



Department of Business Administration
B.B.A

S.No.	Course Code	Course Name	Course Outcomes
SEMESTER- I			
1.	23UBAC11	Core Course –I : Principles of Management	CO1[K1]: list the basic functions of management CO2[K2]: demonstrate the importance of management CO3[K3]: compute the need for control within an organization CO4[K4]: examine common organizational structure and the advantages and disadvantages of each CO5 [K5]: Relate and infer ethical practices of organisation.
2.	23UBAC12	Core Course –II : Accounting for Managers I	CO1[K1]: recognize the fundamental accounting concepts CO2[K2]: trace the hire purchase system, installment system and single entry system CO3[K3]: compute bank reconciliation statement and rectify the errors CO4[K4]: classify the different kinds of cash book and subsidiary book CO5[K6]: prepare statement of affairs method, conversion method under single entry system and also prepare final accounts by applying accounting rules



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3.	23UBAA11	Elective Course Generic/ Discipline Specific - I: Managerial Economics	CO1[K1]: identify the various managerial economic concepts in individual & business decisions CO2[K2]: explain demand concepts, underlying theories and identify demand forecasting techniques. CO3[K3]: employ production, cost and supply analysis for business Decision making CO4[K4]: examine the pricing strategies CO5[K5]: classify the market structures under competitive scenarios.
4.	23UBAS11	Skill Enhancement Course – I: Foundation Managerial Communication	CO1 [K1]: understand communication process and its barriers. CO2 [K2]: rephrase business letters in different scenarios. CO3 [K3]: use oral communication skills & conducting interviews. CO4[K4]: analyse the managerial writing for business communication. CO5 [K5]: evaluate the usage of modern communication tools & its significance for managers.
5.	23UBAN11	Skill Enhancement Course – II: Non Major Elective Course : Basics of Event Management	CO1[K1]: identify the basics of event management CO2[K2]: interpret the confluence of various factors to make the event successful CO3[K3]: apply the marketing practices in the event management CO4[K5]: evaluate the event by using appropriate technique CO5[K6]: develop their own idea to start the event management business



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SEMESTER- II			
6.	23UBAC21	Core Course III : Marketing Management	<p>CO1[K1]: list and identify the core concepts of Marketing and its mix.</p> <p>CO2[K2]: sketch the nature of product, PLC and pricing strategies.</p> <p>CO3[K3]: analyze the appropriate promotional mix.</p> <p>CO4[K4]: assess the sales and evaluation of customers.</p> <p>CO5[K5]: Prepare and rearrange the latest trends in marks</p>
7.	23UBAC22	Core Course IV : Accounting for Managers II	<p>CO1[K1]: state the cost and management Accounting concepts and its applications</p> <p>CO2[K2]: outline the methods of budget and break even analysis</p> <p>CO3[K3]: compute the classification of ratio analysis</p> <p>CO4[K4]: classify the financial statement analysis, cash flow and fund flow analysis and methods of budget</p> <p>CO5[K6]: prepare cost sheet, cash flow and fund flow statement and budget</p>
8.	23UBAA21	Elective Course Generic/ Discipline Specific - II: International Business	<p>CO1[K1]: discuss the difference between internal and international trade and its Significance</p> <p>CO2[K2]: explain international trade theories</p> <p>CO3[K3]: outline the balance of trade, balance of payment, exchange rate concept</p> <p>CO4[K4]: analyse the relevance of international institutions and trading blocs.</p> <p>CO5[K5]: analyse the globalization and its impact on Indian business scenario and Export Business.</p>



