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*Programme Specific Outcomes (PSO) and Course Outcomes (CO)*

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**Department Name : BUSINESS ADMINISTRATION**

**Programme Name : BACHELOR of BUSINESS ADMINISTRATION**

**Programme Specific Outcomes (PSO)**

**PSO 1:** Apply basic knowledge of Management theories and practices for business decision making.

**PSO 2:** Demonstrate the fundamentals of creating and managing innovation and entrepreneurship.

**PSO 3:** Communicate effectively to all stakeholders of business using technology.

**PSO 4:** Exhibit ability to lead ethically

**Course Outcomes (CO)**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>
UCE1801	English I: Essential English for Undergraduates	<b>CO 1:</b> Identify the distinct sounds in English words <b>CO 2:</b> Articulate words and sentences clearly stressing the right syllables <b>CO 3:</b> Choose the right words while writing/talking about everyday life <b>CO 4:</b> Write sentences adhering to tense rules <b>CO 5:</b> Correct common errors such as punctuation and capitalization <b>CO 6:</b> Use expressions appropriate for various social occasions <b>CO 7:</b> Identify the key points in a piece of writing
UBB1801	Principles of Management	<b>CO1:</b> Discuss and communicate the management evolution and how it will affect future managers. <b>CO2:</b> Observe and evaluate the influence of historical forces on the current practice of management. <b>CO3:</b> Design effective strategies of planning and decision making. <b>CO4:</b> Apply knowledge of organizing and staffing for effective management of an organization. <b>CO5:</b> Practice the process of management's functions of leading and controlling.

UBB1802	Managerial Economics	<p><b>CO1:</b> Demonstrate knowledge of fundamentals of Economics by applying theories in critical thinking and business problem solving.</p> <p><b>CO2:</b> Use the demand &amp; supply function, production function, cost function, and market structures to forecast and analyze competitive outcomes.</p> <p><b>CO3:</b> Analyse how firms can use pricing strategies to maximize profit.</p> <p><b>CO4:</b> Examine the implications of Government intervention in economic changes.</p> <p><b>CO5:</b> Appraise contemporary market issues with an economic perspective</p>
UBB1803	Fundamentals of business mathematics	<p><b>CO1:</b> Find the solution of a given system of linear equations using matrices.</p> <p><b>CO2:</b> Evaluate the determinant of a matrix.</p> <p><b>CO3:</b> Solve problems of ratio, proportion, compound interest, annuities, depreciation, variation, permutation and combinations.</p> <p><b>CO4:</b> Distinguish between sequences-GP, HP and AP.</p> <p><b>CO5:</b> Find the general term of sequences.</p> <p><b>CO6:</b> Calculate the sum to n terms of a given sequence.</p> <p><b>CO7:</b> Perform different operations on sets.</p> <p><b>CO8:</b> Classify the number system.</p>
UBB1804	Fundamentals of Business statistics	<p><b>CO1:</b> Identify and demonstrate appropriate sampling and data collection processes</p> <p><b>CO2:</b> Collect and present data objectively</p> <p><b>CO3:</b> Calculate measures of central tendency and dispersion</p> <p><b>CO4:</b> Demonstrate basic concepts of Probability</p> <p><b>CO5:</b> Identify the degree and nature of relationship between two variables</p> <p><b>CO6:</b> Interpret changes in economic phenomena over time</p>
UBB1805	Business Accounting	<p><b>CO1:</b> Demonstrate the knowledge and role of financial accounting in the business</p> <p><b>CO2:</b> Analyze the concept of the book of original entry and posting of transactions in the ledger, cash book and trial balance; and rectifying the errors</p> <p><b>CO3:</b> Distinguish the meaning and purpose of creating depreciation, provisions and reserves; compute depreciation using different methods.</p> <p><b>CO4:</b> Prepare financial statements, Manufacturing and Trading accounts, profit and loss account and balance sheet of a firm.</p>

