


**DEPARTMENT OF BACHELOR OF BUSINESS
ADMINISTRATION**

Programme: B.B.A.-2019 CBCS pattern

	Programme Outcomes
PO No.	Upon completion of the B.B.A Degree Programme the graduate will be able to
PO-1	To develop precise understanding about business environment and organizations.
PO-2	To develop leadership aptitude among the students in order to work independently and in organized groups.
PO-3	To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people
PO-4	To understand and gain knowledge of various financial institutions and agencies.

PSO No.	Programme Specific Outcomes
	Upon completion of these courses the student would
PSO-1	To provide sound academic base from which an career in management oriented learning can be developed among the students
PSO-2	To produce skill oriented human resource.
PSO-3	To impart practical working skills among students.
PSO-4	To bring the spirit of entrepreneurship.




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Course Title	Principles of Management	
CODE	101	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand basic concept regarding org. Business Administration	K1
CO-2	To examining how various management principles implemented	K2
CO-3	To develop managerial skills among the students	K3

Course Title	Business Communication Skills	
CODE	102	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand what is the role of communication in personal and business world	K1
CO-2	To understand system and communication and their utility	K2
CO-3	To develop proficiency in how to write business letters and other communications required in business	K2

Course Title	Business Accounting	
CODE	103	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop right understanding regarding role and importance of monetary and financial transactions in business	K2
CO-2	To cultivate right approach towards classifications of different transactions and their implications	K3
CO-3	To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L	K3

Course Title	Business Economics – Micro	
CODE	104	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand role of economics as it influences society and business	K3
CO-2	To study how different decisions are taken in relation to price demand and supply	K3

CO-3	To develop right understanding regarding Monopoly, perfect competition, revenue Etc	K3
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Course Title	BUSINESS MATHEMATICS	
CODE	105	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop appropriate understanding as how to use mathematic like computation interest, profit etc	K2
CO-2	To cultivate right understanding regaining numerical aptitude	K2
CO-3	To develop logical approach towards analytical approach data	K3

Course Title	Business Demography	
CODE	106	
CO No.	Course Outcomes	Knowledge Level
CO-1	To give proper understanding regarding concept of demography in modern economic setup	K2
CO-2	To study how population and structure changes affecting quality of life and business	K2
CO-3	To develop clarity of concept regarding social economic process and urbanization and its impact on society	K2

Course Title	Personality and Soft Skill Development	
CODE	107	
CO No.	Course Outcomes	Knowledge Level
CO-1	The Course aims at enhancing the ability of a student to work in any situation with ease and grace. This will help to carry their personality in the corporate world with competency and consistent performance.	K2
CO-2	Increase fluency in expression and speech and make students confident speakers.	K3
CO-3	Application of Corporate Etiquettes in various corporate engagements.	K4



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Course Title	Business Organisation and systems	
CODE	201	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand role and functions of modern business	K2
CO-2	To develop right understanding regarding business environment	K3
CO-3	To study how a business institution functions in a given economic set up	K3

Course Title	Principles of Marketing	
CODE	202	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop write understanding regarding marketing environment in the country	K2
CO-2	To develop appropriate conceptual understanding as to develop basic marketing concept	K2
CO-3	To develop new understanding regarding services , rural marketing and new trends in marketing	K2

Course Title	Principles of finance	
CODE	203	
CO No.	Course Outcomes	Knowledge Level
CO-1	To cultivate right approach towards money , finance , and their role in business	K2
CO-2	To develop right understanding regarding various sources of finance and their role and utility in business	K2
CO-3	To develop basic skills as to concept of capital structure	K3

Course Title	Basics of Cost Accounting	
CODE	204	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop rational understanding regarding concept of cost expenditure in business	K2
CO-2	To develop understanding how overheads influence the cost structure of cost	K2
CO-3	To develop skills for computation of total cost for a particular product	K3



Course Title	Business Statistics	
CODE	205	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand role and importance of statistics in various business situations	K2
CO-2	To develop skills related with basic statistical technique	K2
CO-3	Develop right understanding regarding regression, correlation and data interpretation	K2

