

BBA Sem I

English

CO1	Students will be able to revise and practice the grammar and vocabulary concepts
CO2	Students will be able to write business correspondences
CO3	Students will be able to To explain the concept of business manners – body- language, gestures and Email etiquette
CO4	Students will be able to take interest and enhance their reading and comprehension skills.

Fundamentals of Business Management

CO1	Given the concept of management, the future manager will be able to explain Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.
CO2	Given the details pertaining to Management and administration, the future managers will be able to define Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.
CO3	Given the Concept of planning, the future manager will be able to explain the Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.
CO4	Given the concept of decision making, the future managers will be able to explain Importance of decision making, Methods of decision making, Committee Decision Making.

Computer Application for Business

CO1	Given the introduction to computer, the future manager will be able to prepare the flow chart and also the concept of operating system.
CO2	Given the concept of MS-Office, the future managers will be able to work with Word, Excel and Powerpoint
CO3	Given the introduction to e-commerce, the future manager will be able to develop a web page based on HTML.
CO4	Given the concept of business, the future managers will be able to explain strategy and operation; Business / Strategic Consulting: Reengineering, BPR; Operations Consulting: domain knowledge concept, domain consulting. IT Enabled Services (ITES) – Processes, Outsourcing Function, Call Centres; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc).

Cost Accounting

CO1	Given the classification and analysis of Cost, the future manager will be able to Prepare Cost Sheet, Tender & Quotation, and also will be able reconcile the Profits of Cost Account and Financial Accounts
CO2	Given the details pertaining to preparation of process cost, the future managers will be able to prepare a Process cost sheet of a manufacturing concern while computing Abnormal loss

	and effective
CO3	Given the details relating to costs incurred by Transport companies, the future manager will be able to prepare an operating cost sheet of transport company by classifying charges in Standing Charges, Maintenance charges and Running Charges.
CO4	Given the information of Sales, Variable Cost and Fixed Cost, the future managers will be able to calculate BEP, Profit Volume Ratio, Margin of Safety, Profit on Desired Sales and Sales to earn desired profit.

Sem II

Principles of Marketing Management

CO1	Given the introduction of marketing, the future manager will be able to explain the concepts of marketing, selling concept, production concept, modern marketing concept.
CO2	Given the basic of segmentation, the future managers will be able to explain the importance of segmentation and positioning in marketing;
CO3	Given the information about marketing mix, the future managers will be able to able to develop the 5Ps for a business;
CO4	Given the information related to price, the future manager will be able to explain the methods of pricing and Promotion

Financial and Management Accounting

CO1	Given the transactions of business, the future manager will be able to pass Journal Entries of the business transactions
CO2	Given the Trial Balance of Company, the future managers will be able to prepare a Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet of a public limited company.
CO3	Given the details relating financial analysis of company, the future managers will be able to analyze the financial statement using Ratio Analysis.
CO4	Given the information related to forecasting, the future manager will be able to prepare Flexible budget and Cash Budget

Micro-Economic Fundamentals

CO1	Given the Introduction to Micro Economics , the future manager will be able to explain the Importance of Micro Economics and Factors affecting Micro Economics
CO2	Given the concept of demand and supply, the future managers will be able to explain the assumptions, exceptions and elasticity of demand and supply.
CO3	Given the details relating to Production & Production Function, the future managers will be able to explain its Concept, Forms of Production function, Law of Variable Proportions, Returns to scale and Isoquants
CO4	Given the information related to market structure, the future manager will be able to understand the concept of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly

English

CO1	Students will be able to explain the role of communication & its role in business world and its applications.
CO2	Students will be able to explain the concept of cross cultural dimensions of business communication & its ethical and legal implications.
CO3	Students will be able to explain various types of business written communication
CO4	Students will be able to explain the role of communication in committees, conference, seminar, symposia and other formal communications.

Sem III

Principles of Financial Management

CO1	Students will be able to explain the importance, scope, Goals & objectives of financial management
CO2	Students will be able to explain various sources of finance i.e. Long Term, Short term and medium term
CO3	Given the concept of cost of capital, the future managers will be able to calculate leverage and cost of capital
CO4	Given the concept of working capital, the future manager will be able to estimate working capital.

Basic Statistical Techniques

CO1	Given the classification of data, the future manager will be able to draw diagrams and graphs like bar graph, histogram, pie chart etc. using frequency distribution table.
CO2	Given the frequency distribution data, the future managers will be able to compute central tendencies using Mean, Median, Mode, Geometric Mean, Harmonic Mean and Weighted Average mean.
CO3	Given the dispersion data, the future managers will be able to calculate range, quartile deviation, mean deviation, standard deviation and coefficient of skewness.
CO4	Given the data relating to two inter dependent variables, the future manager Calculate Coefficient of Correlation for simple series, discrete series and continuous series.

