

COURSE OUTCOMES

REGULATION: 2017

S.NO	COURSE NAME	COURSE OUT COMES	
1	C101 - Economic Analysis for Business (BA5101)	C101.1	Analyze the basic fundamentals economic problems and the behavior by understanding the basic concepts of micro and macro economies.
		C101.2	Understanding of the standard theoretical analysis of consumer and producer behaviour
		C101.3	Design competition strategies, and market environment according to the natures of products and the structures of the markets.
		C101.4	Integrate the concept of macroeconomic aggregates and output decisions of firms under various national income.
		C101.5	Make optimal business decisions by integrating the concepts of Demand and supply of money.
2	C102 - Principles of Management (BA5102)	C102.1	Understanding the origin of management thoughts and the factors that influences Management practices
		C102.2	Knowing the types of planning strategies and the managerial which were required for an effective management
		C102.3	Understanding the HR practices which are essential for functioning of an organization and the criteria necessary for organization functions
		C102.4	Possessing the concept of communication and the methods of utilizing the Communication for managerial effectiveness
		C102.5	Remembering the concepts and types of control techniques and how it influences the production processes
3	C103 - Accounting for Management (BA5103)	C103.1	Acquire conceptual knowledge of basics of Financial Accounting.
		C103.2	Equip with the knowledge of accounting process and preparation of final accounts of company
		C103.3	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
		C103.4	Interpret and analyze financial statements; combine financial ratio analysis with other information to assess the financial performance.
		C103.5	Applying cost and management accounting concepts in budgetary controlling system.
	Business	C104.1	Understanding the legal perspectives of the Indian Contract Act and the Sale of Goods act

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4	C104 - Legal Aspects of Bus (BA5104)	C104.2	Knowledge about the company law and how it would influence the formation and governance and winding up the companies
		C104.3	Understanding the amendment and human resource factors in industrial law and the various measures and acts for employee welfare
		C104.4	Awareness about the income tax and Goods and Services tax (GST), its implementation and effects in economy
		C104.5	Awareness and knowledge about consumer protection, Cyber crimes, Intellectual property rights and the acts which are related to these concepts
5	C105 - Organizational Behavior (BA5105)	C105.1	Understanding the concepts of human behavior as an individual and as a member in a group and its models
		C105.2	Immense learning on individual human behavior and the theories which constitutes and contributes the concept of motivation and behaviour
		C105.3	Learning the concepts about group behavior and the effects of group behavior in team building communication process
		C105.4	Familiarity with the leadership practices, skills and theories and the influence of leadership in power and politics
		C105.5	Knowing the concepts of organizational behavior and its impact in organization culture and organizational climate
6	C106 - Statistics for Management(BA5106)	C106.1	Understand the fundamental knowledge of probability and standard distributions.
		C106.2	Interpret the concepts of sampling distribution and estimation.
		C106.3	Apply the testing of hypotheses for small and large samples in real life problems
		C106.4	Apply the non parametric methods for rapid or preliminary data analysis.
		C106.5	Understand the concepts of correlation and regression.
7	C107 - Total Quality Management (BA5107)	C107.1	Understand the TQM concepts like vision, mission, and quality policy statements and to implement the basic principles of TQM in manufacturing and service based organization.
		C107.2	Understand the philosophies of the gurus of TQM in order to evaluate TQM implementation proposals offered by quality management organizations and consultants.
		C107.3	Fundamentals of statistics and probability and their applications in quality management is provided, and various measurement and control techniques.
		C107.4	Explore industrial applications of Quality function deployment, Taguchi quality concepts and to provide exposure to students on the old and new seven management tools.
		C107.5	Analyze the IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership, quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles.

