

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

COURSE OUTCOMES

Course: Marketing Management 1

After completion of the course, students will be able to:

CO1: Understand and evaluate market opportunities by analysing the Market environment.

CO2: Explain the scope of Market Information and create relevant marketing information when required.

CO3: Understand Consumer Behavior in terms of their purchase decisions and create strategies applicable to such behaviours.

CO4: Identify market segments and create Brand Positioning for a product or service.

Course: Marketing Management 2

After completion of the course, students will be able to:

CO1: Understand how the 4 Ps of Marketing, i.e. Product, Price, Place and Promotion have a direct impact on the success of a new Brand in the Market.

CO2: Explain concepts like product life cycle, pricing methods, channel integration and promotional mix.

CO3: Develop ability to design the four Ps of Marketing, i.e. Product, Price, Place and Promotion

CO4: Develop Ability to design and implement the marketing plan

Course: Advertising Management

After completion of the course, students will be able to:

CO1: Understand Advertising as a promotional tool. To understand how advertising blends with the other aspects of the Integrated marketing Communications Program.

CO2: Develop an Advertising plan which includes market segmentation and brand positioning.

CO3: Understand the role of consumer behaviour on advertising and promotional strategies

CO4: Develop the ability to design a creative strategy and a media plan for a product or service.

Course: Team Building

After completion of the course, students will be able to:

CO1: Understand the team building process and types of team relevant to specific tasks.

CO2: Develop the ability to work and perform in Teams.

CO3: Understand types of team conflicts and ways to resolve conflicts among team members.

CO4: Develop the ability to lead teams effectively as a team leader to achieve its core objective.

Course: Sales Management

After completion of the course, students will be able to:

CO1: Understand applications of sales management techniques, personal selling, sales forecasting, strategic sales force management.

CO2: Develop the skills of salesmanship by understanding and applying the a selling process.

CO3: Understand time management and territory management for a salesman.

CO4: Prepare a Sales Organisation structure with a remuneration plan.

Course: It Skills 1

At the end of the course, the students will have competence to :

CO1: Create professional documents using word processing software

CO2: Create professional presentations using slide presentation software

Course: It Skills 2

At the end of the course, the students will have competence to :

- CO1: Analyze data using various MS-Excel functions and formulas
- CO2: Visualize data using chart feature in MS-Excel
- CO3: Highlight cells with certain criteria using conditional formatting feature of MS-Excel
- CO4: Perform what-if analysis using MS-Excel
- CO5: Manipulate data using Sort and Filter features of MS-excel
- CO6: To solve elementary problems writing programs in C-language

Course: Production and Operations Management 1

At the end of the course, the students will have competence to:

- CO1: Illustrate the use of CPM and PERT network planning models to manage Project
- CO2: Explain the stages of designing products and services
- CO 3: Benchmark processes using process analysis
- CO 4: Evaluate facility layouts suitable for manufacturing and service facilities
- CO 5: Assess quality of products and services using six-sigma methodology

Course: Production and Operations Management 2

At the end of the course, the students will have competence to:

- CO1: Design strategies to handle complexities in supply chain
- CO2: Use some of the most widely used models, methodologies and practices in operations management
- CO3: Create production plan, material plan and inventory control mechanism

Course: Management Information Systems 1

At the end of the course, the students will have competence to :

- CO1: Explain the business value of implementing information systems in the organization
- CO2: Discuss various factors mediating the relationship between information systems and organization
- CO3: Explain the process of building and implementing information systems in the organizations

CO4: Assess different types of information systems suitable for organization

Course : Vector Graphic Designing

At the end of the course, the students will have competence to :

CO1: Use tools from Vector Graphic Designing Software to create designs for web and print

CO2: Use features from Vector Graphic Designing Software to edit and enhance vector graphic designs

Course: Digital Image Processing

At the end of the course, the students will have competence to:

CO1: Use basic techniques of digital image manipulating application to edit raster graphic images

CO2: Use advance techniques of digital image manipulating application to enhance raster graphic images

Course: Entrepreneurship

At the end of the course, the students will have competence to:

CO1: Identify the right opportunity to start a new business

CO2: Evaluate the sources of funds for a startup

CO3: Examine various government schemes available for a business startup

CO4: Create a business plan showing a road-map for a startup

Course : Business Statistics 1

After completion of the course, students will be able to:

CO1: Understand the importance of statistics in forecasting the trends in various markets

CO2: Applying the conceptual Statistical knowledge to handle decision making in business environment

CO3: Ability to develop a link between two variables(Sales-Adv Exp; Incentive-Performance) in business decisions

CO4: Identify and interpret situations where statistical approach is used.

