



ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University

Re-accredited by NAAC (3rd Cycle)

Basheerbagh, King Koti Road, Hyderabad-29

BBA-BA COURSE OUTCOMES

A.Y 2024-25

SEMESTER I

BASIC COMPUTER SKILLS

Course Outcomes:	Cognitive Level
CO1: Produce a business document by utilizing word processing tools & Model for business decision making using spreadsheet.	BL3
CO 2: Create presentations utilizing presentation software and usage of internet with ease.	BL4

PRINCIPLES OF MANAGEMENT & ORGANIZATION BEHAVIOUR

Course Outcomes:	Cognitive Level
CO 1: To summarize the concept of management and evolution of management theory.	BL3
CO 2: To describe the functions of management and recognize the importance of planning and organizing.	BL3
CO 3: To discuss factors of staffing, principles of directing and understand control and concept of coordination and controlling.	BL4
CO 4: To understand the importance of Organization Behavior and individual behavior in organizations.	BL4
CO 5: To analyze the group behavior and use the knowledge for the success of the organization.	BL4



FUNDAMENTALS OF BUSINESS ECONOMICS

Course Outcomes:		Cognitive Level
CO 1: To understand and recognize the basic concepts of Economics and its importance with other disciplines.		BL3
CO 2: To Determine various Measures of demand and Supply with determinants.		BL3
CO 3: To Demonstrate the various Production functions and various costs with respect to scale for estimation cost of production involved.		BL4
CO 4: To Apply various Pricing strategies for analyzing Production.		BL4
CO 5: To Differentiate between various types of markets and prices determined under those markets.		BL4

ELEMENTS OF INFORMATION TECHNOLOGY (T& P)

Course Outcomes:	Cognitive Level
CO 1: Acquire basic knowledge on the components of the computer	BL3
CO 2: Understand computer languages, software and its types	BL3
CO 3: Understand the concepts of Management Information Systems	BL4
CO 4: Acquire knowledge on E-Commerce and E-Business concepts	BL4
CO 5: Acquire knowledge on types of emerging technologies	BL4

FUNDAMENTALS OF BUSINESS ANALYTICS

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
<ul style="list-style-type: none">• CO1: Relate to need for data driven decision making, Analytical cycle and Hierarchy of information user.	BL3
<ul style="list-style-type: none">• CO2: Display an understanding of the various formulae in Excel and their application to data, use of advanced search functions like Match, Index and other financial functions.	BL3
<ul style="list-style-type: none">• CO3: Get introduced to Power Query, understand its environment and its interaction with SQL.	BL4



<ul style="list-style-type: none">• CO4: Solve common data challenges encountered in business settings, such as cleaning, aggregating data, and combining data from multiple sources.	BL4
<ul style="list-style-type: none">• CO5: Create, format, sort, filter, modify and summarize Pivot Tables and Pivot Charts.	BL4

SEMESTER II

ENVIRONMENTAL STUDIES

Course Outcomes:	Cognitive Level
CO 1: Explain the key concepts and methods from ecological and physical sciences and apply them in solving environmental problems.	BL3
CO 2: 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.	BL4

FUNDAMENTALS OF ACCOUNTING (T+P)

Course Outcomes:	Cognitive Level
CO 1: To Understand the basic concepts, principles in accounting	BL3
CO 2: To demonstrate Recording and posting of the transactions.	BL3



CO 3: To classify and Compare Various subsidiary books.	BL4
CO 4: To Illustrate the Bank reconciliation statement with favorable balance and overdraft situations	BL4
CO 5: To Prepare and Analyze the Trial Balance & Final Accounts.	BL4

PRINCIPLES OF MARKETING

Course Outcomes:	Cognitive Level
CO 1: To understand the basic concepts and principles of marketing and to develop their conceptual skills to be able to manage marketing operations of a business firm.	BL3
CO 2: To outline the macro and micro environment in molding the company marketing function.	BL3
CO 3: To discuss and make the students understand the complexities involved in various Segmentation, targeting and positioning decisions.	BL4
CO 4: To evaluate and understand the new product/service ideas consistent with evolving needs tastes and preferences, implications of different pricing strategies.	BL4
CO 5: To discuss Channel of Distribution, Marketing channels and develop the skills among students to enable them to design the promotion-mix strategies.	BL4

