

**K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Mapping with Programme outcomes (2017 – 2018)**  
**BBA**

**Program Outcomes**

<b>S. No</b>	<b><u>OUTCOMES</u></b>
<b>PO1</b>	The Business Administration curriculum provides a number of specification and practical experience which would feel the student to face the current changes in business environment.
<b>PO2</b>	The overall course offer a number of value based and job oriented course to ensure the students to trained up to date.
<b>PO3</b>	This course provides well trained professionals for the Industries, Banking Sectors, Insurance Companies, Financing Companies and Logistics.
<b>PO4</b>	The Graduates will get hands on experience in various aspects of acquiring skills for Marketing Manager, Sales Manager, Bank Manager, Cost Accountant and Auditors.
<b>PO5</b>	The graduates have well trained manpower requirements for the business activities and success.
<b>PO6</b>	The graduates will be able to identify factors that affect business practices in the global environment and propose decisions and actions that are appropriate in specific situations.
<b>PO7</b>	The graduates will have the oral and written communication skills required to compete effectively in the workplace.
<b>PO8</b>	The graduates will explore ethical standards of behavior and develop their own frames of reference and standards to guide their professional behavior.
<b>PO9</b>	The graduates will have a broad understanding of the business disciplines and functional skills critical to their roles as business professionals.
<b>PO10</b>	The graduates will have knowledge of leadership theory and demonstration of managerial skills with a comprehension of the global business environment.

**Program Specific Outcomes**

<b>S. No</b>	<b><u>SPECIFIC OUTCOMES</u></b>
<b>PSO1</b>	Acquiring Conceptual Clarity of Various Functional Areas Ability to analyze various functional issues affecting the organization
<b>PSO2</b>	Demonstrating ability to evolve strategies for organizational benefits
<b>PSO3</b>	Analysis and interpretation of the data which is used in Decision Making
<b>PSO4</b>	Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts and demonstrate Effectively Oral and Written Communication.
<b>PSO5</b>	Analyze Global Environment and its Impact on Business
<b>PSO6</b>	Understand the ecosystem of start up in the country
<b>PSO7</b>	Demonstrate the ability to create business plans

**K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Mapping with Programme outcomes (2017-2018)**  
**BBA**

**Semester: I**

**Paper code: BBA11**

**Principles of Management**

**Paper type: CORE THEORY**

**Credit: 4**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2017-2018)	Principles of Management	4	CO1- To familiarize the students with basic concept of management CO2- To understand the functions of management CO3- To understand the theories of management CO4- To acquire skills to become a good manager CO5- To plan effectively and to take right decisions

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	M	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	M

PO – Programme Outcome, CO – Course outcome, S – Strong, M – Medium, L – Low

**Semester: I**

**Paper code: BBA 12**

**Business Mathematics and Statistics I**

**Paper type: CORE THEORY**

**Credit: 3**

**Total Hours per Week:4**

**Lecture Hours: 3**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2017-2018)	Business Mathematics & Statistics I	3	CO1- To familiarize students with basic concept of business mathematics & statistics CO2- To make students understands various measure of central tendency CO3- To know principles of construction of dispersion CO4- To be able to choose rational options in practical decision making finance CO5- To have rules for differentiation

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	M	S	M	S	S	S
CO5	S	S	S	M	M	S	M	S	M	S

PO – Programme Outcome, CO – Course outcome, S – Strong, M – Medium, L – Low

**Semester: I**  
**Paper code: BABA13A**

**Paper type: ALLIED- I**  
**A. Business Organization** **Credit: 4**

**Total Hours per Week: 6 Lecture**

**Hours: 5**

**Tutorial Hours: 1**

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2017-2018)	Business Organization	4	CO1- To obtain knowledge of business and its functional areas CO2- To understand in detail the types of business CO3- To study the factors that influence the location CO4- To acquire knowledge about trade association and chamber of commerce CO5- To obtain in depth understanding of the stock exchange and its functions.