Evolution of Business & Commercial Geography

CO1	Students will be able to explain Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.
CO2	After the completion of this topic the students will be able to explain the Evolution of Business in post WWII Scenario

CO3	Given the meaning of commercial geography, the future managers will be able to explain relation with Commerce & Commercial Geography, its nature and scope and also explain the relationship between Geographical Environment & Commerce
CO4	Students will be able to explain the Role of industries in Economic development of India and USA

Environment Management

CO1	Students will be able to explain role of individual in conservation of natural resources
CO2	After the completion of this topic the students will be able to understand the types of pollution and measures to control them.
CO3	Given the brief of population explosion, the future managers will be able to analyse the impact of Population explosion and its causes.
CO4	Students will be able to understand the social issues in environment like construction of dams, problems and concerns of resettlement

Sem IV

Principles of Human Resource Management

CO1	Students will be able to differentiate between Personnel Management and H.R.M., also they will be able to explain the Importance and Functions of H.R.M. Role of H.R Department.
CO2	Students will be able to understand the meaning, uses, process and method of job analysis and job design
CO3	Students will be able to explain the concept of Human Resource Planning -Recruitment – Selection
CO4	Students will be able to explain the Concept of Induction, Training-Need for training, benefits of training, identification of training needs and methods/ types of training

Introduction to Sociology & Psychology

CO1	Students will be able to explain the concept of Sociology and its characteristics, Development of Modern Industrial Society, Postmodern Society and Culture
CO2	Students will be able to understand the Structural aspects of social system, Social Changes and its types.
CO3	Students will be able to understand the concept of psychology, its methods, contemporary perspectives, Biological bases, and the nervous system.
CO4	Students will be able to incorporate social psychology, and also practice socialization and forming impression.

Money, Banking and Finance

CO1	Given the concept, evolution and function of Money, the future manager will be able to explain Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money
CO2	Given the brief description about commercial bank and RBI, the future managers will be able to explain Role and functions of commercial bank, credit creation and its limitations, Functions of RBI, Role of RBI in Indian Economy.
CO3	Given the brief about National Income, the future managers will be able to explain methods & difficulties of measuring National Income, Concept of GDP, GNP, NNP, PI, DPI, Types, Causes and Measures to Control Inflation and Deflation
CO4	Given the concept of Monetary and Fiscal Policy, the future manager will be able to explain the limitations of Monetary and Fiscal Policy, Scope and Importance of public finance.

Business Legislations

CO1	Students will be able to understand constitutional provisions regarding fundamental rights pertaining to trade and profession
CO2	Students will be able to make agreements and contracts through proper understanding of elements of contract.
CO3	Students will be able to register a company by understanding its Memorandum and Article. They will also be able to understand the administration of companies.
CO4	Students will be able to understand the concept of customer and disputes pertaining to customers. They will also be able to file a complaint related to customer dispute.

SEM V

Research Methodology

CO1	Given the concept of research, the future manager will be able to explain Types of research, Research Approach, Research Process, Relevance & scope of research in management.
CO2	Given the brief description about sampling and hypothesis, the future managers will be able to characterize the good sample design, differentiate Probability and non-probability sampling, process of formation of hypothesis and testing of hypothesis
CO3	Given the brief about Measurement & scaling techniques, the future managers will be able to explain Errors in measurement. Test of sound measurement, Scaling and scale construction technique and various Methods to measure attitude.
CO4	Given the concept of data collection, the future manager will be able to explain the methods of data collection and also well be able to interpret the data.

Entrepreneurship Development

CO1	Students will be capable of understanding concept and characteristics of entrepreneurship. They will also be able to differentiate between entrepreneur and manager.
CO2	Students will be able to know the basic competencies of entrepreneurship. Also they will be able to understand the support system of government to start the enterprise.
CO3	Students will be able to understand the framework required for the SSI unit. They will also

	be able to prepare their own project report pertaining to their own businesses.
CO4	Students will be able to classify the advantages and disadvantages of various financial support systems provided by government.

International Business Environment

CO1	Students will be able to explain the concept of International business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments.
CO2	Students will be able to explain the Framework for analyzing international business environment
CO3	Students will be able to explain the concept of World trade and protectionism – Tariff and non-tariff barriers; Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.
CO4	Students will be able to understand Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.