		<p><b>CO5:</b> Evaluate and distinguish between a bill of exchange and a promissory note; record bill of exchange transactions in books of accounts</p>
UCE1802	English II: Academic and Professional English	<p><b>CO 1:</b> Identify the elements of good academic writing</p> <p><b>CO 2:</b> Select the right vocabulary for an academic essay</p> <p><b>CO 3:</b> Write effective thesis statements</p> <p><b>CO 4:</b> Identify the different strategies employed in shaping an academic essay</p> <p><b>CO 5:</b> Write brief book reviews</p> <p><b>CO 6:</b> Write CVs and cover letters</p>
UBB1806	Business Communication	<p><b>CO1:</b> Demonstrate the communication skills required in the workplace.</p> <p><b>CO2:</b> Compose and revise accurate business documents using computer technology and communicate via electronic mail, Internet, and other technologies.</p> <p><b>CO3:</b> Deliver an effective oral business presentation.</p> <p><b>CO4:</b> Utilize analytical and problem solving skills appropriate to business communication.</p> <p><b>CO5:</b> Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</p>
UBB1807	Business Laws	<p><b>CO 1:</b> Assess and judge the validity of contracts based on the essential elements of contracts and identify issues connected with performance and discharge of contracts.</p> <p><b>CO 2:</b> Differentiate contracts of indemnity and guarantee from other types of contracts and examine the validity of such contracts.</p> <p><b>CO 3:</b> Differentiate contracts of bailment and pledge from other types of contracts and examine the validity of such contracts.</p> <p><b>CO 4:</b> Differentiate contracts of agency from other types of contracts and examine the validity of such contracts.</p>

		<b>CO 5:</b> Differentiate contracts of sale of goods from other types of contracts and identify the process of transfer of ownership.
UBB1808	Mathematics for Management	<p><b>CO1.</b> Apply distance formula.</p> <p><b>CO2.</b> Apply section formula.</p> <p><b>CO3.</b> Find the equation of straight lines.</p> <p><b>CO4.</b> Distinguish between parallel lines and perpendicular lines.</p> <p><b>CO5.</b> Differentiate functions.</p> <p><b>CO6.</b> Integrate functions.</p> <p><b>CO7.</b> Find the maxima and minima of functions.</p> <p><b>CO8.</b> Apply calculus in optimization in economics.</p> <p><b>CO9.</b> Study special functions used in commerce and business.</p>
UBB1809	Statistics for Research	<p><b>CO1</b> Solve mathematical problems of probability using permutation, combination and properties of probabilities.</p> <p><b>CO2</b> Define different probability and non-probability sampling techniques.</p> <p><b>CO3</b> Illustrate the application of decision problems.</p> <p><b>CO4</b> Formulate hypothesis about various population parameters.</p> <p><b>CO5</b> Conduct various large sample as well as small sample tests.</p>
UBB1810	Business Environment	<p><b>CO 1:</b> Analyze the environment of a business from the legal &amp; regulatory, macroeconomic, cultural, political, technological and natural perspectives.</p> <p><b>CO 2:</b> Analyze the economic environment and its configurations that support trade &amp; business</p> <p><b>CO 3:</b> Explain the socio – cultural environment that effect the business.</p> <p><b>CO 4:</b> Explain the Political, legal framework that regulates the industry.</p> <p><b>CO 5:</b> Exhibit an understanding of the role of International/National bodies in business environment.</p>

