ST. JOSEPH'S DEGREE & PG COLLEGE
Autonomous - Affiliated to Osmania University
Re - accredited by NAAC with 'A' Grade with a CGPA of 3.49 King Koti Road, Hyderabad.

PROGRAM OUTCOMES AND COURSE OUTCOMES

Bachelor of Business Administration (Business Analytics)

Program Code: 410

PROGRAM OUTCOMES (POS) AT THE END OF THE BBA, BBA (IT) & BBA (BA) 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.

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 throughSPSS, Tally and MS-Office as per the industrial needs

PO5. 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.

PO7. Develop appropriate **entrepreneurial skills** so as to become competent business entrepreneurs.

PO8. R**ecognize and solve business problems** in an **ethical manner** for continuous

development of business venture.

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

Program Specific Outcomes (PSOs) for BBA BA

PSO1: Students will acquire and demonstrate analytical and problem solving skills within various disciplines of Management, Business, Accounting, Human Resource , finance, marketing and Operations with the help of Business Analytics Tools.

PSO 2: Students will attain proficiency in analyzing the opportunities and challenges of global and dynamic business environment with special reference to Business Analysis.

PSO3: Communicate in a business context in a clear, concise, coherent and professional manner.

PSO4: Ability to design, develop and apply Big data and Business Analytic models and strategies to address business problems of various stakeholders.

Program Educational Outcomes (PEOs) For BBA BA

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

PEO2: Graduates can join professional career in field of Data Scientist,FMCG, retail, banking, pharma, financial 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)**

DEPARTMENT OF BUSINESS MANAGEMENT ST.JOSEPHS DEGREE & PG COLLEGE BACHELOR OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS) ACADEMIC YEAR 2018-19

COURSE STRUCTURE

FIRST SEMESTER

COURSE CODE	TYPE OF THE COURSE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P		Internal	External		
GS.05.701.11T	AECC 1	Human Values and Gender Sensitisation	1	1		2	40	60	100	2
EN.05.501.12T	CC1	Functional English-I	4		2	5	40	60	100	3
BM.05.301.12T	DSC 1	Principles of Organisation Theory and Behaviour	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.05.201.16T	DSC 4	Information Technology (T+P)	4		2	5	40	60	100	3
BS.05.201.17T	DSC 5	Business Analytics using IBM Cognos Insight (T+P)	4		2	5	40	60	100	3
		Total	25	3	8	32			700	
			36 hrs			32 credits				

SECOND SEMESTER

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	AECC2	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.05.301.24T	DSC 8	Business Mathematics	4	1		5	40	60	100	3
BS.05.201.26T	DSC 9	RDBMS with DB2(T+P)	4		2	5	40	60	100	3
		Total	21	4	4	27			600	
			29 hrs			27 credits				

TOTAL CREDITS AT THE END OF FIRST YEAR: 32+27=59
TOTAL MARKS AT THE END OF FIRST YEAR: 700+600=1300

THIRD SEMESTER

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.06.201.18T	SEC1	R Programming	1		2	2	20	30	50	2
BM.06.301.12T	DSC 10	Principles of Human Resource Management	4	1		5	40	60	100	3
BC.06.101.114T	DSC 11	Management Accounting	4	1		5	40	60	100	3
BM.06.301.15T	DSC 12	Business Statistics with Predictive Analytics I(T+P)	4		2	5	40	60	100	3
BM.06.301.16T	DSC 13	Descriptive Analytics using Cognitive BI	4		2	5	4 0	60	100	3
BS.06.201.17T	DSC 14	Foundation in Hadoop & Big Data using IBM Infosphere Big Insights (T+P)	4		2	5	40	60	100	3
		Total	2 1	2	8	27			550	
			31 hrs			27 credits				

FOURTH SEMESTER

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.06.402.17T	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.06.301.26T	DSC 18	Quantitative Techniques for Management with Predictive Analytics II (T+P)	4		2	5	40	60	100	3
BS.06.201.26T	DSC 19	Data Visualisation (T+P)	4		2	5	40	60	100	3
BS.06.201.27T	DSC 20	Big Data Analytics for Business Analysts (T+P)	4		2	5	40	60	100	3
		Total	25	3	8	32			650	
			36 hrs			32 Credits				

