

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Outcomes (PO)

PO No.	Upon completion of BBA Degree programme, the graduates will be able to:
PO-1	Create, develop and effectively manage a new business.
PO-2	Accumulate a very comprehensive knowledge in the core subjects to assume positions of power at a government and Non-government sector.
PO-3	Gaining self-confidence, self-esteem and communication skills.
PO-4	Being good at interpersonal, Informational and Technical skills.
PO-5	To promote himself at the executive level as an entrepreneur.

Programme Specific Outcomes (PSO)

PSO No.	Upon completion of BBA Degree programme, the graduates will be able to:	Mapping
PSO-1	Get the basics and principles of effective management style in business.	1
PSO-2	Develop a smooth and strong interpersonal relationship through effective communication.	4
PSO-3	Acquire the knowledge in the areas of politics, law, society, economics and technology related to business.	5
PSO-4	Identify and Analyze the behaviour of both internal (Employees) and external customers.	3
PSO-5	Conduct scientific research to solve business problems.	4
PSO-6	Build a competitive strategy to survive and sustain in a challenging business environment.	1
PSO-7	Scan and forecast the prospects of local, national and international trades.	1,5
PSO-8	Select the best industry to invest and prosper.	1
PSO-9	Schedule project activities to deliver quality products with a reasonable time frame.	1,4
PSO-10	Utilize financial resources in an effective manner.	1,5

Course Outcomes (CO)

Principles of Management

I SEMESTER

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the basics, principles and functions of management.	PSO-2	Understanding
CO-2	Establish standard business plan for smooth functioning of management.	PSO-3	Applying
CO-3	Define the organization structure in accordance with quantum and quality of the business.	PSO-2	Understanding
CO-4	Analyze the factors influential to staffing procedure and use appropriate tools for selection.	PSO-4	Analyzing
CO-5	Evaluate and control the work of the subordinates so as to keep it on track.	PSO-5	Evaluating

Managerial Communication

CO No.	Upon completion of this course, students will be able to :	PSO No.	Cognitive Level
CO-1	Acquire effective communication skills for business development.	PSO-3, 6	Applying & Creating
CO-2	Gain enough knowledge in business correspondents and the skills required in writing business letters.	PSO-2, 3	Understanding & Applying
CO-3	Develop practicing soft skills in particular business etiquette.	PSO-3	Applying
CO-4	Be familiar with nuances of report writing.	PSO-2	Understanding
CO-5	Become proficient in e-communication in tune with ethical values.	PSO-6	Creating

Software Solutions for Managers

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the features of Microsoft Word 2007 to create and format documents.	PSO-2, 6	Understanding & Creating
CO-2	Create bullets and numbering, header and footer in a Word document.	PSO-3, 6	Applying & Creating
CO-3	Apply spelling and grammar tools to minimize errors.	PSO-3	Applying
CO-4	Practice the usage of Microsoft Power Point for effective presentation.	PSO-3	Applying
CO-5	Apply Microsoft -Access to create business database.	PSO-3	Applying

II SEMESTER

Organizational Behaviour

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the various models of organizational Behavior.	PSO-2	Understanding
CO-2	Apply the different theories of learning to understand individual behavior.	PSO-3	Applying
CO-3	Define personality and identify the styles of leadership.	PSO-2	Remembering
CO-4	Outline the importance of motivation and different theories of motivation.	PSO-4	Analyzing
CO-5	Nurture organization culture and conflict resolution method.	PSO-3, 6	Applying & Creating

Introduction to Accountancy

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	To understand the basic accounting concepts and standards.	PSO-2	Understanding
CO-2	Develop the skills in designing the areas of preparation and presentation of accounting.	PSO-3, 6	Applying & Creating
CO-3	Explain the purpose of maintaining a cash book and develop the skill of preparing the format of different types of cash books.	PSO-4	Analyzing
CO-4	State the needs and objectives of preparing trial balance and develop the skill of preparing balance sheet.	PSO-5	Evaluating
CO-5	Acquire the knowledge of using receipt and payment account as well as income and expenditure account and their implications.	PSO-2	Understanding

