



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

BBA (FM)

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

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

PO 1. Acquire adequate knowledge **in** the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.

PO 2. Develop **managerial, behavioral, strategic thinking, commercial awareness and mentoring skills.**

PO 3. Analyze and comprehend the **applicability** of management principles in solving complex **business problems**

PO 4. Identify, describe, propose, synthesize and present business reports through SPSS, Tally and MS-Office as per the industrial needs

PO 5. Demonstrate English proficiency for Business Communication for effective and Professional business management.

PO 6. Obtain the ability to lead a **team and develop group behaviour** in achievement of individual, group and organizational goals.

PO 7. Develop appropriate **entrepreneurial skills** so as to become competent business entrepreneurs.

PO 8. **Recognize and solve business problems** in an **ethical manner** for continuous development of business venture.

PO 9. Develop **lifelong learning skills with interdisciplinary approach** towards **sustainable development.**



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

PROGRAM EDUCATIONAL OBJECTIVES OF BBA (FINANCIAL MARKETS)

PEO1: Graduates can pursue PG and Research (**Higher studies**) **Specialized In Finance**

PEO2: Graduates can join professional career in field of finance, FMCG, retail, banking, pharma, financial institutions, stock exchanges and mortgage organizations and allied industries (**Employability**).

PEO 3: Graduates should be able to start their own business venture or exhibit entrepreneurial skills for their employer organization (**Entrepreneurship**).

PEO 4: Graduates will develop positive attitude and life skills which will enable them to become a multi facet personality with a sense of Environmental consciousness and responsible Citizen with moral and ethical values (**Ethical and committed citizen**).

PROGRAM SPECIFIC OUTCOMES (PSO's) OF BBA (FINANCIAL MARKETS)

At the end of the Programme

PSO1: Students will **acquire and demonstrate analytical and problem solving skills** with in various disciplines of management, business, accounting, economics, finance, marketing, English and Languages.

PSO 2: Students will **attain proficiency in analyzing the opportunities and challenges** of global and dynamic business environment.

PSO 3: Communicate in a business context in a clear, concise, coherent and professional manner.

PSO 4: Ability to **design, develop and apply** business models and strategies to address business problems with special reference to finance and the needs and interest of various stakeholders.



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

COURSE STRUCTURE
BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

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.05.301.12T	DSC 1	Principles of Organization Theory & Behavior	4	1		5	40	60	100	3
BC.05.101.113T	DSC 2	Fundamentals of Accounting (T+P)	4		2	5	40	60	100	3
BC.05.101.114T	DSC 3	Fundamentals of Business Economics	4	1		5	40	60	100	3
BS.05.201.15T	DSC 4	Elements of Information Technology (T+P)	4		2	5	40	60	100	3
BM.05.301.16T	DSC 5	Introduction to Financial Markets	4	1		5	40	60	100	3
		Total	25	4	6	32			700	
			35 hrs			32 credits				



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

BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

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.05.301.21T	DSC 6	Principles of Marketing	4	1		5	40	60	100	3
BC.05.101.214 T	DSC 7	Advanced Financial Accounting	4	1		5	40	60	100	3
BM.05.301.23T	DSC 8	Corporate Governance & Business Ethics	4	1		5	40	60	100	3
BM.05.301.29T	DSC 9	Introduction to Mutual Funds	4	1		5	40	60	100	3
		Total	21	5	2	27			600	
			28 hrs			27 credits				

TOTAL CREDITS AT THE END OF FIRST YEAR: 32+27 = 59CREDITS

TOTAL MARKS AT THE END OF FIRST YEAR: 1300MARKS



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

BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

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.06.301.11 3T	SEC 1	Personality Development and Managerial Skills	1		2	2	20	30	50	2
BM.06.301.12 T	DSC 10	Principles of Human Resource Management	4	1		5	40	60	100	3
BC.06.101.114 T	DSC 11	Management Accounting	4	1		5	40	60	100	3
BM.06.301.13 T	DSC 12	Legal Aspect of Business	4	1		5	40	60	100	3
BM.06.301.18 T	DSC 13	Business Statistics Using SPSS (T+P)	4		2	5	40	60	100	3
BM.06.301.11 4T	DSC 14	Capital Markets operations	4	1		5	40	60	100	3
		Total	21	4	4	27			550	
			29 hrs			27 credits				



