



DEPARTMENT OF MANAGEMENT

PROGRAM OUTCOME

PO-1 The syllabus is based on interdisciplinary and integrated curriculum with a team based, problem solving and hands on learning environment

PO-2 To provide adequate basic understanding about Management Education among the students.

PO-3 The program aims at developing a student's intellectual ability, executive personality and management skills through an appropriate blending of business and general education.

PO-4 Focuses on training that brings about changes in thinking and behaviour by emphasizing on the fundamental aspects of learning that are crucial for the survival in the challenging and evolving competitive market scenario.

PO-5 To train the students in communication skills effectively & develop organizing & leadership skills by organizing events.

PO-6 To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

PO-7 The program will help students to Act with global, ethical, societal, ecological, and commercial awareness expected of practicing management professionals.


PO-8 To train the students to take up marketing, finance, human resource function of various/ different organizations.

PO-9 The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up to- date, assertive and effective business executives with strong leadership skills and social consciousness

PO-10 To motivate students to take up higher studies in India & abroad.

PO-11 To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

PO-12 At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.


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R.N.S. First Grade College
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PROGRAM SPECIFIC OUTCOME

I SEM

The first semester of BBA enables the students to understand the application of Business Management subjects & gives them the confidence to learn the next level of management aspects. It aims to provide adequate basic understanding about Management Education & Knowledge about accounting standards.

II SEM

This semester enables the students to understand challenges faced & strategies adopted by managers while introducing changes in the organization. It enables them to understand the process of production & facility layouts.

III SEM

These Subjects in III semester will help the Students to apply the knowledge about management in the real life business situation. The focus is on making the students to gain broader knowledge about the Company establishment. It enables the students to learn the basics of company related aspects, how books of accounts are maintained, how human resources are managed & statutory & general regulations a company should comply with & ethics in business.

IV SEM

This semester concentrates on the development of the students in the aspects of Costing, Services Marketing, Laws of Banking, services & operations of Banker. It also helps the students to do research in the market & also helps in capital structures, investment decision & working capital management of the organisation. A Student will be able to study & critically analyze the basic concepts in marketing & cater to the needs of marketing industries.

V SEM

To inculcate entrepreneurial skills in the students so as to make them competent & provide themselves self-employment. They are made familiar with the usage of computers in day to day



business activities, an insight into the financial markets also. Electives in Finance, Marketing & Human resource are introduced.

VI SEM

The objective of this program is to facilitate the students in understanding the subjects like International Business in a global scenario, electronic modes of commercial operations, & the various provisions of Income Tax Act relating to computation of Income of individual assesses only. Live Projects are done by students which gives them exposure to corporate world.

COURSE OUTCOME

I SEMESTER

1.3: ACCOUNTING FOR BUSINESS

CO-1: Familiar with definitions, concepts, and objectives of accounting. They will be able to recognize the Indian Accounting standards.

CO-2: Recognize the process of accounting, different types of accounts. They will be able to classify the accounts, pass journal entries and prepare ledger accounts which enable them to prepare the trial balance.

CO-3: The student will be in a position to prepare profit & loss account statement & balance sheet.

CO-4: How to prepare the accounts for business.

1.4: ENTERPRISES MANAGEMENT

CO-1: Understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs.

CO-2: Understand the importance & role played by SSI in the development of nation

CO-3: To develop project proposal to start an SSI.

CO-4: Preparing the business plan This unit will help the students to prepare a business plan.

CO-5: The causes of industrial sickness and various remedial measures for sick industries.



1.5: CORPORATE REGULATON

CO-1: Basic knowledge of management and will develop an understanding of terms, facts, concepts pertaining to functions of management.

CO-2: Enhance their managerial ability and professional skills by understanding the importance of planning & decision making

CO-3: Understand the different types & purpose of organization. They can apply the knowledge of staffing for the effective & efficient use of manpower & to achieve organizational goals.

CO-4: Understand that directing plays an important role in strengthening the organization. This learning can be applied as a bridge between the operational needs and the human requirements of its employees.

