

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOME
CORE MAJOR PAPER I	PRINCIPLES OF MANAGEMENT	CO1: Understand the evolution of Management, significance, roles and skills of managers. CO2: Evaluate and understand all the functions of management CO3: Analyse organizational structure, delegation including opportunities and threats that will impact management of an organization and improve problem solving skill. CO4: Outline leadership behaviour and traits along with learning recruitment and selection process CO5: Apply effectively Control and Coordination to manage business successfully.
CORE MAJOR PAPER II	FINANCIAL ACCOUNTING	CO1: Keep in mind the basic accounting concept and their application in business CO2: To understand and apply dual entry record framework to a series of transaction CO3: To apply and gain knowledge on the preparation of financial statements. CO4: To analyze financial statement and take decision on depreciation method to be adopted CO5: Prepare section accounting from incomplete data and apply basic ratio analysis.

<p>ALLIED PAPER I</p>	<p>INSURANCE FOR BUSINESS PROCESS SERVICES</p>	<p>CO1: Define basic terms, risk, risk transfer entities in the marketing process of the insurance business. CO2: Identify the importance of insurance activities on the macro and micro levels. CO3: Prepare an offer of insurance product and calculate the premium for the most important(most frequently used) insurance products. CO4: Format by examining the input variables, new insurance products to offer. CO5: Detect the potential market for the product created, as well as ways to improve already existing products.</p>
<p>CORE MAJOR PAPER III</p>	<p>HUMAN RESOURCE MANAGEMENT AND ORGANISATIONALBEHAVIOUR</p>	<p>CO1: Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions. CO2: Design a training program using a useful framework for evaluating training needs,designing a training program, and evaluating training results. CO3: Evaluate a company's implementation of a performance-based pay system. CO4: Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices CO5: Assess the fundamentals of organizational behaviour and OB Model.</p>

<p>CORE MAJOR PAPER IV</p>	<p>COMMERCIAL LAW</p>	<p>CO1: Assess the elements of a valid contract in contract formation. CO2: To know the factors to be included in contract to perform. CO3: Apply legal principles of performance, discharge and breach of contract in contractual dealings CO4: To know how to find the solution after breaking the contracts CO5: To provide the knowledge regarding Remedies for breach of contract</p>
<p>ALLIED PAPER II</p>	<p>ACCOUNTING FOR BUSINESS PROCESS SERVICES</p>	<p>CO1: Understand the basic accounting principles and concepts along with comprehending significance of BPS. CO2: Evaluate and study activities involved in Accounts Payable, Accounting impact and working capital improvement CO3: Analyse activities in Accounts Receivable and customer support activities CO4: Analysis of Financial statements and variances, budgeting and budgetary control. CO5: Identify basics of Accounting standard, integration of support functions along with study of future and challenges of BPS.</p>
<p>CORE MAJOR PAPER V</p>	<p>MANAGEMENT ACCOUNTING</p>	<p>CO1: Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities CO2: Prepare a master budget and demonstrates an understanding of the relationship between the components. CO3: Enable to need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of the management. CO4 : Enable students develop the ability to collect, analyse, and communication quantitative information to assist management in more effective planning and control</p>

		<p>decisions.</p> <p>CO5: Utilize marginal costing technique for decision making</p>
CORE MAJOR PAPER VI	MANAGERIAL ECONOMICS	<p>CO1: To understand the basic elements of managerial economics concepts.</p> <p>CO2: To Forecast demands for a product and decide on the demand decisions.</p> <p>CO3: To know what to produce, where to, when to, how to, for whom to produce.</p> <p>CO4 :To frame policy for production to minimize the cost and maximum the profit</p> <p>CO5: To understand the basics of market</p>
CORE MAJOR PAPER VII	BUSINESS STATISTICS– I	<p>CO1: Describe and discuss the key terminology, concepts tools and techniques used in Business statistical analysis</p> <p>CO2: Critically evaluate the underlying assumptions of analysis tools.</p> <p>CO3: Understand and critically discuss the issues surrounding sampling and significance.</p> <p>CO4: Develop the skill of performing the calculations needed for various methods of analysis.</p> <p>CO5: Solve a range of problems using the techniques covered.</p>
CORE MAJOR PRACTICAL-I	COMPUTER APPLICATION IN BUSINESS I	<p>CO1: Acquire the knowledge of Accounting process through computers.</p> <p>CO2: Understand the preparation of Trial Balance using Tally ERP 9</p> <p>CO3: Preparation of final accounts with adjustments.</p> <p>CO4: Categorize stock items and stock group</p> <p>CO5: Classify purchase order and sales order processing.</p>

