



St. Joseph's Degree & PG College(Autonomous)

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

PROGRAM OUTCOMES (POS) AT THE END OF THE BBA PROGRAMME

After completing three years for Bachelors in Business Administration (BBA) program, a graduate will

- PO1. Acquire adequate knowledge **in** the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- PO2. Develop **managerial, behavioral, strategic thinking, commercial awareness and mentoring skills.**
- PO3. Analyze and comprehend the **applicability** of management principles in solving complex **business problems**
- PO4. Identify, describe, propose, synthesize and present business reports through SPSS, Tally and MS-Office as per the industrial needs
- PO5. Demonstrate English proficiency for **Business Communication** for effective and Professional business management.
- PO6. Obtain the ability to lead a **team and develop group behaviour** in achievement of individual, group and organizational goals.
- PO7. Develop appropriate **entrepreneurial skills** so as to become competent business entrepreneurs.
- PO8. **Recognize and solve business problems** in an **ethical manner** for continuous development of business venture.
- PO9. Develop **lifelong learning skills with interdisciplinary approach** towards **sustainable development.**



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PROGRAMME EDUCATIONAL OBJECTIVES OF BBA (ENTREPRENEURSHIP)

BBA Entrepreneurship is a three-year undergraduate programme offering an array of courses keeping the latest developments of the industry in mind. It aims to train the students to have an entrepreneurial mindset or to start their entrepreneurial venture in the future.

The programme explores a range of different perspectives on entrepreneurship and the activities undertaken by different entrepreneurs. The long-term purpose of this programme is to help students develop an understanding of attitude and skills to create and implement “the new enterprise.”

It also aims to develop a student's intellectual ability, analytical thinking and managerial skills through an appropriate blend of theory and practice. The program assists the student in understanding and developing the unique leadership qualities required for the ever changing and dynamic business environment. The programme produces motivated, innovative, creative graduates for business sector.

The teaching pedagogy has been designed to support the objectives mentioned above and includes live projects rigorous case discussions concept-based lectures to name a few.

- PEO1. Graduates can pursue masters and doctoral research degrees to work in colleges, universities as professors or as scientists in research establishments and has professional competence for lifelong learning for continuous growth and development. (**Higher studies & Research**)
- PEO2. Graduates can join professional career can fill the roles of executives to assist/ to manage marketing, sales, finance and accounts, operations, public relations, logistics, supply chain management and related management activities. They can act as administrators in public, private and government organisations or business administrator (**Employability**)
- PEO3. Graduates should be able to start their own business venture or exhibit entrepreneurial skills for their employer organization (**Entrepreneurship**)
- PEO4. Graduates will develop positive attitude and life skills and adapt to a rapidly changing environment with learned and applied new skills which will enable them to become a multi facet personality with a sense of Environmental consciousness, responsible Citizen with moral and ethical values and leader to empower the business organizations through their ethical, social and legal business solution. (**Ethical and committed citizen**)



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PROGRAMME SPECIFIC OUTCOMES OF BBA (ENTREPRENEURSHIP)

- PSO1. Remember the **concept of functional business areas and management** like Accounting, Economics, Entrepreneurial Development, Tax Management, Finance, Human Resource, Marketing, operations and Information Technology.
- PSO2. **Understand and develop** managerial skills through internship training/project work in finance, HR and Marketing and entrepreneurial skills through internship /project work in entrepreneurship
- PSO3. **Apply** the entrepreneurial knowledge gained in setting up his/her own business
- PSO4. **Apply** the managerial knowledge gained in the business for effective decision making
- Demonstrate critical thinking skills and problem solving skills** in understanding managerial issues and problems related to the global economy and international business using the tools and techniques of Management, Mathematics and Statistics.



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**BACHELOR OF BUSINESS ADMINISTRATION (ENTREPRENEURSHIP)
COURSE STRUCTURE
SEMESTER-I**

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
GS.05.701.11T	AECC 1	Human Values and Gender Sensitization	1	1		2	40	60	100	2
EN.05.501.12T	CC 1	Functional English-I	4		2	5	40	60	100	3
BM.05.301.13T	GE 1	Business Mathematics	4	1		5	40	60	100	3
BM.05.301.12T	DSC 1	Principles of Organization Theory & Behavior	4	1		5	40	60	100	3
BC.05.101.115TP	DSC 2	Financial Accounting for Business(T+P)	4		2	5	40	60	100	3
BC.05.101.116T	DSC3	Managerial Economics	4	1		5	40	60	100	3
BS.05.201.15TP	DSC 4	Elements of Information Technology (T+P)	4		2	5	40	60	100	3
		Total	25	4	6	32	280	420	700	
			35 hrs			32 credits				