TOTAL CREDITS AT THE END OF SECOND YEAR=59+59=118 CREDITS
TOTAL MARKS AT THE END OF SECOND YEAR: 1300+ 1200=2500

FIFTH SEMESTER

TYPE OF THE COURSE	COURSE CODE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
BM.07.301.11T	SEC 3	Event Management	1		2	2	20	30	50	2
BM.07.301.12T	GE 1	Entrepreneurial Development	1	1		2	40	60	100	3
BC.07.101.119T	DSC 21	Cost Accounting	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 Systems & 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								
COMPULSORY ELECTIVE										
ANALYTICS ELECTIVE										
BM.07.301.17AT	DSE 4	1.Marketing Analytics I (T+P)	4		2	5	40	60	100	3
BM.07.301.17BT		2.HR Analytics I (T+P)								
BM.07.301.17CT		3.Financial Analytics I (T+P)								
		Total	18	4	4	24			650	
			26 hrs			24 credits				

SIXTH SEMESTER

TYPE OF THE COURSE	COURSE CODE	COURSE NAME	HOURS PER WEEK			CREDITS	MARKS		TOTAL MARKS	DURATION OF END EXAM
			L	T	P					
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.07.301.21T	DSC 22	International Business	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								
COMPULSORY ELECTIVE										
ANALYTICS ELECTIVE										
BM.07.301.26AT	DSE 8	Marketing Analytics II (T+P)	4		2	5	40	60	100	3
BM.07.301.26BT		HR Analytics II (T+P)								
BM.07.301.26CT		Financial Analytics II (T+P)								
BM.07.301.27P	DSE 9	Project Report & Viva				5	40	60	100	
		Total	18	4	4	29			650	
			26 hrs			29 credits				

TOTAL CREDITS AT THE END OF THIRD YEAR=59+59+53= 171
TOTAL MARKS AT THE END OF THIRD YEAR: 2500+1300= 3800

COURSE OUTCOMES

BBA (BA) I YEAR – SEMESTER I

COURSE NAME: Human Values and Gender Sensitization

CO1	To help the students to discriminate between valuable and superficial in the life.
CO2	To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief.
CO3	To help students live in harmony with self, family, society, nature and existence.
CO4	To sensitize the students towards gender discrimination/ violence and create awareness for gender equality

COURSE NAME: Principles of Organization Theory & Behavior

CO1	Understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management;
CO2	Recognize, differentiate and assess for an individual, the concepts of values, attitudes, personality and emotions;
CO3	Discover and comprehend the various theories of motivation;
CO4	Understand the foundations of group behavior and the mechanisms of teamwork

COURSE NAME: Fundamentals of Accounting (T+P)

CO1	To understand the mechanics of Systematic recording of books of accounts.
CO2	To Understand the concept of Recording the Transactions of Accounting
CO3	To gain the basic skills in developing subsidiary books and BRS
CO4	To gain the basic skills in developing the financial Statements
CO5	To apply the application of Accounting using Tally.

COURSE NAME: Fundamentals of Business Economicse

CO1	To apply method of economic analysis (Supply, Demand, Price.etc) to behaviour and social Phenomena.
CO2	To develop in-depth competency in the Microeconomic & Macroeconomic Theory.
CO3	To Understand the Different types of markets & how prices are determined under those markets.
CO4	To Understand the concepts of Demand and supply Laws
CO5	To Analysis the price structure in different market conditions

COURSE NAME: Information Technology (T+P)

CO1	Understand the evolution of computers
CO2	Understand computer-related aspects such as hardware , software and operating systems
CO3	Understand the origin and advancement of internet
CO4	Understand the concept of storage devices and tools such as MS-Office
CO5	Publish documents to the Web and use MS-Excel as spreadsheet software.

