

BBA REGULAR

Programme Specific Outcomes (PSO)

1. To acquire knowledge in business management concepts and to provide social and ethical sustainable business solution.
2. To equip students with qualitative and quantitative skills to develop critical thinking, creativity, problem-solving abilities, idea generating capabilities
3. To foster analytical and programming skills to meet the needs of the digitalized economy
4. To able to appreciate, synthesize, communicate, and effectively manage a multi-cultural team
5. To foster To recognize and inculcate the importance of ethical conduct in managing business and thereby foster responsible citizenship both at global and national levels

I SEMESTER

Course Title here : Business Management

Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here : Fundamentals of Accounting

Course Outcomes (CO)

1. To understand the framework of accounting as well accounting standards.
2. To develop the ability to pass journal entries and prepare ledger accounts
3. To gain knowledge on the ability to prepare various subsidiary books
4. To prepare trial balance and final accounts of proprietary concern.
5. To construct final accounts through conversion process from proprietary concern to company.

Course Title here : Business Mathematics

Course Outcomes (CO)

1. To gain the knowledge on basic concepts of business mathematics and its application on various business situations
2. To evaluate and appreciate the working of arithmetic and geometric progression and to understand the application part of it on real business scenario
3. To apply the working of matrices and determinants on analyzing the real business situations
4. To appreciate the working of shares and stocks and bill discounting in business trading activities
5. To evaluate and analyze the complete knowledge on permutations and combination and its application part on business scenario

Course Title here : Information Technology for Managers

Course Outcomes (CO)

1. To understand basic concepts of Microsoft Office.
2. To design and develop formal documents using Microsoft word.
3. To perform basic analysis using Microsoft excel formulas and tools.
4. To develop and explore Microsoft PowerPoints tools for formal business presentations
5. To understand the impact of IT in the real world business scenario

Course Title here : International Business Environment

Course Outcomes (CO)

1. To understand and apply appropriate frameworks to analyse the international business environment.
2. To critically evaluate relevant international business expansion approaches.
3. To determine how the international business environment influences business practice.
4. To evaluate the impact of internationalization on company strategies and on the mode of entry chosen by a multinational organization.
5. To gain insights on recent contribution by economic integrated international organizations.

Course Title here : HR Analytics & Design Thinking

Course Outcomes (CO)

1. To gain knowledge on the types of data and the role of analytics in providing solutions to business problems.
2. To develop knowledge on the concept of Design Thinking and the various phases involved in curating creative ideas and develop problem solving skills
3. To gain knowledge on the concept of Data Visualisation and understand the tools required to interpret data in the easiest way
4. To gain knowledge on the concepts of HRM and how analytics can be implemented in making HR processes effective
5. To gain insights on the recent trends in the world of Analytics and develop analytical skills.

Course Title here : Digital Marketing

Course Outcomes (CO)

1. To demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets
2. To explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. To interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics
4. To comprehend the importance of conversion and working with digital relationship marketing
5. To analyse cross-cultural and ethical issues in globalised digital markets

II SEMESTER

Course Title here : Financial Accounting

Course Outcomes (CO)

1. To prepare final accounts of partnership firm.
2. To understand the calculation for Insurance claim.
3. To comprehend the royalty charges paid by lessee to lessor.
4. To analyse the final accounts prepared for amalgamation of firms.
5. To analyse the final accounts prepared for conversion from partnership to company.

Course Title here : Business Economics

Course Outcomes (CO)

1. To understand and identify the economic variables in general business atmosphere.
2. To perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function and Law of Variable Proportion.
3. To comprehend the relationship between various policies of business.
4. To accomplish different market structure and various pricing techniques.
5. To apply critical thinking skills in business situations.

Course Title here : Human Resource Management

Course Outcomes (CO)

1. To describe the role and responsibility of Human resources management functions on business
2. To describe HRP, Recruitment and Selection process
3. To describe to induction, training, and compensation aspects.
4. To explain performance appraisal and its process.
5. To demonstrate Employee Engagement and Psychological Contract.

III SEMESTER

Course Title here : Corporate Accounting

Course Outcomes (CO)

1. To demonstrate the values involved in the accounting of a corporate.
2. To establish ideas and standards in preparing the accounting system of a corporate.
3. To prepare consolidated accounts for a corporate group.
4. To apply the methods valuation of Shares and Goodwill To apply the practical applications of mergers and liquidation of corporate.
5. To apply the practical applications of mergers and liquidation of corporate.