Course: Financial Management 1

After completion of the course, students will be able to:

CO1: Understand the financial system in India and various instruments available for Investment

CO2: Understand the concept of Time value of money and apply to find the value of real life investment options

CO3: Understand the concept of Capital Budgeting thus developing an ability to find the worth vis a vis the returns from the Investment Project which will further develop skills in evaluating the projects using different techniques

CO4: Develop decision making ability by interpreting and analyzing concepts related to capital structure and dividend distribution in the business environment.

Course: Financial Management 2

After completion of the course, students will be able to:

CO1: Understand short term financial components of working capital of the company and its importance in day to day operations of any business, financing methods in new age era and its estimation techniques.

CO2: Understand various concepts in Cash Management like cash and operating cycle, liquidity, float and cash budgeting thereby develop skills to prepare cash budget so as to find solution to cash management issues of shortage and access.

CO3: Understand Receivables management and all the factors related to it like terms of payment and recovery, costs, Credit evaluation and control thereby being able to interpret various credit policy related implications when it comes to real life situations.

CO4: Understand and resolve inventory related issues of pricing and demand supply, costs related to ordering, carrying and shortages thereby acquire skills of decision making in inventory management in business set up.

Course: Stock Market Operations

After completion of the course, students will be able to:

CO1: Understand Indian capital markets, instruments there in, its operations and regulatory requirements.

CO2: Understand various criteria with reference to investing in Public offering and being able to relate to the upcoming IPOs in the current scenario

CO3: Acquire and evaluate right information available related to various instruments traded in primary and secondary markets and develop skills assess risk and returns to make viable decisions in investing there in to build a portfolio as per the clients' requirement.

CO4: Understand approaches of investment in stock market-Fundamental v/s technical and develop and assess your own decisions of investment.

Course: Business Research Methods 1

After completion of the course, students will be able to:

CO1: Understand different Research types and Research processes to be undertaken

CO2: Understand and apply primary and secondary data techniques through different sources to gather the data in research.

CO3: To prepare questionnaires that suit the objective of the research

CO4: Explain and apprehend the collected data in a manner that makes one easy to be analyzed by graphical interpretations.

Course: Working Capital Management

After completion of the course, students will be able to:

CO1: To convert financial statements into Common Size to bring the data on one level so that there is a fair comparison happens across the sectors.

CO2: Apply the conceptual knowledge – working capital ratio analysis to decide on credit worthiness of company to make an ideal choice.

CO3: Understand and analyze the financial data and identify the trend over a period given in a case with a point of view of Working capital

CO4: Acquire the skills to interpret and decide on the type of working capital Policy used by the company and give suggestion as to any changes required for betterment of the company.

Course: Investment & Planning

After completion of the course, students will be able to:

CO1: Understand the financial markets and its instruments, importance of saving and how the saved money flows in Indian Financial system

CO2: Understand tools used by companies to raise funds from various sources-IPO, FOP, Rights issue etc and contributions by various intermediaries.

CO3: Acquire necessary skills to carry out ground work for balancing between risk & return while choosing the instruments in the Portfolio.

CO4: Explain importance of Tax saving instruments thereby actually working on calculation of taxable amount

Course: Taxation

After completion of the course, students will be able to:

CO1: Understand of basic structure of Income Tax 1961

CO2: Explain what is the residential status as per clauses given in Income tax act so that Income based on Residential status can be calculated

CO3: Understand the tax treatment of Salary and its components in terms of different residential status and varied conditions

CO4: Understand importance of filing of returns and basic procedure for online and offline filling.

Course: Macroeconomics Analysis for Management - I

After completion of the course, students will be able to:

CO1: Understand the different variables used to understand Macroeconomics.

CO2: Understand the different measures to calculate National Income

CO3: Understand the businesses being affected by Macroeconomic variables.

CO4: Understand the state of different economies based on overall different macroeconomic aggregates.

Course: Retailing Management

After completion of the course, students will be able to:

CO1: Understand to identify different types of Retail formats.

CO2: Understand the types of pricing strategies used

CO3: Understand importance of Merchandising in Retailing.

CO4: Develop the ability to understand the type of layout used in organized retailing

Course: Managerial Economics -I

After completion of the course, students will be able to:

CO1: Understand the concept of Demand and its determinants.