Computer Basics for Managers

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the evolution of computers and its applications on business.	PSO-2	Remembering & Understanding
CO-2	Explain the Architecture of computers and its intra communication between its components.	PSO-2, 4	Understanding & Analyzing
CO-3	Demonstrate the functioning of input and output devices and memory storage.	PSO-3	Applying
CO-4	Define system software and its applications in business.	PSO-2, 4	Understanding & Analyzing
CO-5	Identify the different security threats and their impact on society.	PSO-2, 5	Understanding & Evaluating

III SEMESTER Managerial Economics

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand Managerial economics and the role of an economist.	PSO-2	Understanding
CO-2	Analyze market demand conditions and forecast Demand – Supply equilibrium.	PSO-4	Analyzing
CO-3	Understand the functions of productions for effective supply.	PSO-2	Understanding
CO-4	Be knowledgeable about the varied market structures based on competitive business environment.	PSO-4	Analyzing
CO-5	Know the role of governments in improving the economic conditions.	PSO-2	Understanding

Marketing Management

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the concepts of Marketing in promoting a business.	PSO-2	Understanding
CO-2	Create the suitable product mix for gaining competitive advantage.	PSO-6	Creating
CO-3	Apply the appropriate pricing strategies in launching a new product.	PSO-3	Applying
CO-4	Discuss the various Marketing channels and its functions.	PSO-2	Understanding
CO-5	Apply various promotional tools for marketing a product and brand.	PSO-2	Applying

Accounting for Managers

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Recognize the basics of Management accounting and managerial decision as well as the role of accountants.	PSO-2	Understanding
CO-2	Be aware of responsibility accounting and learn relevant cost centres.	PSO-2, 4	Understanding & Analyzing
CO-3	Acquire practical skills in preparing different types of budgets.	PSO-2, 5	Understanding & Evaluating
CO-4	Analyze and recognize the features of Ratio and how it helps in the operations of fund flow and cash flow.	PSO-4	Analyzing
CO-5	Develop proficiency in preparing reports in relation to effective management and gain practical exposure to Tally.	PSO-3, 6	Applying & Creating

Management Information System

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the basic concepts in Management Information System concepts.	PSO-2	Understanding
CO-2	Describe the different types of computer hardware and software.	PSO-2	Understanding
CO-3	Apply the concept of Management Information System in addressing complex issues in business.	PSO-3	Applying
CO-4	List the types of communication network and channels.	PSO-4	Analyzing
CO-5	Discuss the mechanics of system analysis.	PSO-4	Analyzing

Consumer Behaviour

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the relationship among customer value, Satisfaction and retention.	2, 4	Understanding & Analyzing
CO-2	Apply Motivational factors in enabling favorable Consumer Behavior.	3	Applying
CO-3	Be knowledgeable about Consumers' perception towards products and brands.	2, 5	Understanding & Evaluating
CO-4	Support reference groups in influencing consumers in their decisions.	3	Applying
CO-5	Analyze the adoption behaviour of customers and segment the Target Market.	4	Analyzing

Retailing Management

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the types of retailers and services offered by retailers.	2	Understanding
CO-2	Classify the major in-store retailing types and their operations.	3, 5	Applying & Evaluating
CO-3	Analyze the non-store retailing types and their operations.	4	Analyzing
CO-4	Describe the functions of corporate retailing business.	2, 3	Understanding & Applying
CO-5	Formulate market Decisions related to product, price, place and promotion.	6	Creating

Basics in Management - NME

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the basics, principles and functions of management.	2	Understanding
CO-2	Establish standard business plan for smooth functioning of management.	3, 6	Applying & Creating
CO-3	Define the organization structure in accordance with quantum and quality of the business.	2	Understanding
CO-4	Analyze the factors influential to staffing procedure and use appropriate tools for selection.	3, 4	Applying & Analyzing
CO-5	Evaluate and control the work of the subordinates so as to keep it on track.	5	Evaluating