Course Title here : Business Statistics

Course Outcomes (CO)

1. To gain knowledge on fundamentals of statistics and statistical techniques in the analysis of business problems.
2. To explore the concepts of tabulation and classification of data which can be readily used for the further statistical analysis process.
3. To know the relevance of measures of central tendencies in statistical analysis and learns to compute the various measures of central tendencies.
4. To appreciate the various tools of measuring the dispersion of data and its significance and superiority in interpreting data compared to measures of central tendencies.
5. To gain an insight into quantification of the influence of one variable on another variable through Regression Equation and correlation concept.

Course Title here : Marketing Management

Course Outcomes (CO)

1. To identify the scope and significance of Marketing In Domain Industry
2. To examine marketing concepts and phenomenon to current business events In the Industry
3. To coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms
4. To illustrate market research skills for designing innovative marketing strategies for business firms.
5. To practice marketing communication skills relevant to the corporate world.

Course Title here : Essentials of Business Management

Course Outcomes (CO)

1. To understand the various forms of Business Organisation that can be formed and gain knowledge on the requirements for its formation.
2. To develop knowledge on the Principles of Management which lays the foundation for building Managerial Skills and understanding circumstances from the managerial perspective.
3. To gain knowledge on the concept of Delegation of Work and understand the process of decision making in order to develop effective Decision Making Skills.
4. To build knowledge on the Process of Communication and learn the importance of Effective Communication
5. To gain insights on the concept of CSR and its importance in the recent days.

Course Title here : Financial Planning and Wealth Management

Course Outcomes (CO)

1. To understand the importance of financial literacy and sources of wealth management.
2. To develop knowledge on the income management using provident fund schemes, insurance policies and post office saving schemes.
3. To gain knowledge on investment opportunities available in securities market and techniques to carryout analysis of securities.
4. To apply tax calculation concepts to estimate tax liabilities and return on income.
5. To articulate and prioritize financial goals for individuals or families based on

Course Title here : Cultural Diversity at Work Place

Course Outcomes (CO)

1. To recognize that social and cultural systems develop out of adaptation to environmental and historical circumstances.
2. To communicate an understanding of the ways in which race, ethnicity, and/or gender are socially constructed.
3. To communicate an understanding that different cultures may hold different views of the same issues.
4. To evaluate pertinent information and assertions for relevance, bias, stereotyping, manipulation, and completeness.
5. To apply the knowledge on cultural diversity at work place to actual scenario.

IV SEMESTER

Course Title here : Cost Accounting

Course Outcomes (CO)

1. To understand the several cost concepts involved in business.
2. To recognize the importance of material issues and its pricing.
3. To reconcile the financial accounts and cost accounts.
4. To apply the methods implicated in cost for a better industrial performance
5. To construe the impact of the select cost method

Course Title here : Banking Law and Practice

Course Outcomes (CO)

1. To understand the Process of Nationalisation and the emergence of various banks for the economic development of the country.
2. To builds awareness on the various financial markets for fulfilment of financial requirements, understand and appreciate the role of banks and their regulatory and compliance requirements.
3. To gain knowledge on the different functions of Central Bank and its role in implementing the monetary policy.
4. To understand on the Rights and Liabilities of a customer and a bank with regard to various situations and the capacities in which they contract; it also provides knowledge on the Types of Accounts offered by the banks and the requirements to open a bank account.
5. To enhance students understanding on the Precautions which a Bank should undertake to

Course Title here : Financial Management

Course Outcomes (CO)

1. To provide an in-depth view of the process in financial management of the firm.
2. To develop knowledge on the allocation, management and funding of financial resources.
3. To understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. To analyze he main ways of raising capital and their respective advantages and disadvantages in different circumstances.
5. To apply the financial concepts to calculate ratios and do the capital budgeting.

Course Title here : Financial Literacy & Investment Awareness

Course Outcomes (CO)

1. To understand the importance of financial literacy and sources of wealth management.
2. To develop knowledge on the income management using provident fund schemes, insurance policies and post office saving schemes.
3. To gain knowledge on investment opportunities available in securities market and techniques to carryout analysis of securities.
4. To apply tax calculation concepts to estimate tax liabilities and return on income.

