

**NAZARETH COLLEGE OF ARTS AND SCIENCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ACADEMIC YEAR 2022-2023**  
**LEARNING OUTCOME**

**PROGRAM OUTCOME**

**PO1:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.

**PO2** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

**PO3:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

**PO4:** To extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

**PO6::** A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.

**PO7:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

**PO8:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

**PO9:** Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.

**PO10:** Upon completion of the BBA program the students will have a general idea of operations in business.

**PO11-** Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.

**PO12:** Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.

**PO13:** Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

**COURSE OUTCOME – ODD SEMESTER**

<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
<b>SEMESTER I</b>		
<b>CORE-I: Principles of Management</b>	BB21A	CO1 Describe nature, scope, role, levels, functions and approaches of management. CO2 Apply planning and decision making in management. CO3 Apply planning and decision making in management. CO4 Apply planning and decision making in management. Apply planning and decision making in management.
<b>CORE-II: Financial Accounting</b>	BB21B	CO1: Define bookkeeping and accounting CO2: Explain the general purposes and functions of accounting CO3: Explain the differences between management and financial accounting CO4: Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses Identify the main financial statements and their purposes

<b>ALLIED-II:</b> Managerial Economics	BB32A	CO1: Students gained knowledge about the concepts in economics and managerial economics CO2: Students understood about the demand analysis and consumer behaviour CO3: Students understood about the demand analysis and consumer behavior
<b>SEMESTER III</b>		
<b>CORE-V:</b> <b>Financial Management</b>	BB23A	CO1: Students gained knowledge on factors affecting the capital and capital structure formation. CO2: Students understood the concept of cost of capital. CO3: Gained knowledge on various dividend policies. CO4: Students acquired knowledge on working capital requirements and operating cycle. CO5. Gained knowledge through requirement seems.
<b>CORE-VI:</b> <b>Organizational Behaviour</b>	BB23B	CO1: To enable students to evaluate organization climate & its environment. CO2: To enable students to understand organization culture. CO3: To enable students to discuss the various organization theories. CO4: To enable students to examine & evaluate business ethics.
<b>Core-VII:</b> <b>Computer Application in Business</b>	BB23C	CO1: To learn the usage of word processor and electronic spreadsheet CO2: To learn Internet Basics and realize the difference between Distributed computing & Client / Server computing. CO3: To understand IS audit and its applications.
<b>Core VIII:</b> <b>Marketing Management</b>	<b>BB23D</b>	CO1: Students should develop a solid understanding of fundamental marketing concepts, including the marketing mix (product, price, place, and promotion), market segmentation, targeting, and positioning.  CO2: Graduates should be able to conduct market research effectively, including gathering and analyzing data to make informed marketing decisions.

		<p>CO3: Students should gain insight into consumer behavior and the psychological factors that influence purchasing decisions.</p> <p>CO4: Graduates should be able to develop and implement branding strategies to create and maintain strong brand identities.</p>
<b>ALLIED -III Business Statistics</b>	BB33A	<p>CO1: Describe Meaning and characteristics of statistics</p> <p>CO2: Explain Presentation of data by using diagrammatic and graphical methods</p> <p>CO3: Analyse Measures of central tendency</p> <p>CO4: Analyse Measures of dispersion CO5: Analyse Measures of skewness</p>
<b>SEMESTER V  CORE-XIII: Advertising &amp; Sales Promotion</b>	BB25A	<p>CO1: Students should have a solid understanding of the fundamental principles and concepts of advertising, including its role in marketing and communication.</p> <p>CO2: Developing the ability to analyze consumer behavior and preferences to create targeted and persuasive advertising campaigns.</p> <p>CO3: Learning to formulate effective advertising strategies that align with marketing objectives and target audiences.</p> <p>CO4: Developing the skills to create compelling and creative advertising materials, including copywriting, visual design, and multimedia content.</p>
<b>CORE-XIV: Research Methodology</b>	BB25B	<p>CO1: Students have gained knowledge of the service sector and their services along with the characteristics and development of human resources.</p> <p>CO2: Students have acquired knowledge of marketing mix in the service market, promotion of service and distribution methods.</p>

<p><b>CORE-XV: Operation Management</b></p>	<p>BB25C</p>	<p>CO1: Understand Role and Importance of Operation Manager in an Organization</p> <p>CO2: Apply Analytical Techniques for Forecasting and Scheduling of jobs and services</p> <p>CO3: Understand Six Sigma Quality Standards and Statistical control Charts</p> <p>CO4: Design and plan models for the firm</p>
<p><b>CORE XVI Material Management</b></p>	<p>BB25D</p>	<p>CO1: Develop a fundamental understanding of the principles and concepts of material management, including the importance of efficient inventory control and supply chain management.</p> <p>CO2: Learn techniques for managing inventory efficiently, including inventory control methods, demand forecasting, and reorder point calculations.</p> <p>CO3: Understand how to select and manage suppliers and vendors effectively, considering factors like quality, cost, and reliability.</p> <p>CO4: : Learn how to plan for materials and supplies required for production or operations, including material requirement planning (MRP) and just-in-time (JIT) systems.</p> <p>CO5: Understand the procurement process, including sourcing, purchasing, and negotiation strategies to acquire materials and supplies.</p> <p>CO6: Develop skills in cost control and cost reduction strategies related to materials and inventory management.</p>
<p><b>Elective – I Entrepreneurial Development</b></p>	<p>BB45A</p>	<p>CO1: To organizing and Managing a Small Business</p> <p>CO2: Understanding Ownership for Small Business</p> <p>CO3:: Understanding Ownership for small Business</p>