Course Code	Course Name	Course Outcomes
UBB 1811	Informatics for Management	<p><b>CO: 01</b> Summarize the concepts, structure and ethics of Management Information System.</p> <p><b>CO: 02</b> Discuss the System Design and Database Management <b>in MIS.</b></p> <p><b>CO: 03</b> Learn the basics of Spreadsheet.</p> <p><b>CO: 04</b> Apply formulas and functions in Spreadsheet for Accounting, Statistical and Business purposes.</p> <p><b>CO: 05</b> Use Spreadsheet in business reporting which will assist in decision making.</p>
UBB 1812	Entrepreneurial Development	<p><b>CO1:</b> Understand key concepts in entrepreneurship and innovation.</p> <p><b>CO2:</b> Identify, develop and appraise new business opportunities scientifically.</p> <p><b>CO3:</b> Able to solve issues associated with securing and managing financial resources in new and established business.</p> <p><b>CO4:</b> Explore initiatives and support mechanisms from the government to do business.</p> <p><b>CO5:</b> Respond to ethical, environmental, gender and global issues and responsibilities in entrepreneurship.</p>
UBB 1813	Corporate Laws	<p><b>CO 1:</b> Evaluate the significance and process of formation of companies as a vehicle for business operations and analyze the various types of companies available.</p> <p><b>CO 2:</b> Identify the most important documents required by a company and evaluate the significance of these documents.</p> <p><b>CO 3:</b> Explain the process of management of a company and assess the validity of company meetings based on the rules for meetings.</p> <p><b>CO 4:</b> Differentiate various modes of winding up of a company.</p> <p><b>CO 5:</b> Differentiate partnerships and limited liability partnerships and evaluate the significance of these forms of corporate entities in running of business operations</p>
UBB 1814	Cost Accounting	<p><b>CO1.</b> Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing organizations.</p> <p><b>CO2.</b> Employ critical thinking skills to analyze cost data as well as the effects of differing cost accounting methods on store management.</p> <p><b>CO3.</b> Apply cost accounting methods to evaluate and control overheads and thereby enhance business performance.</p>

		<p><b>CO4.</b>To put on appropriate judgment derived from knowledge of standard costing, to cost analysis and decision making.</p> <p><b>CO5.</b>Demonstrate an understanding of marginal costing and acceptable practices, as well as the impact of cost volume analysis.</p>
UBB 1815	Marketing Management	<p><b>CO1:</b> Identify core concepts of marketing and the role of marketing in business and society.</p> <p><b>CO2:</b> Compare the core theories of consumer behaviour in both consumer and organizational markets</p> <p><b>CO3:</b> Develop measurable product and pricing objectives and marketing strategies.</p> <p><b>CO4:</b> Design effective strategies in promotion and distribution and describe how they would be used in marketing arena.</p> <p><b>CO 5:</b> Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.</p>
UBB18N1	<i>General Aptitude I</i> -30 hrs.	<p><b>CO 1:</b> Apply Logical reasoning and mental ability in competitive examinations</p> <p><b>CO 2:</b> Solve quantitative problems in competitive examinations</p> <p><b>CO 3:</b> Demonstrate proficiency in English language in competitive examinations.</p>
UBB1816	Indian Ethos and Values	<p><b>CO1:</b> Outline the ethical components of managerial decision making and the role of stakeholders and corporate managers' moral obligations.</p> <p><b>CO2:</b> Construct thinking and analytical skills using ethical frame Works.</p> <p><b>CO3:</b> Estimate a range of models to aid ethical decision-making in various business functions.</p> <p><b>CO4:</b> Investigate the effect of corporate governance issues involved in business and the workplace.</p> <p><b>CO5:</b> Investigate the effect of CSR in modern business era.</p>
UBB 1817	Corporate Accounting	<p><b>CO1:</b> Demonstrate basic knowledge capital raising through shares</p> <p><b>CO2:</b> Identify the role of debentures in raising capital</p> <p><b>CO3:</b> Solve problems in valuation of shares and goodwill.</p> <p><b>CO4:</b> Prepare and analyze the final accounts of a company with an ethical eye.</p> <p><b>CO5:</b> Prepare and analyze final accounts of banking companies.</p>

