

Department of Business Administration

Course Outcomes - 1st Semester

SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
1	MANAGING ORGANISATIONS	CO1	Define and differentiate between centralization and decentralization	2
		CO2	Apply decision making creativity	2
		CO3	Explain the Principles of Co-ordination-Inter-dependence	2
		CO4	Explain organizational Change-Technological Change	3
		CO5	Explain Managerial competencies	2
		CO6	Formulate models of decision making	2
2	MANAGERIAL ECONOMICS	CO1	Make optimal business decisions by integrating the concepts of economics, finance and statistics.	1
		CO2	Understand different market structures and various decision under market structure.	2
		CO3	Provide understanding to analyze real world business problems.	2
		CO4	Equip the art of managerial decision making.	2
		CO5	Analyze demand and supply conditions and understand how pricing decisions are made.	3
		CO6	Evaluate economic behavior, consumer utility and maximizing the traits in consumers	3
3	QUANTITATIVE TECHNIQUES	CO1	Understand the concept and process of business research in business environment.	2
		CO2	Know the use of tools and techniques for exploratory, conclusive and causal research.	1
		CO3	Understand the concept of measurement in empirical systems	2
		CO4	Use statistical techniques for analysis of research data.	1
		CO5	Explain Qualities of a good Hypothesis and Concept of Hypothesis Testing.	3
		CO6	Elaborate the concept & need of sampling and types of sampling.	2
4	ORGANISATIONAL BEHAVIOUR	CO1	Analyse organizational behavioural issues in the context of organizational behavior theories, models and concepts	2
		CO2	Analyze and compare different models used to explain individual behaviour related to motivation and rewards	2
		CO3	Identify the processes used in communication and resolving conflicts	2
		CO4	Gain insights on group dynamics and demonstrate skills required for team building	2
		CO5	Identify the various leadership styles and the role of leaders in a decision making process.	1
		CO6	Understand the process of organizational development and techniques used for the purpose	2
5	FINANCIAL ACCOUNTING FOR MANAGERS	CO1	Acquaint the students with the fundamental principles of financial, cost and management accounting	1
		CO2	Prepare, analyze and interpret financial statements	2
		CO3	Act as an information system for providing information needed by management	1
		CO4	Understand and analyse stakeholders for decision making	2
		CO5	Critically evaluate financial statement information	3
		CO6	Explain and apply international accounting standards	3
6	MARKETING MANAGEMENT - I	CO1	Relate Marketing Mix as a framework for Marketing Decision making.	2
		CO2	Understand the need, importance and process of Marketing Planning and Control.	3
		CO3	Learn and examine the students to the dynamic nature of Marketing Function.	2
		CO4	Acquire an understanding of fundamental concepts of Marketing.	2
		CO5	Acquaint the students with the fundamental principles of marketing	2
		CO6	Prepare, analyze and interpret marketing statements	2
7	ENGLISH COMMUNICATION SKILLS	CO1	Develop English language skills in listening, speaking, reading	2
		CO2	Demonstrate improved oral fluency.	3
		CO3	Make inferences and predictions based on information in the text	2
		CO4	Heighten awareness of correct usage of English grammar in writing and speaking	2
		CO5	Utilize information and digital literacy skills	3
		CO6	Demonstrate behavior and attitudes appropriate to an organizational environment.	3
8	PRACTICES FOR MANAGERS LABORATORY	CO1	Able to master of MS Office.	2
		CO2	Enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPointtools.	2
		CO3	Impart skills of using MS Outlook and basic social networking	2
		CO4	Analyze Data with the Analysis Tool like Anova, Correlation, Covariance, Descriptive Statistics	2
		CO5	Structure powerful presentations that deliver effective messages.	1
		CO6	Invent win/win objectives even if it sounds impossible	2
9	ENGLISH COMMUNICATION SKILLS LABORATORY	CO1	Acquaint the students with fundamentals of communication and help them to transform their communication abilities.	3
		CO2	Help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities	2
		CO3	Build the students' confidence and to enhance competitiveness by projecting a positive image of themselves	1
		CO4	Enrich group activities and processes, giving effective presentations, writing letters, memos, minutes, reports	1
		CO5	Understand the motivations and values of the audience	2
