

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-I (1st SEM)

**NAME OF THE COURSE : BOMP-I (BUSINESS ORGANIZATION &
MANAGEMENT PRINCIPLES)**

NAME OF FACULTY : GURLAL SINGH (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	Describe the concepts related to Business Management.	MST, Class tests, Class Assignment.
CO 2	Define the roles, skills and functions of management.	MST, Seminar, Class Assignment, Class tests, Rapid fire questions.
CO 3	Analyze effective application of BOMP knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.	MST, Quiz, Seminar, Class assignments, class tests,
CO 4	Explain the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.	MST, Seminar, GD, Class assignments.
CO 5	Evaluate leadership styles to anticipate the consequences of each leadership style.	MST, Seminar, GD, Role play examples.
CO6	Practice the process of management's four functions: planning, organizing, leading, and controlling.	MST, Participation in class, Initiatives taken, Class assignments, Class tests.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT : Department of Management Studies

NAME OF THE PROGRAMME : B.B.A. - I

NAME OF COURSE : Business Mathematics

NAME OF FACULTY : Asst. Prof. Kirandeep Kaur

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Create a better understanding of mathematical concepts in solving business.	Group discussion, PPTs, class assignments.
CO-2	Define concept of function and visualize the graphs of various types of functions.	Authentic problem solving, assignments, class tests.
CO-3	Apply matrix operations to solve the problem related to business and economics.	Authentic problem solving, black board test, assignments.
CO-4	Express and solve business related problems by using equations and inequalities.	Authentic problem solving, assignments, class tests.
CO-5	Recognize the term differentiation and also discuss applications of differentiation in business .	Authentic problem solving, black board test, assignments, group discussion.
CO-6	Get idea to tackle with various problems like transportation ,assignment by learning numerous methods.	Authentic problem solving, black board test, assignments, class tests.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (1st sem)

NAME OF COURSE : WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS

NAME OF FACULTY : HARPREET KAUR (Asst. Prof)

C.O. No.	Description of Course Outcome	Method/s of Assessment
CO-1	Analyze database management system to create tables for insertion and deletion operations.	Seminar, Quiz, Presentations
CO-2	Develop basic knowledge about the operating system and its functions.	Class assignments, Quiz
CO-3	Identify the basic computing function in excel.	Quiz, Seminar
CO-4	Identify types of hardware devices and their uses.	Quiz, Seminar
CO-5	Identify the basics of information technology and apply software applications to enhance efficiency of business functions.	Seminar, Class assignments
CO-6	Demonstrate competence with word processing technologies to produce basic documents.	Class assignments, Quiz

Amar Shaheed Baba Ajit Singh Jujhar Singh Memorial College

Bela, Ropar, Punjab



Description of Course Outcomes

Name of the Department: Computer Sciences

Name of the Programme: : Punjabi (Compulsory)

Name of Course: B.B.A. 1st sem

Name of Faculty: Prof. Jaspreet Singh

C.O. No.	Description Of Course Outcomes	Method/s Of Assessments
CO-1	ਸਿਖਿਆਰਥੀ ਨਾਵਲ ਦਾ ਅਧਿਐਨ ਕਰਨ ਦੇ ਨਾਲ ਜ਼ਿੰਦਗੀ ਦੀਆਂ ਲੋੜਾਂ ਤੇ ਮਜਬੂਰੀਆਂ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ,ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-2	ਸਿਖਿਆਰਥੀ ਲੇਖ ਲਿਖਣ ਕਾਰਨ ਆਪਣੇ ਵਿਚਾਰ ਰੱਖਣ ਕਾਰਨ ਆਪਣਾ ਪੱਖ ਸਪਸ਼ਟ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ
CO-3	ਕਿਸੇ ਵੀ ਭਾਸ਼ਾ ਦੀ ਧੁਨੀ ਵਿਉਂਤ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ,ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-4	ਸਿਖਿਆਰਥੀ ਭਾਸ਼ਾ ਦੇ ਸ਼ਬਦ ਦੀ ਵਿਉਂਤਬੰਦੀ ਸਿੱਖਣ ਕਾਰਨ ਭਾਸ਼ਾ ਮਾਹਿਰ ਬਣਦਾ ਹੈ।	ਤਖਤਾ ਟੈਸਟ
CO-5	ਸਿਖਿਆਰਥੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨਾਂ ਨਾਲ ਵੱਡੀ ਗੱਲ ਨੂੰ ਥੋੜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਕਹਿਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-6	ਸਿਖਿਆਰਥੀ ਸਹਿਜ ਰੂਪ ਵਿੱਚ ਭਵਿੱਖ ਲਈ ਤਿਆਰ ਹੁੰਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BUSINESS ECONOMICS-I

NAME OF COURSE: BBA-1 (SEMESTER-1ST)

NAME OF FACULTY: DR. KETANPREET KAUR

C.O. No.	Description of Course Outcome	Method/s of Assessment
CO-1	Analyse the concept of Demand and concept of its elasticity	Class Test, Assignments, PPT, MST
CO-2	Define the concept of utility analysis and indifference curve analysis	Class Test, Assignments, PPT, MST
CO-3	Demonstrate the concept of Production Function	Class Test, Assignments, PPT, MST
CO-4	Determine the price levels under different market forms such as perfect competition, monopoly, monopolistic competition and oligopoly	Class Test, Assignments, PPT, MST
CO-5	Explain the concept of profit forecasting in short as well as long run	Class Test, Assignments, PPT, MST
CO-6	Examine the concept of law equi marginal as well a slaw of diminishing marginal utility	Class Test, Assignments, PPT, MST

