

Department of Business Management



PROGRAMME NAME : B.B.A

PROGRAMME OUTCOMES

PO 1	To impart knowledge of the foundations of management theory and its application in managerial decision making.
PO 2	Select and apply appropriate tools required for solving complex managerial problems.
PO 3	To develop capabilities in students to independently conduct theoretical as well as applied research.
PO 4	To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
PO 5	To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

SL. NO.	COURSE NAME		COURSE OUTCOME
1	PRINCIPLES OF MANAGEMENT	CO 1	Develop an understanding of the functions of management and contributions made by management theorists to the field of scientific and modern management.
		CO 2	Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues by applying the concepts of planning and decision making
		CO 3	Identify the factors influencing the design of organizational structure and the right span of control for effective functioning of an organization.
		CO 4	Identify and incorporate best staffing practices and apply principles of directing for hiring and managing employees.
		CO 5	Control and coordinate the work force in a systematic approach

2	BUSINESS STATISTICS	CO 1	Apply descriptive statistics in effective business decision making
		CO 2	Ascertain cause and effect relationship between business factors and predict direction of business
		CO 3	Analyse time series data to identify trend and seasonal variations to forecast and take business decisions
		CO 4	Construct and compare index numbers to analyse business and economic activities
		CO 5	Utilize statistical analysis in business projects to arrive at solutions
3	Managerial Economics	CO 1	Exhibit the role of a manager by making strategic business decisions considering economic environment.
		CO 2	Utilize the concept of demand, elasticity of demand to identify the determinants of demand and forecast demand.
		CO 3	Assess technically the possible ways of increasing the level of production.
		CO 4	Develop knowledge on different market structures and make the price and output decisions.
		CO 5	Develop an understanding of the role of government and taxes in controlling inflation and deflation.
4	BUSINESS MATHEMATICS	CO 1	Apply the concept of geometry in the field of business
		CO 2	Draw and use Venn diagrams to solve real problems in business.
		CO 3	Use derivatives in marginal analysis
		CO 4	Application of differential calculus to find the maxima and minima of a function.

		CO 5	Perform elementary matrix operation and use matrices in business decision making.
5	FINANCIAL ACCOUNTING	CO 1	Apply accounting concepts and accounting standards in practical situations
		CO 2	To be familiar with the rules governing accounting transactions.
		CO 3	Prepare Final accounts to ascertain profit or loss of the business and its financial position
		CO 4	Critically analyze financial statements of the enterprise , vertically and horizontally for business decision making
		CO 5	Identify the methods of calculating depreciation charges.
6	ORGANIZATIONAL BEHAVIOR	CO 1	Apply theories and concepts of organisational behaviour in workplace to create an effective organisational environment
		CO 2	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values
		CO 3	Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context
		CO 4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts
		CO 5	Identify forces of change and manage a planned organizational change
7	BUSINESS LAW	CO 1	Understand the meaning and nature of contract and various essentials of contract.

		CO 2	Understand Discharge of contract and remedies for breach of contract
		CO 3	Analyze and differentiate between bailment, Pledge and Agency.
		CO 4	Understand the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties
		CO 5	Interpret critical issues of partnership business and can recognize rights and duties of partners.
8	COMPUTER APPLICATIONS IN BUSINESS – I	CO 1	Apply word basic commands, editing and proofing tools, creating tables, changing layout and mail merge concept for creating and managing business documents and effective communication
		CO 2	Handle business data by applying the in- built features of excel
		CO 3	Apply financial and statistical function of excel for financial forecast, project analysis and analysis of business data
		CO 4	Create a new presentation, modify presentation themes and add or edit text to slides
		CO 5	Design a simple data base, build a new data base with related tables and manage the data in a table
9	ADVERTISING	CO 1	Understand the origin and growth of advertising sector
		CO 2	Explain types of advertising
		CO 3	describe about the functions of advertising agencies
		CO 4	To identify and make decisions regarding the most feasible advertising appeal and media mix
		CO 5	To conduct pre-testing and post testing of advertisement to determine their effectiveness

10	COSTACCOUNTING	CO 1	Prepare cost sheet to ascertain total cost and cost/ unit in order to prepare quotation
		CO 2	To differentiate methods of calculating material consumption
		CO 3	Apply various labor control Techniques for cost reduction and smooth functioning of business.
		CO 4	Explain meaning of Overheads. Classify, Allocate, Apportion and Reapportion various overheads to calculate cost.
		CO 5	Apply costing methods and costing techniques appropriately
11	MARKETINGMANAGEMENT	CO 1	Identify the marketing functions, environment and segmentation for effective positioning of the products.
		CO 2	Assess the factors influencing consumer behavior and apply recent marketing trends in business
		CO 3	Develop new products and services that are consistent with evolving marketing needs.
		CO 4	Formulate effective pricing policy and select an appropriate channel of distribution
		CO 5	Summarize the nature and functions of the elements of Promotion mix
12	HUMANRESOURCEMANAGEMENT	CO 1	Develop an understanding of the human resource functions and environment to manage human resource effectively.
		CO 2	Identify the human recourse requirement and select suitable work force.
		CO 3	Evaluate the performance of human resource and develop suitable training, development and career planning programs
		CO 4	Frame sound compensation policy for high employee retention