ALLIED PAPER III	RETAIL ENVIRONMENT AND MARKET RESEARCH FOR BUSINESS PROCESS SERVICES	CO1: Understand the marketing competencies in Retailing CO2: Evaluate significance and need for Retailing CO3: Analyse market research and promotional strategies CO4: Design product planning , advertising and consumer research CO5: Apply Retail Research , Media Research and consumer data to develop Competitive strategy
CORE MAJOR VIII	PRODUCTION MANAGEMENT	CO1: Develop an understanding of the role of production manager and also Select a suitable production system. CO2: Analyse and decide a good location for the plant and its layout. CO3: Demonstrate efficient planning and control of production activities. CO4: Develop strategies to ensure high quality products are manufactured and distributed. CO5: Identify the ways and means to attain a competitive edge in the market through effective method, materials and labour
CORE MAJOR IX	BUSINESS STATISTICS– II	CO1: Understand the fundamental statistic concepts and some of their application and to organize, and present data CO2: Define and explain terminology used to describe time series, including trend, seasonal effects, cyclical effects, outlier and white noise CO3: Develop the nonparametric and parametric test and Compute the chi-square test for independence and interpret the results CO4: Understand and critically discuss the issues surrounding sampling and significance. CO5: Understand the role of between-group and within-group variability in testing differences between group means

CORE MAJOR X	MARKETING MANAGEMENT	<p>CO1: The module introduces and develops the concepts of marketing in a critical way and focuses on the application of the marketing conceptual frameworks</p> <p>CO2: To know the concepts of Product and Product mix and to describe the new product development with suitable examples.</p> <p>CO3: To comprehend the concepts of Market segmentation and its bases and to acquire the buyer's behaviour involved in buying decision making.</p> <p>CO4: To acquire the in-depth knowledge about Promotion, Advertising and Sales Promotion.</p> <p>CO5: To learn various Channels of distribution (Manufacturers-Wholesalers-Retailers-Consumers)</p>
CORE MAJOR PRACTICAL II	COMPUTER APPLICATIONS IN BUSINESS II	<p>CO1: Understand Measures of Central Tendency using SPSS</p> <p>CO2: Analyze Dispersion and Correlation using SPSS</p> <p>CO3: Utilize MS-Excel to calculate NPV, to prepare Cash Budget and Flexible Budgets</p> <p>CO4: Evaluate the Break-Even Analysis</p> <p>CO5: Demonstrate the Variance of Analysis using MS-Excel</p>
CORE ALLIED-IV	BANKING FOR BUSINESS PROCESS SERVICES	<p>CO1: Build a strong formation on knowledge in different areas of banking</p> <p>CO2: To acquire knowledge on legal banking functions and financial systems</p> <p>CO3: Develop an attitude for working efficiently and effectively in business world by learning modern banking systems</p> <p>CO4: To get familiarize with various banking concepts and fund transferring and clearing systems</p> <p>CO5: To enable them to understand international trade system.</p>

<p>CORE MAJOR XI</p>	<p>MATERIAL MANAGEMENT</p>	<p>CO1: Understand the significance, functional areas and integrated approach to Material management</p> <p>CO2: Analyse Inventory control tools and Replenishment system in a scientific manner.</p> <p>CO3: Identify purchase management objectives and duties along with evaluating methods of Import procedure</p> <p>CO4: An ability to evaluate store keeping functions and responsibilities and identify factors of good store layout and location.</p> <p>CO5: Design vendor evaluation and development strategies and apply principles of material handling</p>
<p>CORE MAJOR XII</p>	<p>BUSINESS MATH'S AND OPERATIONS RESEARCH</p>	<p>CO1: Clearly define the different ways in which interest on money can be calculated.</p> <p>CO2: Able to understand the basic knowledge on fundamental probability concepts, including random variable, probability of an event, additive rules and conditional probability.</p> <p>CO3: Be able to find the nature (maximum and minimum) of a turning point to find optimum feasible solution.</p> <p>CO4: Solve the various problems on Network, PERT and CPM.</p> <p>CO5: Prepare Linear programming models and solving problems on Assignment</p>

CORE MAJOR XIII	FINANCIAL MANAGEMENT	<p>CO1: Measure risk and return and explain the trade-off between risk and return</p> <p>CO2: Calculate the value of various financial assets</p> <p>CO3: List the primary sources of capital and incorporate their cost when making investment decisions.</p> <p>CO4: Estimate project cash flows to distinguish between value-creating and value destroying investments.</p> <p>CO5: Estimate cash flows from a project, including operating, net working capital, and capital spending.</p>
CORE MAJOR XIV	BUSINESS ETHICS AND VALUES	<p>CO1: Identify and analyze an ethical issue in the subject matter under investigation or in a relevant field.</p> <p>CO2: Identify the multiple ethical interests at stake in a real-world situation or practice.</p> <p>CO3: Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects.</p> <p>CO4: Assess their own ethical values and the social context with respect to hiring, screening and promotion.</p> <p>CO5: Demonstrate knowledge of ethical values in business.</p>
CORE ELECTIVE-I	CAPITAL MARKET FOR BUSINESS PROCESS SERVICES	<p>CO1: Understanding of the basic ideas of capital market</p> <p>CO2: Understand theoretical and conceptual tools used in investment banking</p> <p>CO3: To provide the knowledge of risks and rewards of investing in mutual funds</p> <p>CO4: To provide a comprehensive overview and in-depth understanding of the private equity</p> <p>CO5: To Understand the types of risk in capital market and techniques to</p>