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	S	M	S	S
CO4	M	S	S	S	M	M	M	M	S	M
CO5	S	S	S	S	M	S	M	S	S	M

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: II**  
**Paper code: BBA 21**

**Paper type: CORE THEORY**  
**Financial Accounting**

**Credit: 4**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2017-2018)	Financial Accounting	4	CO1- To obtain knowledge Acquire the basic knowledge of the terms such as, single entry system, statement of affairs CO2- To understand department trading and profit and loss account and balance sheets, stocks and debtors system and final accounts system and hire purchase trading account. CO3- To Familiarizing the methods of preparation of single entry system of accounts

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO2	M	S	M	M	S	M	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: II  
Paper code: BBA 22

Paper type: CORE THEORY  
Business Mathematics & Statistics-II

Credit: 3

Total Hours per Week: 4

Lecture Hours: 3

Tutorial Hours: 1

Semester	Course Name	Course Credit	Course Outcomes
II (Regulation 2017-2018)	Business Mathematics & Statistics II	3	CO1- To familiarize students with basic concept of maths and statistics CO2- To make students understand various tools & techniques in matrix CO3- To know principles of correlation and regression CO4- To be able to choose rational options in time series CO5- To be familiar with a variety of statics help accurately

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	S	S	S
CO2	S	S	S	S	M	S	M	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	M	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: II  
Paper code: BABA23A

Paper type: ALLIED I  
A. Business Communication

Credit: 6

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
II (Regulation 2017-2018)	Business Communication	6	CO1- To familiarize Discuss the shift from paper to digital communication CO2- To make students understand Compose emails and memos intended for an audience within the same company or team as the writer CO3- To Identify other common methods of professional communication CO4- To be able to Discuss appropriate ways to communicate to an audience outside of the company CO5- To be familiar Determine the appropriate communication channel for a specific type of message

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	S	S	M
CO5	S	M	M	S	S	S	M	M	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: III  
Paper code: BBA31

**Production Management**

Paper type: Core Theory  
Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hours: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Production Management	4	CO1- To gain knowledge about managing production processes CO2- To understand run operations effectively CO3- To better understanding of quality management CO4- To acquire skills for the effective operations management CO5- To apply concepts and their influence on business decisions

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	M
CO2	M	S	S	S	M	S	S	S	S	S
CO3	S	M	M	S	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	M
CO5	S	S	S	M	S	S	M	M	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: III  
Paper code: BBA32

**Management Accounting-I**

Paper type: Core Theory  
Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Management Accounting I	4	CO1- To know the financial statement analysis and its tools CO2- To understand the fundamental concepts of ratios CO3- To know how to prepare budgets CO4- To acquire skills to analyze budgets and its purposes CO5- To know the meaning of marginal costing techniques for decision making process

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: III**  
**Paper code: BBA33**

**Strategic Management**

**Paper type: Core Theory**  
**Credit: 4**

**Total Hours per Week: 5**

**Lecture Hours: 4**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Strategic Management	4	CO1- To develop their capacity to think and execute strategies CO2- To demonstrate capability of making their own decisions CO3- To understand and solve organizational issues using strategic tools CO4- To acquire skills to become a good manager CO5- To manage a successful business in a global context and to analyze and implement effective strategy for current business

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	M	S	S	M
CO2	S	M	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	M	S	S	M	S
CO4	S	S	S	S	M	S	S	M	M	S
CO5	M	S	M	S	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: III**  
**Theory Paper code: BBA34**

**Managerial Economics**

**Paper type: Core**  
**Credit: 3**

**Total Hours per Week: 4**

**Lecture Hours: 3**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Managerial Economics	3	CO1- To analyze the output decision of monopoly and oligopoly firms CO2- To know the applications of price discrimination CO3- To acquire knowledge on production and cost analysis CO4- To acquire skills to analyse supply and demand on market dynamics CO5- To understand concepts and reasons of existence of firms and optimal decision making

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	M	S
CO4	M	S	M	S	M	M	S	M	M	M
CO5	S	S	S	S	M	S	S	S	M	M

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: III  
Paper code: BABA35A

A. Office Management

Paper type: ALLIED-2  
Credit: 4

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Office Management	4	CO1- To understand the concepts and function of office CO2- To acquire the skills require to become a good manager CO3- To gain knowledge of various types of office furniture and its uses CO4- To acquire knowledge of location, layout and environment of office CO5- To utilize appropriate office technology and to support management in office administration