COURSE NAME: Business Analytics using IBM Cognos Insight (T+P)

CO1	Understand the concept and terminologies of Business Analytics
CO2	Identify the benefits of using personal Analytics (using IBM Cognos Insight) in creating various Business Reports & Dash Boards.
CO3	Understanding the basics of What-If Analysis

BBA (BA) I YEAR – SEMESTER II

COURSE NAME: Environmental Studies

CO1	To provide a conceptual framework for understanding and analyzing environmental problems;
CO2	To provide an introduction to the scientific basis of key environmental problems
CO3	To place efforts to find solutions to environmental problems and
CO4	To integrate environmental knowledge across the natural and social sciences, as well as the arts and humanities.

COURSE NAME: Principles of Marketing

CO1	To understand the marketing, concepts, role in economy, combination of 4 P's
CO2	To analyze the Marketing environments & its impact on business
CO3	To understand the different Stages of Developing new product
CO4	To impart the basic skills of managing business by understanding the Importance of Segmentation, Targeting and Positioning, Branding
CO5	To understand the Role of Distribution channels in marketing

COURSE NAME: Advanced Financial Accounting

CO1	To understand the accounting treatment for Deprecation accounting.
CO2	To Apply the Concept of Accounting methods for Consignment.
CO3	To Analyse the Financial Statements for Single entry Accounting
CO4	To Understand the treatment of Partnership account for Admission of Partners
CO5	To Understand the treatment of Partnership account for Retirement of partners

COURSE NAME: Business Mathematics

CO1	Students can develop the skills to understand basic functions of Mathematics and their use in Business and Finance.
CO2	Learn how to solve business problems.

COURSE NAME: RDBMS with DB2(T+P)

CO1	Understand concept of RDBMS & Query Languages
CO2	Concepts of Data Modeling & Design of Relational Database

BBA (BA) II YEAR – SEMESTER III

COURSE NAME: R Programming

CO1	Learn basic concepts of R programming and how to load data
CO2	To Prepare Graphs & Perform Data Analysis.

COURSE NAME: Principles of Human Resource Management

CO1	To understand the concepts, problems and techniques applicable to the human resource functions in organizations.
CO2	To analyze and Understand the complexities involved in getting qualitative workforce into the organisation
CO3	To develop an understanding of the requirements of national and global workforce
CO4	To apply the techniques of HRM in managing personnel in organizations

COURSE NAME: Management Accounting

CO1	To Understand the Concept of Management Accounting
CO2	To Analysis, the Financial Statement using Comparative and Common size Statement.
CO3	To Apply the Ratios for better understanding of the financial Statements
CO4	To understand the uses of Application Funds Flow Statements in Business
CO5	To understand the uses and Application of Cash Flow Statements Business

COURSE NAME: Business Statistics with Predictive Analytics I(T+P)

CO1	Read data contained in databases, obtain information about the variables and customize aspects of the PASW Statistics environment
CO2	Learn to modify data values, understand cases and charts and data management features
CO3	Learn to work with pivot tables and charts and understand output management system.

COURSE NAME: Descriptive Analytics using Cognitive BI

CO1	Have data insight and knowledge of IBM Cognos Analytics
CO2	Create reports and dashboards using IBM Cognos Analytics
CO3	Create metadata models and reports
CO4	**Learn** report building techniques

COURSE NAME: Foundation in Hadoop & Big Data using IBM Infosphere Big Insights (T+P)

CO1	Describe functions and features of Info Sphere Big Insights
CO2	List the capabilities of Hadoop and HDFS
CO3	Administer HDFS
CO4	Describe the use of MapReduce
CO5	Manage job execution
CO6	Explain the Oozie workflows
CO7	Describe some scenarios for loading data into HDFS

BBA (BA) II YEAR – SEMESTER IV

COURSE NAME: Public Speaking

CO1	Understand communication concepts that serve as a basis for effective speaking , and apply this conceptual knowledge in practice to give effective speeches
CO2	Be a more analytical listener, and develop the ability to analyze and evaluate presentations made by others
CO3	Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion.
CO4	Use presentation aids to enhance speeches;
CO5	Develop and demonstrate verbal, nonverbal, and research competencies through researching, preparing, and delivering the speeches in a logical and thorough fashion;
CO6	Analyze audience and design speeches to reflect your analysis;
CO7	Learn how to ask good questions and provide meaningful answers to question.
CO8	Gain confidence to speak publicly in a variety of situations.

