

BBA
2021 SYLLABUS ONWARDS
COURSE OUTCOMES
SEMESTER-I

SUBJECT CODE: U21BAT11 **SUBJECT NAME:** Core-I Fundamentals of Management
COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1-Examine and explain the management evolution and how it will affect future managers.-k1
- CO2- Estimate the conceptual framework of planning and decision-making in day to day life.-K2
- CO3-Explain the various managerial functions to achieve the goals and objectives of the organization. -K1
- CO4-Analyze the theories of motivation , leadership and communication in a variety of circumstances and management practices in organizations. -k4
- CO5-Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice-K3

SUBJECT CODE: U21BAT12 **SUBJECT NAME:** Core-II Business Communication
COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Learn and apply effective written communication techniques-K3
- CO2. Review and refine communications skills-K4
- CO3. Develop and deliver effective presentations of letters-K6
- CO4. Develop and draft circulars-K6
- CO5. Develop skills in report writing-K6

SUBJECT CODE: U21BAA11 **SUBJECT NAME:** Allied-I Managerial Economics
COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the concepts of utility-K2
- CO2. Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and their career-K6
- CO3. Understand the production function-K2
- CO4. Identify the effective applications of factors of production and BEP Analysis –K4
- CO5. Evaluate the performance of different market structures-K5

SEMESTER-II

SUBJECT CODE: U21BAT21

SUBJECT NAME: Core-III Financial Accounting

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Recall the accounting concepts and understand the rules of the double entry system, journalizing and posting to the ledger in the business transactions-K1
- CO2. Interpret the trial balance; identify the errors and reconcile the bankstatement by cash book-K2
- CO3. Summaries the trading, profit & loss account and balance sheet withthe support of financial and accounting transactions-K5
- CO4. Illustrate the different methods of depreciation-K3
- CO5. Classify the revenue and capital items, understand accountingstatements of a non-trading concern-K2

SUBJECT CODE: U21BAT22

SUBJECT NAME: Core-IV Business Environment

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

The Course aims to

- CO1. Develop an understanding of the business environment-K2
- CO2. Explain the Government and political environment-K2
- CO3. Understand the relations of society and culture to the business-K3
- CO4. Comprehend the economical environmental factors that are conducive to the businesses-K4
- CO5. Have a simple and basic comprehension of the international scenario about the borderless business world due to technological changes-K2

SUBJECT CODE: U21BAA22

SUBJECT NAME: Allied-II Computer Application - TALLY (Practical)

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

The course aims to

- CO1. Use Tally to create personal business documents followingcurrent professional and/or industry standards-K2
- CO2. Create scientific and technical documents incorporating thebilling procedures-K2
- CO3. Develop entries for creation of vouchers-K3
- CO4. Design bills for implementation of taxation aspects-K4
- CO5. Design and construct financial statements after consideringtaxes and GST-K5

SEMESTER-III

SUBJECT CODE: U21BAT31

SUBJECT NAME: Core-V Organizational Behavior

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

The Course aims to

- CO1. Understand the implications of organizational behavior on the process of management-K2
- CO2. Analyze the individual behavior and Identify the Determinants of Personality-K4
- CO3. Know about the qualities of leadership –K2
- CO4. Understand the theories of motivation-K2
- CO5. Evaluate the organizational change.-K5

SUBJECT CODE: U21BAA33

SUBJECT NAME: Allied-III Business Statistics

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

The Course aims to

- CO1. Know the basic concepts of statistics-K1
- CO2. Apply the data presentation tools of statistics-K3
- CO3. Evaluate the measures of statistics-K5
- CO4. Understand and compute the sampling distributions-K2
- CO5. Summarize methods of correlation analysis-K4

SUBJECT CODE: U21BAE31

SUBJECT NAME: Elective I-Cost Accounting

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

The Course aims to

- CO1. Understand the concept of cost accounting, Recognize the relationship of cost and management accounting along with the elements of cost concepts-K2
- CO2. Describe the cost sheets for store control through economic order quantity, pricing and material issues-K5
- CO3. Describe the methods of Remuneration and Incentive Schemes to labours-K5
- CO4. Understand the Collection, Classification, Allocation, Apportionment and Absorption of overheads-K2
- CO5. Apply the process costing and preparation of cost sheet-K3

SUBJECT CODE: U21BAE32 **SUBJECT NAME:** Elective I-Talent and Knowledge Management