		CO6	Improve the presentation and participation skills of students.	2

Course Outcomes - 2 nd Semester					
SL NO	SUBJECT	COURSE OUTCOMES			BTL
		CO#	Students will be able to :		
1	MARKETING MANAGEMENT - II	CO1	Demonstrate the Consumer Buying Process.	2	
		CO2	Learn and examine the students to the dynamic nature of Marketing Function.	2	
		CO3	Acquire an understanding of fundamental concepts of Marketing.	3	
		CO4	Acquaint the students with the fundamental principles of marketing	2	
		CO5	Design Segmentation, Target Marketing & Positioning	1	
		CO6	Analyze the Marketing Environment	2	
2	FINANCIAL MANAGEMENT	CO1	Analyse the risk-return trade off and difference between market risk and unique risk.	2	
		CO2	Evaluate the concept of opportunity cost of capital.Students gain understanding on weighted average cost of capital (WACC).	2	
		CO3	Identify of capital budgeting cashflows and apply a variety of capital budgeting techniques.	2	
		CO4	Identify need to invest in working capital	1	
		CO5	Understand the factors that influence a firm's dividend payout policy.	3	
		CO6	Determine the costs and benefits of different working capital management financing strategies.	2	
3	HUMAN RESOURCE MANAGEMENT	CO1	Understand the nature and purpose of human resource in organizations.	3	
		CO2	Gain in-depth knowledge and information about recruitment, selection and training and development of employee.	2	
		CO3	Know importance of career development and employee development, mentoring and coaching in the organizations.	2	
		CO4	Understand the importance of performance of individuals and teams in the organization.	2	
		CO5	Understand the HR in the current business & scenario of globalization is given indepth which gives a professional point of view to student.	3	
		CO6	Facilitate and communicate the human resources component of the organization's business plan.	3	
4	OPERATIONS MANAGEMENT	CO1	Apply decision-support tools to business decision making.	2	
		CO2	Apply the knowledge of business concepts and functions in an integrated manner.	2	
		CO3	Apply the fundamental concepts of operations management	2	
		CO4	Apply the approaches to operational performance improvement.	2	
		CO5	Apply the Specialized knowledge in Operations Management to solve business processes.	3	
		CO6	Apply the decision models to various real time problems	3	
5	FINANCIAL MARKETS AND INSTITUTIONS	CO1	Analyse the role and practices of foreign exchange markets and their use in financial management by multinational companies.	2	
		CO2	Provides a practical understanding of factors contributing to foreign exchange rate risk	2	
		CO3	Provide an in-depth understanding of the process and techniques used to make international investment decisions.	2	
		CO4	Understand how to hedge international currency risk using foreign currency forward exchange financial instruments.	2	
		CO5	Analyse Asian capital markets, global tax management, global investment strategies, the role of multinational companies.	2	
		CO6	Explain the reasons of financial crisis.	3	
6	BUSINESS RESEARCH METHODS	CO1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues	2	
		CO2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making	2	
		CO3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process	2	
		CO4	Conceptualise the research process	1	
		CO5	Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industries.	1	
		CO6	Gain knowledge on various Statistical Tools Of Data Analysis	1	
7	MANAGEMENT INFORMATION SYSTEMS	CO1	Explain Need, Purpose and Objectives of MIS.	2	
		CO2	Explain Information as a strategic resource.	2	
		CO3	Use information tools for competitive advantage.	1	
		CO4	Explain Networks Types and Topologies of Networks.	1	
		CO5	Elaborate Data Warehousing and Data Mining.	2	
		CO6	Define Information Security Control and Quality Assurance.	2	
8	MANAGERIAL COMMUNICATION & PRACTICES	CO1	Master the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews and exit interviews	2	
		CO2	Give managerial speeches such as speech of introduction, speech of thanks, occasional speech, and theme speech and can give presentations.	2	
		CO3	Explain Principles of effective Communication and Barriers of Communication	2	
		CO4	Write Business letters, Routine letters, Bad news and persuasion letters, sales letters and collection letters.	3	
		CO5	Strengthen ability to write academic papers, essays and summaries using the process approach.	3	
		CO6	Use different forms of written communication techniques to make effective internal and external business correspondence.	3	

SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