RDBMS WITH DB2

Course Outcomes:	Cognitive Level
CO1:To Discuss the concepts and Basics of DB2	BL3
CO2:To Explore the Data Modeling & Design of Relational Database	BL3
CO3:To Describe the Database Objects & DDL, DML, DCL commands	BL4
CO4:To illustrate Retrieving Data & Functions in Db2	BL4
CO5:To Outline the DB2 Storage: Backup & Recovery	BL4



STATISTICAL DECISION MAKING FOR BUSINESS ANALYTICS

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1: To Relate to the applications of Statistics in Business, different types of Data, Continuous Frequency Distribution, Categorical data and Statistical Software for Analysis.	BL3
CO2: Comprehend the Measures of Central Tendency, Dispersion, variance and Standard Deviation. Analyse the distribution of data by Class or Category using frequency distribution for quantitative data and qualitative values and cumulative frequency distributions.	BL3
CO3: To Understand the fundamental, definitions and laws of Probability and Bayes theorem	BL4
CO4: To Comprehend the concepts of Sampling Theory, Sampling Distribution, Sampling, Techniques, Estimating Sampling Errors and Confidence Intervals	BL4
CO5: To Apply tests for Hypothesis for Large Samples, Single Proportion, Difference Of Proportions and Hypothesis for Small Samples	BL4

SEMESTER-III

LEADERSHIP AND MANAGEMENT SKILLS

Course Outcomes: By the end of the course, Students will be able to:	Cognitive Level
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CO1: Examine various leadership models, assess their skills, strengths and abilities, create their leadership vision, demonstrate a set of practical skills such as time management, self-management, handling conflicts, team leadership, etc. and create and maintain an effective and motivated team to work for the society and develop business plans. (CREATE)	BL3
CO2: To inculcate emotional and social intelligence and integrative thinking for effective leadership and apply the design thinking approach for leadership. Also to Inculcate ethics and moral values for developing a balanced personality and apply ethical principles in professional and social contexts. (APPLY)	BL4

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Course Outcomes: On successful completion of this course, the students will be able:	Cognitive Level
CO1: To summarize the concepts of human resource Management and identify the careers in HRM.	BL3
CO2: To understand the HR planning process and selection procedure of employees in an organization	BL3
CO3: To analyze the training and development methods to upgrade the skills of employees	BL4
CO4: To apply the techniques of evaluating and examine the factors affecting wage and Salary administration	BL4
CO5: To examine innovative HRM Strategies in contemporary organization.	BL4

COST & MANAGEMENT ACCOUNTING



Course Outcomes: On successful completion of this course, the students will be able:	Cognitive Level
CO1: To understand basic concepts of Cost and Management Accounting.	BL3
CO2: To apply the Techniques of Standard Costing and Variance Analysis for analyzing the financial Position of business.	BL3
CO3: To make use of Marginal Costing techniques for analyzing the financial Position of Business.	BL4
CO4: To analyze the Financial statement using Comparative statements and Common size statements.	BL4
CO5: To discuss and solve the Financial ratios for analyzing the financial statements.	BL4

BASICS OF MARKETING

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1: To understand the basic marketing concepts and principles and to understand how these concepts help to understand business	BL3
CO2: To discuss the macro and microenvironment of business in relation to marketing	BL3
CO3: To understand issues involved in market segmentation, targeting and positioning and the decisions	BL4
CO4: To evaluate the new product or service concepts in designing and developing the pricing strategies.	BL4
CO5: To discuss the various elements of marketing mix and their application to business.	BL4



OPERATIONS MANAGEMENT

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1: To analyze the factors that are critical for selecting the location to set up a plant with required process technologies	BL3
CO2: To understand work-study and effective way of doing the work and explain the Plant Layout design and its Maintenance	BL3
CO3: To understand materials management and effectively manage the stores	BL4
CO4: To apply selective control techniques in inventory management and control	BL4
CO5: To apply the Quality control tools and techniques in assessing the quality	BL4