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: III  
Paper code: BSBA36

Customer Relationship Management

Paper type: Skill based  
Credit: 3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Customer Relationship Management	3	CO1- To familiarize the students about classification of segment of customer CO2- To understand the functions of relationship manager CO3- To implement various technologic for success implementation of CRM CO4- To acquire skills to become a good customer relations manager CO5- To analyse relationship theory and practice of CRM

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: III****Paper code: BNBA37****Total Hours per Week: 2****Paper type: Non-major elective****Management Concepts****Lecture Hours: 1****Tutorial Hour: 1****Credit: 2**

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2017-2018)	Management Concepts	2	CO1- To familiarize the students with basic concept of management CO2- To understand the functions of management CO3- To practice of theories of management CO4- To acquire skills to become a good manager CO5- To acquire analysis skills and decision making

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	M	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	M	S
CO4	S	S	S	S	S	S	S	S	M	S
CO5	S	S	S	S	S	S	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: IV****Paper code: BBA41****Total Hours per Week: 5****Materials Management****Lecture Hours: 4****Paper type: Core Theory****Credit: 4****Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Materials Management	4	CO1- To identify the scope for integrating with logistics and supply chain operations CO2- To integrate organization wide material requirement to develop an overall plan (MRP) CO3- To identify, study, compare and evaluate alternatives, select and relate with a good supplier CO4- To apply various purchasing method and inventory controlling techniques into practice CO5- To realize the importance of both in product and service

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	S	S	S
CO2	S	S	S	M	M	M	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low



**Semester: IV**

**Paper code: BBA42**

**Total Hours per Week: 5**

**Management Accounting-II**

**Lecture Hours: 4**

**Paper type: Core Theory**

**Credit: 4**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Management Accounting II	4	CO1- To enhance the abilities of learners to analyze the financial statement CO2- To empower students with necessary skill to become effective future manager and leaders CO3- To make students develop competence with their usage in managerial decision making and control CO4- To acquire skills on cost and management systems CO5- To analyze cost volume profit techniques for decision making and to understand the role of budgets in organization

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	S	S	S
CO2	S	S	S	M	M	M	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: IV**

**Paper code: BBA43**

**Total Hours per Week: 5**

**Business Environment**

**Lecture Hours: 4**

**Paper type: Core Theory**

**Credit: 3**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Business Environment	3	CO1- To discuss CSR, corporate governance and social audit CO2- To understand the relate various concepts like business ethics, culture and climate CO3- To understand the various types of business environment and to analysis the factors CO4- To acquire skills on what business operations encompass CO5- To examine how different factors and trends in the external environment are likely to impact upon a proposed business venture

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	S	S	S
CO2	S	S	S	M	M	M	M	M	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: IV**  
**Paper code: BBA44**

**Operation Research**

**Paper type: Core Theory**  
**Credit: 3**

**Total Hours per Week: 4**

**Lecture Hours: 3**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Operations Research	3	CO1- To familiarize the students with basic methodology of operations research CO2- To understand the functions of network flows & LPP CO3- To understand the game theory and dynamic programming CO4- To acquire skills of multi criteria decision techniques CO5- To determine optimal solution for transportation problems

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	S	S	S
CO2	M	S	S	S	M	S	M	M	M	S
CO3	S	M	S	M	S	M	S	S	M	S
CO4	M	S	S	S	M	M	M	M	M	M
CO5	S	M	S	M	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong, M – Medium, L – Low

**Semester: IV**  
**Paper code: BABA45C**

**C. Hotel Management**

**Paper type: Allied-2**  
**Credit: 6**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Hotel Management	6	CO1- To effectively work as a team member with professional ethics and to analyze and implement effective strategy for current business CO2- To identify key issues in hospitality that relate to global citizenship CO3- To monitor and control food, beverage and labour cost CO4- To acquire skills to operate basic food service equipment and to recognize importance of outstanding guest service quality & ethics CO5- To design and analyze menus for food service operations and identify internal & external components of managing lodging operations understand the importance of continuous improvement process

