

Department of Management Studies

BBA-SEMESTER I

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-1101	Principles and Practice of Management	CO1	Analyze effective application of PPM knowledge to daigonise and solve organizational problems and develop optimal managerial decisions.
			CO2	To analyse the concept of management and its functions and evolution of management theory & familiarise with different schools of management thoughts.
			CO3	Demonstrate the ability to plan, organize, direct, lead and communicate effectively
			CO4	To analyze and isolate issues and formulate best control methods
			CO5	Demostrate the roles and skills of a manager
2	BA-1103	Quantitative Analysis	CO1	Ability to analyze data, frequency distribution and frame charts.
			CO2	Enable students to solve problems of central tendencies
			CO3	Enable students to solve problems of probability and sampling
			CO4	Students should be to solve problems of correlation and regression
			CO5	Ability to analyze and solve problems of Forecasting and Trend analysis
3	BA-1104	Financial Accounting	CO1	Demonstrate the role of accounting in business in economic world.
			CO2	Explain the principles of accounting and book keeping.
			CO3	Ability to apply Principles and procedures underlying the accounting process.
			CO4	Apply accounting rules in determining financial results and preparation of financial statement
			CO5	Determine the processes of billing in business and banking transaction.
4	BA-1105	Business Economics	CO1	To familiarize the students with the basic concept of microeconomics.
			CO2	To make student understand the demand and supply analysis in business applications

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			CO3	To familiarize students with the production and cost structure under different stages of production.
			CO4	Enable students to understand the pricing and output decisions under various market structure.
5	BA-1107	Business Law	CO1	To familiarise the Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws.
			CO2	To make aware of the different business laws.
			CO3	To aware of the Indian business laws and its impacts on businesses.
			CO4	Recognize legal and ethical issues when making business decisions
			CO5	Identify the nature and classification of contracts
6	BA-1161	Excel Applications for Business	CO1	Demonstrate ability to apply professional formatting to spreadsheets.
			CO2	Preparation of meaningful charts as a method of synthesizing data.
			CO3	Demonstrate ability to apply conditional formatting and create tables as a method of synthesizing data.
			CO4	Demonstrate ability to utilize advanced formulas and functions in order to present the results of data analysis.
			CO5	Enhance creativity and critical thinking skills through project-based learning.

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BBA-SEMESTER II

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	MA-1205	Business Mathematics	CO1	Learn the concepts of Algebra.
			CO2	Learn the concepts of Linear programming its simple application.
			CO3	Formulate Mathematical techniques having their application in the field of business with the help of Matrices.
			CO4	Learn the concepts of solve problems Differentiation, Integration and its simple application.
			CO5	
2	BA-1201	Human Resources Management	CO1	To familiarise the understanding of the concept of human resource management and to understand its relevance in organizations.
			CO2	To enable the nessecery skill set for application of various HR issues.
			CO3	To analyse the strategic issues and strategies required to select and develop manpower resources.
			CO4	To integrate the knowledge of HR concepts to take correct business decisions.
			CO5	To Aquire the ability to handle employee issues and evaluate the new trends in HRM
3	BA-1202	Business Environment	CO1	To Familiarize students with the nature of business environment and its components.
			CO2	To enable students to understand business and society.
			CO3	To enable students to examine how different factors and trends in the external environment are likely to impact business.
			CO4	To help the students to know the different environment like, political, technological, legal and economic environment in the business.

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			CO5	To educate students about the Role of Government in Economic Planning and various regulatory ACTs.
4	BA-1203	Organization Behaviour	CO1	Understand the concept of OB.
			CO2	Understand and apply different techniques of personality, motivation, attitudes.
			CO3	Understand and apply different techniques of group dynamics, leadership style.
			CO4	Understand the concept of organizational structure.
			CO5	Understand the concept of organizational change.
5	BA-1204	Business Finance	CO1	Develop skills for making financial decisions in practical business situations.
			CO2	Aquaint the students with the knowledgement of financial statement analysis
			CO3	Educate students the concept of time value of money
			CO4	Educate students to critically make various financial decisions
			CO5	Aquaint students with concepts of leverage.
6	BA-1205	Business Communications	CO1	To acquaint the students with the knowledge of the communication written as well as oral required in the corporate world in its day-to-day functioning.
			CO2	To enable the students to understand the complexity of communication in an organization
			CO3	To enable the students to write standard business letter and business report
			CO4	To enable the students to make a good powerpoint presentation using the top end features
			CO5	To enable the students to write a perfect Cirriculum Vitae with a good cover letter