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8	C108 - Spoken and Written Communication (BA5111)	C108.1	Practicing the regular conversation on different topics and knowing the basic techniques for journal writing and official documents like mails reports etc.
		C108.2	Knowledge about the types of interviews and selection process and the effective utilization of time management
		C108.3	Familiarity with the communication skills and how it could be used for official communication purposes
		C108.4	Implementation of the knowledge about journal, thesis writing and documentation processes
		C108.5	Interest towards media publication, magazines and newsletter writing by implementing the techniques of writing
9	C109 - Applied Operations Research(BA5201)	C109.1	Understand and analyze managerial problems in industry so that they are able to use resources more effectively.
		C109.2	Specialized linear programming problems like the transportation and assignment problems.
		C109.3	Understand the applications of basic methods for and challenges in integer programming and the concepts of game theory to know how they are used in modeling and analyzing an interactive situation.
		C109.4	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.
		C109.5	Understand basic characteristic features of a queuing system and acquire in analyzing queuing models and analyzing the problem of replacement when machines, equipment become less effective using the replacement models.
10	C110 - Business Research Methods (BA5202)	C110.1	Remembering the types of research, its objectives and how the concept theory plays its role in research.
		C110.2	Understanding the different types of research designs, types of validity and various measurement techniques.
		C110.3	Knowledge about the various methods of data collection and how sample and sample size could be determined.
		C110.4	Possessing the statistical techniques and different analytical methods for research.
		C110.5	Knowing the needs and values of ethical research and how it could be implemented in report writing.
11	Financial Management (BA5203)	C111.1	Understanding basic concepts of financial management such as decisions and functions of financial management. And to learn meaning and estimations of time value of money, valuation of securities and risk and return of securities.
		C111.2	Evaluate long term investments using techniques like payback period, accounting rate of return, net present value, profitability index and internal rate of return and to estimate specific cost of capital and weighted average cost of capital.
		C111.3	<del>Estimate and analyze capital structure and leverage of various firms, to understand the</del> concepts of dividend and examine impact of dividend policy of a firm.

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	C111 - Financial Management (BA5204)	C111.4	Estimate and evaluate different components of working capital such as Receivables, payables, inventory, cash, etc.,
		C111.5	Exposure and knowledge of long term sources of fund namely share, debenture, term loans, private equity, venture capital, and so on.
12	C112 - Human Resource Management (BA5204)	C112.1	Knowledge about the evolution of human resource management, its roles, policies and the application of computers in human resource management
		C112.2	Understanding the need for human resource requirement and the process of recruitment and selection
		C112.3	Knowing the training methods, development programmes and the concepts of knowledge management
		C112.4	Insight into the concept of motivation, its theories and techniques and the concept of career management
		C112.5	Understanding the necessity of performance evaluation and the importance, process and methods of control system
13	C113 - Information Management (BA5205)	C113.1	Knowledge about the basic concepts of information technology and functional information systems
		C113.2	Remembering the tools for system analysis and its application in information management
		C113.3	Familiarity with the database management systems and the concepts like data warehousing and data mart
		C113.4	Understanding the need for security, testing process, knowing the concepts of disaster management, computer crimes etc., and ethics in Information technology.
		C113.5	Understanding the role of e-commerce in information management and knowledge about data mining and cloud computing
14	C114 - Operations Management (BA5206)	C114.1	Familiarize the basics of operations management, its importance in transformation process, development over years in a system perspective by studying the functions, recent trends, future challenges and to frame strategy to achieve it..
		C114.2	Knowing the various quantitative and qualitative forecasting methods and make planning of capacity, facility location, facility layout and operations based on that.
		C114.3	Identify the factors to be considered and the various approaches to be followed in designing the product, process and the work; and the method to measure and improve productivity.
		C114.4	Understand the need and importance of managing materials by planning and purchasing the right material; and managing the inventory for best output.
		C114.5	Knowing various scheduling techniques like PERT and CPM and also the various methods to schedule and manage the projects.

