

Programme : BBA

Course Outcomes of the Course “Accounting I”

- CO1. Understand theoretical knowledge about passing journal and preparation of ledger accounts
- CO2. Prepare cash book and analyze available cash reserves
- CO3. Pass rectification entries in journals.
- CO4. Prepare bank reconciliation statement and rectify the mistakes in balance
- CO5. Prepare the financial statements of sole trading concern
- CO6. Understand the negotiable instruments and their uses in practical business environment.
- CO7. Understand charging depreciation to different assets.

Course Outcomes of the Course “Principles of Management”

- CO1. Discuss and communicate the management evolution and its affect on future managers.
- CO2. Observe and evaluate the influence of historical forces on the current practice of management.
- CO3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- CO4. Explain how organizations adapt to an uncertain environment. Identify techniques managers use to influence and control the internal environment.
- CO5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
- CO6. Identify and properly use vocabularies within the field of management.
- CO7. Evaluate leadership styles to anticipate the consequences of each leadership style
- CO8. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control.

Course Outcomes of the Course “Business Organization”

- CO1. Understand the concept of business, profession and objectives of business.
- CO2. Classify different forms of business entities
- CO3. Analyze the meaning of combination and causes that lead to the combination and also describe the various types of combination
- CO4. Understand the need for business finance and sources of business finance
- CO5. Define the concept of insurance, its types and the general principle applicable to the insurance

Course Outcomes of the Course “Managerial Communication”

- CO1. Analyze the meaning of business communication, its importance and objectives.
- CO2. Write down process involved and classify different types of business communication
- CO3. Possess effective communication and presentation skills
- CO4. Analyze communication network and various modes of managerial communication.
- CO5. Acquire the knowledge of writing different types of reports and analyze the differences
- CO6. Define the commercial letters and understand its types.

Course Outcomes of the Course “Accounting II”

- CO1. Define nonprofit organization and have knowledge on various accounts maintained by nonprofit organization.
- CO2. Prepare the revenue statement and balance sheet of nonprofit organization
- CO3. Demonstrate the use of consignment account and valuation of consignment stock
- CO4. Prepare ledger account in the books of consigner and consignee
- CO5. Describe the meaning of partnership, partnership deed, and accounting treatment on admission of a partner, retirement of a partner and death of a partner
- CO6. Analyze the treatment in the case of insolvency of a partner on the dissolution of partnership firm.

CO7. Possess knowledge on hire purchase account and installment account as well as the various ledger accounts to be prepared about them.

Course Outcomes of the Course “Business Environment and Entrepreneurship”

- CO1. Understand meaning and factors influencing business, social responsibility of business, business ethics and environment
- CO2. Analyze the various types of business entities operating in public, private and cooperative sectors.
- CO3. Describe the need for CSR for business and emerging trends on CSR of business in India
- CO4. Define consumerism, its need and objectives
- CO5. Understand the importance of Consumer Protection Act
- CO6. Possess the knowledge on impact of LPG on Indian business sector.
- CO7. Discuss the meaning of entrepreneur and entrepreneurship
- CO8. Analyze the role of entrepreneurship in economic development and the barriers to entrepreneurship

Course Outcomes of the Course “Organizational Behaviour”

- CO1. Understand the development of the subject matter
- CO2. Explain personality traits and determinants of personality
- CO3. Describe different types of attitudes and factors which help to develop positive attitudes
- CO4. Apply different motivational techniques.
- CO5. Learn how to work in groups and relationship with group & organizational hierarchy.
- CO6. To develop inter personal relationship among individuals
- CO7. To manage stress, and its remedies.
- CO8. To develop future projects and help to understand future challenges

Course Outcomes of the Course “Business Statistics and Mathematics”

- CO1. Analyse the primary data, its collection methods and sources of secondary data
- CO2. Prepare the tables in order to find out the measures of central tendency
- CO3. Acquire knowledge on the various statistical techniques like range, mean deviation, standard deviation and their relative measures
- CO4. Define correlation and regression
- CO5. Prepare correlation table by using Karl Pearson’s coefficient correlation and Spearman’s rank correlation coefficient.
- CO6. Define basic terms in the areas of business calculus and financial mathematics.
- CO7. Explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.
- CO8. Connect acquired knowledge and skills with practical problems in economic practice.

