

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA**

**Programme: B.B.A., with Computer Applications**

<b>PO No.</b>	<b>Programme Outcomes</b>
	<b>Upon completion of the B.B.A(CA) Degree Programme, the graduate will be able to</b>
<b>PO-1</b>	emerge with competency in the subject of Business Administration and apply knowledge to cater to the needs of Society / Employer / Institution / Own Business Enterprise
<b>PO-2</b>	imbibe analytical/critical/logical/innovative thinking skills in the field of Business, Management and Computer Applications
<b>PO-3</b>	acquire distinct traits and ethics with high professionalism to gain a broader insight into the domain concerned for nation building
<b>PO-4</b>	apply the management knowledge in all areas of business operation to ensure organizational success
<b>PO-5</b>	explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment

<b>PSO No.</b>	<b>Programme Specific Outcomes</b>
	<b>Upon completion of these courses the student would</b>
<b>PSO-1</b>	understand and apply the concepts of management in the corporate arena.
<b>PSO-2</b>	demonstrate the precise efficiency in MS-Office, Tally, Internet and Web Designing, Visual Basic, Photoshop, Flash, 3DMax and Sound Forge.
<b>PSO-3</b>	develop a flair for communication, analytical and decision making ability to excel in their profession.
<b>PSO-4</b>	empower the students with entrepreneurial skills for career development and future prospects.
<b>PSO-5</b>	explore the managerial skills through institutional training and project work.
<b>PSO-6</b>	To inculcate business ethics and to familiarise the students with corporate social responsibilities to become sociopreneurs.

<b>Course Title</b>	<b>PRINCIPLES OF MANAGEMENT AND BUSINESS ORGANISATION</b>	
<b>CODE</b>	<b>18BAUC101</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Interpret and design the different forms of organisation	K2
<b>CO-2</b>	Demonstrate social responsibility and ethical issues involved in business situations and organizations	K2
<b>CO-3</b>	Integrate management principles in real time situations	K3
<b>CO-4</b>	Apply the managerial functions in different business setup	K3
<b>CO-5</b>	Implement decisions to ensure organisational effectiveness	K3

<b>Course Title</b>	<b>INTRODUCTION TO INFORMATION TECHNOLOGY</b>	
<b>CODE</b>	<b>18BAUC102</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire ICT skills and knowledge in diverse contexts	K3
<b>CO-2</b>	Analyze the knowledge of various ICT components and social networking	K4
<b>CO-3</b>	Demonstrate the understanding of basic principles, concepts and information about database	K2
<b>CO-4</b>	Implement the basic concepts of computer applications in real situations	K3
<b>CO-5</b>	Optimize the hardware, software, networks and internet in the workplace	K3

<b>Course Title</b>	<b>MATHEMATICS FOR MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUA101</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire mathematical skills to analyze and solve the problems with set operations and matrices	K2
<b>CO-2</b>	Apply mathematics to solve financial problems at varying levels	K3
<b>CO-3</b>	Construct appropriate models in LPP and interpret the results generated	K3
<b>CO-4</b>	Implement OR techniques to obtain optimal solutions	K3
<b>CO-5</b>	Analyze and solve variety of business problems using network models	K4

<b>Course Title</b>	<b>FINANCIAL ACCOUNTING</b>	
<b>CODE</b>	<b>18BAUC203</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Journalize and post business transactions using fundamental accounting concepts and conventions	K3
<b>CO-2</b>	Prepare the trial balance and rectify the errors	K3
<b>CO-3</b>	Compute gross profit, net profit to arrive at the financial position of a business	K3
<b>CO-4</b>	Project the Non - trading accounts and apply the various methods of depreciation	K3
<b>CO-5</b>	Apply net worth and conversion method to derive the true profit from the incomplete records	K3

<b>Course Title</b>	<b>PC SOFTWARE (MS OFFICE) - PRACTICAL</b>	
<b>CODE</b>	<b>18BAUC P01</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire basic skills on shortcuts and keyboard techniques to enhance productivity	K2
<b>CO-2</b>	Customize the file management procedures using MS Word	K3
<b>CO-3</b>	Develop spreadsheets for general office use	K3
<b>CO-4</b>	Develop effective presentations to communicate to the target audience	K3
<b>CO-5</b>	Apply relational database using SQL statements	K3

<b>Course Title</b>	<b>MANAGERIAL ECONOMICS</b>	
<b>CODE</b>	<b>18BAUA202</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand demand, supply, equilibrium and their determinants	K2
<b>CO-2</b>	Demonstrate the application of production function in business settings	K2
<b>CO-3</b>	Differentiate the four basic market structures	K2
<b>CO-4</b>	Interpret the causes and consequences of business cycle	K2
<b>CO-5</b>	Compare and contrast the different components of macro economic conditions	K3