UBB 1818	Intellectual Property Rights and Industrial Laws	<p><b>CO 1:</b> Explain the concept of patents and evaluate its importance.</p> <p><b>CO 2:</b> Differentiate various types of trademarks and explain the procedure for getting protection under trademark law.</p> <p><b>CO 3:</b> Identify the significance of Factories Act in the Indian Industrial Scene and evaluate the protection given by the Factories Act to the workers.</p> <p><b>CO 4:</b> Explain the machinery for prevention and settlement of Industrial Disputes and the protection extended to workers by the Industrial Disputes Act.</p> <p><b>CO 5:</b> Recognize the significance of the Employees State Insurance Act and explain the extent of protection offered by the Act.</p>
UBB 1819	Human Resource Management & Industrial Relations	<p><b>CO1:</b> Demonstrate the basic understanding of various functions, concepts and practices of HRM</p> <p><b>CO2:</b> Develop, implement and appraise strategies in recruitment, selection, training, and maintenance of HR</p> <p><b>CO3:</b> Do career planning by identifying and evaluating opportunities for themselves and for others.</p> <p><b>CO4:</b> Design and manage HR department by introducing new practices and proper documentation.</p> <p><b>CO5:</b> Respond to legal, ethical, gender and global issues in HRM.</p>
UBB 1820	Financial Management	<p><b>CO 1:</b> Explain the concept and role of financial management in business management.</p> <p><b>CO 2:</b> Identify the various sources of finance, and arrive at decisions in this regard for business firms.</p> <p><b>CO3:</b> Analyze and evaluate the factors which influence financing decisions of an organization.</p> <p><b>CO4:</b> Recognize and appraise the factors which influence capital structure related decision of an organization.</p> <p><b>CO5:</b> Interpret different concepts and theories related to dividend distribution in Indian context.</p>
UBB18N1	<i>General Aptitude II</i> -30 hrs.	<p><b>CO 1:</b> Apply Logical reasoning and mental ability in competitive examinations</p> <p><b>CO 2:</b> Solve quantitative problems in competitive examinations</p> <p><b>CO 3:</b> Demonstrate proficiency in English language in competitive examinations</p>
UCN 1801	Environmental Studies and Human Rights	<p><b>CO1:</b> Students recognize that our life-support system is maintained by all the species that make-up the bio-sphere, so that they are prepared to sustain biodiversity at all costs.</p> <p><b>CO2:</b> They develop observation skills and critical thinking and apply them to the analysis of a problem-infested environment.</p>

		<p><b>CO3:</b> They analyze the principles of ecology and the environmental damage to life-supportive elements such as air, land and water on a global scale.</p> <p><b>CO4:</b> They develop a plan to counteract the overall impact of a specific issue, whether local or global, sketching out an effective environment management plan.</p> <p><b>CO5:</b> They develop empathy and respect for human rights and their application in Indian context.</p>
UBB 1821	Management Accounting	<p><b>CO1:</b> Demonstrate the knowledge on management accounting and its essential roles in business.</p> <p><b>CO2:</b> Evaluate the nature and types of Financial Statements Analysis and its essential roles in their decision-making scenarios.</p> <p><b>CO3:</b> Analyze the types of financial ratios and how to interpret it.</p> <p><b>CO4:</b> Evaluate and interpret cash flow statement and fund flow statement</p> <p><b>CO5:</b> Analyze Budgetary Control for Detailed Plan and Exercise Coordination.</p>
UBB 1822	Organisational Behaviour	<p><b>CO1:</b> Define Organizational Behaviour and analyze the growth of Organizational Behaviour as a field of study.</p> <p><b>CO2:</b> Analyze factors such as personality, perception and learning of individuals with a view to regulate employee behavior.</p> <p><b>CO3:</b> Apply the knowledge of motivation and motivation theories for enhancing employee performance and develop models for effective group behavior and its implications in workplace</p> <p><b>CO4:</b> Apply knowledge of leadership and leadership theories for identifying the leadership styles of superiors and moulding own leadership style.</p> <p><b>CO5:</b> Design effective strategies for Organizational Development, Organizational Culture and Organizational Changes and use appropriate strategies for managing employees Stress and Emotional Intelligence.</p>
UBB 1823	Business Research Methods	<p><b>CO 1:</b> Discuss and apply different research approaches and methodologies</p> <p><b>CO 2:</b> Distil an identified business problem into a succinct research problem (or problems) and articulate this into a comprehensive research brief for investigation by a research team locally or internationally.</p>