CO-5: Determine that a good control system, as a business tool, is the indicator of how well is the organization performing in accordance with objectives.

1.6: BUSINESS MATHEMATICS AND LOGICAL REASONING

CO-1: Learn the basic concepts of business maths and apply them to create, solve and interpret application problems in business.

CO-2: This unit will help student to understand various types of equations.

CO-3: Classify between arithmetic & geometric progressions & its application.

CO-4: Gain conceptual and working knowledge of Matrices and Determinants and use it in the applications of business.

CO-5: Apply the concepts of simple interest, compound interest, bills discounted etc in day to day life. They will be able to calculate EMI's.

II SEMESTER

2.3: FINANCIAL ACCOUNTING

CO-1: Understand the need of fire insurance policy. They will be able to apply these concepts in computation of fire insurance claims.

CO-2: Understand & remember the accounting concepts, tools & techniques of calculation of interest and EMI.



CO-3: Understand and prepare royalty accounts treatment in the books of Lessor and Lessee.

CO-4: Understand the reasons for & process of converting a partnership firm into limited company.

CO-5: Understand & classify various types of shares & will be able to prepare balance sheet after issue of shares.

2.4: HUMAN RESOURCE MANAGEMENT PROCESS

CO-1: Familiarized with the Principles, objectives, importance, functions, recent trends of Human Resources Management & Make them understand the importance of human resource & its effective management in organization.

CO-2: Discuss a basic understanding of human resource planning & its importance. Outline the current theory and practice of recruitment and selection. Discuss sources of recruitment & the advantages and disadvantages of external and internal recruiting

CO-3: Develop, analyze and apply advanced training strategies and specifications for the delivery of training programs & Evaluate training programs using appropriate design

CO-4: Define the concept of performance management and outline its role in contemporary organizations. Explain the importance of performance appraisal in enhancing employee performance. Compare and contrast the different techniques involved in the performance appraisal process.

CO-5: Understand the concept of promotion & transfer. Will be able to differentiate them & discuss various basis of promotion & transfers.

CO-6: Develop skills in identifying HRD needs and designing, implementing and evaluating HRD programs. Evaluate the impact of globalization on HRM

2.5: STATISTICAL APPLICATION IN BUSINESS

CO-1: This unit will help the students to understand the fundamentals of statistics.

CO-2: Technique of statistical measures and analysis and uses in business.

CO-3: Understand the measures of dispersion & skew ness and its applications.

CO-4: Understanding of statistical technique as applicable to business.



CO-5: Understand the meaning of index numbers & able to classify them. Will be able to develop various methods of constructing index number.

2.6: PRODUCTION & INVENTORY MANAGEMENT

CO-1: Understands the concepts of production & operations management of an industrial undertaking & benefits of automation.

CO-2: Understand plant location & examine various factors affecting it. To determine plant layout principles.

CO-3: Understand the terminologies such as inventory, purchases, function of material management & qualifications required to become material manager.

CO-4: Understand the integration of the production planning and control system for efficient, effective and economical operation of a manufacturing unit of an organization

CO-5: Recognize the importance of maintenance & discuss waste management.

III SEMESTER

3.2: SOFT SKILLS FOR BUSINESS

CO-1: Understand oral & written communication skills & apply them in relating organizational & business issues.

CO-2: Develop public speaking skills in order to convey an effective and efficient message

CO-3: Understand various ways of gathering information from people. It will help to develop the skills needed for approaching different types of interviews.

CO-4: Understand the importance of meeting & will be able to differentiate among various meetings.

CO-5: Draft their bio-data, circulars, orders, complaints', notices, claims etc.

3.3: CORPORATE ACCOUNTING

CO-1: Understand the accounting requirements for a corporate group and familiarity with the theory underlying the methods used to account. It will also help them to prepare consolidated accounts for a corporate group

CO-2: Describe the concepts and procedures of financial reporting, including income statement, balance sheet



CO-3: Understand the concept of goodwill & examine various factors affecting value of goodwill.