Course Title	Fundamentals of computer	
CODE	206	
CO No.	Course Outcomes	Knowledge Level
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CO-2	To develop understanding regarding cautions to be taken security, safety and security while using net based service	K3
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Course Title	Foreign language	
CODE	207	
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CO-1	To develop multilingualism and provide competitive edge in global career choices.	K2
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Course Title	Principles of Human Resource Management	
CODE	301	
CO No.	Course Outcomes	Knowledge Level
CO-1	To introduce the basic concepts of Human Resource Management.	K3
CO-2	To cultivate right approach towards Human Resource and their role in business.	K4
CO-3	To create awareness about the various trends in HRM among the students.	K3

Course Title	Supply Chain Management	
CODE	302	
CO No.	Course Outcomes	Knowledge Level
CO-1	To enable the students to have a comprehensive understanding of Supply Chain Management.	K2
CO-2	To understand key concepts and issues of Logistics and Inventory Management.	K3
CO-3	To understand warehousing and its role in Space Management.	K3

Course Title	Global Competencies and Personality Development	
CODE	303	
CO No.	Course Outcomes	Knowledge Level
CO-1	To build self-confidence, enhance self-esteem, and improve overall personality of the students.	K2
CO-2	To enhance global and cultural competencies of the students.	K3
CO-3	To groom the students for appropriate behaviour in social and professional circles.	K2

Course Title	Fundamentals of Rural Development	
CODE	304	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the development issues related to rural society.	K2
CO-2	To find the employment opportunities for rural youth.	K2



CO-3	To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.	K3
CO-4	To discourage seasonal and permanent migration to urban areas	K2 & K3

Course Title	Consumer Behavior & Sales Management	
CODE	305A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop significant understanding of Consumer behaviour in Marketing.	K2
CO-2	To understand the relationship between consumer behaviour & Sales Management.	K2
CO-3	To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.	K4

Course Title	Retail Management	
CODE	306A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide basic understanding of forces that shape retail industry	K2
CO-2	To provide understanding of retail operations and strategy	K2
CO-3	To provide understanding of opportunities and challenges in retail industry	K4

Course Title	Management Accounting	
CODE	305B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To impart basic knowledge of management accounting.	K2
CO-2	To understand the implications of various financial ratios in decision making.	K2
CO-3	Application and use of various tools of management accounting in the business.	K4

Course Title	Banking & Finance	
CODE	306B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To study banking function and its operations.	K2
CO-2	To study the functioning of Regulatory Authorities in India.	K2 and



CO-3	To study recent technology in banking industry.	K4
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Course Title	Organization Behaviour	
CODE	305 C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To describe the major theories, concepts, models and frameworks in the field of Organizational Behavior.	K2
CO-2	To explain determinants of Organizational Behavior at Individual Group and Organisational Level	K2
CO-3	To give knowledge about approaches to line-up individual groups & managerial behaviour in order to achieve organisational goals	K4

Course Title	Legal Aspects in HRM	
CODE	306 C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To study and explain rights of employees at work place	K2
CO-2	To understand the Applications of different Legal Aspects in HR.	K2

Course Title	Basic Course in Environmental Awareness	
CODE	307	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment	K2
CO-2	To develop conscious towards a cleaner and better managed environment	K3

Course Title	Entrepreneurship and Small Business Management	
CODE	401	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concept and process of Entrepreneurship.	K3
CO-2	To Acquire Entrepreneurial spirit and resourcefulness.	K2
CO-3	To get acquainted with the concept of Small Business Management.	K2

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CO-4	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.	K3
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Course Title	Production and Operation Management	
CODE	402	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the key concepts of Production and Operation Management.	K3
CO-2	To understand the various manufacturing methods and role in managing business.	K2
CO-3	To create awareness about the various safety measures and ergonomics in industries.	K2

Course Title	Decision Making and Risk Management	
CODE	403	
CO No.	Course Outcomes	Knowledge Level
CO-1	To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.	K3
CO-2	Find the best alternative in a decision with multiple objectives and uncertainty.	K2
CO-3	Describe the process of making a decision.	K2
CO-4	Analyze an organization's decision making system.	K2
CO-5	Develop a risk management process.	K3

Course Title	International Business Management	
CODE	404	
CO No.	Course Outcomes	Knowledge Level
CO-1	To acquaint the students with emerging trends and issues in International Business.	K3
CO-2	To study the impact of International Business Environment on foreign market operations.	K2