BUSINESS ANALYTICS WITH PYTHON (T+P)

Course Outcomes:	Cognitive Level
<ul style="list-style-type: none"> • Introduction to Python through installation, basic numerical and string expressions, listing and formatting. • Understand conditional logic, branching and iteration. • Understand dependent libraries usage, basic graphing and statistical analysis using graphs in Python. 	
CO1: To understand Python through installation, basic numerical and string expressions, listing and formatting.	BL3
CO2: To Understand conditional logic, branching and iteration.	BL3
CO3: To Understand dependent libraries usage, basic graphing and statistical analysis using graphs in Python.	BL4
<ul style="list-style-type: none"> • CO4: Interpret and work with various exception clauses in Python. 	BL4
<ul style="list-style-type: none"> • CO5: Develop and execute recursive, plotting and searching algorithms using Python. 	BL4



SEMSTER-IV

RESEARCH METHODOLOGY

Course Outcomes: On successful completion of the course, the student will be able :	Cognitive Level
CO1: To understand the basics of Research and Types of Research	BL3
CO2: To compare and contrast between Probability and Non – Probability Sampling Techniques	BL3
CO3: To understand the Methods of Data Collection	BL4
CO4: To understand the procedure of Hypothesis Testing and various Statistical Tests	BL4
CO5: To interpret & prepare Report and considering research ethics	BL4

FUNDAMENTALS OF FINANCIAL MANAGEMENT

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1: To equip with Fundamental of Financial Management and Time value of Money.	BL3
CO2: To gain Knowledge of Capital Budgeting decisions and techniques for evaluating Capital budgeting alternatives.	BL3
CO3: To acquaint with Capital Structure Theories and their Applications.	BL4
CO4: To acquire Knowledge of cost of capital, importance of cost of capital and Calculation of cost of capital.	BL4
CO5: To analyze the dividend decisions, major forms of dividends theories related to Dividend decisions.	BL4



OPERATIONS RESEARCH

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1:To acquaint students with concept of operations research and its applications	BL3
CO2:To apply linear programming problem in decision making	BL3
CO3: To recognize the use of transportation problem to make Business decision.	BL4
CO4:To understand the application of assignment and queuing theory for making business decisions.	BL4
CO5:To apply Networking concept in making decisions related to projects Management.	BL4

BUSINESS STATISTICS WITH PREDICTIVE ANALYTICS (T+P)

Course Outcomes: On successful completion of the course, the students will be able:	Cognitive Level
CO1:To understand the relationship between the variables by applying the correlation analysis	BL3
CO2:To evaluate the relationship between the variables using regression analysis	BL3
CO3:To explain the concept of sampling and apply the hypothesis testing procedure using Z test	BL4
CO4:To explain the concept of sampling and apply the hypothesis testing procedure Using T Test	BL4
CO5:To evaluate the significant differences between two or more samples using ANOVA and Chi-Square tests	BL4



BUSINESS INTELLIGENCE & DATA VISUALIZATION (T+P)

Course Outcomes:	Cognitive Level
CO1: To demonstrate knowledge of handling data, gathering data, formatting data and Tools for visualizing data.	BL3
CO2: Use Power BI interface to create compelling business dashboards.	BL3
CO3: Create Power BI dashboards including calculating fields with Data Analysis Expressions (DAX).	BL4
CO4: Understand Tableau data visualization architecture and use different components in dashboard preparation.	BL4
CO5: Create, publish and share Dashboards while using advanced visual analytics in Tableau.	BL4

SEMESTER-V

EVENT MANAGEMENT

Course Outcomes:	Cognitive Level
CO1: To acquire an understanding of the role, purpose, knowledge and competencies required to plan and conduct events.	BL2



CO 2: 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 for successful conduct of events.	BL3
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AI-ML AND ITS BUSINESS APPLICATIONS (T+P)

Course Outcomes:	Cognitive Level
CO1: Understand Artificial Intelligence, its components and influence on business.	BL3
CO2: Develop an understanding of the role of analytics in finance especially the forecasting techniques, predictive analytics and leveraging optimization techniques and apply the same.	BL4
CO3: Develop an understanding of unsupervised Machine Learning concepts.	BL4
• CO4: Understand the concept of clustering and its usage in business environments.	BL3
• CO5: Identify the applications of ensemble learning techniques and its applications as compared to traditional models	BL5

