



B.A. ENGLISH PROGRAMME

Programme Outcomes (POs)

POs	Programme Outcomes
PO1	Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
PO2	Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PO3	Students are competent in the uses of technology in modern organizational operations.
PO4	Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PO5	Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
PO6	Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
PO7	Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development
PO8	Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings
PO9	Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO10	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change



COURSE OUTCOMES (COS)

BBA1B01 MANAGEMENT THEORY AND PRACTICES

Cos	Course Outcome Statements
CO1	Discuss different schools of management thought
CO2	Understand apply the concepts of planning, organizing, staffing and controlling for effective management
CO3	Aware and apply the ethically and socially responsible behaviour in Management
CO4	Aware and pursue the modern management practices in business

BBA1C01 MANAGERIAL ECONOMICS

Cos	Course Outcome Statements
CO1	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
CO2	Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
CO3	Make optimal business decisions by integrating the concepts of economics

BBA2B02 FINANCIAL ACCOUNTING

Cos	Course Outcome Statements
CO1	Discuss and apply fundamental accounting concepts, principles and conventions
CO2	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business



BBA2B03 MARKETING MANAGEMENT

Cos	Course Outcome Statements
CO1	Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
CO2	Develop skills in organizing for effective marketing and in implementing the market planning process

BBA3A11 BASIC NUMERICAL METHODS

Cos	Course Outcome Statements
CO1	On completing the course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

BBA3B04 CORPORATE ACCOUNTING

Cos	Course Outcome Statements
CO1	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
CO2	Prepare annual financial statements for companies and compute accounting ratios.
CO3	Record accounting transactions in respect of redemption of preference shares and debentures

BBA3B05 FINANCIAL MANAGEMENT

Cos	Course Outcome Statements
CO1	Understand and develop insights and knowledge base of various concepts of finance
CO2	Develop skills for effective Financial, Investment and Dividend decisions making,



BBA3CO2 BUSINESS REGULATIONS

Cos	Course Outcome Statements
CO1	Analyse statutory provisions and the core concepts in business laws
CO2	Analyze legal issues arising in day-to-day business operations prevalent in India
CO3	Discuss possible solutions to issues in organisations in the frame work of business laws

BBA4B06 COST AND MANAGEMENT ACCOUNTING

Cos	Course Outcome Statements
CO1	Understand cost and management accounting concepts and its application for decision making.
CO2	Aware as to cost consciousness and the various methods and techniques of costing
CO7	Recognize the fundamental topics in semantics and develop a concept of different semantic levels

BBA4C03 CORPORATE REGULATIONS

Cos	Course Outcome Statements
CO1	Understand the features and different types of companies
CO2	Aware as to the formation of companies and also as to different documents of companies
CO3	Understand the share capital and other relevant provisions of the same
CO4	Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI
CO5	Understand the provisions of conducting meetings and also the winding up procedure of companies.



BBA4C04 QUANTITATIVE TECHNIQUES FOR BUSINESS

Cos	Course Outcome Statements
CO1	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
CO2	Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

BBA5B07 HUMAN RESOURCES MANAGEMENT

Cos	Course Outcome Statements
CO1	Develop insights on various concepts and Functions of Human Resource Management
CO2	Learn the latest trends in Human Resource Management.

BBA5 B08 BUSINESS RESEARCH METHODS

Cos	Course Outcome Statements
CO1	Understand and develop insights and knowledge base of various concepts in Research.
CO2	Acquire the knowledge to make plans at the operational level of an industry

BBA6B12 ORGANISATIONAL BEHAVIOR

Cos	Course Outcome Statements
CO1	Understand the different concepts of Organisational Behaviour
CO2	Analyse individual and group behaviour
CO3	Understand and deal with organisational change, development and stress



BBA6B13 MANAGEMENT SCIENCE

Cos	Course Outcome Statements
CO1	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.

BBA6B 14 PROJECT MANAGEMENT

Cos	Course Outcome Statements
CO1	Understand the different concepts of managing a project
CO2	Analyse the viability of a project.

BBA5B10 (Elective 1) INCOME TAX

Cos	Course Outcome Statements
CO1	On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and enable to compute different heads of income as well as total income and tax liability.

BBA5B11 (Elective 2) FINANCIAL MARKETS AND INSTITUTIONS

Cos	Course Outcome Statements
CO1	The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions.



BBA6B15 (Elective 3) FINANCIAL SERVICES

Cos	Course Outcome Statements
CO1	On completion of the course students will be able to aware of various financial services available in Indian financial system

BBA6B16(Elective 4) INVESTMENT MANAGEMENT

Cos	Course Outcome Statements
CO1	By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.

BBA5B10 (Elective 1) CONSUMER BEHAVIOR'

Cos	Course Outcome Statements
CO1	On completing the course students can apply the concepts for developing an effective advertising programme and new product.

BBA5B11(Elective 2): PRODUCT AND BRAND MANAGEMENT

Cos	Course Outcome Statements
CO1	While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product

BBA6B15 (Elective 3)ADVERTISING AND SALES PROMOTION

Cos	Course Outcome Statements
CO1	Understand the process of advertisement
CO2	Apply the concepts for developing an effective advertisement copy



CO3	Examine the various sales promotion strategies towards traders and consumers.
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BBA6B16 (Elective 4) SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Cos	Course Outcome Statements
CO1	The students will be able to examine the details of planning and control processes in logistics management. The student at the end of the course will be able to understand the various logistics operations and their importance in improving the business

BBA5B10 (Elective 1) HUMAN RESOURCES PLANNING AND DEVELOPMENT

Cos	Course Outcome Statements
CO1	Understand the process of HR planning
CO2	Develop an awareness on various concepts relating to HR planning and development

BBA6B16(Elective 4) INVESTMENT MANAGEMENT

Cos	Course Outcome Statements
CO1	Understand Industrial Relations Systems
CO2	Develop an awareness of various stakeholders of IR
CO3	Understand the importance of Industrial Relations in the global perspective
CO4	Familiarize with the concepts of industrial relations in business



BBA6B15 (Elective 3) PERFORMANCE MANAGEMENT

Cos	Course Outcome Statements
CO1	On completing the course the students will be able to gain an understanding of the concepts, Techniques of performance management

BBA6B16 (Elective 4) MANAGEMENT TRAINING AND DEVELOPMENT

Cos	Course Outcome Statements
CO1	On completing the course the students will be able to gain an understanding of the concepts, tools and techniques of management training and development.

BBA5D01 TOURISM MANAGEMENT

Cos	Course Outcome Statements
CO1	On completing the course students will be able to know about the significance of tourism development and the role of transport, hotel and travel agencies in developing tourism

BBA5D02 E- COMMERCE

Cos	Course Outcome Statements
CO1	On completing the course the students will be able to Understand the practice of Ecommerce, e payment and also the security issues.

BBA5D03 BUSINESS ORGANISATION AND COMMUNICATION

Cos	Course Outcome Statements
CO1	Know the conceptual knowledge on various forms of business organisation and also understand the importance of business communication.
CO2	Develop their oral and written communication skills needed in business fields