

Name of the Program: Bachelor of Business Administration

Programme Outcome	
PO1 :	Management undergraduates should be able to comprehend, organize and solve complex business problems using the resources available at their discretion.
PO2 :	Management undergraduates should create, select and apply advanced technologies related to latest management and information technology tools with quantitative and qualitative techniques to solve business related issues.
PO3 :	Management undergraduates should be able to apply their viewpoint in the management field of study to develop fully motivated opinions on contemporary issues such as the need for innovation, integrity, leadership and change management, globalization and technology management.
PO4 :	Management undergraduates should improve the entrepreneurial ability to provide innovative solutions to the need of humanity
PO5 :	Management undergraduates should analyze the environmental, social, political, technological, environmental, health, safety, sustainability and legal context of business.
PO6 :	Management undergraduates should be able to communicate effectively with society and they should be able to comprehend and write effective reports & present properly.
PO7:	Management undergraduates should focus on team bonding & value based leadership ability.
PO8:	Management undergraduates should have the ability to work intelligently, individually and as a team, using techniques such as case analysis, projects and assignments.
PO9:	Management undergraduates should evaluate and integrate ethical considerations into decision-making.

2019-20

Course outcomes of each course, semester-wise

Semester	Institution course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Details
1	21321101	T3218	Basics of Management Information Systems	CO1	Students will be able to describe Information System fundamentals with respect to business management process.
				CO2	Students will be able to distinguish between / explain the different types of IT infrastructures.
				CO3	Given a business situation, the students will be able to identify and explain the critical elements in the decision making tools.
				CO4	Students will be able to explain the role of Information System in Decision Making and use of warehousing and mining in supporting decision making
				CO5	Given a particular manufacturing or service sector, the Students will be able to analyse the Application of MIS.
				CO6	For the given Information system, the Students will be able to determine security needs and describe legal aspects of Information aspects.
	21321102	T2465	Fundamentals of Marketing	CO1	In a given situation, the learner will be able to describe various types of Marketing
				CO2	Under given circumstances, the learner will be able to distinguish between buying decisions of Consumer Markets and Business Markets.
				CO3	When necessary the learner will be able to demonstrate the procedure for Marketing Research
				CO4	In a given situation, the learner will be able to explain the basis of decisions related to Product, Price, Place and Promotion in marketing

			CO5	In a given situation, the learner will be able to discuss the role of IMC in Marketing
			CO6	Under given circumstances, the learner will be able to describe the process of Sales Force Management.
21321103	T2264	Human Resource Management	CO1	Student will be able to define HRM and describe the importance of HRM for business and distinguish between HRM and Personnel Management. Student will be able to identify roles, duties and responsibilities of HR manager.
			CO2	Student will be able to apply the knowledge of job analysis and job evaluation process. Describe the main internal and external sources of recruitment and steps in the recruitment and selection process.
			CO3	Student will be able to analyse the pros and cons of using different performance appraisal tools. Assess and describe the training needs and distinguish between the evaluations of employee training programmes
			CO4	Student will be able to describe the role of HRM in quality assurance in organization and compare various quality assurance techniques.
21321104	T6375	Business Communication	CO1	Writing an Email- Students will be able to analyse the importance of understanding the readers, formal structure of drafting a Professional email, Review such email conversation as effective subject line, professional greetings and readable formatting. Avoid the most common errors people make in email writing.
			CO2	Talking about News and Writing News Paper Headlines- Learn the basics of news gathering and News Writing, Criteria's be kept in mind while writing a news. Analyse the 5W&H of the News. Describe different types of headlines for a news feed. Understanding how to write a newspaper lede with exercises.
			CO3	Social Skills- Student will learn to start a new conversation ,Make powerful first impression, Connect with people instantly, Master Social Networking, Communicate with confidence and Charisma through ice breaker, Activities, Role Play and Lectures
			CO4	Writing Business Project Reports- Students will learn how to write informative and effective reports, Principles of effective Report Writing. Gain a better understanding how to describe and construct different types of report with a proper layout. Undertake research and plan a report with an appropriate style and tone.