ADVERTISING & SALES PROMOTION

Course Outcomes:	Cognitive Level
CO1: To understand the concepts, objectives and functions of Advertisement	BL2
CO 2: To create advertising message using various advertising appeals and elements of advertising used by the marketers for promoting their brands in the market.	BL2
CO 3: To identify the major media planning, Decisions, choice and scheduling	BL2
CO 4: To summarize the theories, models and approaches of selling	BL4
CO 5: To understand the fundamental concepts of sales promotion	BL4



DISTRIBUTION & SUPPLY CHAIN MANAGEMENT

Course Outcomes:	Cognitive Level
CO1: To evaluate the Distribution functions as integral part of marketing functions in a business firm.	BL5
CO 2: To assess the role Marketing Channels in Supply Chain Management.	BL4
CO 3: To explain the basic elements of supply chain management.	BL2
CO 4: To analyse Demand & Supply Management for SCM	BL4
CO 5: To describe the recent trends in SCM.	BL2

MARKETING OF SERVICES

Course Outcomes:	Cognitive Level
CO 1:To understand the basic knowledge on Marketing of services	BL2
CO 2:To analyse service mix in different service industries	BL4
CO 3:To identify services decision problems in planning and managing Service Delivery	BL2
CO 4:To determine the contemporary issues in Health care services & Hospitality Services	BL2
CO 5:To outline service processes for Insurance and Banking services	BL2

FINANCIAL SYSTEM & INSTITUTIONS

Course Outcomes:	Cognitive Level
CO1:To understand the functions of Indian financial system	BL2
CO2:To make use of the functions of RBI and commercial banks	BL3
CO3:To analyze the growth and policies of financial institutions	BL4
CO4: To understand the role and functions of Indian money market	BL2
CO5:To determine role and functions of Indian Capital Markets	BL5



INTERNATIONAL FINANCE

Course Outcomes:	Cognitive Level
CO1: To understand the Concept and evolution of International Finance	BL2
CO2: To demonstrate various concepts of International Financial Markets	BL2
CO3: To understand the role and functions of International Financial Institutions	BL1
CO4: To classify various International Financial Instruments and FDI	BL4
CO5: To enumerate the multinational corporate decisions in Global Markets	BL4

INVESTMENT MANAGEMENT

Course Outcomes:	Cognitive Level
CO1: To understand the basic concepts of Investment and decision factors	BL2
CO2: To illustrate the role and functions of Indian money and capital market	BL2
CO3: To analyze and interpret the fundamental and technical analysis	BL4
CO4: To classify various types of mutual fund schemes in India	BL4
CO5: To outline Regulatory framework of Derivative markets in India	BL2

HRD: SYSTEMS & STRATEGIES

Course Outcomes:	Cognitive Level
CO 1: To identify the emergence of concept of HRD.	BL2
CO 2: To understand the HRD process.	BL2
CO3: To design the HRD programme for institutions using HRD interventions.	BL6
CO 4: To apply HRD to various institutions.	BL3



CO 5:To discuss the workforce diversity.	BL2
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TRAINING & DEVELOPMENT

Course Outcomes:	Cognitive Level
CO1:To examine the concepts of training and development.	BL3
CO2:To illustrate how to select the training method.	BL3
CO3:To understand the application of various techniques, instruments and training climate.	BL2
CO4:To demonstrate executive development techniques.	BL3
CO5:To understand organisation development and emerging developments of training.	BL2

MANAGEMENT OF INDUSTRIAL RELATIONS

Course Outcomes:	Cognitive Level
CO 1:To understand various concept related to industrial relations	BL2
CO 2:To examine industrial disputes and settlement machinery	BL2
CO 3:To summarise functions of tripartite and bipartite bodies and procedure of settlement of grievances	BL2
CO 4:To understand various wage legislations	BL4
CO 5:To discuss Trade Unionism & Industrial relations scenario	BL4

INTRODUCTION TO DIGITAL MARKETING(T+P)