COURSE OUTCOMES

- CO1. Understand the concept Branding & Brand Awareness, Equity-K2
- CO2. Help the students acquire knowledge on Brand Advertisement-K5
- CO3. Know pros and cons of brand extension –K5
- CO4. Analyze Brand personality and equity-K4
- CO5. Develop the critical and analytical skills of students in brand-K3

SEMESTER-IV

SUBJECT CODE: U21BAT41 **SUBJECT NAME:** Core-VI Research Methodology

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the fundamental concepts of research, types and research Process-K2
- CO2. Summarize the sampling design and scaling techniques-K2
- CO3. Construct a method for data collection and able to edit ,code, classify and tabulate the collected data-K3
- CO4. Analyze the collected data to prove or disprove the hypothesis-K4
- CO5. Interpret the data and prepare a research report-K3

SUBJECT CODE: U21BAT42 **SUBJECT NAME:** Core-VII Personality Development

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the determinants of personality-K2
- CO2. Apply the basic Theories of Motivation-K3
- CO3. Understand the Career Planning-K2
- CO4. Evaluate the memory skills-K5
- CO5. Create a positive thinking-K6

SUBJECT CODE: U21BAA44 **SUBJECT NAME:** Allied- IV- GST Registration and Filing (Practical)

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the basic concepts of GST-K2
- CO2. Apply GST rates in various transactions-K3
- CO3. Calculate GST calculations in accounting software Tally-K5
- CO4. Evaluate of Tax in put credit available to goods-K5
- CO5. Apply the practical knowledge dealings if interstate transactions of GST-K2

SUBJECT CODE: U21BAE41

SUBJECT NAME: Elective-II Management Information System

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Apply modern tools, techniques and technology functionally and productively in Professional Activities-K3
- CO2. Analyze, Design, Construct, Implement and Maintain, Usable, Reliable and Cost-Effective Information Systems(IS) that support Operational, Managerial and Strategic activities of Organizations-K4
- CO3. Study and evaluate existing manual and automated business processes and identify opportunities for re- engineering and/or automation-K3
- CO4. Coordinate confidently and competently with the user community in IS requirements analysis/design activities,provide guidance and technical support to end-user computing activities-K1
- CO5.Analyze the impact of computing of individuals, organizations and society with Business and Management Application Packages-K2

SUBJECT CODE:

U21BAE42 **SUBJECT NAME:** Elective-II Brand Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the concept Branding & Brand Awareness, Equity-K2
- CO2. Help the students acquire knowledge on Brand Advertisement-K5
- CO3. Know pros and cons of brand extension-K5
- CO4. Analyze Brand personality and equity-K2
- CO5. Develop the critical and analytical skills of students in brand-K3

SEMESTER-V

SUBJECT CODE: U21BAT51

SUBJECT NAME: Core-VIII Production Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the production system-K2
- CO2. Enumerate the production processes and productionplanning and control-K5
- CO3. Describe the plant layout system-K2
- CO4. Outline management issues in work and method study-K1
- CO5. Discuss the quality control, Total Quality Management,Bench marking-K4

SUBJECT CODE: U21BAT52 **SUBJECT NAME:** Core-IX Management Accounting

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the concept of management accounting-K2
- CO2. Measure the financial statements by using various financial ratios-K5
- CO3. Produce various types of budgets-K3
- CO4. Simplify the fund flow and cash flow statements by calculating fundsand cash from operations-K5
- CO5. understand the marginal costing for cost volume profit-K2

SUBJECT CODE: U21BAT53 **SUBJECT NAME:** Core-X Marketing Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Recognize the significance of marketing and its role ineconomic development -K1
- CO2. Recognize how market strategy works, market segmentation and product mix have an impact on buyingbehavior-K2
- CO3. Understand Product life cycle (PLC) and strategies-K3
- CO4. Apply marketing concepts, pricing for the development ofmarketing function-K3
- CO5. Demonstrate the critical thinking skills and analyze thedistribution channels-K3

SUBJECT CODE: U21BAT54 **SUBJECT NAME:** Core- XI Human Resource Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Analyze the process of Job and its importance as a foundationof human resource management practice-K3
- CO2. Understand the Human resource planning-K4
- CO3. Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation-K3
- CO4.Understand the wage and salary administration-K4
- CO5.Understand the employee grievance handling system-K2