			CO5	Business Vocabulary- Students will be able to analyse and use a vocabulary as per business situation. They can communicate confidently in business meeting, Use of proper Business Vocabulary for different genre of Business Correspondence emails and Business Letters
			CO6	Effective Presentation Skills- Prepare the participants to give a proper structure to the Presentation, organising content and choosing the right amount of information for different level of audience. Identify common solutions to common speaking problems, with right Body language and Intonation. Using Audio-Visual aids in an effective manner.
			CO7	Managing Personal and Work Life Balance- By studying this course, students will learn how to create a Work Life Balance by Time Management Skills by prioritisation of task, setting realistic and achievable goals and developing healthy Inter-Personal Relationship.
			CO8	Handling Customer Issue- Handling Complaints.-Students will learn how to handle customers complaint ,Manage their emotional state and recognise the importance of listening and communicating effectively, Showing Appropriate Body Language and Telephone etiquettes, Acquire strategies for handling challenging situations effectively.
21321105	T6156	Principles of Microeconomics	CO1	The student will be able to explain the Utility approach – Cardinal and Ordinal and also apply the concept of budget line
			CO2	Given an economic situation, the student will be able to explain the law of demand and apply the concepts of elasticity of demand and supply.
			CO3	Given the economic situation faced by a firm, the student will be able to distinguish between fixed inputs and variable inputs in the long-run and short-run and also analyse the phenomena of diminishing returns
			CO4	Given the economic situation faced by a firm, the student will be able to explain the relationship between a firm's total revenue, profit and total cost and economies and diseconomies of scale.
			CO5	Given the economic situation faced by a firm, the student will be able to determine the optimum price and output combination for maximum profits under different market structures.

			CO6	The student will be able to explain the structural details of a market (Monopoly, Oligopoly, Monopolistic Competition and Perfect Competition)
21321106	T1029	Law of Contract	CO1	In a given situation, the learner shall be able to describe the historical developments in the Indian Contract Act 1872.
			CO2	Under given circumstances, the learner will be able to explain the essential elements of a valid Contract.
			CO3	If provided with a situation, the learner will be able to differentiate between various types of agreements and contracts.
			CO4	In a given situation, the learner will be able to discuss the circumstances for performance, breach and discharge of contracts.
			CO5	Given a contract document, the learner will be able to identify a standard form contract.
			CO6	Under given circumstances, the learner will be able to indicate the various provisions of the Specific Relief Act as applicable to Contracts.
			21321107	T2092
CO2	Given Income Statements, the student will be able to convert the given income statements to Common-Size and Comparative Statements.			
CO3	Given Financial Statements, the student will be able to evaluate a company's performance using liquidity, solvency, profitability and efficiency ratios.			
CO4	Given Financial Statements, the student will be able to prepare cash flow statements and calculate cash from operating, investing and financing activities.			

	21321108	T2202	Business Mathematics	CO1	Given a situation, the student should be able to calculate proportions.
				CO2	Given a situation, the student should be able to ascertain brokerage, commission, profit and loss.
				CO3	Given a situation, the student should be able to construct the matrix and deduce cost and revenue functions
				CO4	Given a situation, the student should be able to work out possible permutations and combinations
2	21321201	T2205	Business Statistics	CO1	The learner will be able to construct graphical representation of data using various charts and diagrams
				CO2	The learner will be able to apply various statistical measures to summarise given data sets
				CO3	The learner will be able to interpret various statistical measures and explain their utility in business
				CO4	The learner will be able to student to analyze data using statistical concepts and tools
				CO5	The learner will be able to explain various test used for hypothesis testing and illustrate their utility.
	21321202	T2484	Core Environmental Science	CO1	Student will be able to expand their knowledge on physical and life science affecting the environment.
				CO2	Student will be able to examine their strengths in building a career in environmental studies.
				CO3	Student will be able to apply the subject knowledge in protecting and conserving the environment.