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA 1(I ST SEM)

NAME OF THE PROGRAMME : SEMINAR

NAME OF FACULTY : SUMANPREET KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Have a thorough knowledge of the latest theoretical and practical advancements in the field of international business.	Lectures, discussion, presentations
CO 2	Have knowledge of current research trends and methodological issues in international business	Guest lectures, PPT, Assignment
CO 3	Critically analyze various sources of information related to international business and use such information to find new solutions and deal with challenges.	Computer simulations, poster presentations
CO 4	Develop an overall understanding of current and future trends in international business	Lectures, PPT Seminar
CO 5	Analyze existing theories and models in the field of international business and link them to real life situations.	Guest lectures, Discussion
CO 6	Discuss business related challenges and opportunities in international business by developing intercultural competence and analyzing current trends and future developments in international business.	Group discussion, presentation, lectures

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-I (2nd SEM)

**NAME OF THE COURSE : BOMP-II (BUSINESS ORGANIZATION &
MANAGEMENT PRINCIPLES)**

NAME OF FACULTY : GURLAL SINGH (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	Explain what management is.	MST, Class tests, Class Assignment.
CO 2	Describe the contributions of Frederick W. Taylor, Frank and Lillian Gilbreth, and Henry Gantt to the field of scientific management.	MST, Seminar, Class Assignment, Class tests, Rapid fire questions.
CO 3	Describe the contributions of Max Weber and Henri Fayol to the field of bureaucratic management. Describe the contributions of Mary Parker Follett and Elton Mayo (Hawthorne studies) to the field of humanistic management.	MST, Quiz, Seminar, Class assignments, class tests,
CO 4	Explain current developments in management practices.	MST, Seminar, GD, Class assignments, Presentation.
CO 5	Describe the barriers to individual decision-making and common styles of decision-making.	MST, Seminar, GD, Role play examples.
CO6	Explain the different levels and types of control. Differentiate between typical communication flows within an organization.	MST, Participation in class, Initiatives taken, Class assignments, Class tests, Presentation.

AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE

BELA, ROPAR, PUNJAB

DISCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT : DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME : PUNJABI (COMPULSORY)

NAME OF COURSE : B.C.A. 2ND SEM

NAME OF FACULTY : PROF. JASPREET SINGH

C.O. No.	Description Of Course Outcomes	Method/s Of Assessments
CO-1	ਸਿਖਿਆਰਥੀ ਲੇਖਾਂ ਦਾ ਅਧਿਐਨ ਕਰਨ ਦੇ ਨਾਲ ਜ਼ਿੰਦਗੀ ਦੀਆਂ ਲੋੜਾਂ ਤੇ ਮਜ਼ਬੂਰੀਆਂ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ,ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-2	ਸਿਖਿਆਰਥੀ ਚਿੱਠੀ ਪੱਤਰ ਰਾਹੀਂ ਆਪਣੇ ਵਿਚਾਰ ਰੱਖਣ ਕਾਰਨ ਆਪਣਾ ਪੱਖ ਸਪਸ਼ਟ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ
CO-3	ਕਿਸੇ ਵੀ ਭਾਸ਼ਾ ਦੀ ਸ਼ਾਬਦਿਕ ਵਿਉਂਤ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ,ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-4	ਸਿਖਿਆਰਥੀ ਭਾਸ਼ਾ ਦੇ ਉੱਪ ਭਾਸ਼ਾ ਦੀ ਵਿਉਂਤਬੰਦੀ ਸਿੱਖਣ ਕਾਰਨ ਭਾਸ਼ਾ ਮਾਹਿਰ ਬਣਦਾ ਹੈ।	ਤਖਤਾ ਟੈਸਟ
CO-5	ਸਿਖਿਆਰਥੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨਾਂ ਨਾਲ ਵੱਡੀ ਗੱਲ ਨੂੰ ਥੋੜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਕਹਿਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-6	ਸਿਖਿਆਰਥੀ ਸਹਿਜ ਰੂਪ ਵਿੱਚ ਭਵਿੱਖ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ ਲਈ ਤਿਆਰ ਹੁੰਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE PROGRAM : BBA-I (2nd SEM)

NAME OF THE COURSE : (Communication skills in English)

NAME OF FACULTY : Lovepreet Singh (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	Describe the concepts related to Communication skills effectively so that students will be able to practice it in their daily lives.	MST, Class tests, Class Assignment.
CO 2	Develop global competencies for successful lives.	MST, Seminar, Class Assignment, Class tests, Rapid fire questions.
CO 3	Practise English grammar to aware the students about the correct usage of it.	MST, Quiz, Seminar, Class assignments, class tests,
CO 4	Define the roles of Mass Media to make students able to get job opportunities the field of electronic media.	MST, Seminar, GD, Role play examples.
CO 5	Develop the fluency of language, presentation skills and creative writing.	MST, Participation in class, Initiatives taken, Class assignments, Class tests.
CO 6	Develop individual perspective in essays that demonstrate critical thinking state, logical organization and command of standard grammar.	MST, Participation in class, Initiatives taken, Class assignments, Class tests.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA 1 (II SEM)

NAME OF THE COURSE : DRUG ABUSE

NAME OF FACULTY : SUMANPREET KAUR (ASST. PROF.)