V SEMESTER

Course Title here : Business Law

Course Outcomes (CO)

1. To develop knowledge on contract and various types of contracts.
2. To identify fundamental legal principles behind contractual agreements.
3. To understand the legal framework involved in the grant of a patent.
4. To analyse the various practices that would cause adverse effect on competition.
5. To gain knowledge about Foreign exchange and its importance in the economic development.

Course Title here : Financial Statement Analysis

Course Outcomes (CO)

1. To understand the basics of Financial Management.
2. To analyze the investment decisions applications in Businesses.
3. To demonstrate the financial decisions by finance managers.
4. To understand the working capital decisions taken by businesses.
5. To apply the Financial Management techniques in decision making.

Course Title here : International Business

Course Outcomes (CO)

1. To develop cognitive knowledge of global issues; stages, advantages, problems and approaches to International Business.
2. To examine the complexities that arise when the firm moves from domestic to international markets.
3. To understand different modes of business entry into foreign country
4. To understand the implications of economic integration among countries.
5. To understand the EXIM policies and export and import procedure.

Course Title here : Human Resource Development (HR ELECTIVE- PAPER 1)

Course Outcomes (CO)

1. To develop the understanding of the concept of human resource management.
2. To understand its relevance in organizations.
3. To develop necessary skill set for application of various HR issues.
4. To analyse the strategic issues and strategies required to select and develop manpower resources..
5. To integrate the knowledge of HR concepts to take correct business decisions.

Course Title here : Product and Brand Management (MARKETING ELECTIVE- PAPER 1)

Course Outcomes (CO)

1. To understand the basic concepts in product management and the steps involved in New product development process
2. To gain knowledge on branding and its applications
3. To appreciate brand management process and applying branding decisions effectively
4. To Learn how to use and test products in the market
5. To Identify the best way to launch a product and to build brand equity

Course Title here : Financial Markets and Services (FINANCE ELECTIVE- PAPER 1)

Course Outcomes (CO)

1. To obtain knowledge about the functions and benefits of money markets, Capital markets and other financial intermediaries.
2. To understand the financial institutions and the working of mutual funds.
3. To enable to take decisions regarding deposits in mutual funds and capital markets.
4. To critically analyse the function of financial market working mechanisms.
5. To discover the ideas on the financial system

Course Title here : International Human Resource Management (HR ELECTIVE- PAPER 2)

Course Outcomes (CO)

1. To demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM
2. To obtain an in-depth knowledge of specific IHRM-related theories, skills and practices.
3. To appreciate the implications of increasing globalisation for the management of human resources, with particular reference to IHRM in multinational corporations.
4. To develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work.
5. To identify and appreciate the significance of ethical issues in HR practices and the management of people in the workplace.

Course Title here : Services Management (MARKETING ELECTIVE- PAPER 2)

Course Outcomes (CO)

1. To understand the Concept of Services and intangible products
2. To understand and explain the concepts of management and its managerial perspective.
3. To Gains competence in developing plans in real life business situations
4. To creates confidence to face interviews with the knowledge of organisation recruitment and selection.
5. To understands the process of communication and will be capable of effectively communicate in the organization.

Course Title here : Cost Analysis for Decision Making (FINANCE ELECTIVE-PAPER 2)

Course Outcomes (CO)

1. To evaluate pertinent information and assertions for relevance, bias, stereotyping, manipulation, and completeness.
2. To prepare flexible and cash budgets for a company.
3. To calculate material and variable variances and suggest remedial measures to management.
4. To apply marginal costing in various business decisions.
5. To facilitate management in taking strategic business by using differential costing techniques.

Course Title here : Taxation-1

Course Outcomes (CO)

1. To understand the basic Concept of Income Tax and GST in India.
2. To familiarize the students of the various Provisions of Income Tax.
3. To understand the Residential Status and the Incidence of Tax.
4. To enable students to comprehend the knowledge about the Exempted incomes under the Act.
5. To provide an understanding of the Provisions and Computation of Income from Salary and House Property.

VI SEMESTER

Course Title here : Services Marketing

1. To understand and analyse the Services Marketing Management Process.
2. To design an appropriate marketing channel for effective delivery of service product.
3. to design an ideal promotional mix to place the service product in the market.
4. To draw service blueprint and flowcharts taking care of the complexity and divergence in service process.
5. To understand, analyse and implement the best pricing strategy for services.