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SEMESTER-II

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
GS.05.701.21T	AECC 2	Environmental Studies	1	1		2	40	60	100	2
EN.05.501.22T	CC 2	Functional English-II	4		2	5	40	60	100	3
BM.05.301.28T	GE 2	Entrepreneurship Theory & Practice	4	1		5	40	60	100	3
BM.05.301.25T	DSC 5	Marketing Management	4	1		5	40	60	100	3
BC.05.101.215T	DSC 6	Management Accounting	4	1		5	40	60	100	3
BM.05.301.26T	DSC7	Human Resource Management	4	1		5	40	60	100	3
BM.05.301.27TP	DSC8	Business Statistics Using SPSS	4		2	5	40	60	100	3
		Total	25	5	4	32 credits	280	420	700	
			34 hrs							



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SEMESTER-III

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BM.06.301.113T	SEC 1	Personality Development & Managerial Skills	1	1		2	20	30	50	2
BM.06.301.112T	GE 3	Entrepreneurship Development Programme	4	1		5	40	60	100	3
BM.06.301.19T	DSC 9	Operations Management	4	1		5	40	60	100	3
BS.05.201.113TP	DSC 10	Advanced Excel	4		2	5	40	60	100	3
BM.06.301.111T	DSC 11	Elements of Business Laws	4	1		5	40	60	100	3
BM.06.301.14T	DSC 12	Business Environment	4	1		5	40	60	100	3
		Total	21	5	2	27	220	330	550	
			28 hrs			27 Credits				



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SEMESTER-IV

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BM.06.301.27TP	SEC 2	Event Management	1		2	2	20	30	50	2
BM.06.301.25T	GE 4	E-Business	4	1		5	40	60	100	3
BM.06.301.28T	DSC13	Research Methodology for Managers	4	1		5	40	60	100	3
BM.06.301.23T	DSC 14	Fundamentals of Financial Management	4	1		5	40	60	100	3
BM.06.301.212T	DSC 15	Banking & Insurance	4	1		5	40	60	100	3
BM.06.301.210T	DSC 16	Operations Research	4	1		5	40	60	100	3
		Total	21	5	2	27	220	330	550	
			28 hrs			27 Credits				



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SEMESTER-V

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
BC.07.101.121T	DSC 17	Cost Accounting	4	1		5	40	60	100	3
BM.07.301.13T	DSC 18	Business Policy and Strategy	4	1		5	40	60	100	3
(STUDENTS WILL SELECT ANY TWO ELECTIVES FROM MKT/FIN/HR)										
MARKETING ELECTIVE										
BM.07.301.14AT	DSE 1	1. Advertising & Brand Management	4	1		5	40	60	100	3
BM.07.301.14BT		2. Distribution & Supply Chain Management								
BM.07.301.14CT		3. Marketing of Services								
FINANCE ELECTIVE										
BM.07.301.15AT	DSE 2	1. Financial System & Institutions	4	1		5	40	60	100	3
BM.07.301.15BT		2. International Finance								
BM.07.301.15CT		3. Investment Management								
HR ELECTIVE										
BM.07.301.16AT	DSE 3	1.HRD:Systems & Strategies	4	1		5	40	60	100	3
BM.07.301.16BT		2.Training & Development								
BM.07.301.16CT		3.Management of Industrial Relations								
ENTREPRENEURSHIP ELECTIVE										
BM.07.301.114AT	DSE 4	1. Start – Up Management	4	1		5	40	60	100	3
BM.07.301.114BT		2. MSME Management								
BM.07.301.114CT		3. Family Business Management								
TOTAL			20	5		25	200	300	500	
			25 hrs			25 Credits				



