

DEPARTMENT OF COMMERCE AND MANAGEMENT

BBA

Course Outcomes:

Paper	Paper Name	Outcomes After completion of the course the student should be able to
SEMESTER I		
PAPER – I	PRINCIPLES OF MANAGEMENT	CO 1 : understand the basic principles of management CO 2 : this will review the evolution of management thought function and practice CO 3 : understand the concept of organizing it's various forms and will stress current approaches and emerging concepts CO 4 : learn motivation theories and basic communication skills, leadership skills CO 5 : to learn the idea about new development in management
	MANAGERIAL ECONOMICS	CO 1 : provide knowledge, tools and techniques to make effective decisions under conditions of risk and uncertainty CO 2 : know the demand, cost and pricing decisions CO 3 : learn decision making criteria and procedures, demand and cost theory and estimation, pricing theory and practice CO 4 : enable the student to lift the different goals and constraints that firm face applies the economic way of thinking to individual decisions and business decisions CO 5 : understand introduction of new products into the market, competitive bids price quotes
	QUANTITATIVE MEASURES FOR MANAGERS	CO 1 : understand the concept of statistics and it's importance CO 2 : understand the measures of central tendency and calculation of various co-efficient CO 3 : learn correlation and various methods of correlation CO 4 : understand arithmetic progressions and geometric progressions CO 5 : learn matrix algebra and it's types and co-factors

SEMESTER II

PAPER – II	ACCOUNTING FOR MANAGERS	CO 1 : understand basic concepts of accounting practices and techniques CO 2 : understand trading and non-trading concerns, sole- proprietor ship CO 3 : learn bank reconciliation statement cash book vs pass book CO 4 : understand financial accounts profit and loss a/c with adjustments CO 5 : understand shares, it's types and issue, various types of disturbances
	FUNDAMENTALS OF MARKETING	CO 1 : learn basic concepts in marketing and to cater the needs of marketing industries CO 2 : understand product, classification, life cycle, strategies CO 3 : learn pricing process, methods, types CO 4 : learn marketing channels, conflicts, channel design decisions CO 5 : understand promotions mix types of media, public relation
	E – COMMERCE	CO 1 : learn the concepts of electronic commerce transaction on world wide web CO 2 : understand inline shopping electronic data interchange CO 3 : understand electronic payments systems, types CO 4 : analyse customer relationships management, components, it's applications CO 5 : learn html, structure of html, formatting text with html

SEMESTER III

PAPER – III	ORGANISATIONAL BEHAVIOUR	CO 1 : understand the importance of human resource in an organisation and their behaviour CO 2 : analyse an individual in response to the new environment needs to be understood CO 3 : understand behavioural responses in a group and their importance CO 4 : learn group behaviour, group dynamics transactional analysis, johari window model CO 5 : learn concepts of communication organisational conflict and discipline
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	HUMAN RESOURCE MANAGEMENT	<p>CO 1 : familiar with the different aspects of managing human resources in an organisation</p> <p>CO 2 : learn human resource planning, job analysis, recruitment, selection, placement</p> <p>CO 3 : understand the importance of training, types of training programs</p> <p>CO 4 : understand job evaluation, methods of performance appraisal</p> <p>CO 5 : learn dimensions of international human resource management and practice</p>
	FINANCIAL MANAGEMNT	<p>CO 1 : learn the concepts of fundamental tools and techniques of corporate financial management in a changing, challenging environment</p> <p>CO 2 : to learn the capital budgeting to make investment decisions</p> <p>CO 3 : understand the concepts of working capital and it's determinants</p> <p>CO 4 : learn planning of capital structure and it's practices</p> <p>CO 5 : understand the types of dividends, it' s models and determinants</p>
SEMESTER IV		
PAPER – IV:	TRAINING AND DEVELOPMENT	<p>CO 1 : learn the basic concepts of training, needs and importance</p> <p>CO 2 : learn training programs, training policy and it' s importance in organisation</p> <p>CO 3 : understand various methods of training with their importance of implementation and practices</p> <p>CO 4 : analyse the difference between training and development, importance of development programs</p> <p>CO 5 : understand coaching and counselling methods and implementation of management games</p>
	BUSINESS LAW	<p>CO 1 : understand the basic rules and regulations of contract, offer, acceptance</p> <p>CO 2 : understand the rules and regulations of companies act, 1956</p> <p>CO 3 : understand the rules and regulation of factories act, 1948</p> <p>CO 4 : understand the rules and regulation, provisions of sale of good act, 1930</p> <p>CO 5 : understand the essential commodity act, consumer protection act, 1986</p>

