



Shri Pragya Mahavidyalaya

Post Graduate College of Science, Technology, Management, Arts & Commerce

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Program Outcome (PO's), Program Specific Outcomes (PSO's) and Course Outcome (CO's) for UG and PG Programs of Faculty of Commerce and Management

DEPARTMENT OF COMMERCE
Bachelor of Commerce
Program outcomes

Program outcomes for a Bachelor of Commerce (B.Com) degree typically encompass the knowledge, skills, and competencies that students are expected to achieve by the time they complete their studies. These outcomes vary somewhat depending on the specific institution and program focus, but here are some common program outcomes for a B.Com degree:

- **PO-1 Knowledge Base:**
Demonstrate understanding of key concepts, theories, and principles in accounting, finance, economics, management, marketing, and other relevant disciplines.
- **PO -2 Analytical Skills:**
Apply analytical and critical thinking skills to solve business problems and make informed decisions.
- **PO -3 Communication Skills:**
Communicate effectively, both orally and in writing, in business and academic contexts.
- **PO -4 Quantitative Skills:**
Use quantitative methods and tools to analyze data and interpret results for decision-making purposes.
- **PO -5 Ethical and Professional Behavior:**
Understand and apply ethical principles in business contexts, demonstrating integrity and social responsibility.
- **PO -6 Global and Cultural Awareness:**
Recognize and appreciate cultural diversity and global perspectives in business operations and decision-making.
- **PO -7 Teamwork and Leadership:**
Collaborate effectively in team settings and demonstrate leadership skills when appropriate.
- **PO -8 Technological Competence:**
Utilize technology and information systems effectively in business operations and management.
- **PO -9 Lifelong Learning:**
Recognize the importance of continuous learning and professional development to adapt to changing business environments.
- **PO -10 Entrepreneurial Orientation:**
Develop an entrepreneurial mindset and understand the principles of innovation and entrepreneurship.


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DEPARTMENT OF COMMERCE
Bachelor of Commerce
Program-specific outcomes

Program-specific outcomes for a Bachelor of Commerce (B Com) typically focus on the specialized knowledge and skills that are directly relevant to the field of commerce. Here are three specific outcomes that are often emphasized in B Com programs:

- **PSO -1 Specialized Knowledge in Commerce Disciplines:**

Graduates should demonstrate a deep understanding of key concepts, theories, and practices in specific commerce disciplines such as accounting, finance, marketing, economics, management, or business law. This includes proficiency in applying relevant principles and methods to analyze and solve business problems.

- **PSO -2 Professional Skills Development:**

Graduates should be equipped with practical skills necessary for professional success in commerce, such as effective communication, teamwork, leadership, and ethical decision-making. They should also demonstrate proficiency in using relevant technologies and information systems commonly used in business environments.

- **PSO -3 Preparation for Career and Further Education:**

Graduates should be prepared to enter the workforce in entry-level positions in various industries related to commerce, or to pursue further education in specialized areas of business or related fields. This outcome includes readiness to adapt to evolving business environments, engage in lifelong learning, and potentially pursue professional certifications or advanced degrees.



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Course Outcomes

B.com A.B.S.T.

Paper No.	Paper Name
CC - I	COST ACCOUNTING
CO-1	<ul style="list-style-type: none">Recall and define key cost accounting terminology and concepts.
CO-2	<ul style="list-style-type: none">Explain the principles of cost behavior and cost-volume-profit analysis.
CO-3	<ul style="list-style-type: none">Apply cost allocation methods to distribute indirect costs to products or services.
CO-4	<ul style="list-style-type: none">Evaluate different cost structures and their impact on profitability.
CO-5	<ul style="list-style-type: none">Evaluate the ethical implications of cost accounting decisions.
CO-6	<ul style="list-style-type: none">Propose innovative cost management strategies to enhance competitiveness and profitability.
CC - II	BUSINESS STATISTICS
CO-1	<ul style="list-style-type: none">Recall basic statistical concepts, formulas, and definitions.
CO-2	<ul style="list-style-type: none">Explain the significance of statistical analysis in business decision-making.
CO-3	<ul style="list-style-type: none">Apply various statistical methods to solve business problems.
CO-4	<ul style="list-style-type: none">Analyze cause-and-effect relationships using regression analysis and correlation.
CO-5	<ul style="list-style-type: none">Assess the reliability and relevance of statistical conclusions.
CO-6	<ul style="list-style-type: none">Construct persuasive arguments using statistical evidence to support business decisions.
CC-III	CORPORATE ACCOUNTING
CO-1	<ul style="list-style-type: none">Recognize various financial statements and their components.
CO-2	<ul style="list-style-type: none">Interpret financial statements to assess the financial health and performance of a corporation.
CO-3	<ul style="list-style-type: none">Apply accounting principles to analyze and record transactions specific to corporate entities.
CO-4	<ul style="list-style-type: none">Analyze financial statements to evaluate a corporation's liquidity, solvency, and profitability.
CO-5	<ul style="list-style-type: none">Critically assess the effectiveness of internal controls within a corporate accounting

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	system.
CO-6	<ul style="list-style-type: none"> Design accounting systems tailored to the needs of specific corporate entities.
CC-IV	DECISION MAKING
CO-1	<ul style="list-style-type: none"> Recall key decision-making concepts, theories, and models.
CO-2	<ul style="list-style-type: none"> Summarize the consequences of different decisions.
CO-3	<ul style="list-style-type: none"> Utilize decision-making techniques in practical scenarios.
CO-4	<ul style="list-style-type: none"> Evaluate the factors influencing decision outcomes.
CO-5	<ul style="list-style-type: none"> Critique decision-making processes to identify strengths and weaknesses.
CO-6	<ul style="list-style-type: none"> Generate innovative solutions to decision-making challenges.
CC-V	INCOME TAX
CO-1	<ul style="list-style-type: none"> Memorize tax filing deadlines and requirements for different types of taxpayers.
CO-2	<ul style="list-style-type: none"> Explain the basic principles of income tax law and how they apply to individual taxpayers.
CO-3	<ul style="list-style-type: none"> Apply relevant deductions, exemptions, and credits to determine taxpayers' final tax liability.
CO-4	<ul style="list-style-type: none"> Compare and contrast the tax treatment of various types of income and deductions.
CO-5	<ul style="list-style-type: none"> Assess the fairness and equity of the current income tax system, considering its impact on different socioeconomic groups.
CO-6	<ul style="list-style-type: none"> Develop educational materials or presentations to help others understand complex tax concepts and requirements.
CC-VI	GST
CO-1	<ul style="list-style-type: none"> Understand the fundamental concepts and principles of GST.
CO-2	<ul style="list-style-type: none"> Interpret various provisions of GST law and their implications for businesses.
CO-3	<ul style="list-style-type: none"> Demonstrate proficiency in using GST software for tax compliance purposes.
CO-4	<ul style="list-style-type: none"> Evaluate case studies or scenarios to identify potential issues or conflicts in GST implementation and propose solutions.



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CO-5	<ul style="list-style-type: none">• Synthesize information from various sources to develop strategies for minimizing tax liabilities while ensuring compliance with GST laws.
CO-6	<ul style="list-style-type: none">• Assess the effectiveness of different GST compliance strategies in terms of cost savings, risk mitigation, and operational efficiency.