CO-3	To analyze International trade models.	K2
CO-4	To analyze the International Investment and its risks associated.	K4
CO-5	To understand financial aspects in world economies, their need and functionality	K3

Course Title	Advertising and Promotion Management	
CODE	405A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Develop knowledge and understanding of importance of advertising.	K3
CO-2	To understand different sales promotion techniques.	K2
CO-3	To know about promotion management.	K2
CO-4	To understand the process of online advertising	K2

Course Title	Digital Marketing	
CODE	406A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.	K3
CO-2	To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.	K2
CO-3	To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.	K2

Course Title	Business Taxation	
CODE	405B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand different concepts & definitions under Income Tax Act 1961.	K3
CO-2	To understand the importance of Taxation to the students.	K2
CO-3	To update the students with the latest development in the subject of Taxation.	K3
CO-4	To acquire knowledge about the submission of Income tax returns	K2
CO-5	To prepare students competent enough to take up to employment in tax planner	K3
CO-6	To develop ability to calculate taxable income of the person as per Income Tax Act 1961.	K2

Title		
CODE	604	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concepts of Innovation and Sustainability in a practical sense.	K2
CO-2	To better know the significance of organisational sustainable development and the economic implications of sustainable development.	K3
CO-3	To learn about the most common errors made when handling sustainable growth.	K2
CO-4	To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.	K3

Course Title	International Brand Management	
CODE	605A	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop students' understanding of the concept of developing brands	K1
CO-2	To develop students' understanding of the concept of brand equity	K2
CO-3	To develop students' understanding of the strategies in managing brand portfolios	K3

Course Title	Cases in Marketing Management + Project	
CODE	606A	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the application of theory into practice.	K2

Course Title	Financial Management	
CODE	605B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To know various sources of finance of business	K2
CO-2	To study and understand the capital structure of the company and its cost of capital	K3
CO-3	To study optimum capital mix & concept of over capitalisation & undercapitalization.	K3

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Course Title	Cases in Finance +Project	
CODE	606B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Study & understand the core areas of finance.	K2
CO-2	To study the practical applications of finance.	K2
CO-3	To prepare project reports based on the internship & understanding of core areas of finance.	K3

Course Title	Global Human Resource Management	
CODE	605C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concepts, theoretical framework, and issues of HRM in Global Perspective	K2
CO-2	Identify and Understand issues and practices about the major HRM functions within the context of the global environment.	K2
CO-3	To learn how to conduct strategic human resource management in an international setting.	K3
CO-4	To learn how companies manage their expatriates.	K2
CO-5	To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.	K3
CO-6	To study understanding of international approaches to dealing with people in organization	K3

Course Title	Recent Trends & HR Accounting + Project	
CODE	606C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.	K2
CO-2	To describe various Employee Engagement Strategies to enhance Employee Engagement.	K2
CO-3	To discuss the uses of Human Resource Information Systems in organizations.	K3
CO-4	To explain the different methods used to calculate the value of human Resources.	K2
CO-5	To define Human Resource Audit and outline its scope.	K3
CO-6	To study the methods of Human Resource Valuation.	K3


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Course Title	Cases in Human Resource Management + Project Viva	
CODE	506C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the application of theory into practice.	K2
CO-2	Design critical thinking by making judgments related to problems in Case Studies of Human Resource.	K3
CO-3	Develop critical thinking for solving Case Studies of Human Resource.	K4
CO-4	To analyze the broad fundamental components of HRM.	K2

Course Title	Essentials of E-Commerce	
CODE	601	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the importance, role, and activities of E-Commerce.	K1
CO-2	To understand various E-Money and E-Payment systems used in E-Commerce.	K2
CO-3	To understand the concept of E-Marketing and its tools in E-Commerce.	K3
CO-4	To Understand the concept of Cyber Space and Cyber Security in E-Commerce.	K4

Course Title	Management Information System	
CODE	602	
CO No.	Course Outcomes	Knowledge Level
CO-1	To describe the basic concept of Information Technology and Management Information System.	K2
CO-2	To describe the role of information technology and information systems in business.	K2
CO-3	To contrast and compare how MIS support business processes.	K3
CO-4	To introduce the fundamental knowledge of Structured System Analysis and Design.	K4