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

BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

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		
BA.06.402.27T	SEC 2	Public Speaking	1		2	2	20	30	50	2
BM.06.301.22T	DSC 15	Research Methodology	4	1		5	40	60	100	3
BM.06.301.23T	DSC 16	Fundamentals of Financial Management	4	1		5	40	60	100	3
BM.06.301.24T	DSC 17	Management Science	4	1		5	40	60	100	3
BM.06.301.25T	DSC 18	E-Business	4		2	5	40	60	100	3
BM.06.301.211T	DSC19	Derivatives Market operations	4	1		5	40	60	100	3
		Total	21	4	4	27			550	
			29 hrs			27 credits				



BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

SEMESTER-V

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
BM.07.301.11 T	SEC 3	Event Management	1		2	2	20	30	50	2
BM.07.301.12 T	GE 1	Entrepreneurial Development	1	1		2	40	60	100	3
BC.07.101.119 T	DSC 20	Cost Accounting	4	1		5	40	60	100	3
BM.07.301.113 T	DSC 21	Commodity Market Analysis	4	1		5	40	60	100	3
(STUDENTS WILL SELECT ANY TWO ELECTIVES FROM MKT/FIN/HR)										
MARKETING ELECTIVE										
BM.07.301.14 AT	DSE 1	1. Advertising & Brand Management	4	1		5	40	60	100	3
BM.07.301.14 BT		2. Distribution & Supply Chain Management								
BM.07.301.14C T		3. Marketing of Services								
BM.07.301.15 AT	DSE 2	1. Financial System & Institutions	4	1		5	40	60	100	3
BM.07.301.15 BT		2. International Finance								
BM.07.301.15C T		3. Investment Management								



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

BM.07.301.16 AT	DSE 3	1.HRD:Systems & Strategies	4	1		5	40	60	100	3
BM.07.301.16 BT		2.Training & Development								
BM.07.301.16C T		3.Management of Industrial Relations								
			22	6	2	29 Credits			650	
			30 hrs							



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

BACHELOR OF BUSINESS ADMINISTRATION (FINANCIAL MARKETS)

SEMESTER-VI

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Int	Ext		
BA.07.402.28T	SEC 4	Social Media Marketing	1		2	2	20	30	50	2
BC.07.101.222T	GE 2	Personal Taxation	1	1		2	40	60	100	3
BM.07.301.210T	DSC 22	Fundamentals of Fundamental Analysis	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								



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

BM.07.301.24CT		3.Compensation Management								
			L	T	P		Int	Ext		
BS.07.201.29P	DSE 8	Project Report & Viva				5	40	60	100	
		Total	18	5	2	29			650	
			25 hrs			29 credits				



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

SUMMARY TABLE OF CREDITS

	DSC	AECC	CC	SEC	GE	DSE	TOTAL
SEM I	5	1	1	-	-	-	-
SEM II	4	1	1	-	-	-	-
SEM III	5	-	-	1	-	-	-
SEM IV	5	-	-	1	-	-	-
SEM V	2	-	-	1	1	3	-
SEM VI	1	-	-	1	1	4	-
TOTAL	22	2	2	4	2	7	-
CREDITS	22*5=110	2*2=4	2*5=10	4*2=8	2*2=4	7*5=35	171 credits
%	63	3	6	5	2	21	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



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

BBA(FM) I yr I SEMESTER

Course Name: HUMAN VALUES AND GENDER SENSITISATION

Course Outcomes:

- CO1 Identify the basic needs and guidelines of value education and discuss the concepts of Self-exploration, Happiness and Prosperity that will help them shape their character and personality to lead a happy and successful life
- CO2 Develop sensibility with regard to the issues of gender in contemporary India.
- CO3 Analyze critically the issues related to gender violence.

Course Name: PRINCIPLES OF ORGANISATION THEORY & BEHAVIOUR

- CO1 To recognize and relate the knowledge of forms of Business organization and Management theories to the present organization.
- CO2 To recognize the importance of planning and organizing and apply it is practice in organizations.
- CO3 To apply the principles of staffing, directing and control and motivational and leadership theories in the effective running of the organisation.
- CO4 To recognize the importance of concept of Organisation Behavior in organizations.
- CO5 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.

Course Name: FUNDAMENTALS OF ACCOUNTING (T+P)

Course Outcomes:

- CO1 To discuss the basic concepts in Accounting
- CO2 To dramatize the recording of transactions
- CO3 To prepare the subsidiary books
- CO4 To sketch the Bank reconciliation statement
- CO5 To construct the Trial Balance & Final Accounts



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Course Name: FUNDAMENTALS OF BUSINESS ECONOMICS

Course Outcomes:

- CO1 To understand and recognize the basic concepts of Economics and its importance.
- CO2 To analyse the importance of study of Consumer Behaviour towards Utility analysis.
- CO3 To apply various methods (Supply, Demand, Price.etc) to behavior and social Phenomena.
- CO4 To Develop in-depth competencies towards Production and various costs involved.
- CO5 The Different types of markets & how prices are determined under those markets.

