

DEPARTMENT OF BUSINESS MANAGEMENT (BBM)

COURSE OUTCOMES

1st (First) Year

S. No	Course code	Course Type	Course Name	Course Outcomes
1	Paper - 1	A	Principle & Practice of Management	CO1: Understand the concept of Management, its principles and functions. CO2: Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals. CO3: Understand the planning process, its types and various decision making models. CO4: Ascertain the nature of organization structure, and its different types explaining Span of Control. CO-5: Learn how to work with a team spirit and contribute towards goal achievement in a well coordinated manner.
		B	Quantitative Methods	CO-1: Understand the key terminologies, concepts, tools and techniques of Quantitative techniques. CO-2: Calculate and interpret the simple regression equation for a set of data. CO-3: Apply probability rules and theoretical distributions to solve problems. CO-4: Analyse time series data and its components by various methods. CO-5: Explore small and large data sets to create testable hypothesis and identify appropriate statistical test. CO-6: Analyse market situations by using statistical methods such as correlation and regression analysis .

2	Paper - 2	A	Managerial Economics	<p>CO1: Develop understanding to take business decisions in different business situation using theory and concept.</p> <p>CO2: Analyze consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.</p> <p>CO3: Apply the concept of demand and elasticity practically.</p> <p>CO4: Evaluate the relationship between price and output determination in different market structure.</p> <p>CO5: Demonstrate future demand of a product using qualitative and quantitative techniques.</p>
		B	Business Environment	<p>CO1: Understand the concept, factors of the business environment and five year plans of India.</p> <p>CO2: Examine the concept and role of social environment, ethics and corporate governance.</p> <p>CO3: Understand various government policies, institutions and its role in business.</p> <p>CO4: Develop insights of economic policies, role of RBI and the process of economic reforms.</p> <p>CO5: Develop knowledge of Technological environment, issues in technology acquisition and transfer.</p> <p>CO6: To understand role of various sectors contributing in the process of economic development.</p> <p>CO7: Acquire an in depth knowledge of legal aspect of business.</p>
3	Subsidiary Paper - 1		English	<p>CO1: Understand the grammatical forms of English and the use of these forms in specific communicative contexts which include: class activities, homework assignments, reading of texts and writing.</p> <p>CO2: Develop reading, writing and analytical skills and communicate their ideas critically, creatively, and persuasively through the medium of language.</p> <p>CO3: Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.</p> <p>CO4: Enhance LSRW communicative skills through language and literature.</p> <p>CO5: Develop confidence in the ability to read, comprehend, organize, and retain written information.</p>
4	Subsidiary Paper - 2		Economics	<p>CO1: Understand different schools of thought of Macro economics</p> <p>CO2: Demonstrate a way to measure concepts of national income and its related measure</p> <p>CO3: Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money</p> <p>CO4: Analyze determinants of consumption and investment in the macro -economic environment</p> <p>CO5: Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy</p>