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Course Outcomes
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Paper No.	Paper Name
CC - I	MANAGEMENT
CO-1	<ul style="list-style-type: none"> Recall key management theories and their proponents.
CO-2	<ul style="list-style-type: none"> Interpret organizational structures and their implications for management effectiveness.
CO-3	<ul style="list-style-type: none"> Apply management concepts to analyze case studies and propose solutions to organizational challenges.
CO-4	<ul style="list-style-type: none"> Evaluate the effectiveness of different management approaches in achieving organizational goals.
CO-5	<ul style="list-style-type: none"> Judge the ethical implications of management actions and decisions.
CO-6	<ul style="list-style-type: none"> Develop comprehensive plans for organizational change and transformation.
CC - II	BUSINESS LAW
CO-1	<ul style="list-style-type: none"> Identify and recall fundamental legal principles governing business transactions.
CO-2	<ul style="list-style-type: none"> Interpret contracts, statutes, and case law relevant to business operations.
CO-3	<ul style="list-style-type: none"> Draft legally sound contracts, agreements, and business documents.
CO-4	<ul style="list-style-type: none"> Evaluate the strengths and weaknesses of legal arguments presented in case studies.
CO-5	<ul style="list-style-type: none"> Critically assess the ethical dimensions of business decisions in light of legal frameworks.
CO-6	<ul style="list-style-type: none"> Develop innovative solutions to mitigate legal risks and maximize business opportunities.
CC- III	COMPANY LAW
CO-1	<ul style="list-style-type: none"> Recall the fundamental principles of company law.
CO-2	<ul style="list-style-type: none"> Interpret statutes, regulations, and case law relevant to company law
CO-3	<ul style="list-style-type: none"> Apply company law principles to analyze and resolve legal issues in corporate


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	governance.
CO-4	<ul style="list-style-type: none"> Evaluate the legal consequences of different corporate actions, such as mergers, acquisitions, and insolvency.
CO-5	<ul style="list-style-type: none"> Judge the ethical dimensions of corporate decision-making and behavior.
CO-6	<ul style="list-style-type: none"> Develop strategies for resolving conflicts of interest among stakeholders in corporate settings.
CC - IV	FUNDAMENTALS OD ENTREPRENEURSHIP
CO-1	<ul style="list-style-type: none"> Recall key entrepreneurship concepts and definitions
CO-2	<ul style="list-style-type: none"> Explain the principles of opportunity recognition and evaluation & Interpret different types of business models and their components.
CO-3	<ul style="list-style-type: none"> Apply entrepreneurial concepts to develop a business idea or venture plan.
CO-4	<ul style="list-style-type: none"> Evaluate the strengths and weaknesses of different business models in specific industries or markets.
CO-5	<ul style="list-style-type: none"> Critically assess the potential risks and rewards associated with entrepreneurial ventures.
CO-6	<ul style="list-style-type: none"> Develop comprehensive business plans encompassing marketing, operations, and financial projections.
CC-V	Principle of marketing
CO-1	<ul style="list-style-type: none"> Students should be able to recall key concepts, theories, and terminology related to marketing principles. This could involve memorizing definitions, historical developments in marketing, and basic marketing concepts.
CO-2	<ul style="list-style-type: none"> Students should demonstrate comprehension of marketing principles by explaining them in their own words, interpreting marketing strategies, and identifying cause-and-effect relationships within marketing contexts.
CO-3	<ul style="list-style-type: none"> Students should be able to apply marketing principles to real-world scenarios. This could involve designing marketing plans, creating advertisements, analyzing case studies, or conducting market research exercises.
CO-4	<ul style="list-style-type: none"> Students should be able to break down marketing strategies and campaigns into their component parts, identify patterns and trends in consumer behavior, and evaluate the effectiveness of marketing efforts.


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CO-5	<ul style="list-style-type: none"> Students should be able to critically assess marketing strategies, arguments, and theories. This could involve judging the ethical implications of marketing practices, comparing different marketing approaches, and recommending improvements or alternatives.
CO-6	<ul style="list-style-type: none"> Students should be able to generate new ideas, designs, or strategies within the realm of marketing. This could involve developing innovative marketing campaigns, designing new products or services, or proposing novel approaches to reaching target audiences.
CC-VI	Fundamental of insurance
CO-1	<ul style="list-style-type: none"> Students should be able to recall basic insurance terminology, such as premium, deductible, policyholder, insurer, coverage limits, and exclusions
CO-2	<ul style="list-style-type: none"> Students should demonstrate an understanding of different types of insurance (life insurance, health insurance, property insurance, etc.) and their respective purposes and coverage.
CO-3	<ul style="list-style-type: none"> Students should be able to apply insurance principles to real-life scenarios, such as calculating insurance premiums based on risk factors, assessing insurance needs for individuals or businesses, and selecting appropriate insurance policies
CO-4	<ul style="list-style-type: none"> Students should be able to analyze the impact of various risk factors on insurance premiums, claims, and underwriting decisions.
CO-5	<ul style="list-style-type: none"> Students should be able to evaluate the adequacy and suitability of insurance coverage for individuals or businesses based on their risk profiles and financial needs.
CO-6	<ul style="list-style-type: none"> Students should be able to design comprehensive insurance plans tailored to the specific needs of individuals or businesses, considering factors such as risk tolerance, budget constraints, and regulatory requirements.



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Course Outcomes


B.COM. E.A.F.M.

Paper No.	Paper Name
CC - I	ECONOMIC ENVIRONMENT IN INDIA
CO-1	<ul style="list-style-type: none">Recall key economic indicators and statistics relevant to India's economy, such as GDP growth rate, inflation rate, unemployment rate, etc.
CO-2	<ul style="list-style-type: none">Comprehend the various economic policies and reforms implemented by the Indian government and their impact on the economy.
CO-3	<ul style="list-style-type: none">Apply economic theories and models to analyze specific aspects of India's economic environment, such as fiscal policy, monetary policy, trade policies, etc.
CO-4	<ul style="list-style-type: none">Break down complex economic issues facing India, such as income inequality, poverty, infrastructure development, etc., into their constituent parts.
CO-5	<ul style="list-style-type: none">Critically evaluate the effectiveness of past economic policies and reforms in achieving desired outcomes in India.
CO-6	<ul style="list-style-type: none">Develop innovative solutions to address challenges and opportunities within India's economic environment, considering factors such as technological advancements, globalization, environmental sustainability, etc.
CC - II	BUSINESS ECONOMIC
CO-1	<ul style="list-style-type: none">Recall fundamental concepts of business economics, including demand and supply, market structures, pricing strategies, and cost analysis.
CO-2	<ul style="list-style-type: none">Understand macroeconomic factors and their impact on business operations, such as fiscal policy, monetary policy, and international trade.
CO-3	<ul style="list-style-type: none">Use economic models to predict market behavior and business outcomes.
CO-4	<ul style="list-style-type: none">Evaluate the impact of government policies on business operations and market outcomes.
CO-5	<ul style="list-style-type: none">Judge the effectiveness of various business strategies in different economic environments.
CO-6	<ul style="list-style-type: none">Develop strategies for businesses to adapt to changing economic conditions.
CC-III	FINANACIAL MANAGEMENT


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CO-1	<ul style="list-style-type: none"> Recall financial terminology, concepts, and definitions.
CO-2	<ul style="list-style-type: none"> Interpret financial statements, including balance sheets, income statements, and cash flow statements.
CO-3	<ul style="list-style-type: none"> Use financial modeling to forecast future cash flows and assess project feasibility.
CO-4	<ul style="list-style-type: none"> Analyze the impact of various financing options on a firm's capital structure and cost of capital.
CO-5	<ul style="list-style-type: none"> Evaluate the effectiveness of financial strategies in achieving organizational objectives.
CO-6	<ul style="list-style-type: none"> Develop financial risk management policies and procedures to mitigate exposure to financial risks.
CC - IV	BANKING LAW & PRACTICE IN INDIA
CO-1	<ul style="list-style-type: none"> Recall key provisions of banking laws and regulations in India, such as the Banking Regulation Act, 1949, and the Reserve Bank of India Act, 1934.
CO-2	<ul style="list-style-type: none"> Explain the objectives and scope of banking laws in India and their significance for the banking industry.
CO-3	<ul style="list-style-type: none"> Utilize banking laws and regulations to evaluate the legality and enforceability of banking contracts and transactions.
CO-4	<ul style="list-style-type: none"> Evaluate the legal and regulatory risks faced by banks and financial institutions operating in India.
CO-5	<ul style="list-style-type: none"> Critically evaluate the adequacy and effectiveness of existing banking laws and regulations in addressing emerging challenges in the banking sector, such as technological innovation and financial inclusion.
CO-6	<ul style="list-style-type: none"> Develop legal strategies and solutions to address complex legal issues and disputes arising in the banking sector.
CC-V	PROJECT PLANNING AND BUDGETARY CONTROL
CO-1	<ul style="list-style-type: none"> Recall key project management terminology, concepts, and definitions.
CO-2	<ul style="list-style-type: none"> Explain the principles and phases of project planning, including project initiation, planning, execution, monitoring, and closure.
CO-3	<ul style="list-style-type: none"> Apply project planning techniques to develop comprehensive project plans that include scope, schedule, resources, and risk management strategies.
CO-4	<ul style="list-style-type: none"> Evaluate project risks and uncertainties and develop risk mitigation strategies.