<b>Course Title</b>	<b>PRODUCTION AND MATERIALS MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC304</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the basic concepts of production management and implement production planning and control techniques for cost reduction.	K2
<b>CO-2</b>	Develop the selection criteria for material handling equipments and recommend cost effective maintenance system for the concern.	K3
<b>CO-3</b>	Examine the various methods of purchasing and develop vendor relationship.	K4
<b>CO-4</b>	Interpret inventory control techniques and the functions of store keeping.	K3
<b>CO-5</b>	Explain the quality control systems such as TQM, six sigma and bench marking.	K3

<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC305</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand marketing concepts, functions and comparing social and non – profit marketing	K2
<b>CO-2</b>	Identifying buyerbehaviour and channels involved in marketing.	K3
<b>CO-3</b>	Interpret product lifecycle and identify marketing risks.	K3
<b>CO-4</b>	Apply pricing functions in different marketing setup.	K3
<b>CO-5</b>	Compare the various aspects in branding decision.	K4

<b>Course Title</b>	<b>SKILL - BASED PRACTICALS I – ENTREPRENEURIAL SKILL DEVELOPMENT</b>	
<b>CODE</b>	<b>I3BAUSP01</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Define the meaning and functions of MSME and associated organizations.	K2
<b>CO-2</b>	Demonstrate the making of toy using fur.	K4
<b>CO-3</b>	Acquire the skills in making of fashion jewelry using beads and terracotta.	K4
<b>CO-4</b>	Develop Jute products like bags, purses and pouches.	K4
<b>CO-5</b>	Making of paper products, keychain, pen stand and incense sticks	K4

<b>Course Title</b>	<b>SOFT SKILL DEVELOPMENT</b>	
<b>CODE</b>	<b>13BAUN301</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Analyze self by SWOT and Johari window and goal setting.	K2
<b>CO-2</b>	Acquire skills on creativity techniques.	K2
<b>CO-3</b>	Demonstrate stress management techniques.	K3
<b>CO-4</b>	Develop body language tips for job interviews.	K3
<b>CO-5</b>	Apply management games for team building.	K3

<b>Course Title</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC407</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the basic concepts of human resource management and the applications of E-HRM.	K2
<b>CO-2</b>	Interpret the elements of human resource management such as recruitment, selection, training and development.	K2
<b>CO-3</b>	Develop and administer an ideal performance appraisal system in the organization.	K3
<b>CO-4</b>	Construct a compensation plan in accordance with organizational goals, mission, values and labour market.	K3
<b>CO-5</b>	Explain the core issues, policies and procedures surrounding industrial relations.	K2

<b>Course Title</b>	<b>FINANCIAL MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC408</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Define and identify the scope and objectives of financial management.	K2
<b>CO-2</b>	Demonstrate the cost of sources of capital and the capital structure.	K2
<b>CO-3</b>	Interpret the dividend policy and the factors influencing the dividend policy.	K2
<b>CO-4</b>	Acquire knowledge in cash and receivables management	K3
<b>CO-5</b>	Analyze the methods of capital budgeting and leverage	K3

<b>Course Title</b>	<b>INTERNET AND WEB DESIGNING (THEORY)</b>	
<b>CODE</b>	<b>18BAUC409</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Define the principles and the basics in Internet	K2
<b>CO-2</b>	Analyse the working with E-Mail and managing them	K3
<b>CO-3</b>	Visualize the basic concept of HTML and Recognize the elements of HTML.	K3
<b>CO-4</b>	Develop the creation of web page by adding graphics	K4
<b>CO-5</b>	Introduce the basic concept of CSS with DHTML	K3

<b>Course Title</b>	<b>STRATEGIC MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC410</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Demonstrate the concepts of strategic management benefits received by the organisation.	K2
<b>CO-2</b>	Acquire knowledge on guidelines to formulate mission, goals and objectives.	K2
<b>CO-3</b>	Implement the knowledge gained in strategy selection.	K3
<b>CO-4</b>	Analyse the factors and approaches to implement the strategy.	K4
<b>CO-5</b>	Understand the importance and criteria for strategic evaluation and control.	K2