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ACADEMIC YEAR 2020 -21

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BS.05.201.213TP	DSC 19	Digital Marketing	4		2	5	40	60	100	3
BM.07.301.212T	DSC20	Retail Management	4	1		5	40	60	100	3
(STUDENTS WILL SELECT ANY TWO ELECTIVES FROM MKT/FIN/HR)										
MARKETING ELECTIVE										
BM.07.301.22AT	DSE 5	1. Customer Relationship Management	4	1		5	40	60	100	3
BM.07.301.22BT		2. Consumer Behaviour								
BM.07.301.22CT		3. International Marketing								
FINANCE ELECTIVE										
BM.07.301.23AT	DSE 6	1. Financial Services	4	1		5	40	60	100	3
BM.07.301.23BT		2. International Financial Management								
BM.07.301.23CT		3. Security Analysis & Portfolio Management								
HR ELECTIVE										
BM.07.301.24AT	DSE 7	1. Leadership Development	4	1		5	40	60	100	3
BM.07.301.24BT		2. Management of Change								
BM.07.301.24CT		3. Compensation Management								
ENTREPRENEURSHIP ELECTIVE										
BM.07.301.214AT	DSE 8	1. Entrepreneurial Finance	4	1		5	40	60	100	3
BM.07.301.214BT		2. Entrepreneurial Marketing								
BM.07.301.214CT		3. Creativity, Innovation And Entrepreneurship								
BM.07.301.215T	DSE 9	Project Report & Viva				5	40	60	100	
Total			20	4	2	30 credits	240	360	600	
			26 hrs							



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SUMMARY TABLE OF CREDITS

	DSC	AECC	CC	SEC	GE	DSE	TOTAL
SEM I	4	1	1	-	1	-	7
SEM II	4	1	1	-	1	-	7
SEM III	4	-	-	1	1	-	6
SEM IV	4	-	-	1	1	-	6
SEM V	2	-	-	-	-	3	5
SEM VI	2	-	-	-	-	4	6
TOTAL	20	2	2	2	4	7	37
CREDITS	20*5=100	2*2=4	2*5=10	2*2=4	4*5=20	7*5=35	173 credits
%	58%	2%	6%	2%	12%	20%	100

ABBREVIATIONS: -

1. AECC: ABILITY ENHANCEMENT COMPULSORY COURSE
2. SEC: ENHANCEMENT COURSE
3. GE: GENERIC ELECTIVE
4. CC: COMPULSORY CORE
5. DSC: DISCIPLINE SPECIFIC COURSE
6. DSE: DISCIPLINE SPECIFIC ELECTIVE

L = Lecture

T= Tutorial

P = Practical

ONE LECTURE HOUR = 1 CREDIT

ONE TUTORIAL HOUR = 1 CREDIT

TWO PRACTICAL HOURS = 1 CREDIT



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Course Name: HUMAN VALUES AND GENDER SENSITISATION

Course Outcomes:

CO1: Develop sensibility with regard to the issues of gender in contemporary India.

CO2: Analyze critically the issues related to gender violence.

Course Name: BUSINESS MATHEMATICS

COURSE OUTCOMES:

CO1: To relate and apply set theory in Business

CO2: To recognize the knowledge of matrices

CO3: To relate and apply set theory in Business and Economics

CO4: To recognize and relate the knowledge on limits and apply in Business and Economics

CO5: To apply Probability in Business

Course Name: PRINCIPLES OF ORGANISATION THEORY & BEHAVIOUR

Course outcomes: To recognize and relate the knowledge of forms of Business organization and Management theories to the present organization.

CO1: To recognize the importance of planning and organizing and apply it in practice in organizations.

CO2: To apply the principles of staffing, directing and control and motivational and leadership theories in the effective running of the organisation.

CO3: To recognize the importance of concept of Organisation Behavior in organizations.

CO4: To solve the problems of group behavior, apply the principles of effective communication, Analyze and sustain Organization culture and manage change for the success of the organization.



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Course Name:FINANCIAL ACCOUNTING FOR BUSINESS (T+P)

Course Outcomes: On successful completion of this course, the students will be able

- CO1: To recognize the mechanics of Systematic recording of books of accounts.
- CO2: To review the concept of Recording the Transactions of Accounting.
- CO3: To prepare subsidiary books and BRS.
- CO4: To illustrate the basic skills in developing the financial Statements and Deprecation.
- CO5: To apply the tools of Tally for preparation of accounts using computers.

Course Name:MANAGERIAL ECONOMICS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To recognize the knowledge on concepts and principles of Managerial Economics
- CO2: To describe and relate to the market the concepts of Demand and Supply
- CO3: To identify and recognize the Production Function concept and Cost Analysis..
- CO4: To recognize the knowledge on Market structures and Game theory.
- CO5: To describe National Income concept and types of Business Cycles.