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CO-5	<ul style="list-style-type: none"> Critically evaluate the effectiveness of project planning and budgetary control techniques in achieving project objectives and delivering value to stakeholders.
CO-6	<ul style="list-style-type: none"> Develop project management policies and procedures to standardize project planning and budgeting practices across the organization.
CC-VI	BANKING & FINANCIAL SYSTEM
CO-1	<ul style="list-style-type: none"> Recall fundamental concepts and principles of banking and financial systems.
CO-2	<ul style="list-style-type: none"> Interpret the structure and components of banking and financial systems, including money markets, capital markets, and regulatory frameworks.
CO-3	<ul style="list-style-type: none"> Apply theoretical concepts and models to analyze the functioning and performance of banking and financial systems.
CO-4	<ul style="list-style-type: none"> Evaluate the strengths and weaknesses of different banking and financial system models, such as universal banking versus specialized banking.
CO-5	<ul style="list-style-type: none"> Critically evaluate the effectiveness of regulatory policies and interventions in promoting financial stability and consumer protection.
CO-6	<ul style="list-style-type: none"> Develop innovative financial products and services to meet the evolving needs of businesses and consumers.


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DEPARTMENT OF COMMERCE

PROGRAMME OUTCOME

Program outcomes for a Master of Commerce (M.Com) degree typically build upon the foundation laid during undergraduate studies and aim to deepen knowledge and skills in specific areas of commerce and business. Here are some common program outcomes for an M.Com degree:

PO-1 Advanced Knowledge and Understanding:

Demonstrate advanced knowledge and understanding of theories, concepts, and practices in specialized areas of commerce such as accounting, finance, marketing, economics, management, international business, or entrepreneurship

PO -2 Research and Analytical Skills:

Apply advanced research methodologies and analytical techniques to investigate complex business problems, formulate strategies, and make informed decisions.

PO -3 Critical Thinking and Problem-Solving:

Develop critical thinking skills to evaluate business situations, identify opportunities and risks, and propose effective solutions.

PO -4 Advanced Communication Skills:

Communicate complex ideas, analyses, and recommendations effectively in both written and oral formats to diverse stakeholders in business and academic contexts.

PO -5 Ethical Leadership and Professional Responsibility:

Demonstrate ethical leadership and responsibility in decision-making, considering social, environmental, and global implications.

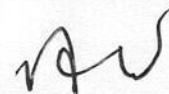
PO -6 Global and Cultural Awareness:

Recognize and respond to global business challenges, cultural diversity, and international business practices.

PO -7 Integration of Theory and Practice:

Integrate theoretical knowledge with practical application through case studies, simulations, projects, internships, or consulting assignments.

PO -8 Specialization and Expertise:



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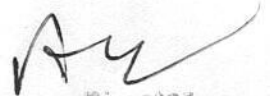
Develop specialized expertise in a chosen area of commerce through elective courses, concentrations, or thesis/dissertation research.

PO -9 Preparation for Leadership Roles:

Prepare for leadership roles in business, government, academia, or non-profit sectors by acquiring strategic thinking, management, and decision-making skills.

PO -10 Continuous Learning and Professional Development:

Recognize the importance of lifelong learning and professional development to adapt to changing business environments and advance in career opportunities.



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DEPARTMENT OF COMMERCE
PROGRAMME SPECIFIC OUTCOME

PSO-1 Advanced Specialization and Expertise:

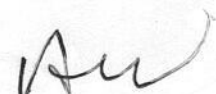
Graduates should demonstrate advanced knowledge and specialized expertise in a particular area of commerce, such as financial management, marketing strategy, international business, corporate governance, or sustainable business practices. This includes mastery of advanced theories, methodologies, and best practices relevant to their chosen specialization.

PSO-2 Research and Applied Skills:

Graduates should be proficient in conducting independent research, utilizing advanced research methodologies, and critically evaluating academic literature and business data. They should demonstrate the ability to apply research findings to solve complex business problems, develop innovative strategies, and contribute to the advancement of knowledge in their field.

PSO -3 Leadership and Strategic Management:

Graduates should possess leadership capabilities and strategic management skills necessary to lead teams, departments, or organizations in dynamic and competitive business environments. This includes the ability to formulate and implement effective business strategies, manage organizational change, and foster innovation and growth.


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DEPARTMENT OF COMMERCE

Course Outcomes

M.com A.B.S.T.

Paper No.	Paper Name
CC - I	Management accounting and financial control
CO-1	Recall basic accounting principles and terminology.
CO-2	Explain the role of management accounting in decision-making
CO-3	Apply costing methods (e.g., job costing, activity-based costing) to real-world scenarios
CO-4	Analyze variances between budgeted and actual performance
CO-5	Evaluate the effectiveness of cost control measures in improving profitability
CO-6	Design a comprehensive budgeting system for a specific business scenario
CC - II	Research methodology and statistical techniques
CO-1	Recall key research terminology and concepts
CO-2	Explain the principles of research design and their relevance to different research questions
CO-3	Apply appropriate research methods to address specific research questions
CO-4	Analyze research articles to evaluate the validity of their methodologies and statistical analyses
CO-5	Evaluate the reliability and validity of research instruments and measures.
CO-6	Design a research proposal, including hypotheses, research design, and data analysis plan
CC-III	Higher accounting
CO-1	Recall the fundamental principles of accounting, such as the accrual basis of accounting and the matching principle
CO-2	Explain the purpose and significance of financial statements for various stakeholder


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CO-3	Apply accounting concepts and principles to prepare financial statements for different types of entities (e.g., sole proprietorship, partnership, corporation)
CO-4	Analyze financial statements to identify trends, strengths, weaknesses, and areas for improvement
CO-5	Evaluate the effectiveness of internal controls in safeguarding assets and ensuring the accuracy of financial reporting
CO-6	Design internal control procedures to mitigate specific risks identified in a business environment

CC-IV	Security analysis portfolio management
CO-1	Recall key terms and concepts related to security analysis and portfolio management.
CO-2	Explain the principles of security analysis and portfolio management.
CO-3	Apply various methods of security analysis to evaluate investment opportunities.
CO-4	Evaluate the risks associated with different investment strategies and asset classes.
CO-5	Formulate recommendations for optimizing portfolio returns while managing risk effectively.
CO-6	Design customized investment portfolios tailored to specific investor objectives and constraints.

CC-V	Direct and Indirect Management
CO-1	Recall the definitions of direct and indirect taxes.
CO-2	Explain the differences between direct and indirect taxes.
CO-3	Apply tax rules to compute the tax liability for individuals and businesses under direct and indirect tax regimes.
CO-4	Analyze the impact of direct and indirect taxes on personal and corporate finances.
CO-5	Evaluate the effectiveness of tax policies in achieving economic and social objectives.
CO-6	Design tax planning strategies tailored to specific financial situations and objectives.