Course Name: ELEMENTS OF INFORMATION TECHNOLOGY

Course Outcomes:

- 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.

Course Name: INTRODUCTION TO FINANCIAL MARKETS

Course Outcomes:

On successful completion of this course, the students should have understood

- CO1 To Understand the basics of Financial Markets
- CO2 To analyse the Primary Market and procedure of Primary Market
- CO3 To analyse the Secondary Market and procedure of Primary Market
- CO4 To summarize Derivative markets in India
- CO5 To outline the Financial Statements of the organisations



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

BBA (FM) I yr SEMESTER-II

Course Name: ENVIRONMENTAL STUDIES

- 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: PRINCIPLES OF MARKETING

Course Outcomes:

- CO1 To explain the marketing, concepts, role in economy, combination of 4 P's
- CO2 To analyse the Marketing environments & its impact on business
- CO3 To evaluate Market Segmentation, Targeting & Positioning.
- CO4 To summarize the New product development, Product's life cycle and the role of Branding, Packaging.
- CO5 To outline the role of Marketing Channels & Promotional Mix.



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

Course Name: ADVANCED FINANCIAL ACCOUNTING

Course Outcomes:

- CO1 To discuss the concept of Depreciation Accounting and its methods.
- CO2 To examine the Accounting for Consignment
- CO3 To outline the Accounting for Single Entry
- CO4 To Paraphrase the Partnership Accounts for admission of Partners
- CO5 To illustrate the treatment of Partnership Account for Retirement of Partners and Dissolution of Firm

Course Name: CORPORATE GOVERNANCE AND BUSINESS ETHICS

Course Outcomes:

- CO1 To recognize corporate governance and its code in UK.
- CO2 To analyse and build good corporate governance.
- CO3 To acquaint the with the basics of ethics, Morals, Values and Beliefs
- CO4 To analyze and understand different theories of ethics and importance of Business Ethics.
- CO5 To recognize Importance of Business Ethics in Different Functional Areas

Course Name: INTRODUCTION TO MUTUAL FUNDS

Course Outcomes:

- CO1 To explain concepts of Mutual Funds
- CO2 To analyze Mutual Fund Products and Features
- CO3 To evaluate Gold ETF's .
- CO4 To summarize the Liquid Funds
- CO5 To outline the role of Mutual Funds and Regulation.



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

BBA (FM) II year III SEMESTER

Course Name: PERSONALITY DEVELOPMENT & MANAGERIAL SKILLS

- CO1 To analyse the conceptual framework of Personality Development.
- CO2 To understand the intricacies of developing an ideal personality.

Course Name: PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Course Outcomes:

- CO1 To classify the concepts, problems and techniques applicable to the human resource functions in organizations.
- CO2 To analyze the complexities involved in getting qualitative workforce into the organization.
- CO3 To experiment the training and development methods to upgrade the skills of employees.
- CO4 To apply the techniques of evaluating and compensating personnel in organizations.
- CO5 To administer innovative HRM Strategies for new millennium.

Course Name: COST & MANAGEMENT ACCOUNTING

- CO1 To Equip with Fundamental of Cost Accounting
- CO2 To apply Application of Standard Costing and Variance Analysis for analyzing the financial Position of business.
- CO3 To Illustrate Marginal Costing for analyzing the financial Position of Business
- CO4 To analyze the Financial statement analysis using Comparative statement and Common size statement analysis.
- CO5 To apply Application of Financial ratios for analyzing the financial statements.



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

Course Name: LEGAL ASPECTS OF BUSINESS

Course Outcomes:

- 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 STATISTICS Using SPSS

- 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.

Course Name: CAPITAL MARKETS OPERATIONS

Course Outcomes:

- CO1 To Understand the basics of Indian Securities Markets
- CO2 To summarize and outline different roles and relations of Trading members
- CO3 To analyze the Trading System and its Management
- CO4 To acquire knowledge on clearing and settlement process
- CO5 To recognize fundamental valuation concepts



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

BBA (FM) II yr SEMESTER IV

MS EXCEL FOR BUSINESS

CO1 To familiarize oneself with Excel's Basic features and gain skills on data visualization using MS Excel.

CO2 To perform Financial Modeling using MS Excel.

Course Name: RESEARCH METHODOLOGY

CO1 To acquaint the students with basics of Research and Types of Research.