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9.	23UBAS21	Skill Enhancement Course – III: Business Etiquette and Corporate Grooming	<p>CO1[K1]: identify the basic concepts of business etiquette and corporate grooming.</p> <p>CO2[K2]: explain the etiquette and grooming standards followed in business environment.</p> <p>CO3[K3]: apply the workplace courtesy and resolve ethical issues.</p> <p>CO4[K4]: analyze Professional qualities expected from an employer's perspective.</p> <p>CO5[K5]: assess the Telephonic etiquette, email etiquette and Disability etiquette.</p>
10.	23UBAN21	Skill Enhancement Course – IV: Non Major Elective Course : Managerial Skill Development	<p>CO1[K1]: list the skills, manners and etiquette required to develop the career and sustain in the world of work.</p> <p>CO2[K2]: demonstrate effective communication techniques in a simulated managerial scenario</p> <p>CO3[K3]: explain the roll of emotional intelligence in effective leadership.</p> <p>CO4[K4]: analyse real life case studies to identify effective and ineffective managerial practices</p> <p>CO5[K5]: examine the root causes of work place issues and propose solutions</p>
SEMESTER- III			



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11.	23UBAC31	Core Course V – : Organizational Behaviour	<p>CO1[K1]: recall the fundamental concepts and principles related to organisational behavior.</p> <p>CO2[K2]: interpret the concepts and theories of organizational behavior, providing examples and explanations of their application.</p> <p>CO3[K3]: apply OB concepts and theories to real-world scenarios, demonstrating problem-solving skills</p> <p>CO4[K4]: impact and bring positive change in the culture of the organisation</p> <p>CO5[K5]: create a congenial climate in the organization.</p>
12.	23UBAC32	Core Course – VI : Financial Management	<p>CO1[K1] : list the various sources of finance and find appropriate source of finance.</p> <p>CO2[K2] : explain the dynamic role of financial management function in an organization.</p> <p>CO3[K3] : calculate the capital budgeting, capital structure.</p> <p>CO4[K4] : analyze the working capital requirements.</p> <p>CO5[K5] : prepare investment project based on return estimates.</p>



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13.	23UBAA31	Elective Course Generic/ Discipline Specific - III: Business Statistics	CO1[K1]: describe the basic concept of statistics. CO2[K2]: explain the methods of measuring trend and seasonal variations. CO3[K3]: calculate the measures of central tendency, measures of variation, correlation & regression. CO4[K4]: analyze time series and Index Numbers. CO5[K6]: develop hypothesis and test the chi-square, T-test, F-test and ANOVA.
14.	23UBAS31	Skill Enhancement Course – V: (Entrepreneurial Skill)- Entrepreneurial Skill New Venture Management	CO1[K1]: recall the concept of entrepreneurship and skill sets of an entrepreneur. CO2 [K2]: assess new venture opportunities & analyze strategic choices in relation to new ventures CO3[K3]: apply credible business plan for real life situations. CO4[K4]: analyse a team to develop and launch and manage the new venture through the effective leadership CO5[K5]: evaluate different sources for financing new venture.
15.	23UBAS3P	Skill Enhancement Course – VI: Computer Applications in Business	CO1[K1]: identify and locate the basic tools available in office documents CO2[K3]: analyze the data by using mathematical and statistical operations/functions. CO3[K4]: design a presentation by using animation & transition effects. CO4[K5]: create graphs and charts by using the available data. CO5[K6]: create company, groups, vouchers and ledger in Tally.



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SEMESTER- IV			
16.	23UBAC41	Core Course –VII : Business Environment	CO1[K1]: outline the concepts of Business Environment. CO2[K2]: relate the culture and business CO3[K3]: classify the economic systems CO4[K4]: analyze the environmental factors influencing business CO5[K5]: construct and stimulate environment for real-time business.
17.	23UBAC42	Core Course – VIII : Business Regulatory Frame Work	CO1[K1]: outline the essentials of contract law, including the elements of a valid contract, contract formation, interpretation, and breach. CO2[K2]: explain the laws and regulations aimed at protecting consumers and their privacy rights CO3[K3]: apply relevant legal principles, and propose appropriate solutions within a business context CO4[K4]: contemporary regulatory issues and trends in cyber security and emerging areas of business regulation. CO5[K5]: develop effective communication skills for presenting legal arguments, negotiating contracts, and interacting with regulatory authorities



