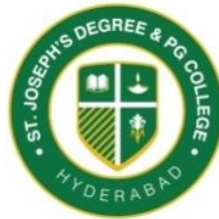

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University

Re-accredited by NAAC (3rd Cycle)

Basheerbagh, King Koti Road, Hyderabad – 29

COURSE OUTCOMES



BACHELOR OF BUSINESS ADMINISTRATION

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous) - Affiliated to Osmania University
Re-accredited by NAAC (3rd Cycle)
Basheerbagh, King Koti Road, Hyderabad – 29
DEPARTMENT OF BUSINESS MANAGEMENT
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

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

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

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

E-BUSINESS

Course Outcomes:	Cognitive Level
CO 1: To introduce the concept of E-Business and their different types.	BL3
CO 2: To discuss the security aspects of E-Business.	BL3
CO 3: To state all the online payment system.	BL4
CO 4: To analyze the different marketing technologies available.	BL4
CO 5: To illustrate the cyber laws related to E-Business.	BL4

SEMESTER III

LEADERSHIP & MANAGEMENT SKILLS

Course Outcomes: By the end of the course, Students will be able to	Cognitive Level
CO 1: 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	BL3
CO 2: 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.	BL4

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To summarize the concepts of human resource Management and identify the careers in HRM	BL3
CO 2: To understand the HR planning process and selection procedure of employees in an organization	BL3
CO 3: To analyze the training and development methods to upgrade the skills of employees	BL4
CO 4: To apply the techniques of evaluating and examine the factors affecting wage and salary administration	BL4
CO 5: To examine innovative HRM Strategies in contemporary organization.	BL4

COST & MANAGEMENT ACCOUNTING

Course Outcomes:	Cognitive Level
CO 1: To Understand basic concepts of Cost and Management Accounting.	BL3
CO 2: To apply the Techniques of Standard Costing and Variance Analysis for analyzing the financial Position of business.	BL3
CO 3: To Make use of Marginal Costing techniques for analyzing the financial Position of Business.	BL4
CO 4: To analyze the Financial statement using Comparative statements and Common size statements.	BL4
CO 5: To Discuss and solve the Financial ratios for analyzing the financial statements.	BL4

BUSINESS STATISTICS USING SPSS(T&P)

Course Outcomes:	Cognitive Level
CO 1: To understand fundamentals of statistics, methods of data collection and types of data representation and to introduce SPSS.	BL3
CO 2: To apply various measures of central tendency (averages) and analyze the data using SPSS.	BL3
CO 3: To apply various measures of dispersion and analyze the data using SPSS.	BL4
CO 4: To measure the lack of symmetry using various types of skewness and measure the skewness using SPSS.	BL4
CO 5: To measure the relationship between two variables using Correlation and Regression Analyses and to measure the relationship using SPSS.	BL4

**SEMESTER IV
RESEARCH METHODOLOGY**

Course Outcomes:	Cognitive Level
CO 1: To understand the basics of Research and Types of Research.	BL3
CO 2: To compare and contrast between Probability and Non – Probability Sampling Techniques.	BL3
CO 3: To understand the Methods of Data Collection.	BL4
CO 4: To understand the procedure of Hypothesis Testing and various Statistical Tests.	BL4
CO 5: To interpret & prepare Report and considering research ethics.	BL4

FUNDAMENTALS OF FINANCIAL MANAGEMENT

Course Outcomes:	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 and acquire knowledge of cost of capital and its importance.	BL4
CO4: To analyze the dividend decisions, major forms of dividends theories related to dividend decisions.	BL4
CO5: To gain knowledge in estimation of working capital and prepare working capital requirement statement.	BL4

MANAGEMENT SCIENCE

Course Outcomes:	Cognitive Level
CO 1: To analyze the factors that are critical for selecting the location to set up a plant with required process technologies	BL3
CO 2: To understand the functions of production planning and control and application the Quality control tools and techniques in assessing the quality.	BL3
CO 3: To understand work study and effective way of doing the work and explain the Plant Layout design and its Maintenance	BL4
CO 4: To apply linear programming model for solving business problems	BL4
CO 5: To apply transportation and assignment model for solving business problems	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

BUSINESS POLICY & STRATEGIC MANAGEMENT

Course Outcomes:	Cognitive Level
CO1: To understand the basics of Business policies.	BL2
CO 2: To illustrate Strategic management and its Process.	BL2
CO 3: To identify various Strategic Management Models in Business.	BL3
CO 4: To analyze the Strategic Implementation and social responsibility.	BL4
CO 5: To outline the Strategy Evaluation and Control.	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

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

SEMESTER VI

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

FUNDAMENTALS OF GST

Course Outcomes:	Cognitive Level
CO 1: To Understand the basic concepts and types of GST.	BL2
CO 2: To Illustrate the different valuation rules and procedures of GST taxable event.	BL2
CO 3: To Understand the Input Tax Credit (ITC) mechanism of GST.	BL2
CO 4: To Analyze the Procedure of Audit in GST.	BL4
CO 5: To examine Import and Export procedures under Customs Act.	BL4

RETAIL MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To explain the concept of Retailing & its growth in India.	BL2
CO 2: To evaluate the various Retail Formats & Theories.	BL2
CO 3: To analyse the Merchandise performance.	BL2
CO 4: To assess the importance of Retail store design.	BL4
CO 5: To understand emerging trends in retail sector.	BL4

CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:	Cognitive Level
CO 1: To understand the fundamentals of customer relationship.	BL2
CO 2: To analyse the CRM link with the other aspects of marketing.	BL4
CO 3: To summarise the step in CRM Plan.	BL2
CO 4: To understand various CRM marketing strategies.	BL2
CO 5: To analyse 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 analyse 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 analyse 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 their application to the modern organizations.	BL2
CO 3: To understand of the role of team based organisation.	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