		CO 5	Develop an effective grievance handling procedure
13	COMPUTER APPLICATIONS IN BUSINESS-II (PRACTICALSUBJECT)	CO 1	To help students to work with well-known accounting software i.e. Tally ERP.9.
		CO 2	Students will learn to create company, enter accounting voucher entries including advance voucher entries
		CO 3	Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited stock items.
		CO 4	Demonstrate an understanding of how to maintain a payroll register .
		CO 5	To prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc
14	CONSUMER BEHAVIOUR	CO 1	understand concept of Consumer Behaviour, types of Consumers, Diversity of Consumers.
		CO 2	Acquire basic knowledge about issues and dimensions of Consumer Behaviour.
		CO 3	Analyzing consumer information and using it to create consumer oriented marketing strategies.
		CO 4	Understand the formulation of marketing strategies based on consumer behaviour
		CO 5	Describe the innovation diffusion process
15	MANAGEMENT ACCOUNTING	CO 1	Understand concepts of Management accounting and differentiate between various types of Accounting.
		CO 2	Compare common size and comparative financial statements of different periods
		CO 3	Discuss importance and limitation of Fund flow and Cash Flow statements and create them for accounting purpose.

		CO 4	Apply Standard costing technique for controlling cost.
		CO 5	Describe and Analyze relationships between cost, volume and profit for achieving breakeven point and profit maximization.
16	RESEARCH METHODOLOGY	CO 1	Gain the Knowledge & understanding of concept / fundamentals for different types of research.
		CO 2	Applying relevant research techniques.
		CO 3	Evaluating relevant data collection techniques and displaying of data collected
		CO 4	Classifying different techniques of sampling.
		CO 5	Applying Interpretation and prepare research report.
17	PRODUCTION AND OPERATIONS MANAGEMENT	CO 1	Develop an understanding of the role of production manager and also select a suitable production system.
		CO 2	Analyse and decide a good location for the plant and its layout.
		CO 3	Demonstrate efficient planning and control of production activities
		CO 4	Analyze and apply skills in operations function to improve plant maintenance.
		CO 5	Develop strategies to ensure high quality products are manufactured and distributed.
18	BANKING AND INSURANCE	CO 1	Understand the concept of indian banking system and its recent trends
		CO 2	Understand the functioning of Reserve Bank of India and overall working of commercial banking of India.
		CO 3	Utilize effectively the recent trends in banking to run business successfully.

		CO 4	understand various principle provision that govern the Life insurance Contracts understand various principles, provision that govern the Life General Insurance Contracts.
		CO 5	Distinguish between life insurance and general insurance.
19	Major Elective-1 RETAIL MANAGEMENT	CO 1	Clarify the concept and related terms in retailing.
		CO 2	Comprehend the ways retailers use marketing tools and techniques to interact with their customers.
		CO 3	Understand various formats of retail in the industry.
		CO 4	Recognize and understand the operations-oriented policies, methods, and procedures
		CO 5	Understand how to create a shopping experience that builds customer
20	Major Elective-1 SERVICES MARKETING	CO 1	Understand the Concept of Services and intangible products
		CO 2	Discuss the relevance of the services Industry to Industry
		CO 3	Examine the characteristics of the services industry and the modus operandi
		CO 4	Analyse the role and relevance of Quality in Services
		CO 5	Visualise the strategies in the Services sector.
21	Elective -II EFFECTIVE EMPLOYABILITY SKILLS- 1 (Practical Subject)	CO 1	To help students explore their values and career choices through individual skill assessments.
		CO 2	To make realistic employment choices and to identify the steps necessary to achieve a goal.
		CO 3	To explore and practice basic communication skills
		CO 4	To learn skills for discussing and resolving problems on the work site
		CO 5	To assess and improve personal grooming

22	FINANCIALMANAGEMENT	CO 1	Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises.
		CO 2	Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost.
		CO 3	Determine and maintain optimal working capital.
		CO 4	Apply modern techniques in capital budgeting analysis.
		CO 5	Assess the capital structure of the organization and evaluate the profitability condition
23	STRATEGIC MANAGEMNT	CO 1	understand growing importance of strategies in uncertain business environment.
		CO 2	Understand the basic concept of business strategy
		CO 3	Identify and evaluate different alternative strategies for effective decision making
		CO 4	Analyze strategy implementation alternatives for effective decision making
		CO 5	Illustrate the strategic requirements and correlation between business plans with strategic plans
24	ENTREPRENEURSHIP DEVELOPMENT	CO 1	List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country
		CO 2	Explain the entrepreneurial environmental factors
		CO 3	Design business plan
		CO 4	Raise funds and avail assistance through various funding and support agencies for their finance
		CO 5	Identify the factors influencing rise of small and medium enterprises.

25	TRAINING AND DEVELOPMENT	CO 1	To develop an understanding of the evolution of training & development from a tactical to a strategic function.
		CO 2	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training
		CO 3	To understand the concept of training audit & training evaluation
		CO 4	To learn how design a training module and execute it
		CO 5	To understand the need for and concept of Performance Management
26	FINANCIAL SERVICES	CO 1	Understand the functioning of the financial system & Financial services
		CO 2	Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing
		CO 3	Utilise factoring, forfaiting and leasing services for their enterprises.
		CO 4	Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.
		CO 5	Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.
27	EFFECTIVE EMPLOYABILITY SKILLS- II	CO 1	To help students explore their values and career choices through individual skill assessments
		CO 2	To make realistic employment choices and to identify the steps necessary to achieve a goal
		CO 3	To explore and practice basic communication skills
		CO 4	To learn skills for discussing and resolving problems on the work site
		CO 5	To assess and improve personal grooming