		mitigate it.
SKILL BASED ELECTIVE	CAMPUS TO CORPORATE	<p>CO1: Understand overview of corporate and BPS industry and transitioning from college to corporate environment.</p> <p>CO2: Evaluate professional competencies and interview facing skills.</p> <p>CO3: Apply acquired skills by reciting stories and roleplaying</p> <p>CO4: Develop vocabulary, writing skills and conversation skills.</p>
CORE MAJOR XV	TOTAL QUALITY MANAGEMENT	<p>CO1: Discuss the main concepts and techniques of Total Quality Management</p> <p>CO2: Evaluate the principles of Quality management and identify the main barriers to TQM implementation.</p> <p>CO3: Analyze the significance of customer and focus on customer satisfaction through defined quality processes.</p> <p>CO4: Apply various statistical tools to measure Quality and customer satisfaction.</p> <p>CO5: Explore the quality system need, benefits and requirements</p>

CORE MAJOR XVII	ENTREPRENEURIAL DEVELOPMENT	<p>CO1: Discuss the main concepts and techniques of Total Quality Management</p> <p>CO2: Evaluate the principles of Quality management and identify the main barriers to TQM implementation.</p> <p>CO3: Analyze the significance of customer and focus on customer satisfaction through defined quality processes.</p> <p>CO4: Apply various statistical tools to measure Quality and customer satisfaction.</p> <p>CO5: Explore the quality system need, benefits and requirements</p>
CORE ELECTIVE- II	MANAGING BUSINESS PROCESS-I	<p>CO1: able to understand business process from a general management perspective</p> <p>CO2: To analyse frameworks and general principles for managing business processes</p> <p>CO3: Understand how to design or enhance a new or existing process using the business process life cycle</p> <p>CO4: To know the methodologies and techniques of business process modelling</p> <p>CO5: To Analyse the performance of existing processes and identify process improvement.</p>
CORE ELECTIVE- III	MANAGING BUSINESS PROCESS-II	<p>CO1: Discuss the main concepts and techniques of Total Quality Management</p> <p>CO2: Evaluate the principles of Quality management and identify the main barriers to TQM implementation.</p> <p>CO3: Analyze the significance of customer and focus on customer satisfaction through defined quality processes.</p> <p>CO4: Apply various statistical tools to measure Quality and customer satisfaction.</p> <p>CO5: Explore the quality system need, benefits and requirements</p>

<p>INTERNSHIP</p>	<p>INTERNSHIP</p>	<p>CO1: Students will engage in internship learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences</p> <p>CO2: Students will understand a general definition of research design. Students should be able to identify the overall process of designing a research study from its inception to its report</p> <p>CO3: Students will be familiar with how to write a good introduction to an educational research study, should be familiar with conducting a literature review for a scholarly educational study</p> <p>CO4: Students should be familiar with the steps involved in identifying and selecting a good instrument to use in a study</p> <p>CO5: Students shall enhance their domain knowledge and practical experience in their specialized domain of business</p>
<p>CORE ELECTIVE IV</p>	<p>CUSTOMER RELATIONSHIP MANAGEMENT</p>	<p>CO 1: To understand comprehensively the concept of customer relationship management and know the determinants and their implication on service quality of service companies</p> <p>CO 2: To understand the behavioural dimension of CRM programs on customers and apply the conceptual framework of customer satisfaction in business</p> <p>CO 3: To contemplate the relationship of customer satisfaction with other business dimensions and the advantages of customer satisfaction for business organization and develop the ability of designing different customer satisfaction measurement methods</p> <p>CO 4: To understand the significance of service quality outcomes for service organization</p>

		<p>CO 5: To develop diverse e-CRM software's and formats of e-CRM applications and understands the different e-CRM technologies</p>
<p>CORE ELECTIVE V</p>	<p>BUSINESS ENVIRONMENT</p>	<p>CO 1: To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business</p> <p>CO 2: At the end of the course, student should be able to outline how an entity operates in a business environment.</p> <p>CO 3: Think logically and analytically about complex problems</p> <p>CO 4: Communicate effectively in business environments</p> <p>CO 5: Understand the human relationships involved in an organization</p>