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Describe a variety of models and theories of addiction and other problems related to substance abuse.	MST, Assignments.
CO 2	Describe the behavioral, psychological, physical health and social effects of psychoactive substances on the person using, and significant to others.	MST, Assignments, class tests.
CO 3	Provide culturally relevant formal and informal education programs that raise awareness and support substance abuse prevention and the recovery process.	Class tests, PPTs, Assignments.
CO 4	Describe factors that increase the likelihood for an individual, community or group to be at-risk for, or resilient to, psychoactive substance use disorders.	MST, Class tests, seminars.
CO 5	Describe issues of cultural identity, ethnic background, age and gender in prevention, treatment and recovery.	Assignments, seminars, PPTs.
CO 6	Describe warning signs, symptoms, and the course of substance use disorders.	MST, PPTs, Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: Management Studies

NAME OF THE PROGRAMME: Business Economics-II

NAME OF COURSE: BBA-1 (Semester-2nd)

NAME OF FACULTY: Dr. Ketanpreet Kaur

C.O. No.	Description of Course Outcome	Method/s of Assessment
CO-1	Compare and contrast the monopolistic competition and imperfect competition	Class test, Assignments, PPT, MST
CO-2	Explain the marginal productivity or modern theory of distribution	Class test, Assignments, PPT, MST
CO-3	Apprehend the theories related to rent and profit	Class test, Assignments, PPT, MST
CO-4	Elaborate the concept of national Income, problems and measurements related to national income	Class test, Assignments, PPT, MST
CO-5	Describe the micro as well as macro concepts of National Income	Class test, Assignments, PPT, MST
CO-6	Define the Issues related to Oligopoly and Duopoly	Class test, Assignments, PPT, MST

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-I (II ND SEM)

NAME OF THE COURSE : WORKSHOP ON CONTEMPORARY ISSUES

NAME OF THE FACULTY : SUMANPREET KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Understanding the International dimensions of business environment.	MST, Assignments.
CO 2	Understanding corporate socialresponsibility and performance.	MST, Assignments, class tests.
CO 3	To enable the students to have an overview of Various Environmental Factors of Business.	Class tests, PPTs, Assignments.
CO 4	Inculcate the social and ethical values in the students.	MST, Class tests, seminars.
CO 5	To enable the students to appreciate the importance of environment and its impact on business and society.	Assignments, seminars, PPTs
CO6	Be aware of the social and ethical responsibilities within management positions.	MST, PPTs, Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA 1(II ND SEM)

NAME OF THE PROGRAMME : SEMINAR

NAME OF FACULTY : SUMANPREET KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Have a thorough knowledge of the latest theoretical and practical advancements in the field of international business.	Lectures, discussion, presentations
CO 2	Have knowledge of current research trends and methodological issues in international business	Guest lectures, PPT, Assignment
CO 3	Critically analyze various sources of information related to international business and use such information to find new solutions and deal with challenges.	Computer simulations, poster presentations
CO 4	Develop an overall understanding of current and future trends in international business	Lectures, PPT Seminar
CO 5	Analyze existing theories and models in the field of international business and link them to real life situations.	Guest lectures, Discussion
CO 6	Discuss business related challenges and opportunities in international business by developing intercultural competence and analyzing current trends and future developments in international business.	Group discussion, presentation, lectures

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNJAB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT:MANAGEMENT STUDIES

NAME OF THE PROGRAMME: B.B.A.-I (SEM-2)

NAME OF COURSE:BUSINESS STATISTICS

NAME OF FACULTY:AP KIRANDEEP KAUR

C.O. No.	Description of Course Outcome	Methods of Assessment
CO-1	Introduce the concept of statistics and scope of statistics.	Group discussion, class assignments.
CO-2	Familiarity with measures of central tendency and measures of dispersion.	Authentic problem solving, assignments, class tests.
CO-3	Describe the types of Correlation Rank, Correlation, Co-efficient, Correlation. Describe the construction of Index numbers.	Authentic problem solving, black board test, assignments.
CO-4	Develop the ability to analyse and interpret data to provide meaningful information to assist in making management decisions.	Authentic problem solving, assignments, class tests.
CO-5	Define the concepts of regression with descriptive statistical methods.	Authentic problem solving, black board test, assignments, group discussion.
CO-6	Describe and discuss the terminology of forecasting , concepts tools and techniques used in business statistical analysis	Authentic problem solving, black board test, assignments, class tests.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-II (3rd SEM)

**NAME OF THE COURSE : POMM (PRINCIPLES OF MARKETING
MANAGEMENT)**

NAME OF FACULTY : GURLAL SINGH (ASST. PROF.)

CO No.	Description of program outcomes	Method/s of Assessment
CO 1	Explain strong conceptual knowledge in the functional area of marketing management.	Presentation, Seminar, Class tests, GD, Class assignments, MST.
CO 2	Analyze effective understanding of relevant functional areas of marketing management and its application.	Industrial visits, Class assignments, Class tests, MST, Presentations.
CO 3	Discuss analytical skills in identification and resolution of problems pertaining to marketing management.	MST, Rapid fire question, Role play, Class assignments, Class tests.
CO 4	Describe knowledge of elements of the marketing mix and the functional disciplines of marketing such as research and marketing communications in order to guide future course selections.	Role play, MST, Presentation, Class assignments, Class tests, GD, Seminars.
CO 5	Develop understanding of both the product and marketing lifecycle including professional roles and responsibilities within that lifecycle to guide marketing career selection and to correctly identify key stakeholders in the business workplace.	Presentation, MST, Class assignments, Class test, Seminar, Industrial visits.
CO6	Identify wants and environmental factors that shape marketing activities for certain target markets.	Class assignments, Seminar, GD, MST, Minor projects, Class tests.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (3rd sem)

