

Master of Business Administration (MBA)

Program Educational Objectives (PEOs)

PEO1: To inculcate knowledge in students with experiential learning and prepare the for advance study and lifelong learning.

PEO2: To develop strategic understanding of fundamental principles of business and competencies in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO3: To train the students for dynamic business environment and apply their perspectives through innovation and creativity.

PEO4: To develop competencies in qualitative and quantitative techniques to analyse the business data as well as developing an understanding of economic, legal and social environment of Indian business.

PEO5: To inculcate leadership skills, professionalism, effective communication skills, interpersonal skills and team work in students so as to enable them to manage and collaborate in diverse work environments.

PEO6: To develop responsiveness to social issues and ability to identify business solutions to address the same. Students will also be able to understand the issues of business ethics.

Master of Business Administration (MBA)

Program Outcomes (POs)

The program outcomes specify the knowledge, skills, values and attitudes students are expected to attain in courses or in a program. The six outcomes of MBA program are as below:

1. Business Environment and Domain Knowledge: Economic, legal and social environment of Indian business.. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvment of business enterprises and exploring the entrepreneurial opportunities.

2. Critical thinking, Business Analysis, Problem Solving and Innovative Solutions: Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

3. Global Exposure and Cross-Cultural Understanding: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding.

4. Social Responsiveness and Ethics: Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviours.

5. Effective Communication: Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

6. Leadership and Teamwork: Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

COURSE OUTCOMES

Master of Business Administration (MBA)

FIRST SEMESTER

Subject: Foundations of Management. (MBA 101-18)

Course outcome

- CO1:** Describe fundamental concepts and principles and conventions of accounting.
- CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.
- CO3:** Develop analytical abilities to face the business situations.
- CO4:** Apply various tools that would facilitate the decision-making process in the business.
- CO5:** Develop peer-based learning and working in groups and teams.
- CO6:** To comprehend the application of various controlling techniques in management.

Subject: Managerial Economics (MBA 102-18)

Course outcome

- CO1:** Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.
- CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
- CO3:** Analyse the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production.
- CO4:** Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function
- CO5:** Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types.
- CO6:** Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.

Subject: QUANTITATIVE TECHNIQUES (MBA 103-18)

Course outcome

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.

CO2: To apply the concepts of central tendency and variation in managerial decision making.

CO3: To enhance knowledge in probability theory and normality and its distribution concepts.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities.

CO6: To apply the operations techniques in reality to market scenario.

Subject: ACCOUNTING FOR MANAGEMENT AND REPORTING (MBA 104-18)

Course outcome

CO1 – To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies.

CO2 – To explain the students about the concepts of cost and various intricacies for preparing the cost sheet.

CO3 – To acquaint students about the decision-making techniques using the concepts of marginal costing, standard costing and budgetary control.

CO4 – To enable the students to analyse financial statements using various tools for financial analyse and interpret the financial position of a business organization.

CO5 – To familiarize the students about the contemporary developments in the accounting.

CO6 – To make students aware about the recent developments in financial reporting and regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices.

Subject: BUSINESS ENVIRONEMENT AND INDIAN ECONOMY (MBA105-18)

Course outcome

CO 1: Outline how an entity operates in a complex business environment.

CO 2: To systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise.

CO 3: To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment.

CO 4: To describe how various types of economic systems play a significant role in the success of a business.

CO 5: To understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment.

CO6: To discuss various development strategies in India.

Subject: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (MBA 106-18)

Course outcome

CO1: To integrate and apply contemporary Ethics & Governance issues in a business context

CO2: To analyse and apply ethics to contemporary business practices.

CO3: To analyse key perspectives on corporate social responsibility and their application.

CO4: To evaluate different corporate ownership structures and their key governance features.

CO5: To understand the ethical decision making, ethical reasoning, the dilemma resolution process.

CO6: To analyse and apply corporate governance perspectives to contemporary business practices.

Subject: BUSINESS COMMUNICATION FOR MANAGERIAL EFFECTIVENESS (MBA 107-18)

Course outcome

CO1 - To understand the basics of communication and its process, and the various barriers in the communication.

CO2 – To learn the listening skills and comprehend the value of business etiquettes

CO3– To comprehend Non – Verbal communication skills and its application for effective Communication.