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BBA-SEMESTER III

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-1301	International Business	CO1	To enable the students to understand the concepts in international business with respect to foreign trade/international business
			CO2	To help students to apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects and understand International economic grouping.
			CO3	To enable students to analyse the principle of international business and strategies adopted by firms to expand globally
			CO4	To enable students to Integrate concept in international business concepts with functioning of global trade
			CO5	To educate students to critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
2	BA-1302	Production Management	CO1	To understand scope and functions of production management and apply the knowledge to identify optimal locations and match plant capacity and technology.
			CO2	To understand the principle of inventory/materials management and apply the same in real life situations to make decisions.
			CO3	Apply the concepts of forecasting, productivity and developing and designing new product development to make decisions.
			CO4	Utilize the concepts of standardization, automation and work study to be able to analyze and decide optimal solutions.
			CO5	Apply concepts of safety and quality to real life production situation in industries
3	BA-1303		CO1	Acquire insight into suitability of the entrepreneurial approach in start-ups, existing businesses and corporate work processes.

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		Entrepreneurship and Small Business	CO2	Understand traits, characteristics and importance of interpersonal-skills and motivational aspects for working in team especially for start-ups.
			CO3	Understand and apply business idea generation and business plan floating through structured/unstructured processes.
			CO4	Acquire information and gather a general idea about small business formation and avenues for funding through govt. & financial institutions.
			CO5	Develop an awareness of entrepreneurship and orientation towards enterprising approach that is suitable for corporate roles as well as in startups or small businesses.
4	BA-1304	Accounting for Management	CO1	Acquire insights into the concepts of management accounting.
			CO2	Develop an understanding into the preparation and analysis of cost sheet.
			CO3	Develop skills for making financial decisions in practical business situations through break-even analysis, cost analysis
			CO4	Enable the understanding and analysis of Budgeting and Budgetary Control
			CO5	Develop an understanding into Standard Costing and Variance analysis
5	BA-1305	Marketing Management	CO1	Understand the basic structures of a market and the foundational concepts of functions of Marketing and its relevance to managers.
			CO2	Identify the changes in business environment and understand the changing needs of customers.
			CO3	Acquire insights into the concepts of consumer behaviour, customer segments and various approaches towards catering to a market.
			CO4	Ability to use identify and apply various marketing tools/frameworks like PESTEL, SWOT, Porter's 5 forces, 4Ps for decision making.
			CO5	Apply the fundamental marketing and management concepts in various multidisciplinary projects in industry.
6	BA-1361	Financial Modeling Using Excel	CO1	Develop the financial modeling skills used in the application of financial theory
			CO2	Build, understand, and use tools prevalent in applied finance.

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			CO3	Prepare for real world applications of corporate finance and investments
			CO4	Apply models used in typical finance and investments practice
			CO5	Prepare models related to time value of money, financial statement analysis, capital budgeting, portfolio analysis, and securities valuation.

BBA-SEMESTER IV

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-1401	Business policy and Strategy	CO1	Understand the concept of corporate strategy-formulation, implementation and its evaluation.
			CO2	Understand of the concept of decision making and to implement them.
			CO3	Understand the concept of strategic options.
			CO4	Understand the concept of organization structure and resource allocation.
			CO5	Understand the concept of strategic control
2	BA-1402	Marketing Research	CO1	To understand concept of marketing research and learn to define marketing problem in its environmental context.
			CO2	To understand marketing research design and learn to develop exploratory and conclusive research designs
			CO3	To understand concepts of measurement and scaling and lean to develop/evaluate questionnaires and form designs.
			CO4	To understand and undertake sampling design and procedures including sampling size and prepare for fieldwork.