NAME OF COURSE : BUSINESS ACCOUNTING

NAME OF FACULTY : HARPREET KAUR (Asst. Prof)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Acquire conceptual knowledge of basics of financial accounting.	MST, class test, Seminar
CO-2	Define and explain the list of accounting standards and their application.	MST, Class assignments, Quiz
CO-3	Explain the elements of financial statements and record transaction using double entry system.	MST, class test, class assignments
CO-4	Define the subsidiary books to know about purchase book, sales book, purchase return book, sales return book and different types of cash book.	MST, Quiz, Class test, Seminar
CO-5	Describe final accounts under the single entry system. Apply accounting principles in preparing statement of capital and statement of affairs and profit & loss account.	MST, Seminar, Class test
CO-6	Analyze accounting concepts, tools and techniques influencing business organisation.	MST, Class assignments, Quiz, Class test

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE,
BELA,ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-II (3rdsem)

NAME OF THE PROGRAMME : BUSINESS LAWS

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Method/s of Assessment
CO 1	Define the basics of law, the history of law, courts and it's functioning to familiarize the students with the meaning, scope and the sources of business laws	Mst, class tests,group discussion
CO 2	Demonstrate the relationship between different partners of the firm by developing the student awareness about the logical principles involved in the partnership.	Mst, class tests, assignments,
CO 3	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.	Class tests, ppt, seminar,
CO 4	Acquire problem solving techniques and to be able to present coherent, concise legal argument.	Assignments, Mst, tests, brainstorming sessions
CO 5	Develop in the student habits of analytical thinking and logical reasoning about the negotiable instruments , endorsements and banks.	Class Tests, assignments, quiz, ppt
CO6	Acquire problem solving techniques and to be able to present coherent, concise legal argument.	Class tests, Mst, rapid free sessions, group discussion

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT : DEPARTMENT OF MANAGEMENT STUDIES

CLASS : BBA-II (3rd sem)

NAME OF THE COURSE : HUMAN RESOURCE MANAGEMENT

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Define the concept of human resource management and to understand its relevance in organizations.	MST, class tests.
CO 2	Analyze necessary skill set for application of various HR issues	MST, Assignments, class tests
CO 3	Analyses the strategic issues and strategies required to select and develop manpower resource	Group discussions, MST, class tests
CO 4	Integrate the knowledge of HR concepts to take correct business decisions.	MST, Assignments, class tests
CO 5	Specific knowledge and skills of developing people in the discipline of human.	MST, assignments, class tests.
CO6	Human resource management to improve the performance Identify the organizational needs and issue.	MST ,PPT ,Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-II (3rd sem)

NAME OF THE PROGRAMME : SEMINAR ON KNOWLEGDE MANAGEMENT

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Clearly characterize types of knowledge and structure of knowledge management solutions.	Seminar, Assignment
CO 2	Demonstrate understanding of importance of intellectual capital in gaining competitive advantages of organization.	Computer Labs, Assignment
CO 3	Apply appropriate tool for information and knowledge visualization, representation and structuring.	Presentation, Poster presentation,
CO 4	Outline and evaluate the practices and challenges of knowledge management in its implementation in private and public sector organizations.	Assignment, seminar, computer simulations
CO 5	Critically assess the role of KM in supporting knowledge management and effectively apply KM to knowledge management	Assignment, PPT, Seminar
CO 6	Analyze and explain the effects of culture on the understanding of knowledge and the implementation of KM.	Seminar, Assignment, PPT, Computer simulations

Amar Shaheed Baba Ajit Singh Jujhar Singh Memorial College Bela,

Ropar, Punjab



Description of Course Outcomes

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: PUNJABI (COMPULSORY)

NAME OF COURSE: B.B.A. 3RD SEM

NAME OF FACULTY: DR. HARPREET KAUR

C.O. No.	Description Of Course Outcomes	Method/s Of Assessments
CO-1	ਸਿਖਿਆਰਥੀ ਆਪਣੇ ਵਿਚਾਰ ਰੱਖਣ ਕਾਰਨ ਆਪਣਾ ਪੱਖ ਸਪਸ਼ਟ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ, ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-2	ਸਿਖਿਆਰਥੀ ਕੋਈ ਵੀ ਚੀਜ਼ ਮੰਗਵਾਉਣ, ਭੇਜਣ ਜਾਂ ਸ਼ਿਕਾਇਤ ਸੁਣਨ, ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ
CO-3	ਕਿਸੇ ਵੀ ਭਾਸ਼ਾ ਦੀ ਵਾਕ ਬਣਤਰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ, ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-4	ਸਿਖਿਆਰਥੀ ਵਾਕ ਦੀ ਵਿਉਂਤਬੰਦੀ ਸਿੱਖਣ ਕਾਰਨ ਭਾਸ਼ਾ ਮਾਹਿਰ ਬਣਦਾ ਹੈ।	ਤਖਤਾ ਟੈਸਟ
CO-5	ਸਿਖਿਆਰਥੀ ਵੱਡੀ ਗੱਲ ਨੂੰ ਥੋੜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਕਹਿਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-6	ਸਿਖਿਆਰਥੀ ਸਹਿਜ ਰੂਪ ਵਿੱਚ ਭਵਿੱਖ ਲਈ ਤਿਆਰ ਹੁੰਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-II (3rd sem)

