

**DEPARTMENT OF MANAGEMENT**

**COURSE OUTCOMES (COs)2014 Regulations**

<b>SI No.</b>	<b>Semester</b>	<b>Course Name</b>	<b>Nature of the Course ( Core, Complementary, Elective, Open etc.)</b>	<b>Course Code</b>	<b>Course Outcomes</b>
4	1	Management Concepts and Business Ethics	Core	BBAB01	CO1:To understand the process of business management and its functions CO2:To familiarize the students with current management practices. CO3:To understand the importance of ethics in business, and CO4:To acquire knowledge and capability to develop ethical practices for effective management
5	1	Managerial Economics	compl	BBIC01	CO1:To enable the students to understand the micro and macroeconomic concepts relevant for business decisions CO2:To help the students to understand the application of economic principles in business management
9	2	Financial Accounting	Core	BBIIB02	CO1:To enable the students to acquire knowledge of the financial accounting principles and practices CO2:To equip the students with skills for recording various kinds of business transactions · To familiarize the students with the techniques of preparing financial statements
10	2	IT for Business & Management	Compl	BBIIC03	CO1:To familiarize the students with the use of IT for business and management CO2:To make them proficient in using computer for routine

					tasks like data retrieval, data analysis, accounting and report generation. Module I
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**COURSE OUTCOMES (COs)**

SI No.	Semester	Course Name	Nature of the Course ( Core, Complementary, Elective, Open etc.)	Course Code	Course Outcomes
11	3	Basic Numerical Skills	Common	BBIIIA11	CO1:To enable the students to acquire knowledge of Mathematics and Statistics. CO2:At the end of this course, the students should have understood set operations, matrix and Mathematics of finance, Statistical tools and their applications.
12	3	General Informatics	Common	BBIIIA12	CO1:To update and expand basic Informatics skills of the students. CO2:To equip the students to effectively utilize the digital knowledge resources for their study.
13	3	Business regulatory frame work	Core	BBIIIB03	CO1:To provide students with Basic Legal Concepts and the Indian Legal Environment in which Business is carried on. CO2:To enable the students to understand the emerging legal issues in a digital networked environment.
14	3	Human Resource Management	Core	BBIIIB04	CO1:To give a conceptual understanding of human resource practices in organizations

15	3	Quantitative Techniques for Business	Compl	BBIIIC03	CO1: To familiarize the student with the use of quantitative techniques in managerial decision making.
16	4	Banking & Insurance	Common	BBIVA13	CO1:To enable the students to acquire knowledge about basics of Banking and insurance. CO1:To familiarise the students with the modern trends in banking.
17	4	Entrepreneurship Development	Common	BBIVA14	CO1:To enable the students to have an understanding of the basics of entrepreneurship and organisational management
18	4	Marketing Management	Core	BBIVB05	CO1:To acquaint the students with the marketing principles and practices, and, ·CO1:To understand the process of marketing in a business firm.
19	4	Financial Management	Core	BBIVB06	CO1:To familiarize the students with the concepts, tools and practices of financial management, and, CO2:To learn about the decisions and processes of financial management in a business firm.
20	4	Management Science	compl	BBIVC04	CO1:To provide a basic knowledge about Operations research and CO2:To acquaint the students some common operations Research Tools for various Business decision marketing situations.

SI No.	Semester	Course Name	Nature of the Course ( Core, Complementary, Elective, Open etc.)	Course Code	Course Outcomes
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21	5	Accounting for Management	core	BBVB07	CO1:To enable the students to understand the concept and relevance of management Accounting CO2:To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking.
22	5	Business Research Methods	core	BBVB08	CO1:To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies
23	5	Emerging Trends in Management	core	BBVB09	CO1:To Impart knowledge about the emerging trends of new management concepts, and CO2:To provide knowledge about the significance of the integration of information technology as the platform for the application of various management concepts
24	5	Services Management	core	BBVB07	CO1:To familiarize the students with role of different prominent services in India and prepare them with basic skills to manage.
25	5	E-commerce	core	BBVB07	CO1:To understand the importance of database systems for business management, and, CO2:To gain a practical orientation to database development and maintenance.
26	5	Hospitality Management	Open	BBVD01	CO1:To give a broad overview of the basic concepts of hospitality management and to equip the students to make use of the opportunities in this sector.
27	6	Operations Management	core	BBVB12	CO1:To familiarize the students with the concepts, tools and practices of operations management, and,

					CO2:To learn about the decisions and processes of operations management in a business firm.
28	6	Organisational Behaviour	core	BBVB13	CO1:To familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.
29	6	Consumer Behaviour	core	BBVB14	CO1:To understand the basics of consumer decision-making processes, and, CO2:To understand the information needs for helping the consumer in decision making.
30	6	Retail Management	core	BBVB15	CO1:To give an overview of the conceptual aspects of retail marketing management and to give some practical functional aspects of retailing.
31	6	Three weeks project and viva voce	Core Project	BBVB16	CO1. Understand the different concepts of managing a project CO2. Analyse the viability of a project.

**COURSE OUTCOMES (COs)2019 Regulations**

SI No.	Semester	Course Name	Nature of the Course ( Core, Complementary, Elective, Open etc.)	Course Code	Course Outcomes
4	1	Management theory and practices	core	BBA1B01	On completing the course students will be able to: CO1. Discuss different schools of management thought. CO2. Understand apply the concepts of planning, organizing, staffing and controlling for effective management.