IInd (Second) Year

S. No	Course code	Course Type	CourseName	Course Outcomes
1	Paper – 3	A	Financial Management	<p>CO1: Understand the concepts, goals and functions of financial management.</p> <p>CO2: Analyze the pattern of fund requirement and associated risk through financial planning.</p> <p>CO3: Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity</p> <p>CO4: Estimate various capital structure theories and factors affecting capital structure decisions in a firm.</p> <p>CO5: Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.</p> <p>CO6: Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.</p>
		B	Business Accounting	<p>CO1: Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.</p> <p>CO2: Develop the knowledge about remuneration and incentives of labour with calculations of overheads.</p> <p>CO3: Understand the preparation of cost sheet in an organization from practical point of view.</p> <p>CO4: Facilitate the idea and meaning of process costing with accounting procedure of costing and analyze the treatment of normal and abnormal losses & gains.</p>
2	Paper – 4	A	Marketing Management	<p>CO1: Understand the basic concepts, importance of marketing and marketing environment.</p> <p>CO2: Learn concepts related to consumer behavior and market segmentation.</p> <p>CO3: Analyze the concept of product, branding and product life cycle.</p> <p>CO4: Learn and understand the concepts of pricing and distribution.</p> <p>CO5: Demonstrate the concepts of promotion and promotion mix.</p>
		B	Sales Promotion & Advertising	<p>CO1: Understand needs and importance of advertising, models of advertising and required planning framework for promotional strategy.</p> <p>CO2: Understand about the target audience, advertising media and its effectiveness.</p> <p>CO3: Learn about the media planning, scheduling and media decisions.</p> <p>CO4: Demonstrate how to do brand management and strategies corresponding to.</p> <p>CO5: Ability to formulate strategies to effectively manage company's sales operations.</p>
		C	Project Work on Marketing, Sales, Advertising	<p>CO1: Exposure and interaction with the corporate world which will help the students observe and appreciate the reality as against idealistic text book discussions.</p> <p>CO2: Develop the confidence to face the corporate world which the students ultimately would be a part of.</p>
3	Subsidiary Paper - 3		English	<p>CO1: Understand the grammatical forms of English and the use of these forms in specific communicative contexts which include: class</p>

				<p>activities, homework assignments, reading of texts and writing.</p> <p>CO2: Develop reading, writing and analytical skills and communicate their ideas critically, creatively, and persuasively through the medium of language.</p> <p>CO3: Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.</p> <p>CO4: Enhance LSRW communicative skills through language and literature.</p> <p>CO5: Develop confidence in their ability to read, comprehend, organize, and retain written information.</p>
4	Subsidiary Paper - 4		Economics	<p>CO1: Understand different school of thoughts of Macro economics.</p> <p>CO2: Demonstrate a way to measure concepts of national income and its related measure.</p> <p>CO3: Analyze determinants of consumption and investment in the macro- economic environment.</p> <p>CO4: Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy.</p> <p>CO 5: Understand policies and laws made in Indian economy & Analyse the laws relating to recovery of debts.</p> <p>CO 6: Acquire knowledge of the different kinds of Banks & their functions.</p>

IIIrd (Third) Year

S. No	CourseCode	Course Type	Course Name	Course Outcomes
1	Paper - 5		Organisational Behaviour	<p>CO1: Evolve as effective leaders by addressing the human side of enterprise.</p> <p>CO2: Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.</p> <p>CO3: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.</p> <p>CO4: Understand the organizational system, including organizational structures, culture, human resources, and change.</p>
2	Paper - 6		Human Resource Development	<p>CO1: Understand the HRD concepts, evolution and its activity areas.</p> <p>CO2: Analyze and design HRD process.</p> <p>CO3: Understand HRD interventions and its application.</p> <p>CO4: Measure competency and interpret high performance worksystems.</p>
3	Paper – 7		Computer Theory	<p>CO1: Understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.</p> <p>CO2: Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.</p> <p>CO3: Effectively communicate strategic alternatives to facilitate decision making.</p> <p>CO4: Establish understanding of the various techniques for system analysis and design.</p> <p>CO5: Understand of the principles and techniques used in the System Development Life Cycle.</p>

4	Paper – 8	A	International Business	<p>CO1: Apply knowledge to business situations in a local and global environment.</p> <p>CO2: Identify the research issues in business situations, analyse the issues, and propose appropriate and well- justified solutions.</p> <p>CO3: Identify and assess ethical, environmental and/or sustainability considerations in business decision- making and practice,</p> <p>CO4: Understand social and cultural aspects of business situations.</p>
		B	Project Viva-Voce	<p>CO1: Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility appraisal including market, and technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: Analyze the learning techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Apply technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects</p> <p>CO4: Interact with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment</p> <p>CO5: Evaluate and appreciate contemporary project management tools and methodologies in Indian context</p>
5			General Studies	<p>CO1: Develop critical thinking.</p> <p>CO2: Understand Quantitative reasoning.</p> <p>CO3: Improve general understanding and awareness.</p>