COURSE NAME: Research Methodology

CO1	To learn how to collect, analyse, present and interpret research data.
CO2	To understand some basic concepts of research and its methodologies
CO3	To identify and define appropriate research problem and parameters
CO4	To develop understanding of the basic framework of research process.
CO5	To develop an understanding of various research designs and techniques.

COURSE NAME: Fundamentals of Financial Management

CO1	To Develop analytical skills in the application of theory and tools essential to financial planning.
CO2	To Understand their roles in accurate record keeping collect information regarding the client's assets and liabilities.
CO3	How to Analyze a stream of cash flows & Prepare statements of the client's net worth, cash flow and budget.
CO4	To understand the important concepts used in Cost of Capital and Financial Decisions.
CO5	To Understand the Application of Dividend decisions in Financial Management

COURSE NAME: Management Science

CO1	To identify the location to set up a plant and layout with required process technologies.
CO2	To apply Quality control tools and techniques.
CO3	To analyse, take decision, and implement problem-solving approach using linear programming.
CO4	To apply tools and techniques to aid decision-making and planning.
CO5	To define the roles and responsibilities of operations managers and the challenges they face.

COURSE NAME: Quantitative Techniques for Management with Predictive Analytics II (T+P)

CO1	Understand data distribution for categorical variables and scale variable
CO2	Make Interferences about population from sample
CO3	Understand Relationships between categorical Variables
CO4	Carry out parametric tests and non- parametric test
CO5	Understand bivariate plots and regression analysis

COURSE NAME: Data Visualization (T+P)

CO1	Have knowledge on accessibility features and sample data assets on IBM Watson Analytics
CO2	Extract multiple snippets of conversation from a single social post for a true picture of social sentiment.
CO3	Compare social media analytics results with other data sources for new insights derived from different views of information.
CO4	Learn inferential statistics and regression using R programming

COURSE NAME: Big Data Analytics for Business Analysts (T+P)

CO1	Create Big Sheet workbooks and Describe how Big Sheets can help with the business and technical challenges of big data
CO2	visualize and analyze data stored HDFS using a spreadsheet type interface without any programming
CO3	Integrate workbooks with Big SQL tables

BBA (BA) III YEAR – SEMESTER V

COURSE NAME: Event Management

CO1	To define 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, organise and run a business event.
CO3	To understand the importance of strategic planning for an event and evaluating the impacts on the wider community.
CO4	To design events planning and execution of planning.
CO5	To analyse the various measures which an event organizer should follow to stop problems in an event

COURSE NAME: Entrepreneurial Development

CO1	To analyses the business environment opportunity recognition and the business idea generation.
CO2	To know 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 identify the parameters to assess opportunities and constraints for new business ideas.
CO5	To identify the opportunities provided by the institutions and financial organizations to start up an entrepreneurship.

COURSE NAME: Cost Accounting

CO1	Understand the Concept Cost Accounting
CO2	To Understand the Elements of Cost Accounting
CO3	To Understand the different costing methods used in business
CO4	To Understand the Concept of Standard Coasting and analyze the variances
CO5	To apply Marginal Costing concepts for Business Decisions

MARKETING ELECTIVES

COURSE NAME: 1. Advertising & Brand Management

CO1	To understand the Concept of Advertising, History, functions of advertising
CO2	To analyse the different Types of Advertising, Department, designing advertising copy and strategy used by the marketers
CO3	To understand the Concept of Branding, strategies, brand positioning.
CO4	To understand the Integration of advertising and Branding in marketing
CO5	To make the students understand theDesigning and implementing brand strategies