Course Outcomes of the Course “Marketing Management”

- CO1. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
- CO2. Write a business plan for an entrepreneurial start-up venture.
- CO3. Develop strategies for the efficient distribution of products and services.
- CO4. Apply the principles of business ethics and corporate social responsibility.
- CO5. Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives.
- CO6. Determine strategies for developing new products and services that are consistent with evolving market needs.
- CO7. Evaluate the viability of marketing a product or service in an international market or markets and

results of marketing activities using criteria related to budgeted sales, costs and profits.

CO8. Communicate marketing information persuasively and accurately in oral, written and graphic formats.

Course Outcomes of the Course “Income Tax”

CO1. Understand the income tax procedure and its sources

CO2. Apply basic tax concept to simple fact situations

CO3. Understand the calculation of tax liability

CO4. Understand all basic concept of income taxation

CO5. Understand the procedure and methods of calculating business and profession

Course Outcomes of the Course “Corporate Accounting I”

CO1. To have an understanding on the regulation regarding the formation of the company

CO2. To have a knowledge on guidelines and procedures regarding the redemption of preference shares and preparation of the final statement after the redemption of preference shares

CO3. Calculate the profit prior to incorporation and treatment of the pre incorporation profit

CO4. Calculate the value of right share, understanding of the methods of valuation of shares and goodwill

CO5. Preparation of final accounts of joint stock company as per the latest norms of the Companies Act

Course Outcomes of the Course “Executive Development and Soft Skill”

CO1. Develop interpersonal relationship skills

CO2. Enhance communication skills and presentation skills

CO3. Understand organisational goal setting and delegation of authority

CO4. Understand individual’s potentials and deficiency in order to achieve organizational objectives

Course Outcomes of the Course “Computer Application in Management”

CO1. Understand basics of computer and computer networking

CO2. Develop information system and its communication through data processing.

CO3. Understand MIS and its implications on the organizational development

CO4. Facilitate digital system in the office functioning

Course Outcomes of the Course “Human Resource Management”

CO1. Understand basic concepts of HRM

CO2. Able to develop human resource planning system for any organization

CO3. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes

CO4. Understand performance appraisal and salary administration

CO5. Present and evaluate communication messages and processes related to the human resources function of the organization.

CO6. Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.

CO7. Facilitate and communicate the human resources component of the organization's business plan.

CO8. Conduct research, produce reports, and recommend changes in human resources practices.

Course Outcomes of the Course “Fundamentals of Financial Management”

CO1. Understand fundamentals of Financial Management.

CO2. Prepare capital budgeting for a given project

CO3. Techniques of accumulating capital optimally.

CO4. Manage profits of the company along with the payment of dividend or retained earnings.

Course Outcomes of the Course “Corporate Accounting - II”

CO1. Understand mergers and acquisition of corporate companies.

CO2. Understand and re organize the financial structure of the company

CO3. Facilitate liquidation process and preparation of final statement of accounts.

CO4. Understand the concepts of minority interest , majority interest and preparation of consolidated balance sheet

Course Outcomes of the Course “Human Resource Management”

CO1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO2. Administer and contribute to the design and evaluation of the performance management program.

CO3. Develop, implement, and evaluate employee orientation, training, and development programs.

CO4. Facilitate and support effective employee and labour relations in both non-union and union environments.

CO5. Research and support the development and communication of the organization's total compensation plan.

CO6. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.

CO7. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.

CO8. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.

Course Outcomes of the Course “Commercial Law”

CO1. Understand source and origin of law

CO2. Understand contract and its implications

CO3. Form valid offer and acceptance.

CO4. Form understanding about lawfull consideration.

CO5. Understand eligibility to enter into a contract.

CO6. Know different modes of discharge of contract.

CO7. Understand remedies to breach of contract, contract of agency and its conditions.

CO8. Know about RTI Act and Cyber Law and law governing Patents.

Course Outcomes of the Course “Marketing Research”

CO1. Introduce various types of surveys techniques

CO2. Understand how to prepare a questionnaire

CO3. Review sample questions

CO4. study the data collection techniques

CO5. Understand the concept of consumer behavior, analyze the importance of consumer behavior in the modern marketing era

CO6. Prepare modules for the marketing strategy.