9	BUSINESS AWARENESS AND PRESENTATION	CO1	Elaborate Principles of Effective Presentations, Principles governing the use of audiovisual media.	2
		CO2	Explain Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.	2
		CO3	Determine and develop personal presentation style	1
		CO4	Learn, practice and acquire the skills necessary to deliver effective, presentation with clarity and impact	2
		CO5	Recognize and transform problem areas	2
		CO6	Apply knowledge of management theories and practices to solve business problems.	3
Course Outcomes - 3 rd Semester				
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
1	BUSINESS & CORPORATE LAW	CO1	Differentiate between an Agreement and Contract and explain Obligations and Rights & Duties of parties involved in Contract	2
		CO2	Explain the importance Creation of Agency, roles and responsibilities of Agent and rights of Principal and Agent, in case of discharge of Agency	2
		CO3	Explain conditions of dishonor of negotiable instruments and right of the party at loss	2
		CO4	Prepare Documents of Title to Goods in various forms of transfer documents	3
		CO5	Explain the difference in types of formation of companies under Companies Amendment Act	2
		CO6	Understand the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.	2
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
2	COST MANAGEMENT	CO1	Explain cost accounting systems.	2
		CO2	Explain the purposes of cost accounting.	3
		CO3	Define the concepts of cost, expense, loss and revenue.	3
		CO4	Explain the relationships between cost and financial accounting.	2
		CO5	Prepare production cost statement and cost of goods sold statement.	2
		CO6	Explain main manufacturing cost elements.	2
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
3	CONSUMER BEHAVIOR	CO1	Define the conception of consumer behaviour and reveal its importance in the context of marketing.	2
		CO2	Identify factors that influence consumer behaviour.	2
		CO3	Examine the consumer decision-making process.	3
		CO4	Describe the target market and determine the positioning strategy according to consumer characteristics and behaviour.	2
		CO5	Learn about financial markets and instruments, investment strategies.	2
		CO6	Understand the importance of establishing investor preferences	2
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
4	SALES AND DISTRIBUTION MANAGEMENT	CO1	Understand the roles and responsibilities of the Sales Managers	3
		CO2	Manage and enhance the sales force productivity and performance	3
		CO3	Plan and implement an effective sales strategy for their organizations	2
		CO4	Design and implement distribution channel strategy	2
		CO5	Apply fundamental concepts involving the selling and buying process with particular emphasis on oral, written, and interpersonal communications.	3
		CO6	Estimate market potential and sales forecasting .	3
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
5	CORPORATE RESTRUCTURE AND VALUATION	CO1	Develop proficiency in areas of business valuation and corporate restructuring	2
		CO2	Develop capabilities to offer advisory/consultancy services in the area of business valuation and corporate restructuring	2
		CO3	Understand and analyse the key economic, strategic and legal issues involved in corporate restructuring transactions.	2
		CO4	Identify and describe the various corporate valuation techniques.	1
		CO5	Identify and describe the various corporate restructuring techniques.	1
		CO6	Understand the Economic, financial, and strategic reasons for corporate restructurings	2
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
6	SECURITY AND PORTFOLIO MANAGEMENT	CO1	Define the concept of Wealth Management.	2
		CO2	Explain the concept of Portfolio Management.	2
		CO3	Apply various tools and methods of evaluating the portfolio.	1
		CO4	Explain active v/s Passive Portfolio Management, phases of portfolio management.	1
		CO5	Discuss portfolio analysis & selection with the help of portfolio evaluation.	2
		CO6	Understand the theoretical and practical background in the field of investments	3
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
7	PERSONALITY DEVELOPMENT LABORATORY	CO1	Explain the skills to manage stress and conflict.	1
		CO2	Develop personality development techniques and communication skills.	2
		CO3	Develop life-skills and enhance potential of students	2
		CO4	Develop life-skills and enhance potential of students	2
		CO5	Acquire the skills to manage stress and conflict	3
		CO6	Possess the personality development techniques and communication skills	2