SUBJECT CODE: U21BAT55 **SUBJECT NAME:** Core-XII Business Law

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Develop an understanding of business law in the globalcontext-K1
- CO2. Know the relevant legal terms of the contract Act-K2
- CO3. Construct the relationship of ethics and law in agency-K3
- CO4. Apply basic principles of law to the sale of goods-K4
- CO5. Understand the rules, and regulations related to partnershipand company form of business-K5

SUBJECT CODE: U21BAE51

SUBJECT NAME: Elective- III Strategic Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Synthesize knowledge from other business courses into a comprehensive understanding-K1
- CO2. provide a basic understanding of the nature and dynamics of the strategy formulation processes-K2
- CO3 Encourage Students to think critically and strategically-K3
- CO4. Develop the ability to identify strategic issues and design appropriate courses of action-K3
- CO5. Enable to evaluate the strategies based on the business-K5

SUBJECT CODE: U21BAE52

SUBJECT NAME: Elective-III International Business

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the basic concept International trade –K2
- CO2. Study and evaluate the trade and tariff policies –K5
- CO3. Know the nuances of international trade-K3
- CO4. Analyze the role of international institutions-K4
- CO5. Develop a strategy for international trade-K5

SUBJECT CODE: U21BAS53

SUBJECT NAME: SBE III-Entrepreneurship Development (Practical)

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful-K1
- CO2. Foster the students in the areas of entrepreneurial growth and equip them with different entrepreneurial development programmes-K2
- CO3. Identify the different institutions that supporting entrepreneurs-K4
- CO4. Discriminate the benefits Regulations governing SSI-K5
- CO5. Understand the concepts of Women Entrepreneurs-K2

SEMESTER-VI

SUBJECT CODE: U21BAT61 **SUBJECT NAME:** Core-XIII Financial Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Use business finance terms and concepts while communicating -K3
- CO2. Explain the financial concepts used in making a financial management decision-K4
- CO3. Use effective methods to promote respect and relationship for financial deals-K3
- CO4. Utilize the information to maximize and manage finance-K1
- CO5. Demonstrate a basic understanding of Budgeting-K2

SUBJECT CODE: U21BAT62 **SUBJECT NAME:** Core-XIV Total Quality Management

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the basic concepts of TQM-K2
- CO2. Know the Strategic quality planning-K1
- CO3. Evaluate the traditional tools and new management tools of quality-K5
- CO4. Apply the Quality Function Development-K3
- CO5. Understand the Quality auditing IMS-K2

SUBJECT CODE: U21BAT63 **SUBJECT NAME:** Core-XV Market Research

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the introduction to market research-K1
- CO2. Be aware of tools and techniques of market research-K2
- CO3. Know how to conduct a research-K5
- CO4. Understand why companies need market research-K2
- CO5. Gain information about drawing a conclusion on market research-K4

SUBJECT CODE: U21BAT64 **SUBJECT NAME:** Core-XVI E Commerce

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the introduction to e-commerce-K2
- CO2. Be aware of commercial e-payments-K2
- CO3. Know about online businesses –K5
- CO4. Understand the cybercrimes in business-K2
- CO5. Gain information about E-business models-K4

SUBJECT CODE: U21BAT65

SUBJECT NAME: Core-XVII Skill Enhancement

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Developing and sustaining employability skills - K2
- CO2. Improve effective communication skills –K5
- CO3. Develop effective written communicationskills –K5
- CO4. Enable students to increase knowledge on self management –K2
- CO5. Build a base for learning critical & creative thinking skills –K3

SUBJECT CODE: U21BAE61

SUBJECT NAME: Elective- IV Service Marketing

COURSE OUTCOMES

On the successful completion of the course, student will be able to

- CO1. Understand the basic concepts of service marketing –K3
- CO2. Examine the nature of services, and distinguish between productsand services –K4
- CO3. Identify the major elements needed to improve the marketing ofservices -K3
- CO4. Understand the pricing in services –K1
- CO5. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service –K2

SUBJECT CODE: U21BAE62 **SUBJECT NAME:** Elective- IV Consumer Behavior

COURSE OUTCOMES

On the successful completion of the course, student will be able to:

- CO1. Understand the basic concepts of Consumer Behavior –K1
- CO2. Identify the motives of consumer behavior through consumerresearch –K2
- CO3. Frame strategies for the consumer by learning the attitudes ofconsumer –K4
- CO4. Apply strategic knowledge based on the lifestyle of consumer –K3
- CO5. Develop consumer decision-making model –K6