		<p><b>CO 3:</b> Cognize and apply the major types of research designs</p> <p><b>CO 4:</b> Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques.</p> <p><b>CO 5:</b> Understand the ethical issues associated with the conduct of research, and be able to formulate and present effective research reports</p>
UBB1824	<p><b>Open Course</b></p> <p>Brand Management</p>	<p><b>CO 1:</b> Demonstrate a fair understanding about key principles of branding</p> <p><b>CO 2:</b> Discuss and apply different strategies for promoting brands and types of branding.</p> <p><b>CO 3:</b> Design and implement brand strategies that consider brand naming, logo and its types</p> <p><b>CO 4:</b> Cognize and apply brand positioning strategies</p> <p><b>CO 5:</b> Demonstrate and apply knowledge of different brand extension strategies</p>
UBB1825:	<p>Operations Management</p>	<p><b>CO1:</b> Exhibit basic knowledge in production and operations function.</p> <p><b>CO2:</b> Display understanding of the concept of production planning.</p> <p><b>CO3:</b> Identify the concept and objectives of material planning.</p> <p><b>CO4:</b> Demonstrate skill in inventory management.</p> <p><b>CO5:</b> Exhibit knowledge in quality control and supply chain management</p>
UBB 1826	<p>Consumer Behaviour</p>	<p><b>CO 1:</b> Explain and apply the key terms, definitions, and concepts used in the study of consumer behaviour.</p> <p><b>CO 2:</b> Distinguish between different determinants on consumer behaviour influences and their relationships</p> <p><b>CO 3:</b> Discuss and apply how different aspects of the environment influences consumer behaviour</p> <p><b>CO 4:</b> Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations</p> <p><b>CO 5:</b> Explore and compare the core theories of consumer behaviour in organizational markets and their buying process.</p>
UBB 1827	<p>Business Taxation</p>	<p><b>CO 1:</b> Explain the role and concept of Tax and type of taxes</p> <p><b>CO 2:</b> Apply critical thinking and problem-solving skills related to tax calculation from different heads.</p> <p><b>CO 3:</b> Explain the role and concept of Indirect taxes and type of indirect taxes</p> <p><b>CO 4:</b> To put on appropriate judgment derived from knowledge of assessment procedure and regulations</p>

		<b>CO 5:</b> Make use of working knowledge on GST and application of the same in the organizations
UBB 1828	Advertising & Branding (Elective I)	<p><b>CO 1:</b> Identify and respond to clients' marketing communications and branding objectives by applying principles of marketing and communications.</p> <p><b>CO 2:</b> Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the full-time positions available in each.</p> <p><b>CO 3:</b> Demonstrate skills in creating an Ad. In all forms of media.</p> <p><b>CO 4:</b> Explore and compare the core theories concepts, and frameworks in brand management</p> <p><b>CO 5:</b> Analyze and evaluate the factors which influence brand equity</p>
UBB 1829	E Commerce (Elective II)	<p><b>CO 1:</b> Exhibit clarity in concepts, features and models e commerce</p> <p><b>CO 2:</b> Demonstrate awareness in security measures in e commerce</p> <p><b>CO 3:</b> Display basic understanding in electronic payment systems</p> <p><b>CO 4:</b> Identify and appraise various applications of e commerce</p> <p><b>CO 5:</b> Show skills and understanding to setup an online business</p>
UBB 1830	Management Project	<p><b>CO 1:</b> will demonstrate the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.</p> <p><b>CO 2:</b> will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.</p>