

PROGRAMME NAME: BBA(ADMINISTRATION)

PROGRAMME OUTCOMES

POs	STATEMENTS
	<i>On successful completion of the course the students will be able to:</i>
PO1	Demonstrate Professionally with social, cultural, and ethical responsibility as an individual as well as in multifaceted teams with positive attitude
PO2	Adapt to sustain in emerging era and constantly upgrade skills towards independent and lifelong learning.
PO3	Able to define, analyse and devise solutions for multifunctional business problems and issues in the functional areas and to communicate effectively in different business contexts and situations with professionalism by adapting appropriate new age resources and emerging technology
PO4	Ability to demonstrate the knowledge of contemporary issues in legal aspects, understanding and reporting thier impact on societal and environmental contexts, leading towards sustainable organisational development through entrepreneurial orientation.
PO5	Demonstrate critical thinking skills in understanding managerial issues and problems related to the global economy and international business.

COURSE OUTCOMES:

SEMESTER	I
<i>Course Name</i>	<i>Management Principles and Practice</i>
	<i>On successful completion of the course the students will be able to:</i>
COs	STATEMENTS
CO1	Understand the concept, functions and levels of management.
CO2	To recall the various forms of organization
CO3	Determine the manpower requirement and identify the appropriate recruitment, selection methods and performance evaluation methods.
CO4	Apply leadership and motivation theories to motivate employees in the organisation.
CO5	Apply the managerial tasks of planning, organizing, and controlling are executed in a variety of circumstances and management practices in different countries.
<i>Course Name</i>	<i>Business Communication</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Able to recall the concept and importance of communication.
CO2	Understand the Correspondence of various stakeholders in the organization

CO3	Analyze and acquire the knowledge in various communication media
CO4	To develop the various etiquettes of using ICT tools
CO5	Apply the skills in letter writing and report writing
Course Name	<i>Business Mathematics</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	To learn sets, its operations and applications
CO2	To apply matrix tool in solving equations
CO3	To learn input-output analysis
CO4	To compare Simple interest and Compound interest
CO5	To learn about various annuities
SEMESTER	II
Course Name	<i>Financial Accounting</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	To acquire knowledge of Accounting principles and practice
CO2	To understand how to prepare the final accounts of a company
CO3	To analyze the various methods in depreciation
CO4	Able to understand the concept of single entry and double entry system
CO5	To apply knowledge in preparing Balance sheet for Non profit organization
Course Name	<i>Organisational Behaviour</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the importance of organisational behaviour in the organization helps for understanding the people and environment.
CO2	Analyze the behaviour of individuals and apply behavioural theories for managing employee's behaviour.
CO3	Identify various leadership concept, theories and types .
CO4	Apply counselling and guidance technique for the organization development.
CO5	Demonstrate various motivation styles and finding factors for job satisfaction , it helps to be an good leader in the organization.
Course Name	<i>Business Statistics</i>

	<i>On successful completion of the course the students will be able to:</i>
CO1	To learn various measures of statistical tools
CO2	To learn knowledge various measures of dispersion
CO3	To acquire practical knowledge about index numbers
CO4	To apply the concept of correlation technique in real life
CO5	To apply regression concept in estimation technique
SEMESTER	III
Course Name	<i>Marketing Management</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Remember the key concept and elements of marketing management.
CO2	Understand target segmentation and consumer decision making.
CO3	Acquire knowledge to develop new products in the organization.
CO4	Interpret the importance of middlemen in the marketing arena.
CO5	Comprehend how to build a brand among competitors.
Course Name	<i>Human Resource Management</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the HR policies and procedures in the organization.
CO2	To get an idea about training and development needed to the human resource.
CO3	Analyze the suitable methods of performance appraisal in the organization.
CO4	Apply and gain knowledge on the strategies for wage and salary administration.
CO5	Remember the basic concepts and provisions of Factories Act 1948.
Course Name	<i>Financial Management</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire knowledge about financial management by studying theory and solving s problems.
CO2	Understand the concept and objectives of financial management