NAME OF THE COURSE :WORKSHOP ON CONTEMPORARY BUSINESS ISSUES

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Demonstrate the ability to carry out a market research projects	Seminar, class tests.
CO 2	Understand the dynamics of marketing in business	Seminar ,PPTs, Assignments
CO 3	Communicate unique marketing mixes and selling propositions for specific products	Group discussions ,seminar ,PPTs
CO 4	Apply the theoretical marketing concepts to the practical situations	Seminar ,PPTs
CO 5	Demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.	Seminar, assignments, class tests.
CO6	Demonstrate use of appropriate techniques to effectively manage business challenges.	PPT , Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE,
BELA,ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BUSINESS LAWS

NAME OF THE PROGRAMME: BBA-II (3rdsem)

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of course outcomes	Method/s of Assessment
CO 1	Students learn the legal aspects of general contract and special contracts.	Mst, class tests,group discussion
CO 2	Basics of Indian contract Act, types of contracts, offer and acceptance are understood.	Mst, class tests, assignments,
CO 3	Performance of contract and discharge of contract are covered.	Mst, Class tests, ppt, seminar,
CO 4	Sale of goods act including formation of contract of sale and rights of an unpaid seller are learnt.	Assignments, Mst, tests, brainstorming sessions
CO 5	Demonstrate in the student habits of analytical thinking and logical reasoning about the negotiable instruments and endorsements.	Mst,Class Tests, assignments, quiz, ppt
CO6	Define provision under the consumer protection and right to information Act and confidently approach a consumer forum and get aware of the redressal mechanism.	Class tests, Mst, rapid free sessions, group discussion

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-II (3rd sem)

**NAME OF THE PROGRAMME : ENVIRONMENTAL AND ROAD SAFETY
AWARENESS**

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.	MST, Class tests, Assignment
CO 2	Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.	Class tests, Role play, Brain storming sessions,
CO 3	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.	Group discussion, MST, Rapid fire questions assignment
CO 4	Discuss the ethical, cross-cultural and historical context of environmental issues and the links between human and natural systems.	MST, class tests, Assignment, Seminar
CO 5	Describe the fundamental theory of nature at small scale & levels of storm & subatomic particles.	Group discussion, assignment, Role play, Class tests
CO 6	Describe safe ways to carry out leisure activities that take place on roadways.	MST, Seminar, Assignment, rapid fire questions

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-II (4th SEM)

NAME OF THE PROGRAMME : MANAGEMENT OF CHANGE

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Develop critical appreciation of theories and practices in the management of change	MST, CLASS TESTS, CLASS ASSIGNMENT
CO 2	Identification and development strategies for management change.	MST, CLASS TESTS, BRAINSTORMING SESSIONS
CO 3	Professional roles as change leaders and to planning organizational Change.	MST, CLASS TESTS, SEMINAR, CLASS ASSIGNMENT.
CO 4	Explore conceptual, theoretical and practical perspectives on change Management.	MST, PPT, SEMINAR, CLASS TESTS,
CO 5	Review their experiences of organizational change process	CLASS TESTS, PPT, RAPID FIRE QUESTIONS
CO6	Identify , plan, practice and reflect on key changes for their work as a change leader.	ASSIGNMENT, MST, CLASS TESTS, BRAINSTORMING SESSIONS, PPT

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (4th sem)

NAME OF COURSE : FINANCIAL MANAGEMENT

NAME OF FACULTY : HARPREET KAUR (Asst. Prof)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Define the objectives and importance of finance functions.	Seminar, Quiz, MST, Class test
CO-2	Apply measures of cost of capital and financial leverage to form long term financial policies for business.	MST, Class assignments, Quiz
CO-3	Define the common factor influencing dividend policy.	MST, Class test, Quiz, Seminar
CO-4	Explain the role of short term financial management and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.	Quiz, Seminar, class assignments, MST
CO-5	Explain the concept of leverage and the benefit and cost associated with debt financing.	Seminar, Class assignments, MST, class test
CO-6	Identify the various long term sources of funds for a firm.	Class assignments, Quiz, MST

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

CLASS : BBA-II (4rd sem)

NAME OF THE COURSE : T&D (TRAINING AND DEVELOPMENT)

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Analyses the evolution of training & development from a tactical to a strategic function .	MST, class tests.
CO 2	Provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training.	MST, Assignments, class tests
CO 3	Explain the concept of training audit & training evaluation.	Group discussions, MST, class tests
CO 4	Learn how design a training module and execute it .	MST, Assignments, class tests
CO 5	Explain the need for and concept of Performance Management.	MST, PPT, class tests.
CO6	Explain various strategies used by organizations to measure performance & reward for the same.	MST ,PPT ,Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF PROGRAM : BBA-II (4rd SEM)

NAME OF THE COURSE : SEMINAR ON ENTREPRENEURSHIP

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	An entrepreneur (entrepreneurship as a choice, an individual, types of entrepreneurship, networking, teams)	Seminar, class tests.
CO 2	Business opportunities (problem – solution, competences, differentiator, value proposition)	Seminar ,PPTs, Assignments
CO 3	Value proposition (design, price, accessibility, risk, applicability)	Group discussions ,seminar ,PPTs
CO 4	Customer relationships (communications, implementation and management, tools, communities)	Seminar ,PPTs
CO 5	Distribution channels (access to customers, optimizing)	Seminar, assignments, class tests.
CO6	Business plan elements (sector, product or service development, market, sales, organization, financial projections, risk assessment, time schedule)	PPT , Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-II (4rd SEM)

NAME OF THE COURSE : WORKSHOP ON CREATIVITY AND INNOVATION

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Be able to use creative thinking tools to contribute more to business improvement activities and pro-actively address potential problems	Seminar, class tests.
CO 2	Knowledge of how to use a range of creative thinking methods, tools and techniques to generate ideas and solve problems	Seminar ,PPTs, Assignments
CO 3	The opportunity to apply the methods and tools to generate ideas for improving areas of their own work	Group discussions ,seminar ,PPTs
CO 4	Work more creatively as individuals and participate effectively in work groups and on project teams	Seminar ,PPTs
CO 5	Have the ability to develop bold new ideas that support organisational innovation	Seminar, assignments, class tests.
CO6	Understand a simple process for effective application of new thinking techniques and be able to use a number of thinking tools to find innovative solutions to business challenges	PPT , Assignments.