CO4 – To learn the skills of writing effective business messages, letters and reports

CO5– To develop the presentation skills and learning to organize and structure a Presentation using visual aids

CO6 – To prepare the students for interview, employment messages and resume writing skills

MBA 2ND SEMESTER

Subject: Business Analytics for Decision Making (MBA 201-18)

Course outcome

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions

CO2: To enhance knowledge in probability theory and normality and its distribution concepts

CO3: To conduct research surveys through multiple regression and multiple correlation

CO4: To design a good quantitative purpose statement and good quantitative research questions and hypotheses

CO5: To know the various types of quantitative sampling techniques and conditions to use.

CO6: To utilize the time series method to predict the future of sales in a concern.

Subject: Legal Environment for Business (MBA 202-18)

Course outcome

CO1. Students shall be able to understand the legal and regulatory framework of business environment.

CO2. Students shall be able to identify the fundamental legal principles behind contractual agreements.

CO3. Students shall be able to understand the legal provisions of sales of goods.

CO4. Students shall be able to understand the concept of negotiable instruments as well as rules pertaining to crossing, transferring and dishonouring of negotiable instruments.

CO5. Students shall understand legal rules governing admission, retirement and death of partner and dissolution of partnership firm.

CO6. Students shall be able to understand the legal framework relating to the process of incorporation of Joint Stock Company

Subject: Marketing Management (MBA 203-21)

Course outcome

CO1 - To learn the basics of marketing, selling, marketing mix and its core concepts.

CO2 – To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3– To equip the students with necessary skills for effective market segmentation, targeting and positioning

CO4 – To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process.

CO5– To develop an understanding of promotion mix and strategies for successful promotion

CO6 – To gain knowledge about the emerging trends in marketing and pyramid marketing.

Subject: Human Resource Management (MBA 204-18)

Course outcome

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2- To comprehend the environment of HRM.

CO3: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO4: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO5: To examine the provisions of employee health, safety and welfare.

CO6: To analyse the concerns of government, employees and employers in establishing Industrial relations.

CO7: To illustrate mechanisms adopted by the organizations for settlement of disputes and grievances

Subject: Production & Operations Management (MBA 205-18)

Course outcome

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

CO6: Understand the concepts of inventory and purchasing management.

Subject: Corporate Finance and Policy (MBA 206-21)

Course outcome

CO1- To explain the evolution, objectives and functions of corporate finance and interface of corporate finance with other functional areas.

CO2- To illustrate the concept of time values of money and valuation of securities.

CO3: To comprehend the significance of capital structure theories in capital structure decisions.

CO4: To facilitate sound investment decisions based on capital budgeting techniques.

CO5: To understand the applications of approaches of working capital management.

Subject: Entrepreneurship Development and Project Management (MBA 207-18)

Course outcome

CO1- To explain the characteristics, functions and traits of an entrepreneur.

CO2- To illustrate the concept of corporate entrepreneurship and development of the same in the organizations.

CO3: To comprehend the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship.

CO4: To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.

CO5: To be able to develop an effective business plan.

CO6: To explain the basic concepts of project management and analyse different phases of project management viz. generation and screening of project ideas, project analysis, selection, financing, implantation and review.

Subject: Computer Applications for Business (MBAGE 201-18)

Course outcome

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

CO6: apply the concepts of data base and Access for editing Data; managing reports and labels, Managing Multiple Tables.

Bachelor of Business Administration (BBA)

Program Educational Objectives (PEOs)

PEO1: Graduates will develop expertise in the area of accounts, marketing, interpersonal skills, human resource management and entrepreneurship.

PEO2: Graduates will develop competencies in qualitative and quantitative techniques to analyse the business data.

PEO3: Graduates will develop an understanding of economic, legal and social environment of Indian business.

PEO4: Graduates will develop responsiveness to social issues and will be able to identify business solutions to address the same. They will also be able to understand the issues of business ethics.

Bachelor of Business Administration (BBA)

Program Outcomes (POs)

At the end of the program the student will be able to:

PO1: Evaluate and describe contextual forces (macro and micro both) in business environment and identify their impact on business operations.

PO2: Recognise and apply various qualitative, technical and analytical methods in solving business problems.

PO3: Communicate effectively in various business settings both in written and oral formats.