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	S	S	M	S
CO2	M	M	M	M	S	M	M	S	M	M
CO3	S	M	S	S	S	M	S	S	M	S
CO4	M	M	M	M	S	M	M	S	M	M
CO5	S	M	S	S	S	M	S	S	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong, M – Medium, L – Low

**Semester: IV**  
**Paper code: BSBA46**

**Total Quality Management**

**Paper type: Non major elective**  
**Credit: 3**

**Total Hours per Week: 3**

**Lecture Hours: 2**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Total Quality Management	3	CO1- To understand the basic concept of quality CO2- To understand the implication of quality of business CO3- To implement quality implementation programs CO4- To have exposure to challenges in quality improvement programs CO5- To understand quality in manufacture, services, healthcare & education sectors

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: IV**  
**Paper code: BNBA47**

**Training and Development**

**Paper type: Non major elective**  
**Credit: 2**

**Total Hours per Week: 2**

**Lecture Hours: 1**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2017-2018)	Training and Development	2	CO1- To learn how design a training module and execute it CO2- To understand the need for performance management CO3- To understand the concept of training audit and evaluation CO4- To acquire skills to become a good manager CO5- To acquire managerial and analytical skill for decision making

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: V**  
**Paper code: BBA51**

**Marketing Management**

**Paper type: Core Theory**  
**Credit: 4**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	Marketing Management	4	CO1- To demonstrate effective understanding of relevant functional areas of marketing management CO2- To understand the conceptual knowledge of marketing management CO3- To provide information needed to make marketing decision CO4- To acquire skills in identify and solve problems pertaining to market CO5- To learn how to plan, prepare and deliver a sales presentation

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: V**  
**Paper code: BBA52**

**Business Law**

**Paper type: Core Theory**  
**Credit: 4**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	Business Law	4	CO1- To apply basic legal knowledge to business transactions CO2- To understand the laws related to sales and performance of contract of sale CO3- To integrate concept of business law with foreign trade CO4- To demonstrate an understanding of legal environment of business CO5- To gain insight on law related to maintenance of books of accounts and audit report and to learn concept of different types of agreement and contracts

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

**Semester: V**  
**Paper code: BBA53**

**Cost Accounting**

**Paper type: Core Theory**  
**Credit: 4**

**Total Hours per Week: 5**

**Lecture Hours: 4**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	Cost Accounting	4	CO1- To explain the purposes of cost accounting CO2- To defines the concepts of cost, expense, loss and revenue CO3- To calculates labour cost and records them CO4- To explain the flow of costs in process system CO5- To prepares the documents that are with job cost system and calculates production cost according to the job cost system

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes  
 S – Strong , M – Medium, L – Low

**Semester: V**  
**Paper code: BBA54**

**Computer Application in Business**

**Paper type: Core Theory**  
**Credit: 4**

**Total Hours per Week: 5**

**Lecture Hours: 4**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	Computer Application in Business	4	CO1- To familiarize the students with basic concept of management CO2- To apply critical thinking and skills in decision making and problem solving CO3- To share information throughout the company CO4- To use data to identify long term interest and buying habits of clients CO5- To build a database of customers and prospective customers and decide need of marketing information & establish a plan to obtain it

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes  
 S – Strong , M – Medium, L – Low

Semester: V

Paper code: BEBA55A

A. Human Resource Management

Paper type: Elective

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	Human Resource Management	3	CO1- To explain the concept of human resource management CO2- To understand the strategic management process CO3- To identify use of people analytics in strategy CO4- To acquire skills to become a good manager CO5- To describe the steps in the workforce planning process

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	M	S	M	S	S	S	S
CO2	S	M	S	M	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	M	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	M	S	S	S	S	M

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: V

Paper code: BSBA56

E-Business

Paper type: Skill based subject

Credit: 3

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2017-2018)	E-Business	3	CO1- To provide adequate knowledge about E-commerce practices CO2- To understand various relationship in E-commerce (B2B, B2C) CO3- To identify the key security threats in E-commerce environment CO4- To analyze the impact of E-commerce on business models CO5- To understand legal environment as it relates to E-commerce