CO3	Analyze various sources of finance like equity share, preference share and other short term sources.
CO4	Analyze the factors influencing the dividend policy and able to formulate the dividend policy of the firm
CO5	Determine capital budgeting appraisal methods for the effective business financial plan.
<i>Course Name</i>	<i>Production and Materials Management</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	To recollect the basic concepts of production and materials Management.
CO2	Understand the principles and importance of materials handling in the organization.
CO3	Apply the knowledge in purchasing the materials.
CO4	Analyze practical difficulties in maintaining an inventory and responsibilities of a store keeper.
CO5	To know the procedure for obtaining ISO and maintaining quality in the organization.
<i>Course Name</i>	<i>Business Economics</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the objectives of business firms.
CO2	Identify the determinants of the demand and supply for a good in a competitive market
CO3	Analyze production function and its factors for effective utilization of resources.
CO4	Apply the concept of pricing policies in various market situation
CO5	Understand the role of government in economic system, price policy in public utility and economic planning In India
<i>Course Name</i>	<i>Skill based course – I: Banking & Insurance</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire basic knowledge in banking and Insurance Business.
CO2	Understand the concept of RBI and its regulations for effective management of finance in the organization.
CO3	Acquire knowledge in essential requirement in insurance sector, the concept of IRDA, LIC Regulations.
CO4	Identify various types of insurance policies and procedures.
CO5	Able to cope up with recent trends in banking and insurance sector.

SEMESTER	IV
<i>Course Name</i>	<i>Business Application Software</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Prepare a report by creating, formatting and editing the document by using MS Word
CO2	Apply mail merge concepts for sending letters by using Ms- Word
CO3	Create table, sort, and draw graphs by using MS Excel.
CO4	Create PowerPoint presentation with charts, videos, animation for personal and professional presentation.
CO5	Able to design an advertisement campaign with animated slides.
<i>Course Name</i>	<i>Cost and Management Accounting</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the basic concept of cost accounting and management accounting.
CO2	Able to prepare a cost sheet for a manufacturing concern.
CO3	Analyze the financial statement through comparative, common size balance sheet and income statement.
CO4	Calculate various ratios to analyze the financial position of an organisation in terms of liquidity, profitability and solvency.
CO5	Prepare budget for the organization and cash flow and fund flow statement to determine the liquidity position.
<i>Course Name</i>	<i>Business Law</i>
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire knowledge of legal aspects in formulation of company business till the winding up of companies.
CO2	Demonstrate an understanding of the nature of the contractual relationship and list the elements required to create a contract (offer, acceptance, genuine agreement, consideration, capacity and legality).
CO3	Understand the law of sale of goods, Bailment and law of Agency creation.
CO4	Acquire the kinds of company, incorporation of company and certificate of commencement of business.
CO5	Elaborate the share issue procedures and membership of companies
<i>Course Name</i>	<i>Management Information System</i>

	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire knowledge of Management Information System and its applications.
CO2	Remember the basic components of computer both hardware and software.
CO3	Analyze the difference between input devices and output devices.
CO4	Analyze the importance of E-Commerce and its impact on business.
CO5	Understand the concept of computer security and its application in the business.
Course Name	Skill Based Course-II: Retail Management
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the key concepts and theories of retail management in the manufacturers', distributors, retailers and consumers perspectives
CO2	Formulate retail strategy by understanding the retail customer's expectation and requirements.
CO3	Understand the consumer needs and their decision making process
CO4	Analyze the retail model, theories of retail development and Challenges to retail developments in India
CO5	Examine the global retail market and strategic planning process.
Course Name	Extra Credit Course: Mathematics for Competitive Examinations
	<i>On successful completion of the course the students will be able to:</i>
CO1	Find the relevant methods of analogy, logical reasoning, ratio and proportion, profit and loss
CO2	Relate the methods of Averages , Numbers, Ages, Time and Work , Time and Distance
CO3	Apply all the topics learned in competitive exams and in real life
SEMESTER	V
Course Name	Business Environment
	<i>On successful completion of the course the students will be able to:</i>
CO1	To familiarize students with the nature of business environment and its components.
CO2	Understand the various environment, culture and society.