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CC-VI	Advanced Costing Problems
CO-1	Recall the key concepts and terminology related to advanced costing methods.
CO-2	Explain the rationale behind advanced costing methods and their relevance in managerial decision-making.
CO-3	Apply advanced costing methods to allocate overhead costs to products or services accurately.
CO-4	Analyze cost structures and identify cost drivers in various industries or business scenarios.
CO-5	Evaluate the effectiveness of advanced costing systems in providing relevant and reliable cost information.
CO-6	Design advanced costing systems tailored to the unique characteristics and requirements of different businesses.
CC-VII	Accounting Theory
CO-1	Recall the foundational principles and concepts of accounting theory.
CO-2	Understand the objectives and roles of accounting theory in financial reporting.
CO-3	Apply accounting theories to analyze and interpret financial statements.
CO-4	Analyze different accounting theories and their implications for financial reporting practices.
CO-5	Evaluate the strengths and weaknesses of various accounting theories in addressing contemporary accounting issues.
CO-6	Design theoretical models to address specific accounting problems or challenges.
CC-VIII	Taxation and Tax Planning
CO-1	Recall the fundamental concepts and terminology related to taxation.
CO-2	Understand the principles of taxation and the rationale behind different types of taxes.
CO-3	Apply tax planning strategies to minimize tax liabilities for individuals and entities.

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co-3	Apply tax planning strategies to minimize tax liabilities for individuals and entities.
co-4	Analyze tax implications of various financial transactions and business decisions.
co-5	Evaluate the effectiveness of tax planning strategies in achieving financial goals and objectives.
co-6	Design tax planning strategies tailored to specific financial situations and objectives.
CC-IX	Project Planning Appraisal And Control
co-1	Recall key project management terminology, concepts, and methodologies.
co-2	Understand the principles and objectives of project planning, appraisal, and control.
co-3	Apply project management techniques to develop comprehensive project plans.
co-4	Analyze project requirements and constraints to develop realistic project plans.
co-5	Evaluate the effectiveness of project plans and appraisals in achieving project objectives.
co-6	Design customized project plans tailored to specific project requirements and stakeholder needs.


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DEPARTMENT OF COMMERCE

Course Outcomes

M.com BUS. ADMINISTRATION

Paper No.	Paper Name
CC - I	THEORY AND PRACTICE OF MANAGEMENT
CO-1	Recall key management theories and their proponents.
CO-2	Understand the fundamental principles and theories of management.
CO-3	Apply management principles to analyze and solve real-world management challenges.
CO-4	Analyze management theories and their relevance to contemporary organizational issues.
CO-5	Evaluate the strengths and weaknesses of different management theories and practices.
CO-6	Design innovative management strategies and frameworks to address complex organizational challenges.
CC - II	HUMAN RESOURCES MANAGEMENT
CO-1	Recall key HRM concepts, theories, and models.
CO-2	Understand the role and significance of HRM in organizational success.
CO-3	Apply HRM principles and techniques to address organizational challenges related to staffing, training, and performance.
CO-4	Analyze the impact of HRM policies and practices on employee satisfaction, engagement, and productivity.
CO-5	Evaluate the effectiveness of HRM strategies in achieving organizational goals and objectives.
CO-6	Design HRM policies and procedures that promote diversity, equity, and inclusion in the workplace.
CC-III	MARKETING MANAGEMENT
CO-1	Recall key marketing concepts, principles, and terminology.



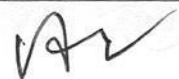
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CO-2	Understand the role and importance of marketing in organizations.
CO-3	Apply marketing concepts and theories to analyze market trends, consumer behavior, and competitive landscapes.
CO-4	Analyze marketing data and metrics to assess market opportunities and threats.
CO-5	Evaluate the strengths and weaknesses of different marketing strategies and tactics.
CO-6	Design innovative marketing strategies and campaigns to differentiate products or services in the marketplace.

CC-IV	BUSINESS ENVIRONMENT
CO-1	Recall key components of the business environment, such as economic, social, political, and technological factors.
CO-2	Understand the interplay between various elements of the business environment and their impact on organizations.
CO-3	Apply environmental scanning techniques to analyze the business environment and identify opportunities and threats.
CO-4	Analyze the effects of macroeconomic factors (e.g., inflation, unemployment, GDP growth) on business performance.
CO-5	Evaluate the risks and uncertainties associated with the business environment and their implications for strategic decision-making.
CO-6	Design strategies for businesses to leverage opportunities and mitigate risks in the business environment.

CC-V	STRATEGIC MANAGEMENT
CO-1	Recall key strategic management concepts, theories, and frameworks.
CO-2	Understand the role and importance of strategic management in organizations.
CO-3	Apply strategic analysis tools and techniques to assess the external and internal environment of organizations.
CO-4	Analyze industry dynamics, competitive landscapes, and organizational capabilities to identify strategic issues.



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CO-5	Evaluate the effectiveness of strategic plans and initiatives in achieving organizational objectives.
CO-6	Design innovative strategies to position organizations for competitive advantage in dynamic markets.
CC-VI	HUMAN BEHAVIOR
CO-1	Recall key theories and concepts related to human behavior, such as Maslow's Hierarchy of Needs or Freud's Psychoanalytic Theory.
CO-2	Understand the factors influencing human behavior, including biological, psychological, social, and cultural determinants.
CO-3	Apply theories of human behavior to analyze real-life situations and interpersonal interactions.
CO-4	Analyze the factors contributing to specific behaviors or psychological phenomena.
CO-5	Evaluate the strengths and limitations of different theories of human behavior.
CO-6	Design interventions or programs to promote positive changes in individual or group behavior.
CC-VII	INDUSTRIAL RELATIONS AND SOCIAL SECURITY IN INDIA
CO-1	Recall key legislation and regulations governing industrial relations and social security in India.
CO-2	Understand the objectives and significance of industrial relations and social security in the Indian context.
CO-3	Apply knowledge of industrial relations laws and regulations to address workplace disputes and conflicts.
CO-4	Analyze the impact of industrial relations policies and practices on organizational performance and employee satisfaction.
CO-5	Evaluate the strengths and weaknesses of industrial relations practices and policies in India.
CO-6	Design strategies for effective labor-management relations and conflict resolution in Indian organizations.


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CC-VIII	SALES AND ADVERTISING MANAGEMENT
CO-1	Recall key concepts, theories, and terminology related to sales and advertising management.
CO-2	Understand the role and importance of sales and advertising management in organizations.
CO-3	Apply sales management techniques to develop sales plans and strategies for different markets and products.
CO-4	Analyze sales data and metrics to evaluate sales performance and identify areas for improvement.
CO-5	Evaluate the impact of sales strategies and advertising campaigns on brand awareness, customer engagement, and sales revenue.
CO-6	Design innovative sales strategies and tactics to penetrate new markets and expand customer base.
CC-IX	CONSUMER BEHAVIOUR
CO-1	Recall key concepts, theories, and models related to consumer behavior.
CO-2	Understand the factors influencing consumer behavior, including psychological, social, cultural, and situational factors.
CO-3	Apply theories of consumer behavior to analyze real-life consumer decisions and behaviors.
CO-4	Analyze consumer motivations, needs, and wants to identify market opportunities and develop targeted marketing strategies.
CO-5	Evaluate the effectiveness of marketing efforts in influencing consumer behavior and driving purchase decisions.
CO-6	Design innovative marketing strategies and campaigns that leverage insights from consumer behavior research.


