

K.M.G. COLLEGE OF ARTS & SCIENCE, GUDIYATTAM
DEPARTMENT OF BUSINESS ADMINISTRATION
Mapping with Programme outcomes (2020-2021)
BBA

Program Outcomes

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

Program Specific Outcomes

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

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Mapping with Programme outcomes (2020-2021)
BBA

Semester: I

Paper code: CBA11

Principles of Management

Paper type: CORE THEORY

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2020-2021)	Principles of Management	3	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: CBA 12

Business Mathematics and Statistics I

Paper type: CORE THEORY

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2020-2021)	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 outcomes – Strong , M – Medium, L – Low

Semester: I
Paper code: CABA13A

Paper type: ALLIED- I
A. Business Organization **Credit: 3**

Total Hours per Week: 6 Lecture Hours: 5 Tutorial Hours: 1

Semester	Course Name	Course Credit	Course Outcomes
I (Regulation 2020-2021)	Business Organization	3	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: CBA 21

Paper type: CORE THEORY
Business Environment **Credit: 3**

Total Hours per Week: 5 Lecture Hours: 4 Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
II (Regulation 2020-2021)	Business Environment	3	CO1- To enable students to evaluate business and its environment CO2- To enable students to understand business and society CO3- To enable students to discuss the contemporary issues in business CO4- To enumerate primary functional areas with in business CO5- To enumerate external forces that shape the business environment

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
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

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

Semester: II
Paper code: CBA 22

Paper type: CORE THEORY
Business Mathematics & Statistics-II

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hours: 1

Semester	Course Name	Course Credit	Course Outcomes
II (Regulation 2020-2021)	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: CABA23A

Paper type: ALLIED I
A. Customer Relationship Management

Credit: 5

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
II (Regulation 2020-2021)	Customer Relationship Management	5	CO1- To understand basic concepts of customer relations CO2- To understand the functions of marketing aspects towards customer CO3- To learn basic of analytical in CRM CO4- To implement various technologic for success implementation of CRM and to understand basic of operational CRM CO5- To design CRM strategic for long term sustainability of the organization and 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	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: CBA31

Production and Materials 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 2020-2021)	Production and Materials Management	4	CO1- To gain knowledge about managing production processes CO2- To better understanding of quality management CO3- To acquire skills for the effective operations management CO4- To apply concepts and their influence on business decisions CO5- To expand individual knowledge of principles and practices.

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 outcome S – Strong , M – Medium, L – Low

Semester: III
Paper code: CBA32

Financial 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
III (Regulation 2020-2021)	Financial Accounting	4	CO1- To obtain knowledge 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 CO4- To obtain knowledge about BRS CO5- To understand about analysis of balance sheet

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 outcome S – Strong , M – Medium, L – Low

Semester: III
Paper code: CBA33

Human Resource 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 2020-2021)	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	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 outcome S – Strong , M – Medium, L – Low

Semester: III
Theory Paper code: CBA34
Total Hours per Week: 4

Managerial Economics
Lecture Hours: 3

Paper type: Core
Credit: 4
Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2020-2021)	Managerial Economics	4	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 outcome S – Strong , M – Medium, L – Low

Semester: III
Paper code: CABA35A

A. Office Management

Paper type: ALLIED-2
Credit: 3

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2020-2021)	Office Management	3	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: CSBA36

Business Communication

Paper type: Skill based
Credit: 2

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2020-2021)	Business Communication	2	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	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
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PO – Programme Outcome, CO – Course outcome S – Strong , M – Medium, L – Low

Semester: III

Paper type: Non-major elective

Paper code: CNBA37

Management Concepts

Credit: 2

Total Hours per Week: 2

Lecture Hours: 1

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
III (Regulation 2020-2021)	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 managerial skills and analytical skills

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 outcome S – Strong , M – Medium, L – Low

Semester: IV

Paper type: Core Theory

Papercode: CBA41

Organizational Behaviour

Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	Organizational Behaviour	4	CO1- To Discuss group and group dynamics CO2- To Discuss the main problems about stress, power and politics and ethics. CO3- To Evaluate the developments of basic conflict resolutions. CO4- To acquire skills to become a good manager CO5- To manage organizational culture and ethics

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 outcome S – Strong , M – Medium, L – Low