					<p>CO3. Aware and apply the ethically and socially responsible behaviour in Management, and</p> <p>CO4. Aware and pursue the modern management practices in business.</p>
5	1	Managerial Economics	compl	BBA1C01	<p>On completing the course students will be able to:</p> <p>CO1. Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.</p> <p>CO3. Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets</p> <p>CO4. Make optimal business decisions by integrating the concepts of economics.</p>
9	2	Financial Accounting	core	BBA1B02	<p>On completing the course students will be able to:</p> <p>CO1. Discuss and apply fundamental accounting concepts, principles and conventions.</p> <p>CO2. Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business.</p> <p>CO3. Record accounting transactions in respect of hire purchase and instalment system and branches.</p>
10	2	Marketing Management	core	BBA1B03	<p>On completing the course students will be able to</p> <p>CO1. Understand and develop insights and knowledge base of various concepts that driving marketing strategies.</p>

					CO2. Develop skills in organizing for effective marketing and in implementing the market planning process.
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SI No.	Semester	Course Name	Nature of the Course ( Core, Complementary, Elective, Open etc.)	Course Code	Course Outcomes
11	3	Basic Numerical Methods	common	BBA3A11	CO1:On completing the course ,the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications
12	3	Professional Business Skills	common	BBA3A12	CO1:To update and expand basic Informatics skills of the students. To equip the students to effectively utilize the digital knowledge resources for their study.
13	3	Corporate Accounting	core	BBA3B04	CO1. Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets CO2. Prepare annual financial statements for companies and compute accounting ratios. CO3. Record accounting transactions in respect of redemption of preference shares and debentures
14	3	Financial Management	core	BBA3B05	CO1. Understand and develop insights and knowledge base of various concepts of finance

					CO2. Develop skills for effective Financial, Investment and Dividend decisions making,
15	3	Business Regulations	compl	BBA3C02	CO1. Interpret statutory provisions related to business laws CO2. Analyze legal issues arising in day-to-day business operations prevalent in India CO3. Evaluate the core concepts in the legal structure of business organisations CO4. Discuss possible solutions to issues in organisations in the frame work of business laws
16	4	Entrepreneurship Development	common	BBA4A13	CO1: To familiarize the students with the concept of entrepreneurship. CO2:To identify and develop the entrepreneurial talents of the students. CO3:To generate innovative business ideas in the emerging industrial scenario
17	4	Banking and Insurance	common	BBA4A14	CO1: To enable the students to acquire knowledge about basics of Banking and Insurance. CO2:To familiarize the students with the modern trends in banking.
18	4	Cost & Management Accounting	core	BBA4B06	CO1. Understand cost and management accounting concepts and its application for decision making. CO2. Aware as to cost consciousness and the various methods and techniques of costing
19	4	Corporate Regulations	compl	BBA4C04	CO1. Understand the features and different types of companies 23 CO2. Aware as to the formation of companies and



					also as to different documents of companies CO3. Understand the share capital and other relevant provisions of the same CO4. Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and CO5. Understand the provisions of conducting meetings and also the winding up procedure of companies.
20	4	Quantitative Techniques for Business	compl	BBA4C05	CO1. Understand and develop insights and knowledge base of various concepts of Quantitative Techniques. CO2. Develop skills for effectively analyze and apply Quantitative Techniques in decision making

**COURSE OUTCOMES (COs)**

21	5	Human resources Management	core	BBA5B07	CO1. Understand and develop insights and knowledge base of various concepts and Functions of Human Resource Management CO2. Learn the latest trends in human Resource Management
22	5	Business Research Methods	core	BBA5B08	CO1. Understand and develop insights and knowledge base of various concepts in Research. <b>CO2. Develop skills for conducting business research</b>
23	5	Operations Management	core	BBA5B09	CO1. Understand the different concepts of operation Management. <b>CO2. Acquire the knowledge to make plans at the operational level of an industry</b>
24	5	Consumer Behaviour	core	BBA5B10	CO1: On completing the course students can apply the concepts for developing an effective advertising programme and new product.

25	5	Product and Brand Management	core	BBA5B11	CO1:While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product.
26	5	Tourism Management	open	BBA5D01	CO1:On completing the course students will be able to know about the significance of tourism development and the role of transport, hotel and travel agencies in developing tourism .
27	6	Organisational Behaviour	core	BBA6B12	CO1. Understand the different concepts of Organisational Behaviour CO2. Analyse individual and group behaviour CO3. Understand and deal with organisational change, development and stress
28	6	Management Science	core	BBA6B13	CO1:on completion of the course the students will be able to learn different OR techniques useful in managerial decision
29	6	Project Management	core	BBA6B14.	CO1. Understand the different concepts of managing a project CO2. Analyse the viability of a project.
30	6	Advertising and Sales Promotion	core	BBA6B15	CO1.Understand the process of advertisement; CO2.Apply the concepts for developing an effective advertisement copy CO3 .Examine the various sales promotion strategies towards traders and consumers.
31	6	Supply Chain and Logistics Management	core	BBA6B16	CO1:The students will be able to examine the details of planning and control processes in logistics management. The student at the end of the course will be able to understand the various logistics operations and their importance in improving the business
32	6	(PR) Three Weeks Project and Viva-Voce	Core project	BA6B17	CO1. Understand the different concepts of managing a project CO2. Analyse the viability of a project.