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: PUNJABI (COMPULSORY)

NAME OF COURSE : B.B.A. 4TH SEM

NAME OF FACULTY : DR. HARPREET KAUR

C.O. No.	Description Of Course Outcomes	Method/s Of Assessments
CO-1	ਸਿਖਿਆਰਥੀ ਵਾਰਤਕ ਵਿਵੇਕ ਪੁਸਤਕ ਦੇ ਲੇਖ ਪੜਨ ਨਾਲ ਆਪਣੇ ਵਿਚਾਰ ਰੱਖਣ ਕਾਰਨ ਆਪਣਾ ਪੱਖ ਸਪਸ਼ਟ ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ, ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-2	ਸਿਖਿਆਰਥੀ ਚਿੱਠੀ ਪੱਤਰ ਸਿੱਖ ਕੇ ਕੋਈ ਵੀ ਚੀਜ਼ ਮੰਗਵਾਉਣ, ਭੇਜਣ ਜਾਂ ਸ਼ਿਕਾਇਤ ਸੁਣਨ, ਕਰਨ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ
CO-3	ਵਿਆਕਰਣ ਦੇ ਸ਼ਬਦ ਬਣਤਰ ਤੇ ਸ਼ਬਦ ਰਚਨਾ ਦੇ ਪੱਖ ਨੂੰ ਸਿੱਖ ਕੇ ਕਿਸੇ ਵੀ ਭਾਸ਼ਾ ਦੀ ਸ਼ਬਦ ਬਣਤਰ ਨੂੰ ਸਮਝਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਜਮਾਤੀ ਟੈਸਟ, ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-4	ਸਿਖਿਆਰਥੀ ਉੱਪ ਭਾਸ਼ਾਵਾਂ ਦੇ ਗਿਆਨ ਨਾਲ ਭਾਸ਼ਾ ਦੀ ਵਿਉਂਤਬੰਦੀ ਸਿੱਖਣ ਕਾਰਨ ਭਾਸ਼ਾ ਮਾਹਿਰ ਬਣਦਾ ਹੈ।	ਤਖਤਾ ਟੈਸਟ
CO-5	ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨਾਂ ਨਾਲ ਸਿਖਿਆਰਥੀ ਵੱਡੀ ਗੱਲ ਨੂੰ ਥੋੜੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਕਹਿਣ ਦੇ ਸਮਰੱਥ ਹੋ ਜਾਂਦਾ ਹੈ।	ਆਪਸੀ ਵਿਚਾਰ ਵਟਾਂਦਰਾ
CO-6	ਸਿਖਿਆਰਥੀ ਸਹਿਜ ਰੂਪ ਵਿੱਚ ਭਵਿੱਖ ਦੀਆਂ ਸੰਭਾਵਨਾਵਾਂ ਲਈ ਤਿਆਰ ਹੁੰਦਾ ਹੈ।	ਅਸਾਈਨਮੈਂਟ

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-II (4th SEM)

NAME OF THE COURSE : ADVERTISING & SALES MANAGEMENT

NAME OF FACULTY : GURLAL SINGH (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	Describe different types of advertising; identify key players in advertising industry.	MST, Class tests, Class Assignment.
CO 2	Discuss the ethics in advertising, Identify and make decisions regarding the most feasible advertising appeal and media mix.	MST, Seminar, Class Assignment, Class tests, Rapid fire questions.
CO 3	Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.	MST, Quiz, Seminar, Class assignments, class tests,
CO 4	Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques. Explain the steps involved in sales force management.	MST, Seminar, GD, Class assignments.
CO 5	Describe the basics of Communication process, models and objectives in marketing, understanding the determination of target audience and positioning and advertising budget.	MST, Seminar, GD, Role play examples.
CO6	Developing an understanding of creativity in advertising and media decisions. Understanding the advertising agency, its selection, compensation and maintaining relations and evaluating advertising effectiveness. Understanding nature, types and importance of selling, Sales management process, managing ethics in selling environment.	MST, Participation in class, Initiatives taken, Class assignments, Class tests.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (4TH SEM)

NAME OF COURSE: FINANCIAL INSTRUMENTS & SERVICES

NAME OF FACULTY: HARPREET KAUR (ASST. PROF)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Explain the stock market institution- SEBI and trading mechanism in the stock market.	Seminar, Quiz, MST, Class test
CO-2	Define financial aspects relating to mutual funds.	MST, Class assignments, Quiz
CO-3	Determine and analyze the appropriate measures of risk and return for various financial instruments.	MST, Class test, Quiz, Seminar
CO-4	Demonstrate an awareness of the current structure and regulation of the indian financial services sector.	Quiz, Seminar, class assignments, MST
CO-5	Evaluate and create strategies to promote financial products and services.	Seminar, Class assignments, MST, class test
CO-6	Define the characteristics of different financial assets such as money market instruments and capital market instruments.	Class assignments, Quiz, MST

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (4TH SEM)