PO4: Explain the responsibility of business towards development of society. Students will also be able to distinguish between ethical and unethical behaviours.

PO5: Develop strategies for effective functioning of functional areas such as marketing, strategy, finance and operations.

PO6: Apply the entrepreneurial and managerial skills for effective business management.

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

FIRST SEMESTER

Subject: Principles and Practices of Management (BBA 101)

Course outcome

- CO1:** Describe fundamental concepts, nature and principles of Management.
- CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.
- CO3:** Develop analytical abilities to face the business situations.
- CO4:** Apply various tools that would facilitate the decision-making process in the business.
- CO5:** Develop peer-based learning and working in groups and teams.

Subject: BASIC ACCOUNTING (BBA 102)

Course outcome

- CO1:** To understand the basic underlying concepts, principles and conventions of accounting.
- CO2:** To identify the rules of debit and credit in accounting.
- CO3:** To get an overview of the regulatory framework of accounting in India.
- CO4:** To prepare trading, profit & loss and balance sheet of a firm.
- CO5:** To comprehend the concept of depreciation and different methods to treat depreciation in accounting.

Subject: Managerial Economics- I (BBA-GE 101)

Course outcome

- CO1:** Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.

CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.

CO3: Understand and estimate production function and Law of Diminishing Marginal Utility.

CO4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO5: Understand the different costs of production and how they affect short and long run decisions.

Subject: English (AECC BTHU103/18)

Course outcome

CO1: The objective of this course is to introduce students to the theory, fundamentals and tools of communication.

CO2: To help the students become the independent users of English language.

CO3: To develop in them vital communication skills which are integral to their personal, social and professional interactions.

CO4: The syllabus shall address the issues relating to the Language of communication.

CO5: Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

Subject: English Practical/Laboratory (BTHU104/18)

Course outcome

CO1: The objective of this course is to introduce students to the theory, fundamentals and tools of communication.

CO2: To help the students become the independent users of English language.

CO3: To develop in them vital communication skills which are integral to personal, social and professional interactions.

CO4: The syllabus shall address the issues relating to the Language of communication.

CO5: Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc

Subject: Human Values, De-addiction and Traffic Rules (HVPE 101-18)

Course outcome

- a.** To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
- b.** To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.
- c.** To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

Subject: Human Values, De-addiction and Traffic Rules (AECC HVPE 102-18) (Lab/Seminar)

Course outcome

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholars and experts of the subject will be called for the Seminar at least once during the semester. It will be binding for all the students to attend the seminar.

Subject: Mentoring and Professional Development (BMPD102-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills Presentation Skills

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

2ND SEMESTER

Subject: Business Statistics (BBA 201-18)

Course outcome

CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values.

CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not.

CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO4: To understand the concept of correlation regression analysis and their applications.

CO5: To apply the learnt techniques in statistical testing and their applications.

Subject: Business Environment (BBA 202-18)

Course outcome

CO1: To Identify and evaluate the complexities of business environment and their impact on the business.

CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country .

CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities.

CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory.

CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets.

Subject: Managerial Economics-II (BBAGE 201-18)

Course outcome

CO1: Explain the concept of national income and its measurement using different approaches. **CO2:** Describe the underlying theories of demand and supply of money in an economy.

CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms.

CO4: Interpret macroeconomic issues like money, inflation and unemployment.

CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy

Subject: Environment Studies (AECC EVS102-18)

Course outcome

1. Students will enable to understand environmental problems at local and national level through literature and general awareness.
2. The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental Issues.
3. The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems.
4. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world

Subject: Mentoring and Professional Development (BMPD202-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills Presentation Skills

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

3RD SEMESTER

Subject: Organizational Behaviour (BBA 301-)

Course outcome

CO1- To explain the basics of Organizational behaviour and various challenges for OB.

CO2- To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation.

CO3: To examine the dynamics of group development and group properties.

CO4: To understand various dimensions of organisational culture.

CO5: To analyse the process of conflict management and approaches to stress management.

Subject: Marketing Management (BBA 302-)

Course outcome

CO1: Explain the basics of marketing, selling, marketing mix and its core concepts.

CO2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: Develop necessary skills for effective market segmentation, targeting and positioning.

CO4 – Illustrate various components of product mix, product life cycle and comprehend the new product development process.