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Course Outcomes

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Paper No.	Paper Name
CC - I	BUSINESS ECONOMICS
CO-1	Recall key economic concepts such as supply and demand, elasticity, production costs, and market structures.
CO-2	Explain the fundamental principles of microeconomics and macroeconomics and their relevance to business operations.
CO-3	Apply economic theories to analyze real-world business scenarios, such as pricing strategies, production decisions, and market entry strategies.
CO-4	Evaluate the impact of government policies and regulations on business operations and market outcomes.
CO-5	Critically assess the economic implications of business strategies and decisions.
CO-6	Design business plans incorporating economic analysis to achieve competitive advantage and sustainable growth.
CC - II	FINANCIAL MANAGEMENT
CO-1	Recall key financial concepts such as time value of money, risk and return, financial statements, and capital budgeting techniques.
CO-2	Explain the role of financial management in maximizing shareholder wealth and creating value for the firm.
CO-3	Apply financial management techniques to evaluate investment opportunities, such as net present value (NPV), internal rate of return (IRR), and payback period.
CO-4	Analyze financial statements and ratios to identify strengths, weaknesses, opportunities, and threats facing a company.
CO-5	Critically assess financial strategies and decisions in terms of their alignment with organizational goals and shareholder interests.
CO-6	Design strategies for managing working capital, capital expenditures, and financing needs to optimize firm value.


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CC-III	MONETARY ECONOMICS
CO-1	Recall the functions and characteristics of money in an economy.
CO-2	Explain the mechanisms of money creation and the money supply process.
CO-3	Apply monetary models, such as the money market model and the IS-LM model, to analyze the effects of monetary policy on interest rates, output, and inflation.
CO-4	Analyze the transmission mechanisms of monetary policy, including the interest rate channel, the exchange rate channel, and the asset price channel.
CO-5	Critically assess the role of central banks in maintaining financial stability and preventing financial crises.
CO-6	Design policies to address challenges associated with global financial integration, such as capital flows and exchange rate volatility.
CC-IV	INDIAN FINANCIAL SYSTEM
CO-1	Recall the key components of the Indian financial system, including major financial institutions and markets.
CO-2	Explain the functions and roles of different financial institutions in the Indian economy.
CO-3	Apply knowledge of financial instruments (e.g., stocks, bonds, derivatives) to analyze their impact on the Indian financial system.
CO-4	Analyze the implications of recent regulatory changes on the Indian financial system and its stakeholders.
CO-5	Evaluate the effectiveness of monetary and fiscal policies in promoting economic growth and stability in India.
CO-6	Design a comprehensive financial plan for a hypothetical startup in India, considering funding options, risk management strategies, and financial market conditions.
CC-V	BANK MANAGEMENT
CO-1	Recall key principles and theories related to bank management.
CO-2	Explain the importance of liquidity management and asset-liability management (ALM) in banks.
CO-3	Apply financial analysis techniques to evaluate the financial performance of a bank.
CO-4	Analyze the impact of economic factors and market trends on bank operations and profitability.
CO-5	Evaluate the effectiveness of different pricing strategies for banking products and services.
CO-6	Design a comprehensive business plan for a new branch or product line for a bank, considering market demand, competitive landscape, and regulatory requirements.

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CC-VI	DEVELOPMENT BANKING
CO-1	Recall the key concepts and principles of development banking.
CO-2	Explain the role of development banks in economic development and growth.
CO-3	Apply development finance tools and techniques to support priority sectors such as agriculture, small and medium enterprises (SMEs), and infrastructure.
CO-4	Analyze the impact of development banking policies and programs on poverty alleviation and inclusive growth.
CO-5	Evaluate the effectiveness of development banking interventions in achieving sustainable development goals (SDGs).
CO-6	Design a comprehensive development banking strategy for a specific region or country, considering socio-economic priorities and environmental sustainability.
CC-VII	PUBLIC FINANCE
CO-1	Recall key concepts and principles of public finance, such as taxation, government expenditure, and fiscal policy.
CO-2	Explain the role of government in the economy and its various sources of revenue.
CO-3	Apply fiscal policy tools to analyze their impact on economic stability and growth.
CO-4	Analyze the distributional and efficiency implications of different tax policies.
CO-5	Evaluate the sustainability of government debt and propose strategies for debt management.
CO-6	Design a comprehensive fiscal reform proposal for a country facing economic challenges, considering revenue enhancement, expenditure rationalization, and debt sustainability.
CC-VIII	QUANTITATION TECHNIQUES FOR DECISION MAKING
CO-1	Recall key quantitative techniques used in decision making, such as probability theory, statistical analysis, and optimization methods.
CO-2	Explain the principles and assumptions underlying various quantitative techniques, such as linear programming, decision analysis, and forecasting methods.
CO-3	Apply statistical methods to analyze data and draw meaningful conclusions for decision making.
CO-4	Analyze decision-making scenarios using decision trees, sensitivity analysis, and simulation techniques to evaluate alternatives and assess risks.
CO-5	Evaluate the reliability and validity of quantitative models and their outputs in supporting managerial decision making.
CO-6	Design a decision support system using quantitative techniques to assist managers in strategic decision making.


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CC-IX	DISSERTATION
CO-1	Recall key concepts and principles of environmental accounting and financial management.
CO-2	Explain the importance of integrating environmental considerations into financial decision-making processes.
CO-3	Apply environmental accounting techniques to assess and quantify environmental costs, benefits, and risks within organizations.
CO-4	Analyze case studies or real-world examples of companies implementing environmental accounting practices, focusing on their impact on financial performance and sustainability.
CO-5	Evaluate the effectiveness of environmental management systems in improving corporate environmental performance and financial sustainability.
CO-6	Design a comprehensive environmental accounting framework tailored to a specific industry or organizational context.



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B.B.A

PROGRAMME SPECIFIC OUTCOMES

Program Specific Outcomes (PSOs) for a Bachelor of Business Administration (BBA) program typically outline the specific skills, knowledge, and attributes that students are expected to possess upon completion of the program. These outcomes help to ensure that graduates are well-prepared for various roles within the business field. Here are some common PSOs for a BBA program:

PSO 1 Foundational Business Knowledge: Graduates should demonstrate a solid understanding of core business concepts such as management, marketing, finance, accounting, and economics.

PSO 2 Problem-Solving Skills: Graduates should be able to analyze complex business problems, evaluate different solutions, and make informed decisions based on critical thinking and analytical reasoning.

PSO 3 Communication Skills: Graduates should be effective communicators, capable of clearly articulating ideas, presenting information persuasively, and working collaboratively in diverse team settings.

PSO 4 Ethical Awareness: Graduates should demonstrate an understanding of ethical principles and be able to apply them in various business contexts, making decisions that consider the impact on stakeholders and society.

PSO 5 Leadership Abilities: Graduates should possess leadership qualities, including the ability to motivate and inspire others, delegate tasks effectively, and lead by example.

PSO 6 Global Perspective: Graduates should have an awareness of global business trends, cultural diversity, and international markets, enabling them to operate effectively in a globalized business environment.

PSO 7 Entrepreneurial Mindset: Graduates should be equipped with the skills and mindset necessary to identify opportunities, innovate, and take calculated risks to create value in entrepreneurial ventures or within established organizations.

PSO 8 Technology Proficiency: Graduates should be proficient in using relevant technology tools and platforms commonly used in business operations, such as business analytics software, enterprise resource planning (ERP) systems, and digital marketing platforms.

PSO 9 Continuous Learning: Graduates should recognize the importance of lifelong learning and professional development, demonstrating a willingness to adapt to changing business environments and acquire new skills as needed.

PSO 10 Professionalism and Work Ethic: Graduates should exhibit professionalism, integrity, and a strong work ethic in their interactions with colleagues, clients, and other stakeholders, reflecting positively on themselves and their organizations.



