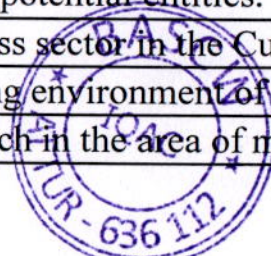


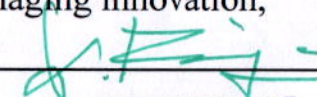
PROGRAMME OUTCOMES OF UNDERGRAGUATE PROGRAMMES

Name of the Programme: B.B.A	
PO1	Enables students to apply knowledge of management theories and practices to solve business problems.
PO2	Encourages analytical and critical thinking abilities for business decision making.
PO3	Promotes ethical and value-based leadership ability.
PO4	Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
PO5	Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PO6	To prepare student to exploit opportunities being newly created in the management profession.
PO7	Makes students capable of recognizing and resolving ethical issues.
PO8	Helps to prepare students for managerial roles and as entrepreneurs.

PROGRAMME SPECIFIC OUTCOMES OF UNDERGRAGUATE PROGRAMMES

Name of the Programme: B.B.A	
PSO1	Ability to define, analyse the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
PSO2	Provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
PSO3	Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.
PSO4	Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PSO5	Understand the problems faced by the business sector in the Current scenario
PSO6	Understand the dynamic and complex working environment of Business.
PSO7	Analyse the various aspect of business research in the area of marketing, human resource and finance

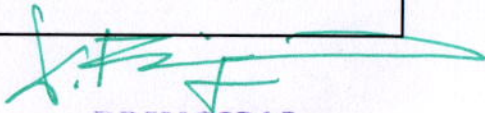



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COURSE OUTCOMES OF UNDERGRADUATE PROGRAMMES

Name of the Programme: B.B.A			
Course Code	Course Title	Course Outcome	
SEMESTER - I			
21UBA01	PRINCIPLES OF MANAGEMENT	CO1	Upon completion of the course, students will be able to have clear, understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.
		CO2	To understand the concept of organization.
		CO3	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
		CO4	Demonstrate the roles, skills and functions of management.
		CO5	To analysis isolate issues and formulate best control methods.
21UBA02	BUSINESS COMMUNICATION	CO1	To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments
		CO2	of correct Business Vocabulary & Grammar.
		CO3	communication barriers while developing an understanding of Communication as a process in an organization.
		CO4	To draft effective business correspondence with brevity and clarity
		CO5	To demonstrate his verbal and non-verbal communication ability through presentations.




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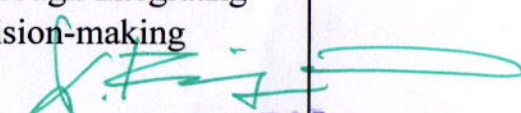
SEMESTER - II			
21UBA03	ORGANIZATIONAL BEHAVIOUR	CO1	To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
		CO2	To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
		CO3	To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
		CO4	organizations.
		CO5	in the orgamation
21UBAE04	FINANCIAL ACCOUNTING	CO1	Acquire conceptual knowledge of basics of accounting
		CO2	Identify events that need to be recorded in the accounting records
		CO3	Describe the role of accounting information and its limitations
		CO4	book balance.
		CO5	Equip with the knowledge of accounting process and preparation of final accounts of sole trader



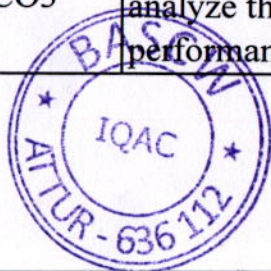

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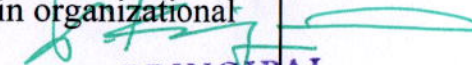
19UBA05	FINANCIAL MANAGEMENT	CO2	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances
		CO3	Integrate the concept and apply the financial concepts to calculate ratios and do the capital budget.
		CO4	Apply capital budgeting projects using traditional methods
19UBA06	HUMAN RESOURCE MANAGEMENT	CO1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
		CO2	To develop necessary skill set for application of various HR issues.
		CO3	HRM
		CO4	Apply right recruitment and selection process in business scenario
		CO5	To analyse the strategic issues and strategies required to select and develop manpower resources.
19UECA03	MANAGERIAL ECONOMICS	CO1	In today's dynamic economic environment, effective managerial decision-making requires timely and efficient use of information
		CO2	The course will sharpen the analytical skills of the students through integrating their knowledge of the economic theory with decision-making technique
		CO3	To use economic models to isolate the relevant elements of a managerial problem, identify their relationships, and formulate them into a managerial model to which decision making tools can be applied.
		CO4	To sharpen the analytical skills of the students through integrating their knowledge of the economic theory with decision-making techniques