CO5– Develop an understanding of promotion mix and strategies for successful promotion

Subject: COST AND MANAGEMENT ACCOUNTING (BBA 303-18)

Course outcome

CO1: Understand and differentiate between Cost accounting and management accounting.

CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant.

CO3: Estimate the breakeven point of the firm.

CO4: Understand and apply the concepts of budgetary control for better decision-making.

CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results.

Subject: Production and Operations Management (BBA 304)

Course outcome

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

Subject: IT Tools for Business (BBA- SEC 301)

Course outcome

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

Subject: Mentoring and Professional Development(BMPD302-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills Presentation Skills

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

4TH SEMESTER

Subject: Business Research Methods (BBA 401)

Course outcome

CO1: Explain the objectives and process of conducting research and its application in business.

CO2: Analyse the different types of research design and experimental errors.

CO3: Understand various techniques of sampling and methods of data collection.

CO4: Examine different types of scales and appraise about data preparation and analysis.

CO5: Identify and prepare various types of reports.

Subject: Human Resource Management (BBA 402)

Course outcome

CO1- To explain the basics of Human Resource Management and analyse the evolution of HRM.

CO2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO3: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO4: To analyse the functions of compensation management namely, wages and salary administration, incentives and fringe benefits.

CO5: To comprehend the meaning and concept of Industrial relations.

Subject: Financial Management (BBA 403)

Course outcome

CO1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.

CO2: Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis.

CO3: Apply time value of money techniques to various pricing and budgeting problems.

CO4: Apply modern techniques in capital budgeting analysis.

CO5: Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making.

Subject: Entrepreneurship Development (BBA GE- 401)

Course outcome

CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation.

CO2: Develop business plan and identify the reasons of failure of business plans.

CO3: Illustrate the steps in starting MSME.

CO4: Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development.

CO5: Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development.

Subject: Business Ethics & Corporate Social Responsibility (BBA SEC- 401)

Course outcome

CO1: Explore the relationship between ethics and business across different cultural traditions

CO2: Understand the relationship between ethics, morals and values in the workplace

CO3: Discuss the moral and social responsibility dimensions of corporate governance.

CO4: Describe models of CSR in India.

CO5: Assess international framework for CSR.

Subject: Mentoring and Professional Development (BMPD402-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills

Presentation Skills

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

5TH SEMESTER

Subject: Operation Research (BBA 501-18)

Course outcome

CO1: Formulate and solve simple and complex optimization problems.

CO2: Formulate and solve transportation and assignment problems for cost minimization.

CO3: Formulate and solve job sequencing and network models.

CO4: Carry out economical replacement analysis for obsolete /worn out industrial equipment.

CO5: Formulate and solve different inventory model problems.

Subject: Mercantile Law (BBA 502-18)

Course outcome

CO1: Understand the applicability of various laws applicable to different business

CO2: Understanding and implementing various contract acts applicable to business

CO3: Learning and understanding the different types of negotiable instruments

CO4: Understanding various acts applicable to partnership firm of business

CO5: Gain knowledge about the applicability of different rights and protective laws for consumers

Subject: Consumer Behaviour (BBA 511-18)

Course outcome

CO1: Understand the concept of consumer behaviour and the emerging trends.

CO2: Acquire knowledge on factors affecting the behaviour and perception of the consumers.

CO3: Learn and understand the impact of social and cultural setting on consumer behavior. **CO4:** Understand the process of consumer decision making.

Subject: Advertising and Sales Management (BBA 512-18)

Course outcome

CO1: Understand the basic concepts of advertisements & the way these advertisements are created.

CO2: Acquire knowledge about the type of media used and planning/ scheduling of media.

CO3: Understand the ethics to be practiced in advertising.

CO4: Identify the concept and role of Sales management

CO5: Understand the hiring process of sales force management and role of technology in sales.

Subject: Corporate Accounting (BBA 521-18)

Course outcome

CO1: Understand and apply the basic concepts of accounting for share capital

CO2: Understand accounting of preference share and debentures

CO3: Acquire practical knowledge about preparation of financial statements and their provisions

CO4: Understand the fundamentals of consolidation of accounts and apply them.

Subject: Financial Market and Services (BBA 522-18)

Course outcome

CO1: Understand the prevailing financial system in India.