Course Name: ELEMENTS OF INFORMATION TECHNOLOGY

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Understand the concepts of computer architecture, memory management and networks.
- CO2: Design documents and under-sized databases through MS-Office package.
- CO3: Apply basic knowledge of MS-Power point in designing presentations.
- CO4: Acquire knowledge on E-Commerce, E-Business Models and Electronic Payment Systems used in business.
- CO5: Understand the impact of MIS for effective planning and management in an Organization.



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SEMESTER-II

Course Name:ENVIRONMENTAL STUDIES

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Explain the key concepts and methods from ecological and physical sciences and apply them in solving environmental problems
- CO2: Critically examine all the aspects of environmental studies such as environmental pollution health issues, legislation and create informed opinions about how to interact with the environment personally and societally.

Course Name:ENTREPRENEURSHIP THEORY AND PRACTICE

Course Outcomes:On successful completion of this course, the students will be able:

- CO1: To prepare a business proposal plan.
- CO2: To recognize the distinct entrepreneurial traits and establishing an enterprise
- CO3: To identify the training and development required to become an entrepreneur
- CO4: To classify and analyse the resource mobilization and funding organizations and also identify various schemes provided by government.
- CO5: To recognize the registration process of a business enterprise.

Course Name:MARKETING MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To Discuss the role and importance of marketing.
- CO2: To Identify the factors influencing consumer behavior and purchase decision
- CO3: To Analyze the facets of Product and Price in marketing
- CO4: To Discover the modalities of Promotion & sales distribution
- CO5: To Categorize how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior.



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Course Name:MANAGEMENT ACCOUNTING

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To Discuss the Concept of Management Accounting
- CO2: To Analyse the Financial Statement using Comparative and Common size Statement.
- CO3: To Apply the Ratios for better understanding of the financial Statements
- CO4: To Analyse the financial Statements using Funds Flow Statements in Business
- CO5: To Analyse the financial Statements using Cash Flow Statements in Business

Course Name:HUMAN RESOURCE MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To Classify the concepts and techniques applicable to the human resource functions in an organizations.
- CO2: To analyze the complexities involved in acquiring qualitative workforce into the organisation
- CO3: To recognize the development of Human resources
- CO4: To analyse the performance of the Human Resources, evaluate the job and compensate employees accordingly
- CO5: To analyse the contemporary challenges and apply the techniques of HRM in managing personnel in organizations

Course Name:BUSINESS STATISTICS USING SPSS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To demonstrate the data collection methods and graphical presentation of data.
- CO2: To compute and interpret various measures of Central tendency.
- CO3: To compute and interpret various measures of Dispersion.
- CO4: To give an understanding about the nature and degree of concentration of observations about the mean.
- CO5: To illustrate the techniques of analysis of bivariate distribution.



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SEMESTER-III

Course Name:PERSONALITY DEVELOPMENT & MANAGERIAL SKILLS SEC

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To analyse the conceptual framework of Personality Development.

CO2: To understand the intricacies of developing an ideal personality.

Course Name:ENTREPRENEURSHIP DEVELOPMENT PROGRAMME GE

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To recognize the need for the growth and factors contributing to the sustenance of an enterprise.

CO2: To identify various entrepreneurial competencies and apply at different stages of development of enterprises.

CO3: To recognize the importance of risk and goal setting.

CO4: To classify and analyse the resource mobilization and funding organizations and also identify various schemes provided by government.

CO5: To recognize the registration process of a business enterprise.

Course Name:OPERATIONS MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To identify the location to set up a plant and layout with required process technologies

CO2: To Recognize the Quality control tools and techniques

CO3: To Recognize the work study, Plant Layout and Plant Maintenance

CO4: To classify the materials and recognise the stores management

CO5: To apply selective control techniques in inventory management and control



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Course Name:Advanced Excel

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To familiarize oneself with Excel's Fundamentals
- CO2: To acquire skills required to perform data manipulation using MS Excel
- CO3: To gain understanding on MS Excel Functions and their usage.
- CO4: To Work with Multiple workbooks and Macros in MS Excel .
- CO5: To Gain familiarity with VBA Concepts.

Course Name:ELEMENTS OF BUSINESS LAWS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To Understand the terminologies of law with special reference to Business.
- CO2: To identify how to discharge a contract and to know the consequences of Breach of a Contract.
- CO3: To Identify the fundamental legal principles behind of contract of sale of goods 1930.
- CO4: To able to have a basic understanding of the laws relating to Companies act 2013.
- CO5: To Learn how to pursue the consumer rights under Consumer Protection Act 1982 and Intellectual Property Rights.