IV SEMESTER Business Law

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	To describe the concept and elements of contract and void and the fundamentals of valid agreements.	3	Understanding
CO-2	Acquire knowledge about capacity of parties and tools to be employed in accessing legality of objects and void contracts in law.	2	Understanding
CO-3	Develop knowledge of contracts in relation to their performance and discharge, and remedies in breach of contracts.	6	Creating
CO-4	Be aware of the law of agency and the rights and duties of an agent.	2	Understanding
CO-5	Know the various practices in bailment and the duties of bailer and bailed.	2	Understanding

Production Management

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the function and types of production management system.	2	Understanding
CO-2	Explain the factors affecting plant location and the types of plant layout.	2, 4	Understanding & Analyzing
CO-3	Discuss the benefits of statistical quality control in product conformance.	5	Evaluating
CO-4	List the techniques of inventory management in minimizing production cost.	2	Understanding
CO-5	Understand the elements of ISO 9000 and 14000 for quality certification.	2	Understanding

Research Methods and Statistics

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Demonstrate the knowledge of research and its process.	3, 6	Applying& Creating
CO-2	Create an appropriate sampling design to conduct a scientific research.	6	Creating
CO-3	Collect necessary data using appropriate tools.	3, 4	Applying& Analyzing
CO-4	Analyze the collected data with suitable statistical techniques.	4	Analyzing
CO-5	Conduct a relationship study among the business variables.	3, 6	Applying& Creating

E-Commerce and Internet Applications

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the basics about E-Commerce and network types.	2	Understanding
CO-2	Know about M-Commerce and different technologies adopted in M-Commerce.	2, 4	Understanding & Analyzing
CO-3	Describe Electronic Data Interchange and its applications in Business.	2, 4	Understanding & Analyzing
CO-4	Understand the security risk involved in E-Commerce.	2	Understanding
CO-5	Know about internet and laws for E-Commerce in India.	2, 5	Understanding & Evaluating

Training and Development

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the principles and techniques of training for employee development	2	Understanding
CO-2	Identify the level of training required for human resource development.	4	Analyzing
CO-3	Select the training evaluation approaches to improve the effectiveness of training.	3, 4	Applying&Analyzing
CO-4	Recognize the importance of training the trainer for human resource development	2,4	Understanding & Analyzing
CO-5	Explain the concept of human resource development and its value for organizational effectiveness.	3, 5	Applying &Evaluating

Industrial Relation

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Explain the concepts of industrial relations and the functions of trade unions.	2, 4	Understanding & Analyzing
CO-2	Examine the essentials of Good Disciplinary system and the Grievance settlement procedure.	4	Analyzing
CO-3	Identify the stages in collective bargaining methods of settling industrial disputes.	2, 3	Understanding & Applying
CO-4	Understand the importance of employee participation in decision making process.	2	Understanding
CO-5	Apply the industrial laws relating to Compensation, Provident fund, State insurance and minimum wages.	3	Applying

Stress Management

CO No.	Upon completion of this course, students will be able to	PSO No.	Cognitive Level
CO-1	Understand the causes and consequences of stress in human behaviour.	2, 4	Understanding & Analyzing
CO-2	Illustrate the types of emotions and their effects at work-place.	4	Analyzing
CO-3	Identify the signs of stress and apply different coping strategy to avoid consequences as a result of stress.	2, 4	Understanding & Analyzing
CO-4	Explain the occupational stress and its sources at workplace.	4	Analyzing
CO-5	Conduct stress management training programmes to reduce employee stress.	6	Creating

BBA III year

Course Outcomes (CO)

Operations Research

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the concepts of Optimization and the importance of Operation Research tools.	2	Understanding
CO-2	Analyze and identify the cost effective methods for transportation.	4	Analyzing
CO-3	Entrust the job with suitable personnel for optimal usage of time duration.	3, 5	Applying &Evaluating
CO-4	Evaluate the competition in the market and employ the appropriate strategy for emerging triumphant.	5	Evaluating
CO-5	Strategize the right mechanisms for effective maintenance and replacement of equipment.	3, 5	Applying & Evaluating