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			CO5	To understand and undertake data analysis for hypotheses testing and prepare final report.
3	BA-1403	Marketing of Services	CO1	Familiarize the students with the unique characteristics, growth and importance of Services Marketing.
			CO2	Understand further workings of additional three P's specific to the nature of service marketing
			CO3	Understand the changes in the overall market and customer expectations in terms of services.
			CO4	Ability to identify service gap possibilities in the process of service quality delivery.
			CO5	Understand the unique aspects of marketing in some key service-based industries.
			CO1	To acquaint students with Consumer Behavior concepts and applications.
4	BA-1404	Consumer Behaviour	CO2	To enable the students to Identify and explain factors which influence consumer behaviour.
			CO3	To enable students to demonstrate the ability to analyze the complexities of buying behavior and use the same to formulate successful strategies.
			CO4	To create an understanding of the group influences and consumer behavior in cultural and contextual environment.
			CO5	To educate the students about internal dynamics such as personality, perception, learning motivation and attitude.
			CO1	To make students aware of the concept and role of team and team building
5	BA-1409	Team Work and Cross Cultural Leadership	CO2	To be able to contributing effectively as a team member
			CO3	To understand the source and contours and practice of leadership; trends in leadership and its styles.
			CO4	To be able to lead themselves and others in the achievement of organizational goals in global environment

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			CO5	To be able to apply knowledge of Team and Leadership theories and practices to solve business problems.
6	BA-1406	Project Management	CO1	Understand basics of project management and develop models through simulation
			CO2	Understand of the concept of different elements of a project site
			CO3	Determine capital expenditure and comprehend different types of financial analysis
			CO4	Understand project monitoring and implement crashing, network analysis
			CO5	Understand different types of risks and appraisal methods

BBA-SEMESTER V

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-1571	Project presentation and Seminar	CO1	construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
			CO2	Assess the Strengths, Weaknesses, Opportunities and Threats (SWOT) of the concerned company
			CO3	Determine the challenges and future potential for his / her internship organization in particular and the sector in general.
			CO4	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
			CO5	analyze the functioning of internship organization and recommend changes for improvement in processes.
2	BA-1501	E-commerce	CO1	To Understand the basic concepts of E-Commerce, its framework, infrastructure and technical aspects.

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			CO2	To Understand the concepts of electronic payment system and digital payment system.
			CO3	To Understand the concepts of B2B E-Commerce, supply chain coordination and internet retailing, concepts of CRM, computer-based education and training
			CO4	To understand the impact of E-Commerce on business
			CO5	
3	BA-1503	Marketing Communication and Advertising	CO1	To make the students think differently and understand the world of advertising and communication.
			CO2	To make the students understand advertising as a communication tool. The ability to apply the objectives of advertising while designing and Ad
			CO3	To make the students design an Ad creative enough to make an impact to sell the product/ service it promotes.
			CO4	To make the students use creative mind to solve marketing problems
			CO5	To make the students run marketing campaign making an appropriate budget for the same
4	BA 1512	Logistics & Supply Chain Management	CO1	To develop a fundamental grasp of logistics and supply chain management's role in business and its importance.
			CO2	To get a better understanding of how supply chain drivers contribute to firms redefining value chain excellence.
			CO3	Understand the significance of logistics as a basic function in the transportation and warehousing industries.
			CO4	To improve analytic and critical reasoning abilities and knowledge for the purposes of supply chain planning, and operation.
			CO5	Learn about the most recent developments in supply chain management. Apply current supply chain theories, practises and ideas via the use of case studies and other problem-based learning scenarios.
5			CO1	Students should able to elaborate the concept of Industrial Relations.

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			CO2	Students should able to outline the important causes & impact of industrial disputes.
			CO3	Students should able to elaborate Industrial Dispute settlement procedures.
	BA 1531	Industrial Relations	CO4	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965
			CO5	Student should able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.
6	BA 1532	Training and Development	CO1	To understand the importance of training and development in modern organizations.
			CO2	Enable students to design training and development program
			CO3	Understand the individual and organizational career planning process and interventions
			CO4	Understand the concept of succession plannin
			CO5	Students will be able you practice the HR activities in practical life
7	BA 1534	Banking and Insurance	CO1	To enable the students to understand the evolution and basics of Indian financial systems and its components
			CO2	To enable the student to know about banking structure, function, modes of financing, to categorize and analyze banker – customer relationship.
			CO3	To understand the concept of insurance and its evolution
			CO4	Enable students to have a practical understanding of various types of Insurance and understand insurance operations both in life as well as general insurance
			CO5	To develop a practical understanding of regulations, documentations & processing of life insurance proposal forms, claim settlement and surrender of life insurance policy.