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15	C115 - Marketing Management (BA5207)	C115.1	Understanding of ideas and nuances of marketing; Define the business environment and priorities of marketing. And to distinguish the various marketing practices in serving the needs of organizations versus consumer goods and to explain the key core concepts of marketing globally.
		C115.2	Formulate and manage the industrial market and consumer marketing strategies including all key components and to understand the basics of service marketing and competitor analysis with Marketing mix.
		C115.3	Explain the techniques to conduct market analysis practices including market segmentation and targeting and apply the 4 P's in the industrial and consumer market.
		C115.4	Compare and contrast different perspectives that characterize the study of consumer behavior and apply theories and Models of consumer behavior to the formulation of effective marketing strategy.
		C115.5	consumer behavior and also to understand the role of Marketing information systems, Online marketing and the impact of Ethics in business.
16	C116 - Data Analysis and Business Modelling (BA5211)	C116.1	Determine the aspects of creating spreadsheet, performing calculations, formatting, some very widely used formulas
		C116.2	Compute and interpret the results of Bi variate and Multivariate Regression and Correlation Analysis, for forecasting and also perform ANOVA and F-test.
		C116.3	Understand the various alternatives available for investment and make sound investment decisions in the context of Analysis
		C116.4	Build an understanding of the fundamental concepts of computer networking.
		C116.5	Familiarity with the basic protocols of networking Models and how they can be used to assist in network design and implementation.
17	C201 - International Business Management (BA5301)	C201.1	Knowing the nature, factors and advantages of International business and its business Environment.
		C201.2	Understanding the roles of GATT/WTO, Regional Trade block and the theories of international trade.
		C201.3	Familiarity with the concepts of strategic compulsion, strategic options, controlling of international business and its performance evaluation.
		C201.4	Understanding the necessity of make or buy decision, concepts of product development and criteria in selecting and training the expatriate managers.
		C201.5	Awareness about the conflict management, the disadvantages and ethical issues of international business.
	gement (BA5302)	C202.1	Determine Understanding the conceptual framework, process, objectives and goals of strategic management.
		C202.2	Knowing the basic concept of competitive advantage and its impact in external and internal business environment.

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18	C202 - Strategic Management	C202.3	Analyzing the generic strategic alternatives, corporate strategy, diversification and strategic alliances.
		C202.4	Implementing the strategic processes, strategic change, designing organizational structure and the techniques of strategic evaluation and control.
		C202.5	Awareness about the strategic issues for non-profit organization and understanding the new business models and strategies for internet economy.
19	C203 - Brand Management (BA5001)	C203.1	Developing a basic understanding of Branding its functions, Significance and various types of brands.
		C203.2	Highlighting the strategic issues in branding. And also to study the branding strategies used by companies to compete with foreign brands.
		C203.3	Develop hands-on abilities establishing the key foundations of a strong brand image building, brand loyalty programmes, brand promotion, and brand personality
		C203.4	Understanding of brand adoption practices and basic issues in brand extensions.
		C203.5	Develop critical perspectives in evaluating research in branding and applying them in strategic management of brands in creative industries, traditional and non-traditional tools for measuring brand strength – both qualitative and quantitative measures..
20	C204 - Integrated Marketing Communication (BA5004)	C204.1	Explain the characteristics of the integrated marketing communications process and their relation to marketing communication objectives.
		C204.2	Develop and apply criteria for selecting multiple media combinations and understand the impact of the media channels
		C204.3	Critically use knowledge to integrate promotional tools for the development of an IMC process, including strategy development, use of communication media, the development of the creative product and the evaluation of the communication plan
		C204.4	Assess the progress of IMC efforts over time by interpreting realizable metrics
		C204.5	Apply ethical Principles, Personal selling and public relations considerations in making decisions relating to integrated marketing communication.
21	C205 - Services Marketing (BA5006)	C205.1	Familiarize role of services in economy, nature, scope and characteristics, of services marketing, and to understand the issues related to services marketing
		C205.2	Analyze the service market potential, to understand the Classification of services and also to understand service market segmentation, targeting and positioning.
		C205.3	understand to concept service life cycle and new service development and to construct Service Blue Printing, to analyze service quality of service organization through SERVQUAL and Service Quality function development
		C205.4	explain the concept of pricing of services, its methods. To understand the service marketing triangle and Integrated Service marketing communication
		C205.5	Apply service marketing strategies for health, Hospitality, Tourism, Financial, Logistics, Educational, Entertainment & public utility Information technique Services .