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B.B.A

PROGRAMME OUTCOMES

The Bachelor of Business Application (BBA) program typically aims to equip students with a comprehensive understanding of various aspects of business management and administration. Here are some common program outcomes:

- PO 1 Understanding of Business Concepts:** Graduates should have a strong foundation in fundamental business concepts such as marketing, finance, accounting, economics, management, and operations.
- PO 2 Analytical Skills:** Ability to analyze business problems, identify opportunities, and propose effective solutions using quantitative and qualitative methods.
- PO 3 Communication Skills:** Proficiency in written and verbal communication, including the ability to present ideas clearly and persuasively in various business contexts.
- PO 4 Teamwork and Leadership:** Capability to work effectively in diverse teams, demonstrates leadership qualities, and collaborates with colleagues to achieve common goals.
- PO 5 Ethical Decision-Making:** Awareness of ethical issues in business and the ability to make responsible decisions considering the social, environmental, and economic impacts.
- PO 6 Global Perspective:** Understanding of the global business environment, including international trade, cultural differences, and geopolitical factors affecting business operations.
- PO 7 Entrepreneurial Mindset:** Development of entrepreneurial skills, including creativity, innovation, risk-taking, and opportunity recognition, to initiate and manage new ventures.
- PO 8 Information Technology Proficiency:** Competence in utilizing information technology tools and systems to analyze data, communicate effectively, and support business operations.
- PO 9 Strategic Thinking:** Capacity to think strategically, formulate business strategies, and adapt to changes in the competitive landscape to achieve organizational objectives.
- PO 10 Continuous Learning:** Commitment to lifelong learning and professional development to stay updated with the latest trends, technologies, and practices in the field of business administration.


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DEPARTMENT OF B.B.A.

Course Outcomes

B.B.A. SEM-I

Paper No.	Paper Name
CC - I	ENVIROMENT SCIENCE AND MANAGEMENT
CO-1	<ul style="list-style-type: none">Recall key concepts, terminology, and principles in environmental science and management.
CO-2	<ul style="list-style-type: none">Understand the fundamental principles of environmental science and their application to environmental management.
CO-3	<ul style="list-style-type: none">Apply environmental science concepts and principles to analyze and address real-world environmental problems.
CO-4	<ul style="list-style-type: none">Analyze environmental data and indicators to assess the health and status of ecosystems.
CO-5	<ul style="list-style-type: none">Evaluate the effectiveness of environmental management strategies in achieving conservation and sustainability goals.
CO-6	<ul style="list-style-type: none">Design comprehensive environmental management plans and strategies for organizations, communities, or regions.
CC - II	ENGLISH COMPREHENSION
CO-1	<ul style="list-style-type: none">Recall vocabulary words and their meanings encountered in texts.
CO-2	<ul style="list-style-type: none">Understand the main ideas and supporting details in a variety of written texts.
CO-3	<ul style="list-style-type: none">Apply reading strategies, such as skimming and scanning, to extract information from texts efficiently.
CO-4	<ul style="list-style-type: none">Analyze the organization and structure of written texts, including the use of headings, subheadings, and paragraph transitions.
CO-5	<ul style="list-style-type: none">Evaluate the reliability and credibility of sources based on evidence and reasoning.
CO-6	<ul style="list-style-type: none">Synthesize information from multiple sources to form new insights or perspectives.
CC-III	PRINCIPAL OF BUSINESS MANAGEMENT
CO-1	<ul style="list-style-type: none">Recall key principles, concepts, and terminology related to business management.



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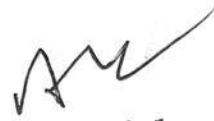
CO-2	<ul style="list-style-type: none"> Understand the fundamental principles and theories of business management.
CO-3	<ul style="list-style-type: none"> Apply management concepts and techniques to analyze business problems and make decisions.
CO-4	<ul style="list-style-type: none"> Analyze the internal and external factors influencing organizational performance.
CO-5	<ul style="list-style-type: none"> Evaluate the effectiveness of management strategies in achieving business objectives.
CO-6	<ul style="list-style-type: none"> Design innovative management strategies and practices to address contemporary business challenges.
CC-IV	BUSINESS MATHEMATICS
CO-1	<ul style="list-style-type: none"> Recall fundamental mathematical concepts, formulas, and operations relevant to business mathematics.
CO-2	<ul style="list-style-type: none"> Understand the applications of mathematical concepts in business contexts.
CO-3	<ul style="list-style-type: none"> Apply mathematical techniques to solve practical problems encountered in business situations.
CO-4	<ul style="list-style-type: none"> Analyze financial data and perform ratio analysis to assess business performance.
CO-5	<ul style="list-style-type: none"> Evaluate the reliability and accuracy of mathematical calculations and financial analyses.
CO-6	<ul style="list-style-type: none"> Design financial models and forecasting techniques to support business planning and budgeting.
CC - V	BASIC OF ACCOUNTING
CO-1	<ul style="list-style-type: none"> Recall fundamental accounting concepts, principles, and terminology.
CO-2	<ul style="list-style-type: none"> Understand the objectives and importance of accounting in business.
CO-3	<ul style="list-style-type: none"> Apply accounting concepts and principles to record business transactions accurately.
CO-4	<ul style="list-style-type: none"> Analyze financial data to assess the financial health and performance of a business.
CO-5	<ul style="list-style-type: none"> Evaluate the effectiveness of internal controls and accounting systems in ensuring financial accuracy and integrity.



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CO-6	<ul style="list-style-type: none">• Design accounting systems and procedures tailored to the needs of specific businesses or industries.
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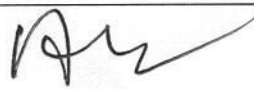
Course Outcomes

B.B.A. SEM-II

Paper No.	Paper Name
CC - I	ORGANISATION BEHAVIOUR
CO-1	<ul style="list-style-type: none">Recall key concepts, theories, and models related to organizational behavior.
CO-2	<ul style="list-style-type: none">Understand the fundamental principles of organizational behavior and their application in workplace settings.
CO-3	<ul style="list-style-type: none">Apply theories of organizational behavior to analyze real-life organizational issues and dynamics.
CO-4	<ul style="list-style-type: none">Analyze the dynamics of individual behavior within organizations, including motivation, perception, and attitudes.
CO-5	<ul style="list-style-type: none">Evaluate the effectiveness of leadership styles, communication strategies, and organizational policies in shaping behavior and culture.
CO-6	<ul style="list-style-type: none">Design strategies for enhancing employee engagement, motivation, and job satisfaction.
CC - II	BUSINESS STATISTICS-I
CO-1	<ul style="list-style-type: none">Recall key statistical concepts, terminology, and formulas.
CO-2	<ul style="list-style-type: none">Understand the role and importance of statistics in business decision-making.
CO-3	<ul style="list-style-type: none">Apply statistical techniques to summarize and describe data sets.
CO-4	<ul style="list-style-type: none">Analyze relationships between variables using correlation and regression analysis.
CO-5	<ul style="list-style-type: none">Evaluate the reliability and validity of statistical results.
CO-6	<ul style="list-style-type: none">Design experiments and surveys to collect and analyze data for business research purposes.
CC-III	COMPUTERS FOR MANAGEMENT
CO-1	<ul style="list-style-type: none">Recall basic computer terminology, hardware components, and software applications.
CO-2	<ul style="list-style-type: none">Understand the role and importance of computers in modern management practices.
CO-3	<ul style="list-style-type: none">Apply computer skills to perform routine management tasks such as word processing, spreadsheet analysis, and presentations.
CO-4	<ul style="list-style-type: none">Analyze the benefits and limitations of different computer technologies in