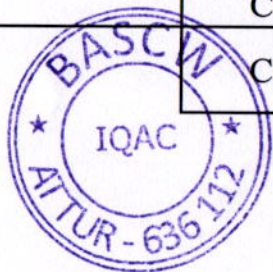

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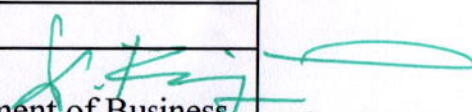
19UBA07	BUSINESS LAW	CO2	Demonstrate recognition of the requirements of the contract agreement
		CO3	Demonstrate understanding of legality and Statute of Frauds in contracts
		CO4	Identify contract remedies
		CO5	Understand the various provisions of Company Law
		CO6	Demonstrate recognition of the genuineness of assent in contract formation.
		19UECA04	MONEY BANKING AND GLOBAL BUSINESS
CO2	Describe the process of credit creation of a commercial bank, describe the balance sheet of a commercial bank, explain the functions of commercial bank		
CO3	Explain the various functions of central bank		
CO4	Explain the functions and constituents of financial system, explain money market, capital market and stock market.		
CO5	Explain the main objective of monetary policy in under developed countries		
SEMESTER - V			
19UBA10	BUSINESS POLICY AND STRATEGY	CO1	Develop the critical thinking skills needed to perform external and internal analyses of organizations and their competitive environment.
		CO2	Develop business landscaping mapping strategies
		CO3	Demonstrate the ability to apply the management tools required and analyze the data generated from the tools to ascertain organizational performance.




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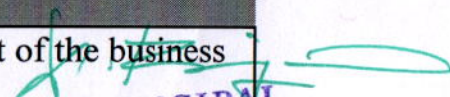
19UECN01	BUSINESS MANAGEMENT	CO1	and thoughts.
		CO2	The functional areas of business management including planning, decision making, organizing, staffing, direction, communication, direction, coordination and control.
		CO3	functional areas of business.
		CO4	The recent trends in Business Management i.e. Business Ethics, Corporate Governance, CSR.
SEMESTER - IV			
19UBA09	PRODUCTION AND MATERIALS MANAGEMENT	CO1	To analyze the inventory situation of a company and suggest improvements.
		CO2	To lead the teams for effective decision making and coordinate to effect purchase at minimum cost.
		CO3	Understand ethical issues in purchasing and negotiations.
		CO4	To manage the activities of materials manager like purchasing, inventory analysis, storage etc.in a scientific manner.
		CO5	To perform the role of a materials manager in an organization.
19UBA08	MANAGEMENT ACCOUNTING	CO1	Analyse and provide recommendations to improve the operations of organisations through the application of Management accounting techniques
		CO2	Make inter-firm and inter-period comparison, of financial statements
		CO3	Analyse the financial statement using various ratios
		CO4	Prepare Fund Flow Statement and Cash Flow Statement
		CO5	Prepare different budgets for the business
		CO1	Demonstrate an understanding of the Legal Environment of Business.




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		CO4	Demonstrate the ability to develop global strategy formulation as part of a strategic management process comprising the three phases: diagnosis, formulation, and implementation.
19UBA13	FUNDAMENTAL OF RESEARCH METHODOLOGY	CO1	Discuss different methodologies and techniques used in research work.
		CO2	Explain basic computer skills necessary for the conduct of research.
		CO3	Assess the basic function and working of analytical instruments used in research
		CO4	Propose the required numerical skills necessary to carry out research.
19UBA14	MANAGEMENT INFORMATION SYSTEM	CO1	Have the knowledge of the core activities in the systems development process.
		CO2	Be familiar with the ethical, social, and security issues of information systems.
		CO3	Understand the role of information systems in organizations, the strategic management processes, and the implications for the management
		CO4	Understand about the importance of managing organizational change associated with information systems implementation
		CO5	Acquire the knowledge of MS-Access as a database tool to manage the organization information.
SEMESTER - VI			
		CO1	Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.




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19UBA15	BUSINESS ENVIROMENT	CO2	Analyze the environment of a business from the legal l & regulatory, macroeconomic,cultural, political, technological and natural perspectives.
		CO3	Critically assess the business environment of an organization using selected strategic tools.
		CO4	Construct and present scenarios that synthesize business environment information.
19UBA16	FINANCIAL INSTITUTION AND SERVICE	CO1	Understand the various services offered and various risks faced by banks
		CO2	Understand the dynamic changes of the banking industry and the policy responses because of the recent crisis
		CO3	Have a practical understanding of the various distribution channels of insurance products for effective marketing.
		CO4	Have a practical understanding of regulations and be able to understand insurance operations both in life as well as general insurance.
19UBA17	ENTREPRENEURIAL DEVELOPMENT	CO1	Understand the development of entrepreneurship as a field of study and as a profession.
		CO2	Understand the creative process of opportunity identification and screening
		CO3	Analyze new concept/product/service ideas as an entrepreneur.
		CO4	Understand the business decisions involved in starting a new business venture.
		CO5	Understand the importance of building a support network for the new venture.



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