			CO4	Student will be able to evaluate the projects undertaken by various Indian and Global environmental institutes.
			CO5	Student will be able to appreciate the organizational practices to safeguard the environment and society at large.
			CO6	Student will be able to evaluate the environmental concerns in a nearby location and identify a corrective action plan to solve the problem.
21321203	T2451	Introduction to Costing	CO1	Aimed to familiarize the concept of cost accounting.
			CO2	To facilitate idea and meaning of material control with practical prespective.
			CO3	Helps to gather knowledge on material pricing methods.
			CO4	Develop the knowledge about remuneration and incentives.
			CO5	Develop the knowledge about labour turnover.
			CO6	Enable the students to understand the concept of Direct Expenses.
			CO7	To introduce the concept of overhead cost and it's distribution to various departments.
			CO8	To introduce the concept of cost audit.
21321204	T2263	Organizational Behaviour	CO1	Student will be able to identify and analyse the factors affecting human behaviour.
			CO2	Student will be able to examine the direct and indirect linkage between behaviour and organizational performance.
			CO3	Student will be able to apply the subject knowledge in order to build effective teams and cultural values.
			CO4	Student will be able to differentiate the characteristics of effective managers and leaders.

			CO5	Student will be able to appreciate the organizational culture and values for any given organization.
			CO6	Student will be able to evaluate the individual differences inside an organization and create an effective workplace.
21321205	T6148	Principles Of Macro Economics	CO1	To outline the basic fundamentals of Macroeconomics and related aggregates.
			CO2	To infer the various concepts in macroeconomics and its relevance in the modern day scenario.
			CO3	To enable students to understand, formulate, summarize and analyze economic data.
			CO4	To enable students to make use of basic tools for Macroeconomic analysis.
21321206	T2384	Introduction to International Business	CO1	The students will be able to apply knowledge of the international economic environment to international business
			CO2	Students will be capable of demonstrating how international issues can be factored in designing corporate strategies in a fast changing environment
			CO3	Students will be able to analyze problems related to international business and the international economic environment
			CO4	Students will be equipped with a knowledge of trade theories and would be able to interpret contemporary trade policies in light of such understanding.
21321207	T2135	Sales and Distribution Management	CO1	Understanding the role of sales management and sales manager in a sales organization
			CO2	Understanding of the concept and theory of selling
			CO3	Understanding of sales promotion plan for its effective implementation in various marketing scenarios
			CO4	Understanding of sales forecast to aid in budget planning
			CO5	Understanding of sales territory designing and sales quotas development to ensure effective quota distribution
			CO6	Develop the understanding of distribution channel
21321208	T2474	Project business development	CO 1	Student will be able to identify, explain and comprehend about different types of projects and will be able to design and deploy marketing strategies for different projects.

			CO2	Student will be able to identify, examine and analyse environmental, political, social, technological, legal and environmental context of projects.
			CO3	Student will be able to apply the knowledge of project business development for formulating the tender offer, negotiating the bid and post bid analysis.
21321209	T6191	French A-1 Paper 1	CO1	The student should comprehend the culture of France and should be able to Introduce him self and others in French
			CO2	The student should know numbers till 1000 along with names of countries and Nationalities in French
			CO3	The student must be able to make grammatically correct sentences using articles, correct verbs respective to the gender and personal pronouns.
			CO4	The student has proper knowledge of directions and must know how to read a map in French using the correct prepositions.
21321210	T6197	German A-1 Paper 1	CO1	Understand basic character set of German and to Greet someone, introduce yourself.
			CO2	Understand basic vocabulary like family, professions, colours, weekdays, months, seasons etc
			CO3	Understand number system in German and time reading, question answers (open-ended and close-ended)
			CO4	Understand Vocabulary like food, clothing, body parts, house, nature, common places, etc
			CO5	Understand Grammar concepts like Pronouns (personal, possessive), Adjectives, Verbs.
			CO6	Understand Grammar concepts like case system, prepositions, conjunctions and sentence framing, letter reading/writing.