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22	C206 - Banking Financial Services Management (BA5008)	C206.1	Familiarize overview of Indian Banking System, its function, acts governing the function of Indian banking system and the bank financial statement.
		C206.2	Price various types of loans and deposits proposed by banks to various prospective Borrowers and depositors respectively.
		C206.3	Identify the various risk profiles and evaluate the performance of banks and manage the asset liabilities of the bank.
		C206.4	Understand the need and importance of mergers and diversification of bank and the methods to evaluate the performance of banking.
		C206.5	Understand e-banking and the threats that go with it.
23	C207 - Corporate Finance(BA5009)	C207.1	Apply corporate finance concepts, principles and theories to the basic financial problems of the industry.
		C207.2	Apply best practice tools and methods in investment management to different settings
		C207.3	Explain the capital structure and analyze how financing decisions influence firm value.
		C207.4	Describe how dividends are paid and explain factors that affect a firm's dividend policy.
		C207.5	Evaluate different stakeholders' roles and significance in relation to corporate Governance
24	C208 - Security Analysis and Portfolio Management (BA5012)	C208.1	Understanding the basic environment of Indian financial systems especially investment options and their risk and return.
		C208.2	Understanding the mechanism and functioning of primary and secondary markets of capital market and intermediaries
		C208.3	Analyze and predict securities risk and return using fundamental analysis.
		C208.4	Skill to predict share price movements and make decisions using different methods of technical analysis
		C208.5	Analyze, evaluate and manage portfolio of securities based on various techniques.
25	Entrepreneurship Management(BA5014)	C209.1	Familiarize overview of the competencies, personality traits and characteristics of Entrepreneurs.
		C209.2	Understand the Environmental factors affecting entrepreneurship and central and state government policies for SME's
		C209.3	Understand about prefeasibility, feasibility, project preparation for stating a business enterprise.

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	C209 - Development	C209.4	Understand the various functions areas of Management ie Finance Marketing, HR and Operations management.
		C209.5	Understand monitoring of business, preventing of sickness, rehabilitation of business Enterprises.
26	C210 - Managerial Behaviour and Effectiveness (BA5017)	C210.1	Understanding the models and methods of managerial jobs and the functional level differences in managerial job behavior.
		C210.2	Knowing the methods of identifying the managerial talents, followed by recruitment ,selection and the various appraisal measures which would help in designing the managerial job.
		C210.3	Understanding the importance of managerial effectiveness and the techniques for bridging the gap.
		C210.4	Awareness about the environmental issues in organizational climate, leadership and group influences.
		C210.5	Understanding the managerial skills like self development, negotiation skills, creativity and innovation for developing the winning edge.
27	C211 - Strategic Human Resource Management (BA5019)	C211.1	Knowing the framework of HRD, its functions, practices and how it could be implemented and evaluated in recent trends
		C211.2	Understanding the concept of e-HRM and its implementation in designing HR portals and employee surveys
		C211.3	Understanding the differences between domestic and international HRM, cross cultural HRM and the challenges in cross cultural management
		C211.4	Awareness about the concepts of career development and how an effective system could be designed for career development
		C211.5	Familiarity with the roles of coaching and counseling for employees and the ways to reduce work stress with the help of stress management techniques.
28	C212 - Project Work	C212.1	Understand the problem statement in a various domain
		C212.2	Identify the problem and do the literature survey
		C212.3	Design a module for solving a problem in the respective area.
		C212.4	Implement a module for solving a problem identified.
		C212.5	Evaluate the module results and make improvements.