CO-4: Understand the concept of valuation of shares & examine various factors affecting valuation of shares. They are also able to discuss various methods of valuation.

CO-5: Prepare financial statements in accordance with Generally Accepted Accounting Principles & help them to differentiate between holding & subsidiary company.

3.4: HUMAN RESOURCE MANAGEMENT

CO-1: Familiarized with the Principles, objectives, importance, functions, recent trends of Human Resources Management & Make them understand the importance of human resource & its effective management in organization.

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CO-6: Develop skills in identifying HRD needs and designing, implementing and evaluating HRD programs. Evaluate the impact of globalization on HRM

3.5: BUSINESS REGULATIONS

CO-1: Understand the legal framework influencing Business Operations

CO-2: Contract laws Define relevant legal terms in business. Explain basic principles of law that apply to business and business transactions

CO-3: Understand the basics of RTE & RTI & its application.



CO-4: Analyse and assess the need for consumer protection and outline the areas covered by consumer protection Act. They will also be able to demonstrate an advanced and integrated understanding of the legal issues under the Competition Act.

CO-5: Economic & environmental laws Identify laws, conditions and regulations in national and international work environments. Determine the various factors polluting the environment & discuss the rules& powers of central government to protect environment in India.

3.6: CORPORATE ENVIRONMENT

CO-1: Understand the administration and management of corporate form of business. Analyse, explain and apply the essential aspects of corporate social responsibility framework and practice for companies

CO-2: Understand various modes of raising capital & will be able to discuss their merits & demerits.

CO-3: Define company meetings & will be able to differentiate between various kinds of meetings.

CO-4: Understand & recognize the importance of company secretary & will be able to discuss their rights, duties, appointment etc.

CO-5: Discuss and apply the law governing corporate winding-up process.

3.7: BUSINESS ETHICS

CO-1: Understand the basic concepts' of business ethics, values & its relevance in modern context.

CO-2: Recognize personal ethics, virtue of humility & discuss karma yoga.

CO-3: Understand & discuss the importance& implications of ethics in various management streams.

CO-4: Understand corporate culture & describe various cross cultural issues in ethics.

CO-5: Gain knowledge on Business Ethics recommended by various committees” and understand the factors influencing corporate governance.


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IV SEMESTER

4.2: BUSINESS RESEARCH METHODS

CO-1: Conceptualize the research process. Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues. Select and define appropriate research problem and parameters.

CO-2: Identify various sources of information for literature review and data collection.

CO-3: Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process

CO-4: Develop necessary critical thinking skills & understand statistical techniques in order to interpret, process data into meaningful information.

CO-5: Determine the components of scholarly writing and evaluate its quality.

4.3: MARKETING MANAGEMENT

CO-1: Understand concepts of marketing & apply the techniques of marketing.

CO-2: Understand and analyze the impact of marketing environment on overall business.

CO-3: The students to understand 4 P's of marketing mix & apply them in day to day business.

CO-4: Understand the concept of market segmentation & discuss its bases. Examine the factors influencing consumer behaviour for better application of marketing tools.

CO-5: To determine the role & importance of CRM.

4.4: FINANCIAL MANAGEMENT

CO-1: Conceptual frame work of Business Finance with respect to raising, financing and managing finance

CO-2: This unit will help the students to understand the concept of valuation.

CO-3: Understand the meaning of capital structure & examine the factors influencing it. They will also be able to understand the meaning of capital budgeting & describe its techniques.

CO-4: Understand the types of dividends and determinants of dividend policy

CO-5: To familiarize with the significance of adequate & inadequate working capital. They will also understand cash & inventory management.



4.5: SERVICES MANAGEMENT

CO-1: Acquainted with the concepts of services, types of services and its growth.

CO-2: Gain knowledge on the services marketing, marketing mix and role of customers in service delivery.

CO-3: The various terms in tourism, market segmentation, hotels, and customer care and so on at the end.

