

# MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

## BACHELOR OF BUSINESS ADMINISTRATION

### PROGRAMME SPECIFIC OUTCOMES

PSO1: Demonstrates foundational knowledge in Accounting, Economics, Finance, Operations, Statistics, Management, Marketing in Application of Concepts and Theories which enables students to solve business problems.

PSO2: To stimulate students interest in research and initiate them to conduct secondary research into business issues with appropriate research methodologies.

PSO3: To groom the students' overall personality and to train them in communication skills effectively both in oral and written form.

PSO4: To inculcate Entrepreneurial skills among the students to develop potential to think creatively and innovatively in business projects.

PSO5: To impart education in basic understanding of computer hardware and software and encourage the students to understand and inculcate decision-making and problem-solving skills to manage business challenges effectively.

### COURSE OUTCOMES

COURSE NAME	COURSE OUTCOMES
<b>SEMESTER - I</b>	
Principles of Management	CO1: To understand the Classification of the Management by objectives and help for the better management of resources and activities of an organization
	CO2: To study the Effective plans, co-ordinate the organizational work and eliminate unproductive effort
	CO3: To learn the division of work that leads to efficient performance of duties.
	CO4: To ensure successful implementation of the decision making through follow up procedures.
	CO5. Enabling students to assess managerial practices and choices relative to ethical principles and standards
Financial Accounting	CO1: To Provide the basic understanding of accounting principles & techniques in preparing the final accounts of firms and companies for the users of accounting information
	CO2: To Explore the single-entry system
	CO3: To Illustrate the financial statements of a sole proprietor.
	CO4: To study the concepts of how to make use of depreciation accounting and methods.

	CO5. To Understand the concept of exempted incomes.
Managerial Economics	CO1: To learn the scope and importance of managerial economics
	CO2: To study how to apply demand theory in consumer behaviour
	CO3: To understand the Value demand forecasting methods.
	CO4: To explore the Differentiate production and cost functions
	CO5. To understand the demands and supply conditions and assess the position of a company
NME- Basics of retail marketing	CO1: To Understand the functions of retail business, retail formats and retail channels.
	CO2: To Understand the difference between Retail and Manufacturing Supply Chain.
	CO3: To Understand the key drivers of retail supply chain; and to know the methods to select a retail store location.
	CO4: To Analyze Retail Market and Financial Strategy including product pricing.
	CO5: To know how to Integrate the various Supply Chain partners and to collaborate with them.
<b>SEMESTER - II</b>	
Business Communication	CO1: Enabling students to have an effective communication skills
	CO2: To demonstrate the principles in drafting business letters
	CO3: To study and compare business letters
	CO4: To develop skills in report writing
	CO5. To demonstrate effective interpersonal communications.
Management Accounting	CO1: To demonstrate the concept of management accounting and its advantages & disadvantages
	CO2: To classify the ratios and its merits
	CO3: To classify the preparation of fun flow statement
	CO4: To demonstrate the preparation of cash flow statement
	CO5: To identity the concepts of marginal costing and cost volume analysis
International Trade	CO1: To identify the basic difference between inter-regional and international trade.
	CO2: To show the benefits of international trade in a way how nations with strong international trade have become prosperous
	CO3: To explain how restrictions to international trade would limit a nation in the services and goods produced within its territories
	CO4: The importance of maintaining equilibrium in the balance of payments
	CO5.To familiarize with market classification and scope
NME- Basics of Business Insurance	CO1: To have a Basic understanding of the insurance mechanism.

	CO2: To learn the concept of insurance to cover the risks.
	CO3: To identify the relationship between insurers and their customers.
	CO4: To study the Overview of major life insurance and general insurance products.
	CO5. To study the basic principles of risk <i>insurance</i> and their applications to business management
<b>SEMESTER - III</b>	
Financial Management	CO1: To Identify the principles of capital structure
	CO2: To learn the working capital management and its techniques of forecasting in working capital
	CO3: To understand the concept of cost of capital and its classifications
	CO4: To Identify the preparation of production, sales, cash budget, flexible budget
	CO5: To Classify the capital budgeting appraisal methods
Organizational Behaviour	CO1: To study Human Behavior in an organization
	CO2: To study the group dynamics and demonstrate skills required for working in groups
	CO3: To enable students to face challenges related to group dynamics
	CO4: To study processes used in developing communication and resolving conflicts
	CO5: To learn the organizational change and steps in managing change
Computer Application in Business	CO1. To understand the basic of computers in business and internet
	CO2. Enabling students to gain knowledge on Microsoft word and Microsoft excel
	CO3. To demonstrate the problem solving skills in MS office
	CO4. To enable the students to know more about the database management environment
	CO5. To understand how to implement the concepts of EDI and Internal Auditing
Marketing Management	CO1: To study the principles of marketing management
	CO2: To understand the concept of 7 P's of Marketing mix
	CO3: To enable the students to understand the fundamentals of marketing concept and the role marketing plays in business
	CO4: To understand the aspects of physical distribution
	CO5: To study the recent trends in marketing
Business Statistics	CO1: To demonstrate how to organize the data
	CO2: To study how to create graphical representations using pie chart
	CO3: To learn the concepts of Central Tendency and Dispersion