<b>COURSE OUTCOME – EVEN SEMESTER</b>		
<b>SEMESTER II</b>		
<b>COURSE NAME</b>	<b>COURSE CODE</b>	<b>COURSE OUTCOME</b>
<b>CORE-III: Business Communication</b>	BB22A	CO 1: Learnt to draft the various business letters. CO2 Students gained knowledge in effective communication and drafting the layout for a business letter CO3 : Gained knowledge in corresponding towards bank, insurance, agency, shareholders and directors. CO4: Learn to prepare a report, minutes and memorandum of a meeting. CO5: Knowledge gained on the latest technology.
<b>CORE-IV: Management Accounting</b>	BB22B	CO1:Through this class students were able to understand the lessons and were able to clear the paper easily. CO2: Students have learnt knowledge on Banker customer relationships. CO3: Students have acquired knowledge of complaint redressal methods.
<b>ALLIED-II: International Trade</b>	BB32A	CO1 :To enable students to get knowledge of internal and international trade. CO2: It acquires knowledge regarding the concepts of the international monetary system. CO3 :To equip the students with skills regarding the international monetary system. CO4: To enable the students to understand the exchange rates.
<b>SEMESTER IV</b>		
<b>CORE-IX: Human Resource Management</b>	BB24A	CO1:Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM. CO2: Demonstrate competence in development and problem-solving in the area of HR Management. CO3: Provide innovative solutions to problems in the fields of HRM. CO4: Be able to identify and appreciate the significance of the ethical issues in HR.

<b>CORE-X: Business Regulatory Framework</b>	BB24B	CO1 :It helps the students to understand the fundamental concepts of the Indian contract act. CO2: It also helps them to understand the fundamental aspects of the Negotiable Instruments Act
<b>CORE-XI: Financial Services</b>	BB24C	CO1: Students gained knowledge on the role of the financial service sector. CO2: Students understood the concepts of leasing, factoring and hire purchase. CO3: Gained knowledge of project investment
<b>CORE-XII Management Information System</b>	BB24D	CO1: Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM CO2: Demonstrate competence in development and problem-solving in the area of HR Management CO3: Provide innovative solutions to problems in the fields of HRM CO4: Be able to identify and appreciate the significance of the ethical issues in HR.
<b>ALLIED -IV Operation Research</b>	BB34A	CO1: Students should develop a fundamental understanding of the key concepts, principles, and techniques used in operations research. CO2: Ability to formulate real-world problems into mathematical models that can be analyzed using OR techniques. CO3: Improved mathematical skills, particularly in areas such as linear programming, integer programming, and calculus, which are commonly used in OR.
<b>SEMESTER VI</b>		
<b>CORE-XVII: Business Environment</b>	BB26A	CO1 :Through this class, students were able to understand the lessons and were able to clear the paper easily. CO2: Students gained knowledge of the business environment and its importance. CO3: Students learnt about political and legal issues in business.

<p><b>CORE-XVIII: Services Marketing</b></p>	<p>BB26B</p>	<p>CO1: Students have gained knowledge of the service sector and their services along with the characteristics and development of human resources.</p> <p>CO2: Students have acquired knowledge of marketing mix in the service market, promotion of service and distribution methods.</p>
<p><b>CORE-XIX: Business Taxation</b></p>	<p>BB26C</p>	<p>· CO1: Students gained knowledge on the role of the financial service sector</p> <p>CO2: Students understood the concepts of leasing, factoring and hire purchase.</p> <p>CO3 : Gained knowledge of project investment.</p>
<p><b>Elective – II Customer Relationship Management</b></p>	<p>BB46D</p>	<p>CO1: Through this class students were able to understand the lessons and were able to clear the paper easily.</p> <p>CO2: Students have learnt knowledge on Banker customer relationships.</p> <p>CO3: Students have acquired knowledge of complaint redressed methods.</p>
<p><b>Elective – II Project</b></p>	<p>BB46Q</p>	<p><b>CO1:</b> Improved research skills, including the ability to gather and evaluate relevant information and data from various sources.</p> <p><b>CO2::</b> Capability to identify and define real-world problems or challenges and propose solutions or strategies to address them.</p> <p><b>CO3::</b> Proficiency in designing and structuring a project, including selecting appropriate methodologies, tools, and techniques.</p>