COURSE NAME: 2. Distribution & Supply Chain Management

CO1	To understand the Distribution functions as integral part of marketing functions in a business firm.
CO2	To analyses the basic elements of supply chain management.
CO3	To Develop ability to analyze and solve supply chain related problems.
CO4	To understand and Learn how to use IT tools in supply chain management.
CO5	To give the basic knowledge on the recent trends in the supply chain management

COURSE NAME: 3. Marketing of Services

CO1	To analyze and develop students' understanding of those aspects of marketing of particular relevance to service producing organizations.
CO2	To understand the present strategies and approaches for addressing these challenges, and
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 impart 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

FINANCE ELECTIVES

COURSE NAME: 1.Financial system and institutions

CO1	To Understand 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 Understand the Banking System in India
CO4	To Apply key financial concepts to value financial securities and products
CO5	To Understand the concept of Indian Money Markets and Capital Markets

COURSE NAME: 2. International Finance

CO1	To Understand the Concept of International Financial Management
CO2	To Understand the Concept of International Financial Markets
CO3	To Understand the Concept of International Financial Institutions
CO4	To Understand the concept of International Financial Instruments and FDI
CO5	To analysis multinational corporate decisions in Global Markets

COURSE NAME: 3.Investment Management

CO1	To Understand Investment and elements of investment decisions like factors influencing , risks involved etc.
CO2	To Understand 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 Understand Regulatory frame work of capital markets in India

HR ELECTIVES

COURSE NAME: 1.HRD: Systems & Strategies

CO1	To explore the emergence of concept of HRD
CO2	To evaluate the possible structures and functions for identifying training in organizations
CO3	To understand applicable methods of training evaluation, ROI of training, and apply them to the workplace
CO4	To understand to design and evaluate the HRD Programs
CO5	To explore the emergence of concept of HRD

COURSE NAME: 2.Training & Development

CO1	To Understand the concepts of training and development
CO2	To study how to design and Implement the training program
CO3	To gain insights into evaluate a training program
CO4	To Analyse the trends in employee and organisation development programs
CO5	

COURSE NAME: 3.Management of Industrial Relations

CO1	To Understand the legal framework of Industrial relations
CO2	To Analyse and understand the Provisions included in various labour laws
CO3	To understand the impact of laws and Acts on industry &labour

ANALYTICS ELECTIVES

COURSE OUTCOMES: 1.Marketing Analytics I (T+P)

CO1	Differentiate business analysis and business analytics
CO2	Learn different types of marketing analytics to acquire and retain customer
CO3	Learn marketing analytics and cope with challenges of analytics
CO4	Understand how cognitive marketing systems search massive data sets from a wide variety of sources
CO5	Analyse various cases using Watson analytics

COURSE OUTCOMES: 2.HR Analytics I (T+P)

CO1	How and when social data is used to make soft-skill decisions about hiring and talent development
CO2	How to forecast work/ talent demand with organizational data and social data
CO3	Different analytics methods which can be applied in HR /people function within the organization through various tools and methodologies
CO4	HR analytics tools that can empower organizations to align HR metrics with strategic business

COURSE OUTCOMES: 3.Financial Analytics I (T+P)

CO1	To Describe the Overview of Financial Analytics
CO2	To Apply the Applications of Financial Analytics
CO3	To Discover the use of Business Analysis Using Financial Statements
CO4	To demonstrate the cognitive in fiancé
CO5	To Outline the Watson Analytics: Use Cases and Case Studies in Risk Mitigation

BBA (BA) III YEAR – SEMESTER VI

COURSE NAME: Social Media Marketing

CO1	To understand the Social Media Marketing Strategy
CO2	To update and impart basic knowledge on Using Face book as a Marketing Tool, Creating and Sharing Content on Face book
CO3	To Design the hanging with Google+ Community, Pinning Down Pinterest
CO4	To give the students a practical understanding of how to drive sales with pint rest
CO5	To understand the Socializing in Circles, and Building through Pluses

COURSE NAME: Personal Taxation

CO1	To Understand the Basic Concepts of Income Tax
CO2	To Develop the knowledge in Income from Salaries
CO3	To Analyze the Income from Salaries and Business Professions
CO4	To Understand the Concept of Capital Gains and Income from Other sources
CO5	To analyze the Tax Liabilities of the Individual

COURSE NAME: International Business

CO1	To examine the elements of societal cultural , especially ethics and social responsibility.
CO2	To analyze the stages of internationalization.
CO3	To develop an understanding of global perspectives.
CO4	To identify the critical aspects of the external environment that must be modified when expanding from a domestic to an international market.
CO5	To apply models for analyzing competitive positioning in order to develop international market opportunities.