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18.	23UBAA41	Elective Course Generic/ Discipline Specific - IV: Operation Research	CO1[K1]: outline the concept of Operation research CO2[K2]: describe the linear equation, Assignment and Transportation Problems CO3[K3]: compute the resources, time and allocate the jobs to the machine CO4[K4]: analyse Network models and Game theory CO5[K6]: evaluate the resources and complete the task with minimum time.
19.	23UBAS41	Skill Enhancement Course – VII: Intellectual Property Rights	CO1[K1]: identify the knowledge of IPR through various laws. CO2[K2]: explain the process of acquiring a trademark. CO3[K3]: apply the knowledge of patents. CO4[K4]: analyse the awareness about copyrights. CO5[K5]: assess the geographical indicators.
20.	23UBAS4P	Skill Enhancement Course – VIII: Tally	CO1[K1]: recall the basic concept of accounting and Tally ERP.9 CO2[K2]: demonstrate the voucher entries and Taxes in Tally ERP 9. CO3[K3]: apply the short keys in Tally ERP 9. CO4[K5]: create company groups , vouchers and ledger in tally. CO5[K6]: prepare the business transactions using tally.



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21.	23UESR41	Environmental Studies	<p>CO1[K1]: recognize the importance of environment and role of Individuals in its protection.</p> <p>CO2[K2]: explain the key concepts of Ecosystem, biodiversity and climatic change</p> <p>CO3[K3]: apply the right measures for the sustainable use of natural resources.</p> <p>CO4[K4]: analyse the ethical, cross-cultural, and historical context of environmental issues and the links between Human and Natural Systems.</p> <p>CO5[K5]: evaluate the impact of human action on the biological environment</p>
SEMESTER- V			
22.	23UBAC51	Core Course – IX : Human Resource Management	<p>CO1[K1]: identify the fundamental concepts, theories, and models in HRM</p> <p>CO2[K2]: examine the selection, placement and training process</p> <p>CO3[K3]: identifying potential issues related to staffing, employee performance, employee engagement, labor relations, and developing strategies to address these challenges effectively.</p> <p>CO4[K4]: apply strategic HRM principles to contribute to organizational success.</p> <p>CO5[K5]: design and implement performance management systems that align individual and organizational goals.</p>



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23.	23UBAC52	Core Course – X : Research Methodology	<p>CO1[K1]: outline the different types of research and the format of a research report</p> <p>CO2[K2]: comprehend and decide the usage of design and formulate hypothesis</p> <p>CO3[K3]: analyze data collection sources and tools</p> <p>CO4[K4]: summarize and establish solutions through data analysis</p> <p>CO5[K5]: compare and justify the process of writing and organizing a research report.</p>
24.	23UBAC53	Core Course – XI : Business Taxation	<p>CO1[K1]: outline and understand the basic concepts of tax.</p> <p>CO2[K2]: examine and apply GST rules in real-time business situations.</p> <p>CO3[K3]: apply the elements of GST mechanism in India.</p> <p>CO4[K4]: analyse the rules of Income Tax and methods of valuation for customs.</p> <p>CO5[K5]: prepare the needed documents under GST Compliance.</p>



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25.	23UBAC54	Core Course – XII: Management Information system	CO1[K1]: identify the fundamental concepts and elements management information system CO2[K2]: classify the various process systems and models in database CO3[K3]: apply the information system in the functional areas of business CO4[K4]: analyse the various architecture in the data and decision support system CO5[K5]: estimate the various components of database and computing system
26.	23UBA051	Elective Courses Generic/ Discipline Specific - V: 1. Digital Marketing	CO1[K1]: identify the basic concept of digital marketing. CO2[K2]: explain the opportunities and challenges in digital marketing. CO3[K3]: apply the social media marketing. CO4[K4]: classify the online reputation management. CO5[K5]: analyse the various data analytics and measurement tools in digital marketing.