Course Name:BUSINESS ENVIRONMENT

Course Outcomes: On successful completion of this course, the students should be able:

- CO1: To understand the concepts and significance of Business Environment
- CO2: To describe the various Government policies especially monetary and Fiscal.
- CO3: To analyze the factors for Technological Growth and advancement
- CO4: To understand and analyze the Business environment of select Industries.
- CO5: To Analyze the role of Government in legal environment and relevance of Business ethics



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SEMESTER-IV

Course Name: EVENT MANAGEMENT

COURSE OUTCOMES: On successful completion of this course, the students will be able:

- CO1: To describe all the components and various roles involved in planning, organising, running and evaluating an event.
- CO2: To apply the theory and skills necessary to professionally plan, organise and run a business event by analyzing the various measures which an event organizer should follow to stop problems in an event.

Course Name:E-BUSINESS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To introduce the concept of E-Business and their different types
- CO2: To discuss the security aspects of E-Business
- CO3: To state all the online payment system
- CO4: To analyze the different marketing technologies available
- CO5: To illustrate the cyber laws related to E-Business

Course Name:RESEARCH METHODOLOGY FOR MANAGERS

Course Outcomes: On successful completion of this course, the students will be able

- CO1: To select and define a research problems.
- CO2: To design a good research deign for a selected problem.
- CO3: To familiarize the learners with concepts and techniques of sampling and go about with sampling for a research problem and measuring scales.
- CO4: To design research data collection tools and using the same for data collection and to make the data thus collected properly presented fit for analysis.
- CO5: To deal with the requisites and mechanics of writing a research report with appropriate structuring, analytical reasoning, interpretative relevance and summary of major revelations so as to make a good reading along with research ethics.



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Course Name:FUNDAMENTALS OF FINANCIAL MANAGEMENT

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

- CO1: To equip with Fundamental of Financial Management and Time value of Money.
- CO2: To gain Knowledge of Capital Budgeting decisions and techniques for evaluating capital budgeting alternatives.
- CO3: To acquaint with Capital Structure Theories and their Applications.
- CO4: To acquire Knowledge of cost of capital, importance of cost of capital and calculation of cost of capital.
- CO5: To analyze the dividend decisions, major forms of dividends theories related to dividend decisions.

Course Name:BANKING AND INSURANCE

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To acquaint with commercial banking system.
- CO2: To describe the innovations in Banking
- CO3: To understand the banking system and IRDA
- CO4: To understand Life Insurance in detail
- CO5: To be aware about Non _ Insurance Products

Course Name:OPERATIONS RESEARCH

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To acquaint students with concept of operations research and its applications
- CO2: To apply linear programming problem in decision making
- CO3: To recognise the use of transportation problem to make decision
- CO4: To recognise the knowledge of assignment and queuing techniques
- CO5: To apply Networking concept in making decisions related to projects.



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SEMESTER-V

Course Name: COST ACCOUNTING

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To define the Concept of Cost Accounting
- CO2: To recognize the Elements of Cost Accounting
- CO3: To identify with the different costing methods used in business
- CO4: To discuss the Concept of Standard Costing and analyze the variances
- CO5: To apply Marginal Costing concepts for Business Decisions

Course Name: BUSINESS POLICY & STRATEGY

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To realize the basics of Business policies
- CO2: To recognize the Strategic management
- CO3: To Illustrate the Strategic Management in business
- CO4: To analyze the Strategic Implementation and social responsibility
- CO5: To outline the Strategy Evaluation and Control

Course Name: ADVERTISING & BRAND MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To discuss the Concept of Advertising, History, functions of advertising.
- CO2: To analyze the different Types of Advertising, department, designing advertising copy and strategy used by the marketers.
- CO3: To recognize the Concept of Branding, strategies, brand positioning.
- CO4: To relate the Integration of advertising and Branding in marketing.
- CO5: To demonstrate the Designing and implementing brand strategies.



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Course Name: DISTRIBUTION & SUPPLY CHAIN MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To evaluate the Distribution functions as integral part of marketing functions in a business firm.
- CO2: To assess the role Marketing Channels in Supply Chain Management.
- CO3: To explain the basic elements of supply chain management.
- CO4: To develop ability to analyze Demand & Supply management for SCM.
- CO5: To describe the recent trends in SCM.