<b>Course Title</b>	<b>INTERNET AND WEB DESIGNING (PROGRAMMING LAB)</b>	
<b>CODE</b>	<b>18BAUC P03</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire the knowledge of internet and its usage	K3
<b>CO-2</b>	Create electronic mail and learn its usage	K4
<b>CO-3</b>	Develop a model web page for creating password and username and adding and removing items and scrolling	K3
<b>CO-4</b>	Construct the web page using HTML tags	K3
<b>CO-5</b>	Outline the web pages using DHTML Tags and add graphics to them	K3

<b>Course Title</b>	<b>BUSINESS COMMUNICATION</b>	
<b>CODE</b>	<b>18BAUA404</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Outline the communication, its principles, process and devices in detail	K2
<b>CO-2</b>	Identifying various business offers and executing it	K2
<b>CO-3</b>	Construct the complaints letter in business situations	K3
<b>CO-4</b>	Draft various kinds of reports and speeches	K3
<b>CO-5</b>	Dealing with secretarial correspondences, agenda and minutes preparation	K3

<b>Course Title</b>	<b>MULTI - SKILL DEVELOPMENT</b>	
<b>CODE</b>	<b>18BAUS402</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Demonstrate understanding of basic grammatical structure and vocabulary.	K2
<b>CO-2</b>	Develop the quantitative problems and use appropriate arithmetical methods to solve.	K3
<b>CO-3</b>	Apply critical thinking to develop and express sound arguments from given premises to related conclusions.	K3
<b>CO-4</b>	Construct curriculum vitae and acquire the key skills and behaviours required to facilitate a group discussion.	K3
<b>CO-5</b>	Acquire interview skills and etiquettes for job seeking.	K3

<b>Course Title</b>	<b>BASIC PROMOTION TECHNIQUES</b>	
<b>CODE</b>	<b>18BAUN402</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the importance of strategies and channels involved in marketing.	K2
<b>CO-2</b>	Demonstrate the types and creativity in advertisements.	K2
<b>CO-3</b>	Apply sales promotional tools depending on its suitability	K3
<b>CO-4</b>	Interpret the steps related to personal selling and develop the skills of a salesman	K2 & K3
<b>CO-5</b>	Analyse the importance of publicity and public relation tools and apply in real business.	K3

<b>Course Title</b>	<b>BANKING AND INSURANCE SERVICES</b>	
<b>CODE</b>	<b>18BAUC511</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Interpret the different forms of banking	K2
<b>CO-2</b>	Demonstrate the types of bank accounts and forms of securities	K2
<b>CO-3</b>	Construct the different types of negotiable instruments	K3
<b>CO-4</b>	Apply insurance principles and procedures	K3
<b>CO-5</b>	Explain Insurance organization and channels in India	K2

<b>Course Title</b>	<b>RESEARCH METHODS FOR MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC512</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Interpret about research and infer the research process	K2
<b>CO-2</b>	Exemplify and summarise the various data used in research	K2
<b>CO-3</b>	Demonstrate the scaling techniques to analyse and execute the hypothesis and its types	K4
<b>CO-4</b>	Apply and organize the research reports	K3
<b>CO-5</b>	Integrate and Implement the various application of research	K3

<b>Course Title</b>	<b>ENTREPRENEURIAL DEVELOPMENT AND PROJECT MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC513</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the concepts and recent trends of entrepreneurship	K2
<b>CO-2</b>	Demonstrate course contents and phases of entrepreneurship	K2
<b>CO-3</b>	Acquire knowledge regarding sources of finance to entrepreneurs	K2
<b>CO-4</b>	Develop project appraisal and prepare business plan	K3
<b>CO-5</b>	Implement planning commission guidelines for formulating a project	K3

<b>Course Title</b>	<b>VISUAL BASIC (THEORY)</b>	
<b>CODE</b>	<b>18BAUC514</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the basic concepts of visual basic environment and explain the uses of tool bars, system controls and components	K2
<b>CO-2</b>	Describe code window and interpret controlling program flow, repeating operation and making decisions through visual basic	K2
<b>CO-3</b>	Make use of arrays and distinguish the various concepts of control arrays	K3
<b>CO-4</b>	Interpret line, shapes, curves, file commands and file system controls	K3
<b>CO-5</b>	Construct data control and structured query language	K3

<b>Course Title</b>	<b>VISUAL BASIC (PROGRAMMING LAB)</b>	
<b>CODE</b>	<b>18BAUCP04</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Develop a visual basic project for creating username and password and adding, removing and copying items	K3
<b>CO-2</b>	Build a VB project to enter and display student information, to scroll text and to display system date and time on screen	K3
<b>CO-3</b>	Create a VB project to find day of a week of a given date, to perform mini calculator functions and monthly calendar using flex grid	K4
<b>CO-4</b>	Develop a VB project to view image files, note pad and documents typing using MDI Form	K3
<b>CO-5</b>	Construct a Visual Basic Project to perform operations in MS – Access database using DAO	K3