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: VI  
Paper code: BBA61

Industrial Relations & Labour Laws

Paper type: Core Theory  
Credit: 4

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Industrial Relations & Labour Laws	4	CO1- To illustrate role of trade union in industrial setup CO2- To outline causes and impact of industrial disputes CO3- To elaborate dispute settlement procedures CO4- To understand various process & procedures of handling employee relations CO5- To acquire skills in handling employer employee relations and to acquire knowledge about social security legislations act

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong, M – Medium, L – Low

Semester: VI  
Paper code: BBA62

Entrepreneurship Development

Paper type: Core Theory  
Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Entrepreneurial Development	4	CO1- To understand the nature of entrepreneurship CO2- To explore entrepreneurial leadership and management style CO3- To examine role of entrepreneur in economic development CO4- To acquire skills to become a successful entrepreneur CO5- To evaluate entrepreneurial support in India and to describe special institutions for development and assistance of entrepreneurs in India

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	S	M	S	S
CO2	M	S	M	M	M	M	S	M	M	M
CO3	S	M	M	S	S	S	S	M	S	S
CO4	M	S	S	M	M	M	S	M	M	M
CO5	M	M	M	M	S	S	S	M	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong, M – Medium, L – Low

Semester: VI  
Paper code: BEBA63A

Paper type: Elective  
A. Financial Management

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Financial Management	3	CO1- To demonstrate basic finance management knowledge CO2- To understand the overall role of function of finance CO3- To apply leverages with financial data CO4- To explain concept of fundamental financial concepts CO5- To apply capital budgeting projects using traditional methods

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	S	M	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S	M	S	S
CO4	S	M	S	S	S	S	S	M	S	S
CO5	S	S	M	S	S	S	S	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low

Semester: VI  
Paper code: BEBA64A

Paper type: Elective  
A. Marketing Research

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Marketing Research	3	CO1- To understand the process of research and its processes CO2- To understand different research methods CO3- To analyze and interpret both qualitative and quantitative data CO4- To identify sources of information CO5- To develop skill to undertake small projects of research

#### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	S	S	M	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	M	S	S
CO4	S	S	M	M	M	M	M	S	M	S
CO5	S	M	S	M	M	M	M	M	M	S

PO – Programme Outcome, CO – Course outcomes S – Strong , M – Medium, L – Low



**Semester: VI**  
**Paper code: BSBA65**

**Paper type: Skill based subject**  
**Creativity and Innovation Management**

**Credit: 3**

**Total Hours per Week: 3**

**Lecture Hours: 2**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Creativity & Innovation Management	3	CO1- To design a creative business concepts and acquire funds CO2- To understand the factors drive that predict creativity and innovation of individual, groups and organization CO3- To explore ways in which individuals can enhance their own creative potential CO4- To understand different perspectives on why creativity matters CO5- To identify possible changes in establish environments and routines to challenge status

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcomes S – Strong, M – Medium, L – Low

**Semester: VI**  
**Paper code: BPBA66**

**Paper type: Core**  
**Research Project**

**Credit: 6**

**Total Hours per Week: 6**

**Lecture Hours: 5**

**Tutorial Hour: 1**

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2017-2018)	Group Project	6	CO1- To make them understand concepts of project for planning and execution of work CO2- To understand the feasibility analysis in project work CO3- To understand the theories of management in to practical work environment CO4- To apply the research activities to develop business CO5- To undertake problem identification, formulation and solution

### GROUP ROJECT WORK

Each candidate has to undergo Project work for not less than 15 days in any organization, market, industry or institutions in the areas of Business and management during the 6<sup>th</sup> Semester and has to submit the report for the same in the end of the 6<sup>th</sup> Semester.

### Guidelines For Project Work

- Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics)
- The project report should be neatly presented in not more than 80 pages.
- Paper size should be A4 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings)

- The candidate should submit the periodical report of the project to the supervisor.
- TWO reviews would be conducted before the viva-voce.
- Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

### EVALUATION SCHEME

**Internal - 25 Marks (10 marks each for reviews)**

**External - 75 marks** Viva voce

**Total Marks - 100**

**Important NOTE:** If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper and the candidate can appear for Viva-voce next year.

### Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	S
CO2	S	S	M	S	S	S	S	S	S	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	M	S	S	S	S	S	S
CO5	S	S	S	M	S	S	S	S	S	S

PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low