Principles of Operations Management

CO1	Students will be able to Differentiate between production, manufacturing and service and also explain the types of production, mass, job-based, batch and assembly line production system. Types of services.
CO2	Students will be able to explain the concept of plant layout and also will be able to explain the concept of production planning.
CO3	Given the data relating to inventory lead time and consumption, Students will be able to compute the levels of inventory management
CO4	Students will be able to apply quality management techniques like TQM, ISO, Kaizen, Quality circles, Six-sigma in their future organization.

Sem VI

Fundamentals of Business Finance

CO1	Given the concept of Time value of money, the future manager will be able to calculate the present value and future value of money.
CO2	Given the cash-flows pertaining to a project, the future manager will be able to estimate projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period, profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate of return approach)
CO3	Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to compute the value of a share using various dividend discount models and illustrate whether dividend is relevant for firm valuation or not.
CO4	Given the concept of Corporate Restructuring, the future manager will be able to explain Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of merger), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split ups.

Advanced Financial Management

CO1	Given the concept of Banking and operations, the future manager will be able to explain the Functions of commercial banks, role of RBI and commercial banks, and also explain various types of deposits.
CO2	Given the concept of insurance, the future manager will be able to explain the principles of insurance and also explain the types of insurance
CO3	Given the concept of mutual fund, the future manager will be able to calculate NAV and explain the concept of Concept of Cost Averaging and Value Averaging
CO4	Given the concept of capital market, the future manager will be able to explain Structure of Capital Market, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market

Fundamentals of Human Resource Management

CO1	Given the concept of HRM, the future manager will be able to explain Evolution of HRM; Challenges of HRM; Role of Human Resource Management in strategic management, Characteristics of Workforce today
CO2	Given the concept of performance appraisal, the future manager will be able to explain the Concept and Introduction, Importance, process –methods of performance appraisal – Traditional & Modern Methods.
CO3	Given the concept of Job Evaluation & Compensation management, the future manager will be able to explain objectives and methods of Job Evaluation, Wages & Salary, components of employee remuneration
CO4	Given the concept of legal aspects, the future manager will be able to explain Provident Fund Act, Employee State Insurance Corporation Act, Minimum Wages Act, Industrial Relations Act, Industrial Dispute Act.

Advanced Human Resource Management

CO1	Given the concept of Job Analysis, Job Design & Job Evaluation, the future manager will be able to explain competency approach to job analysis, job description and job specification.
CO2	Given the concept of performance appraisal, the future manager will be able to explain the Objectives of Performance Appraisal, Performance Planning and Potential Appraisal, Pitfalls of Appraisal, Praise and Recognition; Rewards and Incentives; Promotions
CO3	Given the concept of industrial relation, the future manager will be able to explain scope, objectives & significance of Industrial Relations and Trade unions
CO4	Students will also be able to explain the concept of Goal Setting, Promotions and Transfers; Separations-Retirement, VRS, Deputation, Death, Retrenchment, Pink Slips, Competency Mapping, Employee Manual / PPP Handbook. Concept of Retention and Attrition. Online recruitment; Employee referrals;

Fundamentals of Marketing Management

CO1	Students will be able to explain the meaning, importance; Communication meaning,
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	importance, process, communication mix-components, role in marketing
CO2	Students will be able to explain the meaning of branding, brand recall, brand positioning. Importance of branding and advertising. Digital Marketing –Scope and Importance, Search Engine Optimisation (SEO), Out of home (OOH)
CO3	Students will be able to understand the Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.
CO4	Students will be able to explain the Nature & characteristics of services, Marketing Mix and strategies in Service Marketing, Product decisions, pricing strategies, Promotion of services, Placing or Distribution methods of services, Service vision & Strategies: Includes Advertisements, Branding, Packaging of Services.

Advanced Marketing Management

CO1	Students will be able to explain the Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives, Salesmanship : Theories of personal selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post-approach, Organising display, showroom & exhibition
CO2	Students will be able to explain the Product Distribution Channel &Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics
CO3	Students will be able to understand the Impact of service Quality, Approaches to service Quality, Ten original dimensions of Service Quality, How to improve service Quality, Service quality information systems, Benchmarking and certification. Marketing challenges in services business; Classification of services; End user, Profit orientation, Services tangibility, People based services, Expertise. Role of IT in service industry.
CO4	Students will be able to explain the CB-Services, Facts & Importance of CB in services, Evolution of Relationship Marketing, Enhancement of Internal & External relationships, Customer Retention (Operations, Delivery System). Various types of services offered to customers –hotel, hospital, transport, insurance, banking and education.