Course Name: MARKETING OF SERVICES

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To analyze and develop students' understanding of those aspects of marketing of particular relevance to service producing organizations.
- CO2: To recognize the present strategies and approaches for addressing these challenges.
- CO3: To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
- CO4: To employ the basic knowledge on challenges in distribution process
- CO5: To give an overview and analyze the present scenario on the services in the organized retailing



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Course Name: FINANCIAL SYSTEMS & INSTITUTIONS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To discuss the functioning of financial information systems in the context of the broad structure of banks & other financial markets which apply the knowledge gained in communication and collaboration with management in the financial services domain.
- CO2: To develop the skills for eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts.
- CO3: To outline the Banking System in India
- CO4: To apply key financial concepts to value financial securities and products
- CO5: To explain the concept of Indian Money Markets and Capital Markets.

Course Name: INTERNATIONAL FINANCE

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To revise the Concept of International Financial Management
- CO2: To discuss the Concept of International Financial Markets
- CO3: To identify with the Concept of International Financial Institutions
- CO4: To recognize the concept of International Financial Instruments and FDI
- CO5: To assess multinational corporate decisions in Global Markets

Course Name: INVESTMENT MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To recognize Investment and elements of investment decisions like factors influencing, risks involved etc.
- CO2: To examine different Types of investors and types of speculators
- CO3: To develop the Knowledge and Skills about Stock exchanges in India
- CO4: To analyze investment options like derivatives, Futures, forward and swaps
- CO5: To illustrate Regulatory frame work of capital markets in India



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Course Name: HRD: SYSTEMS & STRATEGIES

Course outcomes: On successful completion of this course, the students will be able:

- CO1: To identify the emergence of concept of HRD
- CO2: To point out the possible structures and functions for identifying training in organizations
- CO3: To describe the applicable methods of training evaluation, ROI of training, and apply them to the workplace
- CO4: To design and evaluate the HRD Programs.
- CO5: To analyse the extent of Cultural diversity in workforce and Practices of HRD.

Course Name: TRAINING & DEVELOPMENT

Course Learning outcomes: On successful completion of this course, the students will be able:

- CO1: To examine the concepts of training and development.
- CO2: To illustrate how to design and Implement the training program.
- CO3: To show insights into evaluate a training program.
- CO4: To analyse the trends in employee and organisation development programs.
- CO5: To analyse the impact of Training & Development towards Organizational Development.

Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To gain insights into conceptual knowledge on industrial relations
- CO2: To appraise the extent to which the workers can participate in management
- CO3: To Interpret the mechanism for resolving industrial disputes
- CO4: To realize the provision for payment of wages
- CO5: To discuss the legal framework of factories act



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Course Name: STARTUP MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Develop a start-up Enterprise with Big Idea Generation.
- CO2: Analyze start-up capital requirement by analyzing legal factors.
- CO3: Interpret feasibility Analysis towards funding issues.
- CO4: Access growth stages in new venture and reasons for scaling ventures.
- CO5: Evaluate financial stability and decide on expansion possibilities

Course Name: MSME MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Explain basic concepts of SME and challenges of MSMEs.
- CO2: Outline the opportunities to Set-Up SSI/SME Units and role of rural & women entrepreneurship.
- CO3: Illustrate roles of various institutions supporting MSMEs.
- CO4: Management of MSME, NPA & sickness units.
- CO5: Evaluate role of Government in Promoting Entrepreneurship

Course Name: FAMILY BUSINESS MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: Explain generation rules and theories of Family Business.
- CO2: Analyze the importance of Governance in Family Business Challenges.
- CO3: Develop next generation leaders as Successor for Family Business.
- CO4: Outline life cycle stages and transgenerational entrepreneurship.
- CO5: Describe future of family business in Institutional change.



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SEMESTER-VI

Course Name: DIGITAL MARKETING

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To gain knowledge on Digital Marketing, Email marketing and Content marketing.
- CO2: To understand Search Engine Optimization tools and techniques
- CO3: To gain skills on creation of Google AdWords & Google AdSense
- CO4: To gain knowledge on Social Media Marketing and Web Analytics
- CO5: To gain knowledge on YouTube Advertising & Conversions

Course Name: RETAIL MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To explain the concept of Retailing & its growth in India.
- CO2: To evaluate the various Retail Formats & Theories.
- CO3: To analyze the Merchandise management.
- CO4: To assess the importance of Retail store design.
- CO5: To impart the basic knowledge of Retail pricing & to assess the emerging trends in Retail sector.