Course Title	Business Project Management	
CODE	603	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop a significant understanding of Project Management.	K2
CO-2	To develop a concept based approach towards Management of Business Projects.	K2
CO-3	To develop the relationship between the significance of Businesses Projects & their Management.	K3

Course	Management of Innovations and Sustainability
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Course Title	Analysis of Financial Statements	
CODE	505B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.	K2
CO-2	To enable to use of various types of ratios for financial and investment decisions.	K2
CO-3	To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.	K3

Course Title	Legal Aspects of Finance & Security Laws	
CODE	506B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the Legal Aspects of Finance & Security Laws.	K2
CO-2	To know the legal provisions to obtain finance from various source of finance.	K3
CO-3	To explore various finance & securities-related laws in India.	K4

Course Title	Cultural HR & Industrial Relations	
CODE	505C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To make students understand Cultural Variables in Multinational Enterprises.	K1
CO-2	To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe	K1
CO-3	To make students understand the relationship between Cross-Culture Management and Human Resource Management.	K2
CO-4	To explain how employees can be prepared for international assignments.	K3
CO-5	To provide students with the fundamental knowledge of Industrial Relations.	K3
CO-6	To provide the knowledge to students of provisions under The Industrial Disputes Act, 1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	K4

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CO No.	Course Outcomes	Knowledge Level
CO-1	To build self-confidence, enhance self-esteem, and improve overall personality of the students.	K2
CO-2	To enhance global and cultural competencies of the students.	K3
CO-3	To groom the students for appropriate behaviour in social and professional circles.	K2

Course Title	Fundamentals of Rural Development	
CODE	304	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the development issues related to rural society.	K2
CO-2	To find the employment opportunities for rural youth.	K2



CO-3	To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.	K3
CO-4	To discourage seasonal and permanent migration to urban areas	K2 & K3

Course Title	Consumer Behavior & Sales Management	
CODE	305A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop significant understanding of Consumer behaviour in Marketing.	K2
CO-2	To understand the relationship between consumer behaviour & Sales Management.	K2
CO-3	To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.	K4

Course Title	Retail Management	
CODE	306A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide basic understanding of forces that shape retail industry	K2
CO-2	To provide understanding of retail operations and strategy	K2
CO-3	To provide understanding of opportunities and challenges in retail industry	K4

Course Title	Management Accounting	
CODE	305B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To impart basic knowledge of management accounting.	K2
CO-2	To understand the implications of various financial ratios in decision making.	K2
CO-3	Application and use of various tools of management accounting in the business.	K4

Course Title	Banking & Finance	
CODE	306B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To study banking function and its operations.	K2
CO-2	To study the functioning of Regulatory Authorities in India.	K2



CO-3	To study recent technology in banking industry.	K4
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Course Title	Organization Behaviour	
CODE	305 C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To describe the major theories, concepts, models and frameworks in the field of Organizational Behavior.	K2
CO-2	To explain determinants of Organizational Behavior at Individual Group and Organisational Level	K2
CO-3	To give knowledge about approaches to line-up individual groups & managerial behaviour in order to achieve organisational goals	K4

Course Title	Legal Aspects in HRM	
CODE	306 C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To study and explain rights of employees at work place	K2
CO-2	To understand the Applications of different Legal Aspects in HR.	K2

Course Title	Basic Course in Environmental Awareness	
CODE	307	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment	K2
CO-2	To develop conscious towards a cleaner and better managed environment	K3

Course Title	Entrepreneurship and Small Business Management	
CODE	401	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concept and process of Entrepreneurship.	K3
CO-2	To Acquire Entrepreneurial spirit and resourcefulness.	K2
CO-3	To get acquainted with the concept of Small Business Management.	K2

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CO-4	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.	K3
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Course Title	Production and Operation Management	
CODE	402	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the key concepts of Production and Operation Management.	K3
CO-2	To understand the various manufacturing methods and role in managing business.	K2
CO-3	To create awareness about the various safety measures and ergonomics in industries.	K2

Course Title	Decision Making and Risk Management	
CODE	403	
CO No.	Course Outcomes	Knowledge Level
CO-1	To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.	K3
CO-2	Find the best alternative in a decision with multiple objectives and uncertainty.	K2
CO-3	Describe the process of making a decision.	K2
CO-4	Analyze an organization's decision making system.	K2
CO-5	Develop a risk management process.	K3