CO2: Acquire knowledge about different financial services

CO3: Comprehend the basics of financial markets in India

CO4: Apprise about the roles of intermediaries and regulating bodies in Indian Financial System.

Subject: Industrial Relations and Labour Laws (BBA 531-18)

Course outcome

CO1: Describe fundamental concepts and nature of Industrial Relations.

CO2: To understand the nature and role of trade unions for workers and industries.

CO3: To study the relevance of collective bargaining and its impact on employee-management relations.

CO4: To understand industrial disputes and ways to resolve them.

CO5: To apply various industrial legislations in business.

Subject: Organization Change and Development (BBA 532-18)

Course outcome

CO1. Different approaches to managing organizational change and understand and utilize the competencies to induce and manage changes organization, group and individual levels.

CO2. Understand the framework Organisational Development and its foundations

CO3. Design and implement effective intervention strategies and to learn abilities to critically address problems of implementation, responsibility and measurement of effectiveness

CO4. Understand the contemporary issue in OD

Subject: Mentoring and Professional Development(BMPD502-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills

Presentation Skills

The course shall be split in two sections i.e. class activities and outdoor activities.

Bachelor of Business Administration (BBA)

COURSE OUTCOMES

6TH SEMESTER

Subject: –Strategy Management (BBA 601-18)

Course outcome

CO1 Gain familiarity with the basics of strategy planning

CO2 Understand the complete process of strategic management- planning, implementation and control

CO3 Comprehend various models of strategic choice

CO4 Identify and understand different types of strategy and its applicability in corporate world

Subject: Company Law (BBA 602-18)

Course outcome

CO1: Understand the various clauses of Indian Companies Act-2013

CO2: Know the procedure of formation of a company and winding up of a company.

CO3: Describe the borrowing powers of a company

CO4: Know about the appointment and removal of directors.

CO5: Develop an understanding of conducting of board and other meetings.

Subject: Services Marketing (BBA 611-18)

Course outcome

CO1: Understand the different types Services and its characteristics.

CO 2: Comprehend the customer centric approach in the service marketing

CO3: Know about various concepts of marketing and its integration with services

CO4: Infer about delivery of the services with customer centric approach.

Subject: Retailing and Logistics Management (BBA 612-18)

Course outcome

CO1 Understand the significance of retailing and various retail formats available

CO2 Gain knowledge of retailing strategy and financial and human resource management in retailing

CO3 Comprehend merchandise and store management strategy

CO4 Develop an understanding of Supply Chain Management and Logistics.

Subject: Personal financial planning (BBA 621-18)

Course outcome

CO1: Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.

CO2: Understand the various sources of investment and credit and their respective income tax implications.

CO3: Understand the concept of risk-return and risk management.

CO4: Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.

CO5: Master the ethical guidelines and standards, disciplinary rules and procedures, and the consumer protection laws regarding personal finance.

Subject: Direct and Indirect Tax Laws (BBA 622-18)

Course outcome

CO 1: Describe the provisions in the corporate tax laws.

CO 2: Explain different types of incomes and their taxability and expenses and their deductibility.

CO 3: Learn various direct and indirect taxes and their implication in practical situations.

CO 4: Use various deductions to reduce the taxable income.

CO 5: Working knowledge of principles and provisions of GST

Subject: Training and Development(BBA 631-18)

Course outcome

- CO1** Understand the concepts and principles of Learning.
- CO2** Develop understanding about training and development concept.
- CO2** Able to assess training needs and select optimal method for employee Training.
- CO3** Develop acumen to evaluate training effectiveness
- . **CO4** Comprehend the emerging issues for Training & development in Indian Industries.

Subject: Cross Cultural Human Resource Management (BBA 632-18)

Course outcome

- CO1:** Understand issues, opportunities and challenges pertaining to Cross Cultural HRM.
- CO2:** Develop competency in dealing with cross cultural situations.
- CO3:** Identify the role of cross cultural leadership in managing multicultural teams.
- CO4:** Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM.
- CO5:** To understand different cultures with respect to cross culture differences

Subject: Mentoring and Professional Development (BMPD 602-18)

Course outcome

Overall Personality

Aptitude (Technical and General)

General Awareness (Current Affairs and GK)

Communication Skills

Presentation Skills

The course shall be split in two sections i.e. class activities and outdoor activities.