CO2: Understand Types of Demand and law of Demand.

CO3: Understand concept of Elasticity and types.

CO4: Understand types of costs and their behaviour.

Course: Macroeconomic Analysis for Management II

After completion of the course, students will be able to:

CO1: Understand Macroeconomic Policy and its objectives.

CO2: Understand Monetary policy and its instruments

CO3: Understand Fiscal policy and its instruments.

CO4: Understand Foreign exchange market and Balance of Payments.

Course: Consumer Behaviour

After completion of the course, students will be able to:

CO1: Understand relevance of Consumer behaviour

CO2: Understand types of behaviour

CO3: Understand different types of factors affecting Consumer behaviour.

CO4: Understand different types of consumers

Course: Managerial Economics II

After completion of the course, students will be able to:

CO1: Understand different types of Market structures.

CO2: Understand Demand forecasting.

CO3: Understand Game theory and its relevance.

CO4: Understand Baumol's theory of Sales maximisation.

Course: Strategic Management

After completion of the course, students will be able to:

CO1: Understand Corporate, Business and operational level Strategies.

CO2: Understand importance of Strategic planning

CO3: Understand different tools to analyse business environment

CO4: Understand Joint ventures, Mergers and acquisition.

Course: Management Process

After completion of the course, students will be able to:

CO1: Understand the role of Management in contributing to the successful operations and performance of organizations.

CO2 : Use various tools and techniques to take effective decisions as a Manager

CO3: Identify various roles of a manager and the challenges faced by them in today's corporate world and also get an introduction to "Functions of Management (Planning, Organizing, Staffing, Leading, Controlling)

CO4: Understand the process of acquiring the right man for the right job and planning for their retention, use various tools to keep the employees motivated and finally implementing control methods to keep a track of the functioning of the organization in order to achieve the goals

Course: Human Resource Management 1

After completion of the course, students will be able to:

CO1: Identify the qualities of a HR Manager and also design an organization chart

CO2: Identify the importance of HR as a strategic partner in business today and develop the competency to adopt appropriate human resource strategy for the organization

CO3: Conduct man power planning independently based on forecasting

CO4: Prepare job analysis independently and identify various sources of recruitment and screen most effective candidates

Course: Human Resource Management 2

After completion of the course, students will be able to:

CO1: Identify training needs, perform a gap analysis, implementing various training methods and also critique an existing training program

CO2: Compare and contrast performance appraisal with job evaluation, identify stages in a performance appraisal process and conducting performance appraisal by avoiding the common errors

CO3: Identify components of health and safety arrangements in the company and how to avoid workplace accidents

CO4: Manage separations and rightsizing and formulate a proactive strategy to handle industrial relations and matters of trade unions

Course: Organization Behavior 1

After completion of the course, students will be able to:

CO1: Contrast the components of an attitude and also identify causes of job satisfaction and how it affects the workplace

CO2: Identify different personality traits and various models to measure it

CO3: Identify the shortcuts individuals use in making judgments about others and the common errors associated with decision making

CO4: Apply various theories of motivation to employees in today's scenario

Course: Organization Behavior 2

After completion of the course, students will be able to:

CO1: Understand how group norms influence an individual's behavior in a company

CO2: Identify sources of power tactics, distinguish between legitimate and illegitimate political behavior in an organization and learn to deal with the same

CO3: Apply 5 steps of negotiation process and assess the roles of third party negotiations

CO4: Create a mechanism to facilitate change management in a company and also suggest effective stress management activities

Course: Interview Facing Skills

After completion of the course, students will be able to:

CO1: Understand the interview structure and process most companies follow

CO2: Learn interview facing etiquettes and be aware of the do's and don'ts for an interview

CO3: Understand various types of interviews (emphasis on competency-based interviews) and how to deal with basic as well as tricky interview questions

CO4: Facing a mock interview

Course: Talent Acquisition

After completion of the course, students will be able to:

CO1: Critically evaluate a recruitment advertisement and create a new one

CO2: Conduct job analysis and screen job applications independently

CO3: Design and conduct a basic psychometric test as well as to create a Employer Branding campaign

CO4: Conduct job interviews, prepare appointment letters and carry out the induction process

Course: Performance Management

After completion of the course, students will be able to:

CO1: Develop KRA (Key Result Areas) for a job

CO2: Design a Performance Appraisal module

CO3: Conduct an appraisal interview

CO4: Prepare a performance appraisal report