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8	BA 1535	Financial Audit	CO1	To understand the basic meaning of auditing and comprehend specific business objectives that can be ensured through auditing.
			CO2	To understand the Basic Principles Governing an Audit, through the Audit Process, Audit Programme.
			CO3	To enable students to appreciate the importance of evidence in Auditing, through concepts like routine checking and test checking.
			CO4	To get the students familiarized with the salient features of company audit in terms of Company Accounts, Divisible Profits, Dividends and Reserves.
			CO5	To acquaint students with the Select Provisions of the Company Act relating to the Appointment, removal and remuneration of Company auditors, Rights, duties and liabilities of Company auditors while preparing true & fair Auditor's report.

BBA-SEMESTER VI

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-1681	Viva- Voce	CO1	Understand linkage of current business scenario and subject areas
			CO2	elaborate recent developments in current scenario of the subjects
			CO3	Determine the challenges and future potential in the selected sector.
			CO4	Elaborate upon the current business senario through domain subject comprehension
			CO5	Identify future learning possibilities through further higher education
2	BA-1601	Corporate Governance	CO1	To make the students understand about the overview of corporate governance.
			CO2	To make the students understand about the global perspective of corporate governance.

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			CO3	To make the students understand about the various approaches and models of corporate governance.
			CO4	To make the students understand about the various agents and institutions of corporate governance.
			CO5	To make the students understand about the various environmental aspects and impact of corporate governance in developing economies.
3	BA-1602	International Marketing Management	CO1	To enable the students to understand the techniques of entering international market.
			CO2	To enable the students to understand the scenario under which various companies and its products are surviving in international arena.
			CO3	To enable the students to segment international market according to the most suitable segmentation
			CO4	To enable the students understand the export-import policies of India, The USA, The EU, and China.
			CO5	To enable the students get an in-depth knowledge of product Innovation and global collaboration with the help of mandatory webinars, conferences and live interviews.
4	BA-1604	Rural Marketing	CO1	Understand the importance of rural markets and recognize the difference between urban and rural markets.
			CO2	Recognize the relevance of rural marketing under changed socio-economic and demographic profile of rural customers.
			CO3	Understand the synchronization of the 4P's and 4A's of rural marketing to recognize the marketing strategies in rural markets.
			CO4	Ability to understand the dynamics of pricing, distribution and promotion of various FMCG, Consumer durables and financial services in rural areas.
			CO5	Acquire insight into the market for agricultural inputs, equipment and agri-products.

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5	BA-1631	Human Resource Development	CO1	Understand the HR Management and system at various levels in general and in certain specific industries or organizations.
			CO2	Understand of the concept of human resource development and to understand its relevance in organizations.
			CO3	Develop necessary skill set for application of various HRD issues.
			CO4	Develop skills to analyse the strategic issues and strategies required to select and develop manpower resources.
			CO5	Understand various HRD concepts along with the domain concept in order to take correct business decisions
6	BA-1632	Business Ethics	CO1	Evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business.
			CO2	Recognize the inherent conflict of interest in many business decisions.
			CO3	Demonstrate knowledge of established methodologies of solving ethical problems.
			CO4	Develop strategies for identifying and dealing with typical ethical issues, both personal and organizational.
			CO5	Demonstrate an understanding of common ethical problems in businesses and other organizations, and determine practical steps that can be taken to address those problems
7	BA-1635	Management of Financial Services	CO1	Acquaint with a conceptual framework of Indian financial system, various constituents of the system and their recent developments and challenges.
			CO2	Have a broad understanding of activities and functions of merchant bankers in India.
			CO3	Have an analytical understanding of various financial services including leasing, hire purchase finance, factoring, forfaiting, credit rating, underwriting, bill financing, venture capital and mergers and acquisitions
			CO4	Demonstrate an understanding of the role of an institution in designing capital structure, preparing for public issue, and other related activities.

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8	BA-1636	Tax Planning and Tax Management	CO5	Apply critical thinking skills in identifying and evaluating financial issues
			CO1	Acquire conceptual knowledge of direct and indirect taxation principles and policies
			CO2	Identify and calculate the residential status of an assessee
			CO3	Compute the income under the five heads of incomes under the Income Tax Act, 1961
			CO4	Develop the skill of recording difference between direct and indirect tax
			CO5	Enunciate the concepts of GST and compliances related to documentation under the Indirect tax regime.



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