<b>Course Title</b>	<b>QUANTITATIVE TECHNIQUES FOR MANAGEMENT</b>	
<b>CODE</b>	<b>18 BAUE501</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Explain the concepts of statistics and undertake processing operations such as coding, classification, tabulation and frequency distribution	K2
<b>CO-2</b>	Compare mean, median, mode and summarize measures of dispersion and probability distribution	K2
<b>CO-3</b>	Examine correlation and regression analysis	K3
<b>CO-4</b>	Interpret hypothesis testing of means and comparing a variance to other population variance	K3
<b>CO-5</b>	Construct parametric test and weighted average score ranking method	K3

<b>Course Title</b>	<b>MENTAL APTITUDE DEVELOPMENT</b>	
<b>CODE</b>	<b>18BAUS503</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the statements and provide conclusions and proper course of action	K2
<b>CO-2</b>	Examine quantitative problems	K3
<b>CO-3</b>	Interpret solutions for data comprehension	K2
<b>CO-4</b>	Develop critical thinking in reasoning	K3
<b>CO-5</b>	Analyze the patterns and complete the series	K4

<b>Course Title</b>	<b>PROMOTION MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUC615</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Demonstrate the understanding of the basic instruments and components of promotion	K3
<b>CO-2</b>	Analyze the knowledge of public relations, packaging and point of purchase.	K4
<b>CO-3</b>	Construct the understanding of basic principles and concepts of advertising and classify the various forms of media for advertising.	K2
<b>CO-4</b>	Implement the basic concepts of agencies , budget and appeals of advertising and create attractive ad copy	K3,K5
<b>CO-5</b>	Carry out the importance and execute the basic components of sales force management.	K3

<b>Course Title</b>	<b>COST AND MANAGEMENT ACCOUNTING</b>	
<b>CODE</b>	<b>18BAUC616</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Interpret and understand different classification of cost and management accounting	K2
<b>CO-2</b>	Construct cost sheet and applying various method of pricing stock level &labour remuneration.	K3
<b>CO-3</b>	Analyze material, labour variances and preparation of various budgets.	K3
<b>CO-4</b>	Develop financial statements and ratio analysis	K3
<b>CO-5</b>	Apply different methods of cash flow analysis	K3

<b>Course Title</b>	<b>LEGAL ASPECTS OF BUSINESS</b>	
<b>CODE</b>	<b>18BAUC617</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the concept of Contract, Agreement, Offer, Acceptance, Consideration, Consent and Coercion.	K2
<b>CO-2</b>	Analyze illegal issues in making business decisions and examine the discharge of contract and its remedies	K4
<b>CO-3</b>	Conceptual understanding of the special contracts that affects business activities	K2
<b>CO-4</b>	Critically analyze the factories act and the payment of wages act in the context of the business environment	K4
<b>CO-5</b>	Apply the workmen's compensation and various modes of dispute resolution in the business context	K3

<b>Course Title</b>	<b>MULTIMEDIA (PROGRAMMING LAB)</b>	
<b>CODE</b>	<b>18BAUCP05</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Develop digital images with different effects using Photoshop technologies.	K3
<b>CO-2</b>	Develop web page and apply different effects	K3
<b>CO-3</b>	Develop animated images with motion using Flash	K3
<b>CO-4</b>	Applying different effects on animation using 3D Max	K3
<b>CO-5</b>	Demonstrate and create various sound effects using Sound Forge	K3

<b>Course Title</b>	<b>INVESTMENT MANAGEMENT</b>	
<b>CODE</b>	<b>18BAUE602</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the concepts and alternate forms of investment	K2
<b>CO-2</b>	Demonstrate the role of primary and secondary market	K2
<b>CO-3</b>	Examine the kinds of risk and valuation of securities	K3
<b>CO-4</b>	Analyze the securities and important chart patterns	K4
<b>CO-5</b>	Interpret various forms of market theories for investment	K3



<b>Course Title</b>	<b>CONCEPTS IN RETAILING</b>	
<b>CODE</b>	<b>18BAUS604</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the importance of retailing and the role of retail in nation's economy	K2
<b>CO-2</b>	Demonstrate different retail formats and steps involved in choosing a retail location	K2
<b>CO-3</b>	Examine the types of stores layout and visual merchandising	K3
<b>CO-4</b>	Interpret the development of retailing in India and key sectors in Indian retail	K3
<b>CO-5</b>	Explain online retailing and FDI in Indian retail	K3