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	supporting management functions.
CO-5	<ul style="list-style-type: none"> Evaluate the security risks and vulnerabilities associated with computer systems and networks.
CO-6	<ul style="list-style-type: none"> Design customized computer-based solutions to address specific management needs and challenges.
CC-IV	BUSINESS REGULATORY FRAMWORK
CO-1	<ul style="list-style-type: none"> Recall key laws, regulations, and statutes relevant to business operations.
CO-2	<ul style="list-style-type: none"> Understand the objectives and importance of business regulations in ensuring fair and ethical business practices.
CO-3	<ul style="list-style-type: none"> Apply knowledge of business regulations to assess compliance requirements for different types of businesses and industries.
CO-4	<ul style="list-style-type: none"> Analyze the impact of regulatory changes and developments on business operations and strategies.
CO-5	<ul style="list-style-type: none"> Evaluate the effectiveness of regulatory frameworks in achieving their intended objectives, such as promoting competition or protecting consumer rights.
CO-6	<ul style="list-style-type: none"> Design compliance programs and policies to ensure adherence to regulatory requirements and mitigate legal risks.
CC - V	MICRO ECONOMIC
CO-1	<ul style="list-style-type: none"> Recall key microeconomic concepts, principles, and terminology.
CO-2	<ul style="list-style-type: none"> Understand the fundamental principles of microeconomics and their application in analyzing individual economic agents' behavior.
CO-3	<ul style="list-style-type: none"> Apply microeconomic concepts and theories to analyze real-world economic issues and problems.
CO-4	<ul style="list-style-type: none"> Analyze the behavior of consumers and firms in response to changes in prices, incomes, and other economic variables.
CO-5	<ul style="list-style-type: none"> Evaluate the strengths and weaknesses of different microeconomic theories and models in explaining real-world economic phenomena.
Co-6	<ul style="list-style-type: none"> Design economic models and scenarios to analyze the effects of changes in market conditions or policy variables.


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Course Outcomes

B.B.A. SEM-III

Paper No.	Paper Name
CC - I	MACRO ECONOMICS
co-1	<ul style="list-style-type: none">Recall key macroeconomic concepts, theories, and terminology.
co-2	<ul style="list-style-type: none">Understand the fundamental principles of macroeconomics and their application in analyzing the economy as a whole.
co-3	<ul style="list-style-type: none">Apply macroeconomic concepts and theories to analyze real-world economic issues and policy challenges.
co-4	<ul style="list-style-type: none">Analyze the factors influencing aggregate demand and aggregate supply in the economy.
co-5	<ul style="list-style-type: none">Evaluate the strengths and weaknesses of different macroeconomic policies and strategies.
co-6	<ul style="list-style-type: none">Design macroeconomic models and scenarios to analyze the effects of policy changes and external shocks on the economy.
CC - II	COST ACCOUNTING
co-1	<ul style="list-style-type: none">Recall and define key cost accounting terminology and concepts.
co-2	<ul style="list-style-type: none">Explain the principles of cost behavior and cost-volume-profit analysis.
co-3	<ul style="list-style-type: none">Apply cost allocation methods to distribute indirect costs to products or services.
co-4	<ul style="list-style-type: none">Evaluate different cost structures and their impact on profitability.
co-5	<ul style="list-style-type: none">Evaluate the ethical implications of cost accounting decisions.
co-6	<ul style="list-style-type: none">Propose innovative cost management strategies to enhance competitiveness and profitability.
CC-III	BUSINESS STATISTICS-II
co-1	<ul style="list-style-type: none">Recall basic statistical concepts, formulas, and definitions.
co-2	<ul style="list-style-type: none">Explain the significance of statistical analysis in business decision-making.
co-3	<ul style="list-style-type: none">Apply various statistical methods to solve business problems.
co-4	<ul style="list-style-type: none">Analyze cause-and-effect relationships using regression analysis and correlation.
co-5	<ul style="list-style-type: none">Assess the reliability and relevance of statistical conclusions.



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CC-IV	FUNCTIONAL MANAGEMENT
CO-1	<ul style="list-style-type: none"> Recall key concepts, principles, and functions associated with functional management
CO-2	<ul style="list-style-type: none"> Understand the significance and interdependence of different functional areas within an organization.
CO-3	<ul style="list-style-type: none"> Apply functional management concepts and techniques to analyze and solve business problems within specific functional areas.
CO-4	<ul style="list-style-type: none"> Analyze the internal and external factors influencing functional management decisions and outcomes.
CO-5	<ul style="list-style-type: none"> Evaluate the performance of functional departments and teams based on key performance indicators and benchmarks.
CO-6	<ul style="list-style-type: none"> Design functional management plans and initiatives to address specific organizational needs and challenges.
CC - V	BUSINESS COMMUNICATION AND MANAGERIAL SKILL
CO-1	<ul style="list-style-type: none"> Recall key principles, theories, and models related to business communication.
CO-2	<ul style="list-style-type: none"> Understand the importance of effective communication in managerial roles and organizational success.
CO-3	<ul style="list-style-type: none"> Apply communication skills to convey ideas, information, and messages effectively in written, verbal, and non-verbal forms.
CO-4	<ul style="list-style-type: none"> Analyze communication barriers and challenges in organizational contexts.
CO-5	<ul style="list-style-type: none"> Evaluate the clarity, coherence, and persuasiveness of written and oral communication.
CO-6	<ul style="list-style-type: none"> Design communication plans and strategies to address specific organizational communication needs and objectives.
C-6	<ul style="list-style-type: none"> Construct persuasive arguments using statistical evidence to support business decisions.



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Course Outcomes

B.B.A. SEM-IV

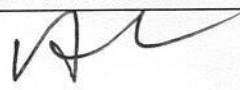
Paper No.	Paper Name
CC - I	COMPANY LAW
CO-1	<ul style="list-style-type: none">Recall key legal concepts, principles, and terminology related to company law.
CO-2	<ul style="list-style-type: none">Understand the objectives and scope of company law in regulating corporate entities.
CO-3	<ul style="list-style-type: none">Apply company law principles to analyze and solve legal issues and problems encountered by companies.
CO-4	<ul style="list-style-type: none">Analyze the legal structure and governance mechanisms of different types of companies, such as public, private, and nonprofit corporations.
CO-5	<ul style="list-style-type: none">Evaluate the effectiveness of corporate governance mechanisms in promoting transparency, accountability, and shareholder rights.
CO-6	<ul style="list-style-type: none">Design corporate governance structures and policies tailored to the needs and objectives of specific companies.
CC - II	BUSINESS RESEARCH
CO-1	<ul style="list-style-type: none">Recall key research methodologies, techniques, and terminology used in business research.
CO-2	<ul style="list-style-type: none">Understand the purpose and significance of research in the business context.
CO-3	<ul style="list-style-type: none">Apply research methods and techniques to design research studies and collect data in business settings.
CO-4	<ul style="list-style-type: none">Analyze research questions and hypotheses to identify appropriate research methodologies and approaches.
CO-5	<ul style="list-style-type: none">Evaluate the reliability and validity of research findings based on methodological rigor and data quality.
CO-6	<ul style="list-style-type: none">Design research proposals and protocols to address specific business research questions or objectives.
CC-III	PURCHASE MANAGEMENT



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CO-1	<ul style="list-style-type: none"> Recall key concepts, principles, and terminology related to purchase management.
CO-2	<ul style="list-style-type: none"> Understand the role and importance of purchase management in supply chain and operations management.
CO-3	<ul style="list-style-type: none"> Apply purchasing principles and techniques to effectively source goods and services from suppliers.
CO-4	<ul style="list-style-type: none"> Analyze supplier performance and evaluate vendor capabilities to make informed purchasing decisions.
CO-5	<ul style="list-style-type: none"> Evaluate the effectiveness of purchasing strategies and practices in achieving cost savings, quality improvements, and supply chain resilience.
CO-6	<ul style="list-style-type: none"> Design procurement policies and procedures to standardize purchasing practices and ensure compliance with regulations and best practices.
CC-IV	QUALITY MAHAGEMENT
CO-1	<ul style="list-style-type: none"> Recall key quality management concepts, principles, and terminology.
CO-2	<ul style="list-style-type: none"> Understand the importance of quality management in achieving organizational excellence and competitiveness.
CO-3	<ul style="list-style-type: none"> Apply quality management tools and techniques to identify, analyze, and solve quality-related problems.
CO-4	<ul style="list-style-type: none"> Analyze the root causes of quality issues using tools such as Pareto analysis, fishbone diagrams, and process maps.
CO-5	<ul style="list-style-type: none"> Evaluate the impact of quality management initiatives on organizational performance metrics, such as customer satisfaction, defect rates, and cost of quality.
CO-6	<ul style="list-style-type: none"> Design quality management plans and programs tailored to the needs and objectives of specific organizations.
CC - V	OFFICE MANAGEMENT
CO-1	<ul style="list-style-type: none"> Recall key office management concepts, principles, and terminology.
CO-2	<ul style="list-style-type: none"> Understand the role and importance of office management in supporting organizational efficiency and effectiveness.
CO-3	<ul style="list-style-type: none"> Apply office management techniques to organize and manage office resources, such as space, equipment, and supplies.
CO-4	<ul style="list-style-type: none"> Analyze office processes and procedures to identify inefficiencies and areas