Course Title	International Business Management	
CODE	404	
CO No.	Course Outcomes	Knowledge Level
CO-1	To acquaint the students with emerging trends and issues in International Business.	K3
CO-2	To study the impact of International Business Environment on foreign market operations.	K2


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CO-3	To analyze International trade models.	K2
CO-4	To analyze the International Investment and its risks associated.	K4
CO-5	To understand financial aspects in world economies, their need and functionality	K3

Course Title	Advertising and Promotion Management	
CODE	405A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Develop knowledge and understanding of importance of advertising.	K3
CO-2	To understand different sales promotion techniques.	K2
CO-3	To know about promotion management.	K2
CO-4	To understand the process of online advertising	K2

Course Title	Digital Marketing	
CODE	406A-MM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.	K3
CO-2	To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.	K2
CO-3	To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.	K2

Course Title	Business Taxation	
CODE	405B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand different concepts & definitions under Income Tax Act 1961.	K3
CO-2	To understand the importance of Taxation to the students.	K2
CO-3	To update the students with the latest development in the subject of Taxation.	K3
CO-4	To acquire knowledge about the submission of Income tax returns	K2
CO-5	To prepare students competent enough to take up to employment in tax planner	K3
CO-6	To develop ability to calculate taxable income of the person as per Income Tax Act 1961.	K2

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Course Title	Financial Services	
CODE	406B-FM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Study in Details financial services in India.	K2
CO-2	To study & Understand working of Indian financial system.	K2
CO-3	To make the students well acquainted regarding financial markets.	K2

Course Title	Human Resource Management Functions & Practices	
CODE	405C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.	K2
CO-2	To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.	K2
CO-3	To acquire knowledge about various HR practices adopted by the organization.	K2

Course Title	Employee Recruitment & Record Management	
CODE	406C-HRM	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Study & explain employee acquisition and its importance in industry.	K2
CO-2	To cultivate right approach towards employee recruitment and record management.	K2

Course Title	Basic Managerial Skills	
CODE	407 Basic Managerial Skills	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop leadership abilities.	K2
CO-2	To develop ability to contribute to value creation in the respective organization	K3
CO-3	To develop negotiations and team building skills.	K2

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Course Title	Research Methodology	
CODE	501	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop an understanding of the right approach of Research Methodology and its role in Business.	K2
CO-2	To develop an understanding of the basic framework of the identification of various sources of information for data collection.	K2
CO-3	To develop an understanding of various Designs, Tools and Techniques of Research Study.	K3
CO-4	To enable the students in conducting Research work and write Research Paper and Research Project Report.	K4

Course Title	Database Administration and Data Mining	
CODE	502	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the Database Management System	K2
CO-2	To understand the Data Mining Concepts	K3
CO-3	To understand the current trends in Data Management	K2


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Course Title	Business Ethics	
CODE	503	
CO No.	Course Outcomes	Knowledge Level
CO-1	To provide a comprehensive understanding of the concepts of Business Ethics	K1
CO-2	To develop theoretical tools to understand current ethical issues and their impacts on business.	K2
CO-3	To analyze the role of Ethics in business, Government and Society.	K3
CO-4	To analyze the Ethical scenario concerning to Environment and consumer protection.	K3

Course Title	Management of Corporate Social Responsibility	
CODE	504	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concept and process of CSR	K1
CO-2	To Understand the industrial contribution for CSR Policy	K2
CO-3	To Understand the context of CSR of present-day Management	K2
CO-4	To Understand the contribution of CSR for the development of Society	K3

Course Title	Marketing Environment Analysis and Strategies	
CODE	505 A	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop students' understanding of the factors shaping Marketing Environment	K1
CO-2	To develop students' ability to analyze the Business Environment	K2
CO-3	To develop students' understanding of the strategies for sustaining the forces in Marketing Environment	K3
Course Title	Legal Aspects in Marketing Management	
CODE	506B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the application of different legal aspects in Marketing Management	K3


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Course	Analysis of Financial Statements	
Title		
CODE	505B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.	K2
CO-2	To enable to use of various types of ratios for financial and investment decisions.	K2
CO-3	To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.	K3

Course	Legal Aspects of Finance & Security Laws	
Title		
CODE	506B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the Legal Aspects of Finance & Security Laws.	K2
CO-2	To know the legal provisions to obtain finance from various source of finance.	K3
CO-3	To explore various finance & securities-related laws in India.	K4