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27.	23UBA052	2.Industrial Relations	<p>CO1[K1]: outline the role and importance of industrial relations</p> <p>CO2[K2]: comprehending the principles, theories, and relationships within the field of industrial relations</p> <p>CO3[K3]: apply knowledge to labour laws analyse workplace scenarios and determine their legal implications.</p> <p>CO4[K4]: analyse the breaking down complex labour law issues and evaluating their impact on different stakeholders.</p> <p>CO5[K5]: examine the effectiveness of labour legislation in protecting employee rights and promoting fair labor practices.</p>
28.	23UBA053	3.Financial Services	<p>CO1[K1]: outline the concept of financial services</p> <p>CO2[K2]: classify the types of shares, leasing, venture financing and mutual funds</p> <p>CO3[K3]: compare and contrast factoring, leasing, hire purchase and consumer Finance</p> <p>CO4[K4]: analyse the consumer finance, venture capital and credit rating</p> <p>CO5[K5]: examine the mutual funds and its functions.</p>



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29.	23UBAJ51	Elective Course VI -Project : Project with Viva -Voce	CO1[K2]: recollect the basic principles and concepts of research CO2[K3]: explain the methodology of research CO3[K4]: apply the appropriate research tools CO4[K5]: recommend solutions to problems based on the study CO5[K6]: produce suitable suggestions for the selected research problem
30.	23UVED51	Value Education	CO1[K1]: identify the basic human values and ethics necessary for harmonious human relationship CO2 [K2]: explain the significance of social values and religious tolerance to live in peace CO3[K3]: articulate the life-changing principles of brotherhood, honesty, loyalty and community solidarity CO4[K4]: analyse emotional, social, spiritual attribute to acquire well balanced personality CO5[K5]: assess the importance of harmonious living in the multi-cultural pluralistic society



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31.	23UBAJ52	Internship/Industrial Training	<p>CO1[K1]: identify different career paths within the industry and gain insights into potential future roles.</p> <p>CO2[K3]: apply theoretical concepts and academic knowledge to real-world situations and challenges encountered during the internship.</p> <p>CO3[K4]: analyse problems, generate innovative solutions, and make informed decisions.</p> <p>CO4[K5]: evaluate how to manage time effectively and prioritize tasks to meet deadlines and deliver quality work.</p> <p>CO5[K6]: create a portfolio of the work, projects, and achievements during the internship.</p>
SEMESTER- VI			



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32.	23UBAC61	Core Course – XIII : Entrepreneurial Development	<p>CO1[K1]: list the role of entrepreneur and entrepreneurship in the economic development of the country.</p> <p>CO2[K2]: trace the innovative ideas of new business and business plan</p> <p>CO3[K3]: build awareness about the entrepreneurship development programmes, role of women entrepreneur and inspect the problem and measures to overcome the sickness in small – scale enterprises</p> <p>CO4[K4]: analyze the steps involved in project and starting new enterprises</p> <p>CO5[K5]: classify the institutions that render various support services to the entrepreneurs of small – scale enterprises in India</p>
33.	23UBAC62	Core Course – XIV : Services Marketing	<p>CO1[K1]: detail outline the concepts of services marketing.</p> <p>CO2[K2]: examine the marketing mix in service marketing</p> <p>CO3[K3]: apply and design the various strategies in the field of services marketing</p> <p>CO4[K4]: analyze the role of delivering quality service and demand and supply</p> <p>CO5[K5]: evaluate the tools of marketing with effective communication about service quality.</p>