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	for improvement.
CO-5	<ul style="list-style-type: none">Evaluate the performance of office systems and procedures based on key performance indicators and benchmarks.
CO-6	<ul style="list-style-type: none">Design office management policies and procedures to standardize office practices and ensure compliance with regulations and best practices.

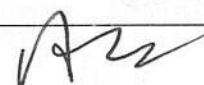


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Course Outcomes

B.B.A. SEM-V

Paper No.	Paper Name
CC - I	COMPUTERIZED FINACIAL ACCOUNTING
CO-1	<ul style="list-style-type: none">Recall key concepts, principles, and terminology related to financial accounting.
CO-2	<ul style="list-style-type: none">Understand the role and importance of financial accounting in business operations.
CO-3	<ul style="list-style-type: none">Apply computerized accounting software to record financial transactions accurately and efficiently.
CO-4	<ul style="list-style-type: none">Analyze financial data and reports generated by computerized accounting systems.
CO-5	<ul style="list-style-type: none">Evaluate the effectiveness of computerized accounting systems in meeting organizational needs and objectives.
CO-6	<ul style="list-style-type: none">Design customized chart of accounts and financial reporting structures within computerized accounting software.
CC - II	BUSINESS INFORMATION SYSTEM
CO-1	<ul style="list-style-type: none">Recall key concepts, terminology, and components of business information systems (BIS).
CO-2	<ul style="list-style-type: none">Understand the role and importance of BIS in supporting business operations and decision-making.
CO-3	<ul style="list-style-type: none">Apply BIS tools and technologies to collect, process, and analyze business data.
CO-4	<ul style="list-style-type: none">Analyze business requirements and select appropriate BIS solutions to meet organizational needs.
CO-5	<ul style="list-style-type: none">Evaluate the reliability, accuracy, and relevance of information produced by BIS.
CO-6	<ul style="list-style-type: none">Design BIS architectures and solutions tailored to organizational requirements and objectives.
CC-III	BUSINESS ENVIROMENT
CO-1	<ul style="list-style-type: none">Recall key concepts, theories, and models related to the business environment.



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CO-2	<ul style="list-style-type: none"> Understand the dynamic nature of the business environment and its impact on organizations.
CO-3	<ul style="list-style-type: none"> Apply knowledge of the business environment to analyze industry trends, competitive dynamics, and market opportunities.
CO-4	<ul style="list-style-type: none"> Analyze the impact of macroeconomic factors such as GDP growth, inflation, and exchange rates on business operations.
CO-5	<ul style="list-style-type: none"> Evaluate the strategic implications of environmental changes and disruptions on organizational performance.
CO-6	<ul style="list-style-type: none"> Design strategies for adapting to and capitalizing on opportunities in the business environment.
CC-IV	MANAGEMENT ACCOUNTING
CO-1	<ul style="list-style-type: none"> Recall key concepts, principles, and terminology related to management accounting.
CO-2	<ul style="list-style-type: none"> Understand the role and purpose of management accounting in supporting managerial decision-making.
CO-3	<ul style="list-style-type: none"> Apply management accounting techniques to analyze costs, revenues, and profitability.
CO-4	<ul style="list-style-type: none"> Analyze cost structures and cost drivers to identify opportunities for cost reduction and efficiency improvement.
CO-5	<ul style="list-style-type: none"> Evaluate the relevance and reliability of management accounting information for decision-making.
CO-6	<ul style="list-style-type: none"> Design management accounting systems and reports tailored to the informational needs of different managerial levels and functions.



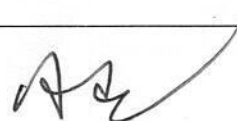
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Course Outcomes

B.B.A. SEM-VI

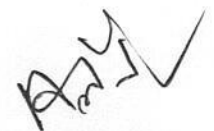
Paper No.	Paper Name
CC - I	INDIAN BANKING SYSTEM
CO-1	<ul style="list-style-type: none">Recall key historical events that have shaped the Indian banking system.
CO-2	<ul style="list-style-type: none">Explain the role of commercial banks, cooperative banks, and development banks in India.
CO-3	<ul style="list-style-type: none">Analyze case studies to evaluate the effectiveness of banking regulations in India.
CO-4	<ul style="list-style-type: none">Evaluate the challenges and opportunities facing the Indian banking sector in the current economic landscape.
CO-5	<ul style="list-style-type: none">Critique the role of the Reserve Bank of India (RBI) in regulating the Indian banking sector.
CO-6	<ul style="list-style-type: none">Design a comprehensive reform plan for improving the efficiency and resilience of the Indian banking system.
CC - II	INSURANCE MANAGEMENT
CO-1	<ul style="list-style-type: none">Recall the fundamental principles and concepts of insurance.
CO-2	<ul style="list-style-type: none">Explain the role of insurance in risk management and financial planning.
CO-3	<ul style="list-style-type: none">Apply risk assessment techniques to evaluate insurance needs for individuals and businesses.
CO-4	<ul style="list-style-type: none">Analyze case studies to assess the impact of insurance on financial stability in various scenarios.
CO-5	<ul style="list-style-type: none">Evaluate the effectiveness of insurance policies in providing financial protection against unforeseen events.
CO-6	<ul style="list-style-type: none">Design a comprehensive insurance plan for individuals or businesses based on their risk profiles and financial goals.
CC-III	COMMERCIAL BANK MANAGEMENT



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CO-1	<ul style="list-style-type: none"> Recall the functions and objectives of commercial banks.
CO-2	<ul style="list-style-type: none"> Explain the role of commercial banks in the economy and the financial system.
CO-3	<ul style="list-style-type: none"> Apply principles of asset-liability management (ALM) to manage liquidity, interest rate, and credit risks
CO-4	<ul style="list-style-type: none"> Evaluate the impact of macroeconomic factors on the profitability and stability of commercial banks.
CO-5	<ul style="list-style-type: none"> Critique the ethical considerations involved in commercial bank operations, such as lending practices and fee structures.
CO-6	<ul style="list-style-type: none"> Design a comprehensive business plan for a new commercial bank, including market analysis, product offerings, and risk management strategies.
CC-IV	SALES AND SALESMANSHIP
CO-1	<ul style="list-style-type: none"> Recall the basic principles and techniques of salesmanship.
CO-2	<ul style="list-style-type: none"> Explain the importance of effective communication skills in sales.
CO-3	<ul style="list-style-type: none"> Apply effective questioning and listening techniques to understand customer needs and preferences.
CO-4	<ul style="list-style-type: none"> Analyze market trends and competitor strategies to identify sales opportunities.
CO-5	<ul style="list-style-type: none"> Critique ethical issues and dilemmas in sales practices, such as honesty and transparency.
CO-6	<ul style="list-style-type: none"> Design a comprehensive sales plan for a new product or service, including market analysis, target audience identification, and promotional strategies.



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