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To be aware of the nuances of customer relationship
- CO2: To analyze the CRM link with the other aspects of marketing
- CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company
- CO4: To make the students aware of the different CRM models in service industry
- CO5: To make the students aware and analyze the different issues in CRM

Course Name: CONSUMER BEHAVIOUR

Course Outcomes: On successful completion of this course, the students will be able:

- CO1: To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
- CO2: To evaluate the factors affecting consumer behaviour in detail.
- CO3: To analyze the consumer decision process.



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CO4: To assess the impact of consumer's motivation, personality on the buying behaviour.

CO5: To impart the basic knowledge of consumer protection rights.

Course Name:INTERNATIONAL MARKETING

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To recognize the Concept and scope of International marketing

CO2: To give basic knowledge of Dynamic Environment of International marketing, International STP

CO3: To identify with the International Product, pricing, place and promotional strategies

CO4: To recognize International Market channels & Documentation required in international marketing

CO5: To give the basic knowledge on the international institutional infrastructure and documentation.

Course Name:FINANCIAL SERVICES

Course Outcomes: on successful completion of the course, students will be able

CO1: To recognize the operations of financial service in India

CO2: To give the Concepts of Leasing and Hire Purchasing

CO3: To give the Knowledge in Factoring and Forfaiting

CO4: To identify with the role of Venture Capital Financing in India

CO5: To Apply the skills used for credit rating of Organization

Course Name:INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To recognize the Concept of Foreign Exchange Markets.

CO2: To Apply the Concept of International Parity Relations.

CO3: To analyze the Risk and Management of Risk in international Financial Management.

CO4: To apply the derivatives for Risk Management with special Reference to Currency.

CO5: To give the Concept of International Tax Management.



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Course Name: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:

- CO1:** To recognize the Process of investment management and Analyze Risk and Return.
- CO2:** To analyze the Valuing equity and debt instruments.
- CO3:** To apply skills in measuring the portfolio performances.
- CO4:** To give the Concept of CAPM
- CO5:** To analyze the performance of Portfolio and Mutual Funds

Course Name: LEADERSHIP DEVELOPMENT

- CO1:** To understand and gain Conceptual knowledge of Leadership.
- CO2:** To demonstrate an understanding of the current leadership theories and how they apply to the modern organizations.
- CO3:** To Analyze the impact of effective leadership perspectives on organisational performance
- CO4:** To Reengineer the mindset of students which will help them to become effective leaders
- CO5:** To analyze the current issues in leadership.

Course Name: MANAGEMENT OF CHANGE

- CO1:** To recognize the basics of change Management
- CO2:** To identify the role of leadership in change management,
- CO3:** To recognize change communication and resistance to change
- CO4:** To categorize the role of HR in change management.
- CO5:** To analyze the relevance of Change with Organizational Culture.

Course Name: COMPENSATION MANAGEMENT

- CO1:** To discuss the principles and importance of compensation management
- CO2:** To relate the bases of compensation



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CO3: To appraise the present trends in calculation of incentives and other pay systems

CO4: To develop and design compensation system

CO5: To identify the contemporary compensation practices

Course Name: ENTREPRENEURIAL FINANCE

CO1: Outline the role of entrepreneurial Finance and screening venture opportunities.

CO2: Evaluate components for organizing & operating the venture.

CO3: Discuss importance of finance in venture life cycle.

CO4: Analyze mechanisms & methods to venture valuation.

CO5: Assess agencies for financing growing venture.

Course Name: ENTREPRENEURIAL MARKETING

CO1: Explain important concepts and basics of Entrepreneurial marketing.

CO2: Outline various strategies for Enterprise Growth.

CO3: Interpret growth strategies and models.

CO4: Formulate an Entrepreneurial Market Development strategy with conceptual knowledge.

CO5: Identify the tools utilized for Entrepreneurial Marketing.

Course Name: CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

CO1: Explain concepts and importance of Creativity for economic development.

CO2: Outline various models and mechanisms of creative problem solving.

CO3: Interpret creative intelligence abilities and thinking strategies.

CO4: Formulate an Appropriate innovative ideation methods and theories of outsourcing.

Identify the system approach to Micro and Macro Perspective of Innovation

PROJECT WORK

1. To enable students to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report.
2. To identify, analyze, and solve problems creatively through sustained critical investigation.



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3. To practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.