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34.	23UBAC63	Core Course – XV: Production and Materials Management	CO1[K1]: outline the fundamental aspects of operations management CO2[K2]: explain the trends in modern manufacturing and challenges faced by operation managers in an organisation CO3[K3]: explain the principles and philosophies of gurus in modern qualitymanagement CO4[K4]: analyse the strategies for services and factors influencing the locationand layout in an organisation CO5[K6]: prepare the service operations schedule and layout
35.	23UBA061	Elective Courses Generic/ Discipline Specific - VII: 1. Consumer Behaviour	CO1[K1]: identify the basic concepts and theories of motivation and personality CO2[K2]: express the factors influencing consumer behaviour CO3[K3]: present the role of family and reference groups CO4[K4]: analyze the nature of consumer reference groups CO5[K5]: analyze the models of attitude
36.	23UBA062	2.Innovation Management	CO1[K1]: identify the concepts of innovation management. CO2[K2]: estimate the value of customers to increase the profitability ratio CO3[K3]: apply the knowledge of new business plans and strategies. CO4[K4] : analyse the knowledge about the need and importance of creative techniques CO5[K5]: analyse critically and apply technical skills to comprehend the ideas and tools for innovation



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37.	23UBA063	3. Security Analysis and Portfolio Management	<p>CO1[K1]: recall the meaning of the basic terminologies used in stock market.</p> <p>CO2[K2]: explain the various instrument used in investment processes</p> <p>CO3[K3]: solve problems relating to various investment decisions</p> <p>CO4[K4]: analyze theories and problems relating to stock market</p> <p>CO5[K5]: interpret the various investment models that aid in investment decision making.</p>
38.	23UBA064	Elective Courses Generic/ Discipline Specific - VIII: 1. Fundamentals of Logistics	<p>CO1[K1]: identify the philosophy of the logistics concept and evolution of warehousing as a concept</p> <p>CO2[K2]: specify the inventory management policy, principles of designing, transportation and warehouse design</p> <p>CO3[K3]: determine the operational objectives of logistics, functions of logistics information, transportation, and inventory & warehousing</p> <p>CO4[K4]: examine the application of information technology in logistics</p> <p>CO5[K5]: classify the model characteristics in transportation</p>



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39.	23UBA065	2.E-Business	<p>CO1[K1]: relates and states the basic concepts of business done through web.</p> <p>CO2[K2]: explain and apply web tools in real-time business situations.</p> <p>CO3[K3]: identify the security threats in electronic payment methods.</p> <p>CO4[K4]: discuss the recent strategies for marketing.</p> <p>CO5[K5]: evaluate the cyber crime barriers for e-business.</p>
40.	23UBA066	3.Strategic Management	<p>CO1[K1]: state the process and complexities of business environment.</p> <p>CO2[K2]: develop organizational strategy formulation</p> <p>CO3[K3]: list the most suitable strategies for organization.</p> <p>CO4[K4]: evaluate the organizational status and achievements.</p> <p>CO5[K5]: analyze the successful implementation of the chosen strategies</p>
41.	23UBAS61	Skill Enhancement Course – IX: Professional Competency Skill: Quantitative Aptitude I And Quantitative Aptitude II	<p>CO1[K1]: use their logical thinking and analytical abilities to solve reasoning questions</p> <p>CO2[K2]: solve questions related to time and distance and time and work</p> <p>CO3[K3]: apply concept of percentages, profit and loss, discount</p> <p>CO4[K4]: interpret data using bar charts and diagrams</p> <p>CO5[K6]: solve questions relating to geometry and mensuration , syllogisms, clocks and calendars</p>



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42.		Part V- EXTENSION	<p>CO1[K1]: recognize the importance of community service through training and education</p> <p>CO2[K2]: interpret ecological concerns, consumer rights, gender issues & legal protection</p> <p>CO3[K3]: develop team spirit, verbal/nonverbal communication and organizational ethics by participating in community service</p> <p>CO4[K4]: examine the necessity of professional skills & community-oriented services for a holistic development</p> <p>CO5[K6]: create awareness on human rights, legal rights, First Aid, Physical fitness and wellbeing.</p>