MARKETING ELECTIVES

COURSE NAME: 1. Customer Relationship Management

CO1	To understand 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: 2. Consumer Behavior

CO1	To make the Students understand the factors affecting consumer behavior
CO2	To design the business models which explains the Students the process which helps the customers buy product and services.
CO3	To analyze the consumer decision process
CO4	To understand the consumer segmentation and its examples
CO5	To impart the basic knowledge of consumer protection rights

COURSE NAME: 3.International Marketing

CO1	To understand the Concept and scope of International marketing
CO2	To impart the basic knowledge of Dynamic Environment of International marketing, International STP
CO3	To understand the International Product, pricing, place and promotional strategies
CO4	To design International Market channels & Documentation required in international marketing
CO5	To impart the basic knowledge on the international institutional infrastructure and documentation.

FINANCE ELECTIVES

COURSE NAME: 1. Financial Services

CO1	To comprehend and analyze the operations of financial service in India
CO2	To Understand the Concepts of Leasing and Hire Purchasing
CO3	To Develop the Knowledge in Factoring and Forfaiting
CO4	To Understand the role of Venture Capital Financing in India
CO5	To Apply the skills used for crediting rating of Organization

COURSE NAME: 2. International Financial Management

CO1	To Understand 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 Understand the Concept of International Tax Management

COURSE NAME: 3.Security Analysis & Portfolio Management

CO1	To Understand the Process of investment management and Analyze Risk and Return.
CO2	To analyze the Valuing equity and debt instruments.
CO3	To Develop skills in Measuring the portfolio performances.
CO4	To Understand the Concept of CAPM
CO5	To analyze the performance of Portfolio and Mutual Funds

HR ELECTIVES

COURSE NAME: 1.Leadership Development

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

COURSE NAME: 2. Management of Change

CO1	The need to bring change, how to design change in the organizations
CO2	Role of leadership in change management,
CO3	Change communication and resistance to change and
CO4	The role of HR in change management.

COURSE NAME: 3.Compensation Management

CO1	To understand the importance , objectives , principles , and compensation trends in India.
CO2	To understand the components of compensation , Compensation Planning & Bases of Compensation.
CO3	To Gainbasic skills in developing job descriptions, pay structures and performing job analysis
CO4	To Understand the concepts of Incentive Pay & Other pay systems and design effective Incentive Pay Programmes.
CO5	To Analyze Present trends in compensation and Design a Market Competitive Compensation system for any organisation.

ANALYTICS ELECTIVES

COURSE NAME: Marketing Analytics II (T+P)

CO1	Learn to forecast and predict the needs of the customer
CO2	Learn social and mobile analytics
CO3	Understand Life event-based marketing and Device based targeting
CO4	Learn creating, reviewing and evaluating a project using cases
CO5	Learn to forecast and predict the needs of the customer

COURSE NAME: HR Analytics II (T+P)

CO1	Understand workforce and manage talent using Watson analytics
CO2	manage performance of the individual, groups and organisation using Watson analytics
CO3	Assess human resource management activities such as forecasting requirements of resources
CO4	Analyse people data to achieve business and employee/staff objectives
CO5	Understand retention strategy, creativity & Innovation and workforce planning

COURSE NAME: Financial Analytics II (T+P)

CO1	To Demonstrate the Retail Banking using Watson Analytics
CO2	To estimate the Social Analytics with respect to Finance
CO3	To Recognize the Web Analytics with respect to Finance
CO4	To Outline the Behavioral Investing and Investment Strategy
CO5	To apply the case studies to creation of Project, Review of project and Evaluation of project