	<p>Micro, small and medium enterprises management</p>	<p>CO 1 : understand the incentives provided to backward area development and role of government in promoting small and medium enterprises CO 2 : understand project formulation and registration with DIC CO 3 : learn source of finance in small and medium enterprises CO 4 : analyse sickness in small and medium enterprises, causes, preventions, remedies, measures CO 5 : learn role of SIDO, SSIDC, SISI, DIC</p>
	<p>International business</p>	<p>CO 1 : understand the concept of globalisation and international trade CO 2 : understand foreign exchange and rate fluctuations CO 3 : understand balance of payment, convertibility of currencies CO 4 : learn the trade blocks, their agreements, applications, formation CO 5 : analyse procedure and documents of export import</p>
	<p>Cost and management accounting</p>	<p>CO 1 : understand the cost concepts and financial management and accounting CO 2 : make understanding on material control, ABC technique, methods of pricing CO 3 : learn need for financial statements and trend analysis CO 4 : understand the BEP analysis ,cost classifications CO 5 : learn different ratios and types of ratios</p>
	<p>Financial services</p>	<p>CO 1 : make understand the basic concepts of financial services in India and their role CO 2 : learn SEBI guidelines on public issues of financial services CO 3 : learn leasing, types of lease, it' s structure, cross border leasing, hire purchase CO 4 : analyse the process of venture capital financing, credit cards CO 5 : understand national housing bank guidelines, mortgage</p>
<p>SEMESTER V</p>		

	Talent management	<p>CO 1 : learn and understand the concept of talent management in an organisation, attracting, retaining talent</p> <p>CO 2 : understand competency mapping, its methods, procedures, strategies, models</p> <p>CO 3 : learn performance management and development 360 degree feedback, reward systems</p> <p>CO 4 : understand employee engagement in an organisation, parameters to measure employee engagement and employee satisfaction</p> <p>CO 5 : analyse managerial positions, critical business decisions, developing capabilities to occupy critical positions</p>
	e-business	<p>CO 1 : understand mechanism of e- commerce</p> <p>CO 2 : equip specialisation in website designing for e- commerce</p> <p>CO 3 : enhance their skills in operational services of e- commerce</p> <p>CO 4 : involve in activities of e- commerce</p> <p>CO 5 : able to create awareness among the public one commerce activity</p>
	Sales promotion and practice	<p>CO 1 : analyse various sales promotion activities</p> <p>CO 2 : get exposed to new trends in sales promotion</p> <p>CO 3 : understand the concepts of creativity ion sales promotion</p> <p>CO 4 : enhance skills to motivate the sales person to represent products</p> <p>CO 5 : develop the skills of designing of sales promotion events</p>
	Goods and services tax with tally	<p>CO 1 : Understand the concept of liability and payment of GST</p> <p>CO 2 : Create a new company in Tally with GST components and establish in environment in GST voucher entry</p> <p>CO 3 : Comprehend the utilisation of input tax credit and the reverse charge mechanism in GST</p> <p>CO 4 : Acquire skills of preparations of GST Returns in accordance with GST law and TALLY</p> <p>CO 5 : Acquire skills of online payment of GST through GST portal</p>
	Income tax assessment procedures and practice	<p>CO 1 : Understand the basic concepts in computation of tax liability under all heads of income of the individuals</p> <p>CO 2 : Analyse the clubbing provisions aggregate income after set off and carry forward of losses under the income tax Act</p>

		<p>CO 3 : Compute taxable income and tax liability of individuals and firms</p> <p>CO 4 : Acquire the ability to file online returns of income</p> <p>CO 5 : Acquire skills of TDS TCS and online filing of tax returns</p>
	Leadership	<p>CO 1 : Learn importance of leadership qualities and different styles</p> <p>CO 2 : Understand the theories of leadership, traits of a leader.</p> <p>CO 3 : Learn contingency leadership theories and normative leadership.</p> <p>CO 4 : Acquire leadership behaviour styles and communication and barriers of communication</p> <p>CO 5 : Build teams and groups , managing conflicts, solving conflicts.</p>