Human Resource Management

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the concepts and functions of Human Resource Management.	2	Understanding
CO-2	Identify the components of job analysis for manpower planning.	4	Analyzing
CO-3	Outline the structure of Recruitment and Selection.	3, 4	Applying &Analyzing
CO-4	Illustrate the importance of Training and Performance appraisal for Human Resource Development.	4	Analyzing
CO-5	Examine the Compensation management and its importance.	4	Analyzing

Financial Management

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the functions of Financial management and its relationship with other functional areas.	2	Understanding
CO-2	Evaluate the firms' optimum capital structure.	5	Evaluating
CO-3	Plan effective investment strategies in business.	3	Applying
CO-4	Be knowledgeable about the effectiveness of working capital management policies for a successful business venture.	2, 4	Understanding& Analyzing
CO-5	Compare the different Dividend policies and their impact on the market share.	4	Analyzing

Course Outcomes (CO)

Services Marketing

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Apply the concepts of services marketing in promoting business activities.	3	Applying
CO-2	Define and classify services and their effective utilization.	2,5	Understanding & Evaluating
CO-3	Acquire knowledge about the services marketing mix.	2	Understanding
CO-4	Develop effective service strategies to bridge the gap between the customer expectation and the quality of the product.	3, 4	Applying& Analyzing
CO-5	Evaluate the services marketing involving different industries and overcoming failures.	5	Evaluating

Financial Services

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Learn the financial products and services and the problems encountered in those specific areas.	2	Understanding
CO-2	Gain knowledge about the merchant banking and its significant role in India.	2, 4	Understanding & Analyzing
CO-3	Be acquainted with the practice of hire purchases and leasing and their accounting systems.	2, 4	Understanding & Analyzing
CO-4	Distinguish the practice of factoring and discounting methods and the benefits as well as the credit rating.	4	Analyzing
CO-5	Obtain knowledge about the role of venture capital and mutual funds.	2	Understanding

Modern Banking

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Develop knowledge about commercial banking and its impact on economic development.	3, 6	Applying & Creating
CO-2	Gather adequate knowledge about the acts and regulations of the RBI.	2, 3	Understanding & Applying
CO-3	Be apprised about the role and functions of the banking sectors concerning the economic growth of individuals, concerns and partnership firms.	5	Evaluating
CO-4	Be enlightened about the current banking systems in terms of their technological advancements and their services to companies and individuals.	5	Evaluating
CO-5	Analyze and appreciate the role of Islamic commercial banking, its operating techniques and its application of funds.	4	Analyzing

Soft Skills

CO No.	Upon completion of this course, Students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the concepts of soft skills and its importance for employability.	2	Understanding
CO-2	Excel in time and stress management techniques.	3,4,6	Applying, Analyzing & Creating
CO-3	Learn the skills of drafting job applications and Resumes taking advantage of the modern technological tools.	2, 3	Understanding & Applying
CO-4	Exhibit excellent caliber in the performance of interviews.	6	Creating
CO-5	Show competency in participating in group discussions and develop effective communicative skills.	3, 6	Applying & Creating

International Business

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Analyze the importance and reasons for embarking on businesses overseas.	4	Analyzing
CO-2	Apply the international trade policies and the procedures to join global marketing fields.	3	Applying
CO-3	Recognize the significance and functions of the various international trade blocks and business centers.	2, 4	Understanding & Analyzing
CO-4	Understand how International Financial Institutions enhance the magnitude and diversity of global business.	2	Understanding
CO-5	Emphasize and adhere to the globally acclaimed business ethics to serve the common interests of the people worldwide.	3, 6	Applying & Creating

Entrepreneurial Development

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Describe the motivational factors and attributes required for successful entrepreneurship.	1, 2	Remembering & Understanding
CO-2	Illustrate the role of various institutions in promoting entrepreneurship.	4	Analyzing
CO-3	Design and draft a business plan and a proposal to avail of financial assistance from specific funding agencies.	5	Creating
CO-4	Understand the forms of business organizations, identify the category of the industry he belongs to and acquire the skills necessary for his growth.	2, 4	Understanding & Analyzing
CO-5	Gain insights about the opportunities available for rural and women entrepreneurs and the issues that commonly arise.	2, 5	Understanding & Evaluating