	CO4: To analyze the relationship between the variables and the regressions
	CO5: To learn the probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context
Environmental Studies	CO1: To demonstrate critical thinking skills in relation to environmental affairs.
	CO2: To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
	CO3: To demonstrate the ability to integrate various disciplines and fields that intersect with environmental concerns.
	CO4: To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
	CO5. To Understand and evaluate the global scale of environmental problems
<b>SEMESTER - IV</b>	
Human Resource Management	CO1: To learn the functions of HRM and its techniques
	CO2: To integrate the knowledge of HR concepts to take correct business decisions.
	CO3: To develop the necessary skills set for application of various HR issues.
	CO4: To analyze the strategic issues and the strategies required to select and develop manpower resources.
	CO5: To develop the understanding of the concept of human resource management and its relevance in organizations
Business Regulatory Framework	CO1: To learn the concept of Indian Contract Act.
	CO2: To demonstrate the special contracts – bailment and pledge.
	CO3: To differentiate the special contracts -indemnity and guarantee.
	CO4: To gain the knowledge of fundamental aspects of Companies Act.
	CO5: To understand the fundamental aspects of Indian contract Act and Sale of Goods Act.
Financial Services	CO1: To study the role of financial services.
	CO2: To learn the venture capital financing and securitization process.
	CO3: To understand the classification of leasing and factoring services.
	CO4: To learn the need for credit rating agencies.
	CO5: To study the concepts of the merger and acquisition strategies
Management Information system	CO1: To Relate the basic concepts and technologies used in the field of management information systems.
	CO2: To Compare the processes of developing and

	implementing information system
	CO3: To analyze the relationship between information systems and organizations.
	CO4: To gain expertise to use strategic information system
	CO5: To evaluate the benefits and limitations of enterprise systems and industrial networks
Operation Research	CO1. Enabling Students to know about the Operation Research and its Significance in Business.
	CO2.To understands the concept of various decision making tools used in Business.
	CO3.To utilize PERT and CPM in project Management.
	CO4.To makes use of simplex method in optimization problems.
	CO5.Enabling Students to know about the construction of workflow system using Queuing Theory.
<b>SEMESTER - V</b>	
Advertising Management and Sales Promotion	CO1: To examine the importance of market segmentation towards the development of advertising and promotion program
	CO2: To develop creative strategies for advertising.
	CO3: To explicate advertising research needs
	CO4: To discover sales promotion strategies.
	CO5: To associate the process and principles of personal selling and sales promotion
Research Methodology	CO1: To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting
	CO2: To examine the research problem and to study the research process.
	CO3: To evaluate research designs
	CO4: To analyse data collection techniques.
	CO5: To organize the research reports
Operations Management	CO1: To identify the elements of operation management and transformation processes to enhance productivity and competitiveness.
	CO2: To learn the production planning and control techniques to estimate production and operations design
	CO3: To learn the inventory management techniques
	CO4: To study the suitable materials for handling principles and practices in the operations.
	CO5: To enhance the effective use of work measurement techniques
Materials Management	CO1: To understand how the knowledge of material management can be an advantageous to logistics and supply chain operations.
	CO2: To realize the importance of materials both in product and service.
	CO3: To learn the concepts of MRP, ERP and PLM in

	managing materials
	CO4: To understand the issues of ethics in purchasing and negotiating
	CO5: To sensitize students on the material management functions like planning, purchasing, controlling, storing, handling, packaging, shipping, distributing and standardizing.
Entrepreneurial Development	CO1: To provide conceptual exposure on converting idea to a successful entrepreneurial firm
	CO2: To understand the functions of the entrepreneur in the successful, commercial application of innovations
	CO3: To explore entrepreneurial leadership and management style.
	CO4: To learn how to start an enterprise and design business plans, that are suitable for funding by considering all dimensions of business.
	CO5: To Understand entrepreneurial process by way of studying different case studies.
<b>SEMESTER - VI</b>	
Business Environment	CO1: To demonstrate sensitivity towards ethical and moral issues and inculcate ability to address them in the course of business.
	CO2: To evaluate the legal, social and economic spheres of business
	CO3: To familiarize with the nature of business environment and its components.
	CO4: To learn the concepts of the political and legal system.
	CO5: To understand the importance and role of ethical behavior in the business world today.
Service Marketing	CO1: To develop an understanding of the state of the art service management thinking.
	CO2: To understand the service marketing opportunities.
	CO3: To understand the service design, its strategies and its development.
	CO4: To acquire knowledge on central excise duty
	CO5: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
Business Taxation	CO1: To acquire working knowledge of the fundamental tax principles and rules.
	CO2: To study the awareness of how taxes can and often do constitute significant costs to businesses and households.
	CO3: To understand the provisions of agricultural income.
	CO4: To acquire the complete knowledge of basic concepts of income tax
	CO5: To understand the concept of exempted incomes

Customer Relationship Management	CO1: To understand the basic concepts of Customer relationship management.
	CO2: To understand the marketing aspects of Customer relationship management.
	CO3: To enhance business communication skills required to work effectively within a marketing team.
	CO4: To understand basics of operational Customer relationship management.
	CO5. To develop a wide understanding on customer relationship management concepts and frameworks.
Project work(Group)	CO1. To identify the problem and finding the solution.
	CO2.To demonstrates sound technical knowledge of their selected project topic.
	CO3. To identify, analyze, and solve problems creatively through sustained critical investigation by conducting secondary survey.
	CO4. To give a practical exposure on any emerging managerial area and provide opportunities to the students to apply theoretical and practical knowledge to provide solution.
	CO5. Provides space for creativity.
Value Education	CO1: To learn about philosophy of Life and Individual qualities.
	CO2: To learn and practice social values and responsibilities.
	CO3: To learn more of Engineer as Responsible Experimenter.
	CO4: To learn more of Risk and Safety assessment with case studies.
	CO5: To understand the importance of value based living