Semester: IV
Paper code: CBA42
Total Hours per Week: 5

Taxation
Lecture Hours: 4

Paper type: Core Theory
Credit: 4
Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	Taxation	4	CO1- To get knowledge about preparation of Audit report CO2- To understand the basic concepts and to acquire knowledge about Computation of Income, CO3- To acquire knowledge about Submission of Income Tax Return, Advance Tax, and Tax deducted at Source, Tax Collection Authorities under the Income Tax Act, 1961 CO4- To acquaint themselves about the concept and principles of Auditing, Audit process CO5- To get knowledge on Assurance Standards, Tax Audit, and Audit of computerized Systems.

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: CBA43

Management 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
IV (Regulation 2020-2021)	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 and to know the how to prepare statement of cash and fund flow

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

Semester: IV

Paper code: CBA44

Operation Research

Paper type: Core Theory

Credit: 4

Total Hours per Week: 4

Lecture Hours: 3

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	Operations Research	4	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: CABA45C

C. Hotel Management

Paper type: Allied-2

Credit: 5

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	Hotel Management	5	CO1- To effectively work as a team member with professional ethics 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 CO5- To design and analyze menus for food service operations and to recognize importance of outstanding guest service quality & ethics

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 type: Skill based subject

Paper code: CSBA46

Entrepreneurship Development

Credit: 2

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	Entrepreneurial Development	2	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 outcome S – Strong, M – Medium, L – Low

Semester: IV

Paper type: Non major elective

Paper code: CNBA47

Training and Development

Credit: 2

Total Hours per Week: 2

Lecture Hours: 1

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
IV (Regulation 2020-2021)	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 get managerial and analytical skills

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 outcome S – Strong , M – Medium, L – Low

Semester: V
Paper code: CBA51

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 2020-2021)	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: CBA52

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 2020-2021)	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

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: CBA53

Paper type: Core Theory
Research Methodology

Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2020-2021)	Research Methodology	4	CO1- To Identify and discuss the role and importance of research in the social sciences transactions CO2- To identify and discuss the issues and concepts salient to the research process. CO3- To identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project CO4- To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting CO5- To acquire knowledge about how to prepare project report

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: CBA54

Paper type: Core Theory
Computer Application in Business

Credit: 4

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2020-2021)	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

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

Semester: V

Paper type: Elective

Paper code: CEBA55A

A. Industrial Relations and Labour Laws

Credit: 3

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2020-2021)	Industrial Relations & Labour Laws	3	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

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 outcome S – Strong , M – Medium, L – Low

Semester: V

Paper type: Skill based subject

Paper code: CSBA56

E-Business

Credit: 2

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
V (Regulation 2020-2021)	E-Business	2	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 outcome S – Strong , M – Medium, L – Low

Semester: VI
Paper code: CBA61

Strategic Management

Paper type: Core Theory
Credit: 5

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2020-2021)	Strategic Management	5	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

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: CBA62

International Business

Paper type: Core Theory
Credit: 5

Total Hours per Week: 6

Lecture Hours: 5

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2020-2021)	International Business	5	CO1- To Demonstrate fundamental knowledge in core functional areas of business CO2- To Understand the dynamics, benefits, and challenges of diversity and inclusion within teams or organizations. CO3- To Identify global dynamics which affect businesses CO4- To acquire skills to become a good manager CO5- To manage a successful business in a global context

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 outcome S – Strong , M – Medium, L – Low

Semester: VI
Paper code: CPBA66

Research Project

Paper type: Core
Credit: 5

Total Hours per Week: 5

Lecture Hours: 4

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2020-2021)	Research Project	5	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

INDIVIDUAL / GROUP PROJECT 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 6th Semester and has to submit the report for the same in the end of the 6th 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

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	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 outcome S – Strong, M – Medium, L – Low

Semester: VI
Paper code: CEBA63A

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 2020-2021)	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: CEBA64A

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 2020-2021)	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: CSBA65

Paper type: Skill based subject
 Creativity and Innovation Management

Credit: 2

Total Hours per Week: 3

Lecture Hours: 2

Tutorial Hour: 1

Semester	Course Name	Course Credit	Course Outcomes
VI (Regulation 2020-2021)	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