NAME OF COURSE: COST & MANAGEMENT ACCOUNTING

NAME OF FACULTY: HARPREET KAUR (ASST. PROF)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Define the concepts and various element of cost reduction and cost ascertainment.	Seminar, Quiz, MST, Class test
CO-2	Analyze financial statements using standard financial ratio of liquidity, activity, debt, profitability and market value.	MST, Class assignments, Quiz
CO-3	Develop the ability to apply in problem solving situations.	MST, Class test, Quiz, Seminar
CO-4	Apply managerial accounting and its objectives in a way that demonstrate a clear understanding of ethical responsibilities.	Quiz, Seminar, class assignments, MST
CO-5	Explain various costing schedules where an analyses of cost classification, behaviour and type is completed.	Seminar, Class assignments, MST, class test
CO-6	Anaynes of various special decisions, using relevant costing and benefits.	Class assignments, Quiz, MST

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-II (4TH SEM)

NAME OF THE COURSE : MARKETING OF SERVICES

NAME OF FACULTY : SUMANPREET KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.	MST, Assignments.
CO 2	Demonstrate a knowledge of the extended marketing mix for services.	MST, Assignments, class tests.
CO 3	Develop and justify marketing planning and control systems appropriate to service-based activities.	Class tests, PPTs, Assignments.
CO 4	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.	MST, Class tests, seminars.
CO 5	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.	Assignments, seminars, PPTs
CO6	Conduct an investigation of service delivery systems, collecting, analysing data, and synthesising information to provide valid conclusions.	MST, PPTs, Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-III (VTH SEM)

NAME OF THE COURSE : BRAND AND PRODUCT MANAGEMENT

NAME OF FACULTY : SUMANPREET KAUR (ASST. PROF.)

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Apply the fundamental concepts of product and brand development and management.	MST, Class tests.
CO 2	Demonstrate the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.	MST, Assignments, Seminars.
CO 3	Use tools and metrics to analyze competitors and develop positioning strategies.	MST, Class tests, Brainstorming Sessions.
CO 4	Recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.	MST, PPT, Class Tests.
CO 5	Use portfolio analysis and the product life cycle to understand how a firm manages its product mix	Quiz, class tests, assignments
CO6	Apply an understanding of the product manager's role in product pricing, sales, and promotion.	MST, Seminars, PPT

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-III (VTH SEM)

NAME OF THE COURSE : RURAL MARKETING

NAME OF FACULTY : SUMANPREET KAUR (ASST. PROF.)

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Development of a systematic framework for developing Product in line with the demands. Consumption pattern Of the rural population.	MST, Class tests.
CO 2	Create an Image of the brand product, and attract Prospective consumers and retains the existing ones.	MST, Assignments, Seminars.
CO 3	Analyze the pricing in relation to the quality of the product.	MST, Class tests, Brainstorming Sessions.
CO 4	To develop efficient marketing strategies in relation to the channels which influence decision making of the Rural customers?	MST, PPT, Class Tests.
CO 5	To develop and demonstrate adequate and effective Promotion and distribution strategies.	Quiz, class tests, assignments
CO6	Explaining about the problems and constraints in the Rural marketing.	MST, Seminars, PPT

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-III (5th sem)

NAME OF THE PROGRAMME : BUSINESS RESEARCH METHODS

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Formulate clearly defined research questions	Mst. Class tests, Assignment
CO 2	Evaluate business problems and effective ways to answer those problems	Class tests, Role play, Brain storming sessions,
CO 3	Analyze and summaries key issues and themes from existing literature evaluate and conduct research.	Group discussion, Mst, quiz, assignment
CO 4	Analyze various sources of information for literature review and data collection.	Mst, class tests, Assignment, Seminar
CO 5	Organize and conduct research in a more appropriate manner	MST, Group discussion, assignment, Role play, Class tests
CO 6	Write the ethical issues associated with the conduct of research be able to formulate and present effective research reports	MST, Class tests, Seminar, Assignment

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (5th sem)

NAME OF COURSE: INSURANCE MANAGEMENT

NAME OF FACULTY: HARPREET KAUR (Asst. Prof)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Explain key insurance terminology and contract features.	MST, class test, Seminar
CO-2	Analyze insurance and risk management needs.	MST, Class assignments, Quiz
CO-3	Demonstrate the knowledge of three critical functions of an insurer : marketing, underwriting and claim settlement.	MST, class test, class assignments
CO-4	Explain the use of insurance contracts in employee benefit programs.	MST, Quiz, Class test, Seminar
CO-5	Analyzes the methods utilized by insurance carriers to manage their underwriting risk.	MST, Seminar, Class test
CO-6	Describe the working of general insurance corporation of india and different types of life insurance policies.	MST, Class assignments, Quiz, Class test

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE BELA
ROPAR PUNAJB**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAMME: BBA (5th sem)

NAME OF COURSE: INVESTMENT MANAGEMENT

NAME OF FACULTY: HARPREET KAUR (Asst. Prof)

C.O. No.	Description of Course Outcome	Method/sof Assessment
CO-1	Enable and develop skills in analysing various types of securities.	MST, class test, Seminar
CO-2	Develop necessary skills to design and revise portfolio of securities.	MST, Class assignments, Quiz
CO-3	Explain the needs and importance of various theories and strategies in portfolio management.	MST, class test, class assignments
CO-4	Analyze the various investors investing the securities in shares, bonds and debentures.	MST, Quiz, Class test, Seminar
CO-5	Apply time value, risk, return concepts and relationship between risk and return.	MST, Seminar, Class test
CO-6	Apply the concept of risk, its measurement for single asset and portfolios, various types of risk, the sources and use of betas and the CAPM & SML.	MST, Class assignments, Quiz, Class test