Course Outcomes:	Cognitive Level
CO 1: To Understand concepts of Digital Marketing	BL2
CO 2: To Discuss the concepts of Social Media Marketing	BL2



SEMESTER VI

ESSENTIALS OF STRATEGIC MANAGEMENT

Course Outcomes: On the successful completion of the course, students will be able:	Cognitive Level
CO1: To Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.	BL 2
CO2: Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans.	BL1
CO3: To Integrate and apply knowledge for the implementation of strategy.	BL 3
CO4: To understand the strategy and structure relationship.	BL 2
CO5: To outline the Strategy Evaluation and Control.	BL 5

CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To understand the fundamentals of customer relationship.	BL2
CO 2:To analyze the CRM link with the other aspects of marketing.	BL4
CO 3:To summarize the step in CRM Plan.	BL2



CO 4:To understand various CRM marketing strategies.	BL2
CO 5:To analyze the challenges of CRM implementation	BL4

CONSUMER BEHAVIOUR

Course Outcomes:	Cognitive Level
CO 1: To explain the concept of Consumer Behaviour & describe Consumer research process in detail.	BL2
CO 2:To evaluate the factors affecting consumer behaviour in detail	BL4
CO 3:To analyze the consumer decision process.	BL4
CO 4:To assess the impact of consumer motivation, personality on the buying behaviour.	BL4
CO 5:To discuss consumer decision making models	BL2

INTERNATIONAL MARKETING

Course Outcomes:	Cognitive Level
CO 1: To understand the Concept, scope and environment of International marketing	BL2
CO 2:To discuss International market development concepts	BL2
CO 3: To identify various International market entry Strategies	BL3
CO 4:To identify various International market entry Strategies	BL2
CO 5:To analyze international pricing, promotions and trade decisions	BL4

FINANCIAL SERVICES

Course Outcomes:	Cognitive Level
CO 1:To compare between fund based and non-fund based Financial services in India.	BL2
CO 2:To demonstrate various types of Leasing and Hire Purchasing	BL2



CO 3: To understand the concepts of Factoring and Forfaiting	BL2
CO 4: To analyze the different valuation methods of Venture Capital Financing in India.	BL4
CO 5: To understand the regulatory framework and process of credit rating agencies in India	BL2

INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To analyze nominal effective exchange rate (NEER), real effective exchange rate (REER) in Foreign Exchange Markets	BL4
CO 2: To understand various International Parity Relations with different theories	BL2
CO 3: To classify and analyze various Risks and exposures	BL4
CO 4: To derive the concepts of forwards and futures and options in Derivative market	BL4
CO 5: To understand the different types of Tax and their approaches	BL2

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To understand the concepts of Risk and Return and various investment avenues	BL2
CO 2: To understand and analyze different types of bonds and its theorem's	BL2
CO 3: To analyze the different models in stock valuation.	BL4
CO 4: To apply different methods of portfolio Analysis	BL4
CO 5: To evaluate the performance measures by using different index methods	BL4

LEADERSHIP DEVELOPMENT

Course Outcomes:	Cognitive Level
CO 1: To understand and gain Conceptual knowledge of Leadership.	BL2
CO 2: To demonstrate an understanding of the leadership styles, theories and	BL2



their application to the modern organizations.	
CO 3: To understand of the role of team based organization.	BL2
CO 4: To develop climate for critical thinking.	BL4
CO 5: To examine leadership development programmes.	BL4

MANAGEMENT OF CHANGE

Course Outcomes:	Cognitive Level
CO 1: To understand the importance of change and various types of change	BL2
CO 2: To examine various change models.	BL4
CO 3: To explain change and its impact on organization and overcoming resistance to change	BL2
CO 4: To analyze the relevance of Change with Organizational Culture.	BL4
CO 5: To outline the systematic approach to change management.	BL2

COMPENSATION MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To discuss the concept of compensation management and strategic compensation system.	BL2
CO 2: To understand the compensation planning and traditional bases of compensation.	BL2
CO 3: To analyse the bases of pay systems.	BL4
CO 4: To build and design compensation system.	BL6
CO 5: To identify the contemporary strategic compensation practices.	BL4