Course Title here : Strategic Management

Course Outcomes (CO)

1. To expose students to various perspectives and concepts in the field of Strategic Management.
2. To understand the principles of strategy formulation, implementation and control in organizations.
3. To develop skills for applying these concepts to the solution of business problems.
4. To master the analytical tools of strategic management.
5. To analyse the various modes adopted by organizations for business growth.

Course Title here : Operations Research

Course Outcomes (CO)

1. To implement suitable Operations Research Models to obtain optimal solution.
2. To calculate the Minimum Cost and Maximum Profit of various investment decisions.
3. To reduce the transportation costs incurred otherwise.
4. To create models using simulation techniques to facilitate better management decisions.
5. To find the critical path and the duration of a project to reduce the time and cost of completion of the project.

Course Title here : Industrial Relations (HR ELECTIVE- PAPER 3)

Course Outcomes (CO)

1. To assess the importance of Industrial Relations in the industry for the smooth flow of production.
2. To understand the working of Trade unions and various functions performed by the trade unions.
3. To evaluate the consequences of misconduct and industrial disputes in the Industrial sector.
4. To gain a knowledge on the importance of collaboration and workers participation management.
5. To develop the knowledge on handling of grievance procedure and its consequences on individual workers and overall industry.

Course Title here : Advertising and Media Management (MARKETING ELECTIVE- PAPER 3)

Course Outcomes (CO)

1. To introduce Students to the basic steps in advertising.
2. To understand the creation of an ad campaign and structure of ad agency.
3. To design an advertising campaign consistent with the goals of an organization.
4. To understand the scope and techniques of media research, their utility and limitations
5. To learn the various media mix and its implementation and allocate budget for media plan.

Course Title here : Investment and Portfolio Management (FINANCE ELECTIVE- PAPER 3)

Course Outcomes (CO)

1. To understand the relationship between risk and return.
2. To understand the various alternatives available for investment.
3. To learn to value the equities and bonds.
4. To gaining the knowledge of the various strategies followed by investment practitioners.
5. To analyse the valuation of securities for critical business decisions.

Course Title here : Industrial Laws (HR ELECTIVE- PAPER 4)

Course Outcomes (CO)

1. To understand the evolution of labour legislation in India and understand the importance of ILO in regulating Labour legislations amongst the member nations.
2. To develop knowledge on basic minimum requirements for ensuring safety, health and welfare of workers in industrial establishments
3. To know the legal framework based on which Compensation in India is framed. Employer's liability for compensation and amount of compensation to workers who are victims of accidents, and the procedure to apply for the same.
4. To build knowledge on the role played by the ESI Corporation and its constitution, the benefits available to employees and the requirements to make a claim for the benefits.
5. To understand the objective of implementation of Maternity Act and develop an understanding on the conditions for the payment of maternity benefit.

Course Title here : Consumer Behaviour (MARKETING ELECTIVE- PAPER 4)

Course Outcomes (CO)

1. To gain knowledge on various consumer behaviour models and its application in real life marketing situations.
2. To Identify and discuss how cultural differences influence consumer behaviour.
3. To understand the role of reference groups in group dynamics, and their effect on buyer behaviour.
4. To explain the consumer decision making process and evaluate its inferences for marketers.
5. To realise the importance of enhancing the value of customer through relationship marketing.

Course Title here : International Finance and Forex Management (FINANCE ELECTIVE-PAPER 4)

Course Outcomes (CO)

1. To introduce the environment of international finance and its implications on international business.
2. To analyse the nature and functioning of foreign exchange markets.
3. To determine of exchange rates and their forecasting, study the foreign exchange risks.
4. To identify risk management strategies and various risk adjusted models.
5. To explore the international sources of long term finance, integrate the global developments with competitive global environment

Course Title here : Taxation-2

Course Outcomes (CO)

1. To provide an insight of the Provisions and Computation of Taxable Income from Business or Professions.
2. To provide students an understanding of the Provisions and Computation of Capital Gains.
3. To create an understanding of the Provisions and Computations of Taxable Income from Other Sources.
4. To familiarize the students about the Computation of Total Taxable Income, Tax Liability, Filling of Tax Returns and various other methods of Assessment Procedure.
5. To provide an understanding of Procedure and Levy of Tax under GST.