (CBCS)

COURSE OUTCOMES OF BBA

COURSE CODE	SEMESTER	COURSE TITLE	CREDIT	OBJECTIVES
UBBTC101	1st	FUNDAMENTALS OF MANAGEMENT	6	The objective of the course is to make the learners to understand the fundamentals of management in the diverse business scenario.
UBBTC102	1st	STATISTICS FOR BUSINESS DECISIONS	6	To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.
UBBTE105	1st	ETHICS & CSR	4	The objective of this paper is to make the students understand the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.
UESTS 104	1st	EVS	2	The objective of this paper is to aware the students about various concepts of ecosystem, biodiversity and natural resources and their conservation.
UCETS 101	1st	COMMUNICATION ENGLISH	2	The aim of the course is to inculcate the four basic communication skills in the students, that of listening, speaking reading and writing. This aim is to equip the students with basic communication competencies that would serve to enhance their ability to handle interpersonal communication as well as academic and professional communication.
UBBTC201	2nd	ORGANISATIONAL BEHAVIOUR	6	The objective of the course is to make the learners understand the concepts and application of organisational behaviour in business scenario.
UBBTC202	2nd	FINANCIAL ACCOUNTING	6	The course has been outlined with a purpose to enable students to understand accounting concepts, tools and techniques for taking managerial decisions.
UBBTE205	2nd	INDIA'S DIVERSITY AND BUSINESS	4	The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at

UBESTS 204	2 nd	ENVIRONMENTAL STUDIES	2	its implications for the business The objective of the paper is to understand the Environmental Pollution, Disaster Management and various Environmental treaties, laws and ethics
UCETS 201	2 nd	COMMUNICATION ENGLISH	2	The aim of the course is to give the student an advanced understanding of the communication skills not only in the personal domain but also in the public domain.
UBBATC301	3 rd	Cost Accounting	6	To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems.
UBBATC302	3 rd	Macro Economics.	6	To introduce the concepts of Macro Economics in the developing Indian economy
UBBATC303	3 rd	Human Resource Management	6	The objective of this course is to sensitize the students with the various facets of managing people and to create an understanding of the various policies and practices of Human Resource Management.
UBBATS304	3 rd	Personality Development & Communication Skills	4	To impart knowledge about basic communication skills and enhance their personality.
UBBATGE305	3 rd	Production and Operations Management	6	To understand the production and operation function and familiarize students with the technique for planning and control.
UBBATC401	4 th	Financial Management	6	The objective of this course is to impart basic knowledge about the aspects of finance and its application to the business decisions and to acquaint participants with the nuances of banking and finance.
UBBATC402	4 th	Principles of Marketing	6	To introduce the concepts, principles, and techniques of Marketing Management
UBBATC403	4 th	Business Research	6	The objective of the course is to introduce the concept of business research and its applications for effective decision making in the business organizations.
UBHATS404	4 th	IT Tools in Business	4	The objective of the course is to make students understand the fundamentals of computers and equip them with requisite skills required in business environment by training them on s/w packages used for word

UBBATGE405	4 th	Entrepreneurship Development	4	processing, worksheets, power point and databases The course aims to introduce the fundamental concepts of issues and challenges in context of entrepreneurship to encourage and promote entrepreneurship among the young business leaders who aspire to be successful business entrepreneurs
UBBATC501	5 th	Management Science	6	To acquaint the students with basic concepts used in management science and how various tools can help in decision making.
UBBATC502	5 th	Management Accounting	6	To develop knowledge and understanding of management accounting techniques to support management in planning, controlling, and monitoring performance in a variety of business context
UBBATE511	5 th	Consumer Behaviour & Marketing Research	6	The objective of the course is to help the students to understand and apply the concepts of consumer behaviour in the business organizations
UBBATE512	5 th	Advertising & Promotion	6	To acquaint the students with the concepts and application of various tools of Advertising and Promotion.
UBBATC601	6 th	Business Policy & Strategic Management	6	To acquaint the students with basic concepts used in business policy and strategic management and understand the role of strategy in gaining competitive advantage of business.
UBBATE611	6 th	Services Marketing	6	To acquaint the students with basic concepts used in services marketing and introduce the principles of marketing the services
UBBATE612	6 th	Rural Marketing	6	To acquaint the students with importance of rural markets in overall business strategy and how rural marketing is unique. The student will be able to apply rural marketing approaches that integrate product, service, pricing, communications, and channel decisions aiming at satisfying the rural consumers.
UBBAPV651	6 th	Project Report and Viva Voce	6	To expose the students to Practical application of theoretical concepts, which they have learnt during the course

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