Course Outcomes of the Course “Financial Management”

CO1. Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.

CO2. Apply techniques to project financial statements for forecasting long-term financial needs.

- CO3. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory.
- CO4. Identify the major sources of short-term financing available to the firm.
- CO5. Apply future value and present value concepts to single sums, mixed streams, and annuities, time value, risk, and return concepts and valuation techniques to bonds.
- CO6. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects.
- CO7. Apply the concept of risk, its measurement for single assets and portfolios, various types of risk, the source and use of betas, and the CAPM and SML.
- CO8. Apply techniques for estimating the cost of each component of the cost of capital

Course Outcomes of the Course “Cost Accounting”

- CO1. Define the concept of cost , expenses, losses and revenue
- CO2. Explain the relationship between financial and cost accounting
- CO3. Prepare production cost statement and cost of goods sold statement
- CO4. Calculate the inventory cost and evaluation of cost
- CO5. Calculate labour cost to maintain the research
- CO6. Calculate overhead cost and analyse
- CO7. Understand the absorption of overhead cost and prepare the statement of absorption by using simultaneous equation method
- CO8. Calculate cost on running the machine in the factory

Course Outcomes of the Course “Export Management”

- CO1. Understand the concept of international trade, its benefits and the concept of BOP
- CO2. Describe the various export promotion agency and its functions
- CO3. Understand the procedure involved in the management of export business and various documents required in the process of export of goods.
- CO4. Define international marketing system and analyze the problem involved in the export marketing
- CO5. Analyze the export pricing and its objectives and importance

Course Outcomes of the Course “Event Management and Public Relations”

- CO1. Analyse and evaluate appropriate business strategies, practices and theories that inform and guide organization to ensure sustainability
- CO2. Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.
- CO3. Adapt projects in response to issues that arise internally and externally
- CO4. Implement general business concepts, practices, and tools to facilitate project success.
- CO5. Utilize technology tools for communication, collaboration, information management, and decision support.

Course Outcomes of the Course “Company Law”

- CO1. Understand different types of company and its structure
- CO2. Facilitate formation of company and its legal implication
- CO3. Understand different kinds of shares and share capitals
- CO4. Understand role of company secretary and its qualification
- CO5. Manage company meetings and appointment of its chairman

Course Outcomes of the Course “Investment Management”

- CO1. Get knowledge related to types of investment and risk involved in it
- CO2. Analyse fundamental and technical analysis of the company
- CO3. Get knowledge on types of financial market and speculators involved in it.
- CO4. Define benefits of mutual funds and measurement of the performance
- CO5. Facilitate knowledge over portfolio management

Course Outcomes of the Course “Cost and Management Accounting”

- CO1. Understand methods of costing
- CO2. Familiarize contract costing and process costing
- CO3. Demonstrate cost analysis techniques and break even analysis
- CO4. Analyse budgets and budgetary control techniques
- CO5. Apply standard costing techniques

Course Outcomes of the Course “Auditing”

- CO1. Understand classification of audit and techniques of auditing
- CO2. Facilitate effective internal control in the organisation
- CO3. Familiarize vouching procedure in auditing
- CO4. Demonstrate verification of assets and liabilities and its valuation
- CO5. Explain role of company auditor and its task performed by the auditor

Course Outcomes of the Course “Financial Management/Financial Analysis”

- CO1. Understand financial statement analysis and interpretation
- CO2. Familiarize working capital management and fund management
- CO3. Explain cash flow analysis
- CO4. Facilitate ratio analysis techniques and ascertain return on investment
- CO5. Analyse wealth maximization techniques

Course Outcomes of the Course “Advertising and Sales Management”

- CO1. Understand fundamentals of advertising
- CO2. Familiarize advertisement media and preparation of advertisement copy
- CO3. Facilitate information about advertisement agency and effectiveness of advertising
- CO4. Explain sales management techniques
- CO5. Analyse sales force management techniques and sales planning

Course Outcomes of the Course “Industrial Relation and Labour Management”

- CO1. Understand fundamentals of industrial relation and trade unions
- CO2. Facilitate workers participation in management and work life balance
- CO3. Apply stress management techniques and code of conduct
- CO4. Facilitate grievance redressal methods and industrial dispute resolutions
- CO5. Familiarize employee welfare and social security measures