Strategic Management

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Familiarize with various concepts associated with Strategic Decision Making Processes.	2	Understanding
CO-2	Evaluate both the Internal and the External environments conducive for a flourishing business.	5	Evaluating
CO-3	Understand the different levels of management strategies and their advantages.	2	Understanding
CO-4	Analyze the role of an industry and the intricacies of the market shares in order to adopt the best strategy.	4	Analyzing
CO-5	Execute the chosen strategy to be competitive in the market.	3	Applying

Project

CO No.	Upon completion of this course, students will be able to:	PSO Addressed	Blooms taxonomy classification
CO-1	Develop the right sense of research outlook pertaining to the topic of the project chosen and be knowledgeable about the methodology to be applied.	PSO-2, 3	Understanding &Applying
CO-2	Acquire the caliber to collect sufficient data, critically analyze the subject matter, organize coherently and be completely original in accomplishing the project.	PSO-2, PSO-4	Understanding &Analyzing
CO-3	Show improvement in communication competency and excel in the art of delivery.	PSO-3, 6	Applying& Creating
CO-4	Be meticulous in selecting the project which is socially relevant and beneficial.	PSO-4, 5	Analyzing & Evaluating
CO-5	Instill confidence in other scholars to further proceed as per the scope and guidance given in the project.	PSO-4, 5	Analyzing & Evaluating

Business Environment

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the environmental components and their implications to evolve a suitable business strategy.	2, 3	Understanding & Applying
CO-2	Analyze and interpret the socio-political and cultural environmental impacts on a business.	4	Analyzing
CO-3	Evaluate the economic and the legal environmental issues concerningbusiness ventures.	5	Evaluating
CO-4	Comprehend the <i>Corporate Social Responsibility</i> concepts and their utility for a business success.	2	Understanding
CO-5	Be exposed tothe current business issues and develop sufficient knowledge on Patents, Trademarks and Insurance.	4, 5	Analyzing & Evaluating

Total Quality Management

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the concept of total quality management to provide quality service and product.	2,3	Understanding & Applying
CO-2	Analyze process and statistical quality control to ensure product conformance.	4	Analyzing
CO-3	Implement the concept of six sigma in accomplishing quality par excellence.	3, 6	Applying & Creating
CO-4	Evaluate customer satisfaction and retention for business survival and growth.	5	Evaluating
CO-5	Recognize the need for ISO 9000 for quality certification and adopt TQM for an admirable advancement in a business organization.	4	Analyzing

Course Outcomes (CO)

Data Analytical Package

CO No.	Upon completion of this course, students will be able to	PSO addressed	Blooms taxonomy classification
CO-1	Understand the fundamentals of the Excel 2007 for an effective data analysis.	1,4	Understanding & Analyzing
CO-2	Gain Knowledge about creating a workbook.	3,6	Applying & Creating
CO-3	Perform the editing function for enhancing the quality of the workbook.	3,6	Applying & Creating
CO-4	Apply the functions and formulae in problem solving mechanisms.	3	Applying
CO-5	Make use of charts for visual interpretation.	3	Applying

Course Outcomes (CO)

Personality Development

VI SEMESTER

PERSONALITY DEVELOPMENT

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CO No.	Upon completion of this course, students will be able to:	PSO Addressed	Cognitive Level
CO-1	Lead an honorable life with a great deal of self-awareness, self-esteem and self-respect.	3, 5	Applying & Evaluating
CO-2	Shine as an exemplary model with impeccable character traits.	5,6	Evaluating& Creating
CO-3	Set a reasonably challenging goal exerting enough labor and effectively managing time.	3	Applying
CO-4	Build relationships in a world filled with different ideologies, overcome social conflicts, excel in team work and contribute constructively.	3, 4	Applying &Analyzing
CO-5	Exhibit skills and manners required in the place of work and win over the approbation of the employers.	6	Creating