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE COURSE : BBA-III (5th sem) Major HR

NAME OF THE PROGRAMME : INTERPERSONAL SKILLS IN MANAGEMENT

NAME OF FACULTY : MS. PREET KAMAL KAUR

CO No.	Description of program outcomes	Methods of Assessment
CO 1	Gain information about other individuals through communication.	MST, CLASS TESTS, CLASS ASSIGNMENT
CO 2	Establish and identify when using interpersonal communication.	MST, CLASS TESTS, BRAINSTORMING SESSIONS
CO 3	Exhibit de-escalatory behaviors in situations of conflict.	MST, CLASS TESTS, SEMINAR, CLASS ASSIGNMENT.
CO 4	Mediate between other conflicting parties.	MST, PPT, SEMINAR, CLASS TESTS,
CO 5	Maintain proper eye contact while communicating interpersonally.	CLASS TESTS, PPT, RAPID FIRE QUESTIONS
CO6	Demonstrate respect for others' viewpoints. Give critical feedback effectively (non-threatening)	ASSIGNMENT, MST, CLASS TESTS, BRAINSTORMING SESSIONS, PPT

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

CLASS : BBA-III (5rd sem)

NAME OF THE COURSE :MIR (MANAGEMENT OF INDUSTRIAL RELATION)

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Meaning, concept, function, & importance of personnel management, role of a personnel manager, personnel policies	MST, class tests.
CO 2	Meaning & concept of Industrial Relation and Trade Union.	MST, Assignments, class tests
CO 3	Meaning, need, method & importance for training and development.	Group discussions, MST, class tests
CO 4	Meaning, Objective, method of performance appraisal, meaning and types of transfer, meaning and basis of promotion and separation.	MST, Assignments, class tests
CO 5	Meaning purpose & principle of wage & salary administration, Methods of wage payment.	MST, PPT, class tests.
CO6	Health, safety and welfare facilities, Social security.	MST , Group discussions ,Assignments.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-III (Vth SEM)

NAME OF THE COURSE : Punjabi (G)

NAME OF FACULTY : Harpreet SINGH (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	b`icAW nUM mW bolI iv`c is`iKAw dy ky auhnW nUM sihj rUp iv`c Awaux vwly Biv`K leI iqAwr krnw[CLASS BEHAVIOR,GD
CO 2	pMjwbI BwSw rwNhI ividAwrQIAW nUM lok-Dwrw dy ivSy pVHw ik auhnW iv`c v`K-v`K hunrW dI hunrmMdI krnI[MST, Seminar
CO 3	ivAwkrx duAwrw AwpxI BwSw iv`c prp`k krn dy nwl-nwl hornW BSwyW nUM is`Kx iv`c inpuMn bxwaux dw mnorQ[MST, Quiz, Seminar
CO 4	ividAwrQIAW nUM pMjwbI BwSw iv`c I`gy pwTkrm duAwrw smwijk,AwriQk,rwjiniqk Aqy vwqwvrx Awid KyqrW iv`c smwXojn krnw isKwauxw[MST, Seminar, GD
CO 5	Awpxy gOrvmeI ivrsy nUM AglIAW pIVIAW nUM hsqwNqirq krn leI syD dyxI[MST, Seminar, GD, Role play examples
CO6	ijMdgI nUM boJ nw smJky klwmeI FMg nwl jIauxw isKwauxw[MST, Participation in class, Initiatives taken.

**AMAR SHAHEED BABA AJIT SINGH JUHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF THE PROGRAM : BBA-III (Vth SEM)

**NAME OF THE COURSE : WORKSHOP IN TIME AND WORKLOAD
MANAGEMENT**

NAME OF FACULTY : GURLAL SINGH (ASST. PROF.)

CO No.	Description of Course Outcomes	Method/s of Assessment
CO 1	Reflected on your time management issues and identified what needs to change	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.
CO 2	Challenged your attitudes and behaviors, and sought to increase your span of influence	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.
CO 3	Examined tools and techniques that will support achieving better work-life balance	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.
CO 4	Apply the basic principles and concepts of time management	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.
CO 5	Identify and overcome obstacles to successful time management	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.
CO6	Create personal scheduling strategies to improve effectiveness	Seminar, Workshop, Role plays, Class Assignments, Class Behaviour.

**AMAR SHAHEED BABA AJIT SINGH JUJHAR SINGH MEMORIAL COLLEGE, BELA,
ROPAR, PUNJAB.**



DESCRIPTION OF COURSE OUTCOMES

NAME OF THE DEPARTMENT: DEPARTMENT OF MANAGEMENT STUDIES

NAME OF PROGRAM : BBA-III (5th sem)

NAME OF THE COURSE : SEMINAR ON SUMMER INTERNSHIP

NAME OF FACULTY : ASST. PROF. GURINDER SINGH

CO No.	Description of program outcomes	Methods of assessment
CO 1	Applied your knowledge, skills, and experience to a work environment.	Seminar, class tests.
CO 2	Acquired new learning through challenging and meaningful activities	Seminar ,PPTs, Assignments
CO 3	Advocated for your own learning in alignment with internship goals	Group discussions ,seminar ,PPTs
CO 4	Identified, clarified and/or confirmed professional direction as it relates to your academic studies and future career path	Seminar ,PPTs
CO 5	Developed self-understanding, self-discipline, maturity and confidence	Seminar, assignments, class tests.
CO6	Developed strong networking/mentoring relationships.	PPT , Assignments.