CO2 To provide clear distinction between Probability and Non – Probability Sampling Techniques.

CO3 To familiarize students with Methods of Data Collection.

CO4 To orient students about Hypothesis and its Tests.

CO5 To train the students with Report – Writing and its Importance along with research ethics.

Course Name: FUNDAMENTALS OF FINANCIAL MANAGEMENT

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: MANAGEMENT SCIENCE

Course Outcomes:

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 analyse and implement problem solving approach using linear programming.

CO5 To analyse and implement problem solving approach using Transportation Problems.



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

Course Name:E-BUSINESS

Course Outcomes:

- 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:DERIVATIVES MARKET OPERATIONS

Course Outcomes:

- CO1 To Understand the basics of Derivative Markets and the Stock Indices Movements
- CO2 To differentiate between Futures and Forwards Contracts and evaluate the underlying asset
- CO3 To analyze the Options Contracts and models of Option Pricing
- CO4 To outline the clearance and settlement procedures of Derivative Market
- CO5 To gain Knowledge and recognize laws in concern with Derivatives and its Accounting

BBA (FM) III Year SEMESTER V

Course Name: EVENT MANAGEMENT

COURSE OUTCOMES:

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



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

Course Name: ENTREPRENEURIAL DEVELOPMENT

Course Outcomes:

- CO1 To analyze the business environment opportunity recognition and the business idea generation.
- CO2 To describe how to acquire necessary resources and organizational matters of new venture creation process.
- CO3 To develop the ability to discern distinct entrepreneurial traits.
- CO4 To recognize the parameters to assess opportunities and constraints for new business ideas.
- CO5 To predict the opportunities provided by the institutions and financial organizations to start up an entrepreneurship.

Course Name: COMMODITY MARKET ANALYSIS

Course Outcomes:

- CO1 To equip themselves with the basics of Commodity Derivatives at Global and Indian Level
- CO2 To understand the Types of Instruments in Commodity Derivative Market
- CO3 To analyze the Commodity Derivative Exchange platform and its structure
- CO4 To identify different strategies of Hedging, Speculation and Arbitrage
- CO5 To recognize different rules, laws and its implication in regard to Commodity Market Operations



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

Course Name: ADVERTISING & BRAND MANAGEMENT

Course Outcomes:

- 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.

Course Name: DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Course Outcomes:

- 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:

- 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.

Course Name: FINANCIAL SYSTEM AND INSTITUTIONS

Course Outcomes:

- 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.



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

Course Name: INTERNATIONAL FINANCE

Course Outcomes:

- 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:

- 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.

Course Name: HRD: SYSTEMS & STRATEGIES

Course outcomes:

- 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.



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Course Name: TRAINING & DEVELOPMENT

Course Outcomes:

- 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 analyses the trends in employee and organization development programs.
- CO5 To analyses the impact of Training & Development towards Organizational Development.

Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS

Course Outcomes:

- 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.

BBA (FM) III Year SEMESTER VI

Course Name: INTRODUCTION TO DIGITAL MARKETING

Course outcomes:

- CO1 Digital Marketing Concepts
- CO2 Online advertising, Email Marketing, Social Media Marketing
- CO3 Search Engine Optimization



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

Course Name: FUNDAMENTALS OF GST

COURSE OUTCOMES:

CO1 To infer the differences between the types of GST.

CO2 To identify the GST taxable event.

CO3 To determine Input Tax Credit (ITC) and Reverse charge mechanism of GST.

CO4 To identify GST suvidha providers services and examine self – assessment procedures.

CO5 To examine Import and Export procedures under Customs Act.

Course Name: ELEMENTS OF FUNDAMENTAL ANALYSIS

Course Outcomes:

CO1 To Understand the basics of Fundamental Analysis and its steps

CO2 To apply the concepts of Interest Rates and Discount Factors

CO3 To realize the Importance of Financial Statements and reports along with Forensic Accounting and its analysis

CO4 To apply different Valuation Methodologies

CO5 To understand the special treatments of Valuations in special cases of valuations

Course Name: CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

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.



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

Course Name: CONSUMER BEHAVIOUR

Course objective:

Course Outcomes:

- 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.
- 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:

- 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



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

Course Objective:

Course Outcomes:

- 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 Forfeiting.
- 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:

- 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

Course Name: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Course Outcomes:

- 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

Course Outcomes:

- 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 organizational 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

Course Outcome:



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

- 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

.Course Outcomes:

- CO1 To discuss the principles and importance of compensation management.
- CO2 To relate the bases of compensation.
- 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: PROJECT WORK

Project Outcomes:

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