Course	Cultural HR & Industrial Relations	
Title		
CODE	505C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To make students understand Cultural Variables in Multinational Enterprises.	K1
CO-2	To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe	K1
CO-3	To make students understand the relationship between Cross-Culture Management and Human Resource Management.	K2
CO-4	To explain how employees can be prepared for international assignments.	K3
CO-5	To provide students with the fundamental knowledge of Industrial Relations.	K3
CO-6	To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	K4

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Course Title	Cases in Human Resource Management + Project Viva	
CODE	506C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the application of theory into practice.	K2
CO-2	Design critical thinking by making judgments related to problems in Case Studies of Human Resource.	K3
CO-3	Develop critical thinking for solving Case Studies of Human Resource.	K4
CO-4	To analyze the broad fundamental components of HRM.	K2

Course Title	Essentials of E-Commerce	
CODE	601	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the importance, role, and activities of E-Commerce.	K1
CO-2	To understand various E-Money and E-Payment systems used in E-Commerce.	K2
CO-3	To understand the concept of E-Marketing and its tools in E-Commerce.	K3
CO-4	To Understand the concept of Cyber Space and Cyber Security in E-Commerce.	K4

Course Title	Management Information System	
CODE	602	
CO No.	Course Outcomes	Knowledge Level
CO-1	To describe the basic concept of Information Technology and Management Information System.	K2
CO-2	To describe the role of information technology and information systems in business.	K2
CO-3	To contrast and compare how MIS support business processes.	K3
CO-4	To introduce the fundamental knowledge of Structured System Analysis and Design.	K4

Course Title	Business Project Management	
CODE	603	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop a significant understanding of Project Management.	K2
CO-2	To develop a concept based approach towards Management of Business Projects.	K2
CO-3	To develop the relationship between the significance of Businesses Projects & their Management.	K3

Course	Management of Innovations and Sustainability
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Title		
CODE	604	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concepts of Innovation and Sustainability in a practical sense.	K2
CO-2	To better know the significance of organisational sustainable development and the economic implications of sustainable development.	K3
CO-3	To learn about the most common errors made when handling sustainable growth.	K2
CO-4	To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.	K3

Course Title	International Brand Management	
CODE	605A	
CO No.	Course Outcomes	Knowledge Level
CO-1	To develop students' understanding of the concept of developing brands	K1
CO-2	To develop students' understanding of the concept of brand equity	K2
CO-3	To develop students' understanding of the strategies in managing brand portfolios	K3

Course Title	Cases in Marketing Management + Project	
CODE	606A	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the application of theory into practice.	K2

Course Title	Financial Management	
CODE	605B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To know various sources of finance of business	K2
CO-2	To study and understand the capital structure of the company and its cost of capital	K3
CO-3	To study optimum capital mix & concept of over capitalisation & undercapitalization.	K3

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Course	Cases in Finance +Project	
Title		
CODE	606B	
CO No.	Course Outcomes	Knowledge Level
CO-1	To Study & understand the core areas of finance.	K2
CO-2	To study the practical applications of finance.	K2
CO-3	To prepare project reports based on the internship & understanding of core areas of finance.	K3

Course	Global Human Resource Management	
Title		
CODE	605C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To understand the concepts, theoretical framework, and issues of HRM in Global Perspective	K2
CO-2	Identify and Understand issues and practices about the major HRM functions within the context of the global environment.	K2
CO-3	To learn how to conduct strategic human resource management in an international setting.	K3
CO-4	To learn how companies manage their expatriates.	K2
CO-5	To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.	K3
CO-6	To study understanding of international approaches to dealing with people in organization	K3

Course	Recent Trends & HR Accounting + Project	
Title		
CODE	606C	
CO No.	Course Outcomes	Knowledge Level
CO-1	To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.	K2
CO-2	To describe various Employee Engagement Strategies to enhance Employee Engagement.	K2
CO-3	To discuss the uses of Human Resource Information Systems in organizations.	K3
CO-4	To explain the different methods used to calculate the value of human Resources.	K2
CO-5	To define Human Resource Audit and outline its scope.	K3
CO-6	To study the methods of Human Resource Valuation.	K3


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