CO-4: Learns the various trends in banking, insurance, products and its types.

CO-5: Gain understanding on hospitals, medical services, medical transcription and job opportunities in ITES.

4.6: BANKING REGULATIONS & OPERATIONS

CO-1: The students to gain the basic knowledge of the theory and practice of banking and to provide skill in operating banking transactions

CO-2: The students to understand the relationship between Banker & customer. They will be able to recognize different types of customer & account holders.

CO-3: Understand the meaning of negotiable instrument & its types. They will be familiarize with concepts of crossing & types of cheques.

CO-4: To recognize the difference between paying banker & collecting banker.

CO-5: To understand different kinds of borrowing facilities.

4.7: COST ACCOUNTING

CO-1: To understand the meaning of cost, costing & cost accounting.

CO-2: To understand meaning & types of indirect & direct material.

CO-3: Understand time keeping, ideal time & overtime & also different methods of labour remuneration

CO-4: Understand the classification, allocation of overheads. They will also understand different methods of apportionment of overheads.

CO-5: Understand the various reasons for differences' in profit or loss shown by cost accounts & financial accounts. At the end they will be able to prepare reconciliation statement.



V SEMESTER

5.1: ENTREPRENEURSHIP MANAGEMENT

CO-1: Understand the concept & importance of Entrepreneurship and facilitate generation of young entrepreneurs.

CO-2: Understand the importance & role played by SSI in the development of nation

CO-3: To develop project proposal to start an SSI.

CO-4: Preparing the business plan This unit will help the students to prepare a business plan.

CO-5: The causes of industrial sickness and various remedial measures for sick industries.

5.2: COMPUTER APPLICATION IN BUSINESS

CO-1: Understand the components of business information systems.

CO-2: To apply the various information systems according to type of business.

CO-3: To operate MS word, MS excel, MS PowerPoint & apply the same in day to day business.

CO-4: Understand the types of systems data base systems & languages. Also the role of database administrator.

CO-5: To use tally in day to day business activity.

5.3: INVESTMENT MANAGEMENT

CO-1: Understand the types of financial assets, various risks involved in investments.

CO-2: This unit will help the students to analyze various securities.

CO-3: This unit will help the students in selecting securities.

CO-4: Understand the management strategies of equity portfolios.

CO-5: Understand various types of mutual funds & international investments.


5.4: MANAGEMENT ACCOUNTING

CO-1: To have an insight into relationship between financial accounting, management accounting & cost accounting.

CO-2: To apply various ratios while preparing financial statements.

CO-3: To understand the uses & limitations of fund flow statement.

PROGRAMME AND COURSE OUTCOME


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CO-4: To understand the concept of cash & its equivalents. Also at the end they will be able to prepare cash flow statement according to AS-3.

CO-5: To calculate break-even point also to know various aspects of budgets.

VI SEMESTER

6.1: INTERNATIONAL BUSINESS

CO-1: Understand the fundamental aspects of international business and various theories relating to the same.

CO-2: Concepts such as mergers, acquisitions & joint ventures.

CO-3: This unit will help the students to have an insight into MNC's in India.

CO-4: This unit will help the students to understand international marketing research

CO-5: This unit will familiarize the students with documentation relating to exports & imports.

6.2: E-BUSINESS

CO-1: Familiarize the students with fundamental aspects of e-commerce.

CO-2: The concepts such as the encryption, decryption, policies & procedure.

CO-3: This unit will help the students understand the types of E-payment systems.

CO-4: To have insight into B2B & B2C marketing strategies.

CO-5: This unit will help the students to understand cyber law.

6.3: INCOME TAX

CO-1: With fundamental aspects of income tax, & determination of residential status.

CO-2: To understand various aspects relating to computation of taxable salary.

CO-3: To compute GAV, NAV & Net taxable income from house property.

CO-4: To have an insight into incomes & expenses relating to business & profession & shall be able to compute income from business of a sole proprietor at the end.

CO-5: At the end of this unit students will be able to compute total income of an individual.

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