CO3	Apply business environment strategies and systems.
CO4	Know the regulation and licensing policy for setting a business unit.
CO5	Acquire knowledge about economic system.
Course Name	Taxation
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the general principles, kinds of Taxation and income tax authorities and their powers.
CO2	Compute the residential status and total income of individual
CO3	Analyze the individual income on heads of income
CO4	Acquire the detailed knowledge on indirect taxes like TNGST, CST, customs duty and VAT.
CO5	Examine the Excise duty Levy and Collection Procedure.
Course Name	E-Business
	<i>On successful completion of the course the students will be able to:</i>
CO1	Demonstrate an understanding of the foundations and importance of E-Business
CO2	Analyze the impact of E-commerce on consumer market
CO3	Acquire the knowledge in Web Advertisement and online Marketing
CO4	Describe various business models of e-commerce namely Business to Consumer, Business-to-Business, Intra-organizational.
CO5	Recognize the legal and ethical issues in E- Business
Course Name	Elective: Promotion Management
	<i>On successful completion of the course the students will be able to:</i>
CO1	Develop the art of salesmanship
CO2	Understand the various marketing communication models and modern advertising
CO3	Develop media plan for different media and prepare advertisement budget.
CO4	Understand the concept of sales force management and their techniques in recruitment, selection and decision
CO5	Able to design consumer sales promotion, trade Sales Promotion, Dealers Promotion, After sales service – Publicity & Public Relations.
Course Name	Skill Based Course - III: Rural Marketing

	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the buying behaviour, the consuming pattern, the need and wants of the rural consumer
CO2	Acquire knowledge on challenges and opportunities that the rural market holds for the Companies.
CO3	Analyze the rural sector marketing opportunities , FMCG marketing Strategies,
CO4	Determine the role of financial institutions, Commercial banks and Cooperative institutions in rural marketing
CO5	Understand the recent trends in rural marketing
Course Name	Skill Based Course- IV: Accounting Package
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire knowledge in Accounting package Tally
CO2	Able to create accounting voucher in tally by entering Stock Group creation
CO3	Able to create Stock Summary Report
CO4	Examine the final accounts
CO5	Demonstrate an understanding the tally in accounts and utilize the technology (such as computers, accounting software, information databases) to facilitate and enhance accounting and financial reporting processes.
Course Name	Extra Credit Course: Summer Project (Institutional Training)
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire Industry Knowledge.
CO2	Understand the functions of various departments & Hierarchy of the organization.
CO3	The students get an Opportunity to explore career avenues.
CO4	Enhances conventional classroom learning methods
CO5	Able to prepare a report.
SEMESTER	VI
Course Name	International Business
	<i>On successful completion of the course the students will be able to:</i>
CO1	Determining the Changing Nature of International Business.
CO2	Acquire knowledge on the Culture changes in the workplace

CO3	Analyze the comparative advantages on International trade
CO4	Examine the sources of financing for foreign trade
CO5	Understand the documentation procedure for foreign trade
Course Name	Investment Management
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire the knowledge about the concept, importance and investment avenues.
CO2	Understand the financial market and secretary trading Mechanics.
CO3	Analyze the risks and its types.
CO4	Determine the fundamental and technical analysis in security.
CO5	Acquiring knowledge in online share trading, DEMAT Accounting opening.
Course Name	Elective: Services Marketing
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the Nature, types, characteristics and role of Services.
CO2	Analyze the Service Marketing and Service Promotion Mix
CO3	Examine the Location and Channels of Service Delivery
CO4	Able to design services process
CO5	Apply service marketing in various sectors like Travel and tourism Marketing, Health care marketing and Aviation Marketing.
Course Name	Elective: Events Management
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand the concepts, nature and needs of Event management and its influence on business.
CO2	Analyse and plan the various components of event management and decide the strategy for marketing the event
CO3	Formulate positioning strategies for the product through event planning.
CO4	Apply the themes for the events through strategic market planning.
CO5	Remember the alternatives for the events and measuring the performance.

Course Name	Skill Based Course – V: Development of Managerial Skills
	<i>On successful completion of the course the students will be able to:</i>
CO1	Understand to draft a letter for personal as well as business.
CO2	Designing an application letter, advertisement for the imaginary company
CO3	Able to prepare SWOT Analysis, CV and press report
CO4	Acquire knowledge in Current trends in FMCG products
CO5	Preparing an organizational chart, Questionnaire/Interview schedule for market survey.
Course Name	Skill Based Course – VI: Entrepreneurship & Project Management
	<i>On successful completion of the course the students will be able to:</i>
CO1	Acquire entrepreneurial knowledge and skill set to start a business.
CO2	To know the various schemes and institutional support for entrepreneurs.
CO3	Understand the roles and responsibilities of project manager.
CO4	Expertise in writing the project report.
CO5	To recognize the sources of finance for a project.