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
8	SUMMER PROJECT	CO1	Offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.	2
		CO2	Provide means to immerse students in actual supervised professional experiences.	2
		CO3	Give an insight into the working of the real organizations.	2
		CO4	Gain deeper understanding in specific functional areas.	1
		CO5	Appreciate the linkages among different functions and departments.	1
		CO6	Develop perspective about business organizations in their totality.	1

Course Outcomes - 4 th Semester				
SL NO	SUBJECT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
1	STRATEGIC MANAGEMENT	CO1	Understand the practical and integrative model of strategic management process that defines basic activities in strategic management	2
		CO2	Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment	1
		CO3	Develop appropriate strategic thinking frameworks to analyze information and make decisions that will maximize organizational performance.	2
		CO4	Analyze challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences	1
		CO5	Develop and Gain insights into formulation of the strategy and its implementation by integrating the efforts of governance and power.	1
		CO6	Analyze in terms of rapidly changing market trends and technological advancement	2
2	ETHICS & CSR	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Understand Basic concepts of Business Ethics	3
		CO2	Understand Ethical issues in employer – employee relation	2
		CO3	Analyze CSR initiatives	2
		CO4	Analyze the problem of whistle blowing.	2
		CO5	Understand Corporate Social Responsibility	2
CO6	Understand Values, Norms and Beliefs	2		
3	PROJECT APPRAISAL	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Explain the importance, scope and functions of Project Management in Successful Project	2
		CO2	Illustrate the Life Cycle of any given project	2
		CO3	Create the Work Breakdown Structure (WBS), and integrating the WBS with the organization	1
		CO4	Explain process of Risk Identification, Risk Assessment, Risk Response Development	2
CO5	Apply the concepts of Structure of a Project Monitoring Information System	2		
CO6	Explain the five stage team development model, Situational factors affecting team development	1		
4	FINANCIAL DEIVATIVES	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Analyse and price diverse derivatives products to generate an optimal risk management strategy.	2
		CO2	Demonstrate critical thinking, analytical and problem solving skills in the context of derivatives pricing and hedging practice.	2
		CO3	Explain the binomial model and its extension in continuous time to the Black-Scholes model.	2
		CO4	Demonstrate an understanding of pricing forwards, futures and options contracts	2
CO5	Develop strategies to profit from mispriced derivative assets	2		
CO6	Understand financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management..	2		
5	SERVICE MARKETING	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Explain the significance of services marketing in the global economy.	2
		CO2	Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner.	2
		CO3	Understand the expectations of customers and know how to translate this knowledge into genuine value for customers	1
		CO4	Understand current research trends in services marketing and management	1
CO5	Analyse the deeper aspects of successful services marketing. also found challenges and opportunities in services marketing	2		
CO6	Understand the concept of service triangle and its implications in real market situations.	2		
6	RETAIL MANAGEMENT	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Examine insights into all functional areas of retailing	2
		CO2	Create Accounts of essential principles of retailing	2
		CO3	Analyse perspective of the Indian retailing scenario	2
		CO4	Explain the key components of the customer evaluation process	1
CO5	Identify how retailers can use excellent customer service as a differentiation tool	1		
CO6	Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders	2		
7	SEMINAR PRESENTATION	COURSE OUTCOMES		BTL
		CO#	Students will be able to :	
		CO1	Confirm that project work is own work or not.	2
		CO2	Confirm that student understands what he/she has written.	2
		CO3	Investigate awareness of where the students original work sits in relation to the wider research field.	2
		CO4	Provide a developmental opportunity for considering future publication and research options.	2
CO5	Devolve research aptitude	2		
CO6	Get actual supervised professional experiences.	2		