

NAZARETH COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2023-2024

LEARNING OUTCOME

PROGRAM OUTCOME

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

PO2: Communication Skills: 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: Critical thinking: 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: Problem solving: Capacity 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.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: 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: Cooperation/Team work: 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: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources

required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trends and demands of work place through knowledge/skill development/reskilling.

COURSE OUTCOME – ODD SEMESTER

COURSE NAME	COURSE CODE	COURSE OUTCOME
SEMESTER I		
CORE-I: Principles of Management	150C1A	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.
CORE-II: Accounting for Managers I	150C1B	CO1 Prepare Journal, ledger, trial balance and cash book CO2 Classify errors and making rectification entries CO3 Prepare final accounts with adjustments CO4 To understand Hire Purchase system. CO5 Prepare single and double entry system of accounting.

ALLIED-I: BUSINESS ECONOMICS	150E1A	Classify errors and making rectification entries
SEMESTER III		
Financial Management	BB23A	To understand Hire Purchase system
Organisational Behaviour	BB23B	Prepare single and double entry system of accounting.
Computer Application in Business	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.
Marketing Management	BB23D	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.
Business Statistics	BB33A	CO1: Describe Meaning and characteristics of statistics CO2: Explain Presentation of data by using diagrammatic and graphical methods CO3: Analyse Measures of central tendency CO4: Analyse Measures of dispersion CO5: Analyse Measures of skewness
SEMESTER V		
Advertising and sales promotion	BB25A	CO1: Students should have a solid understanding of the fundamental principles and concepts of advertising, including its role in marketing and communication.CO2: Developing the ability to analyze consumer behavior and preferences to create targeted and persuasive advertising campaigns.CO3:

		Learning to formulate effective advertising strategies that align with marketing objectives and target audiences.CO4: Developing the skills to create compelling and creative advertising materials, including copywriting, visual design, and multimedia content.
Research Methodology	BB25B	CO1:Understanding research: Students learn basic concepts of research and its methodologies. CO2:Defining research problems: Students learn to define and apply appropriate parameters and research problems. CO3:Writing research papers: Students develop skills to draft a research paper. CO4:Ethical practices: Students learn to analyze and comprehend the ethical practices in conducting research
Operation Management	BB25C	CO1:Understand Role and Importance of Operation Manager in an Organization CO2: Apply Analytical Techniques for Forecasting and Scheduling of jobs and services CO3: Understand Six Sigma Quality Standards and Statistical control Charts CO4:Design and plan models for the firm
Material Management	BB25D	CO1: Develop a fundamental understanding of the principles and concepts of material management, including the importance of efficient inventory control and supply chain management. CO2: Learn techniques for managing inventory efficiently, including inventory control methods, demand forecasting, and reorder point calculations. CO3: Understand how to select and manage suppliers and vendors effectively, considering factors like quality, cost, and reliability. 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.

		CO5: Understand the procurement process, including sourcing, purchasing, and negotiation strategies to acquire materials and supplies.
Entrepreneurial Development	BB45A	CO1: To organizing and Managing a Small Business CO2: Understanding Ownership for Small Business CO3:: Understanding Ownership for for Small Business

COURSE OUTCOME – EVEN SEMESTER

COURSE NAME	COURSE CODE	COURSE OUTCOME
SEMESTER II		
Marketing Management	150C2A	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.
Accounting for Manager -II	150C2B	CO1 : Interpret cost sheet & write comments CO2 : Compare cost, management & financial accounting CO3 : Analyze the various ratio and compare it with standards to assess deviations CO4 : Estimate budget and use budgetary control CO5 : Evaluate marginal costing and its components
International Business	150E2A	CO: Explain business expansion abroad and key issues related to their operations in other countries. CO: Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks. CO: Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
SEMESTER IV		

Human Resources Management	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.
Business Regulatory Framework	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
Financial Services	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
Management Information System	BB24D	CO1 : Understand MIS in decision making CO2 : Explain MIS, its structure and role in management functions CO3 : Classify & discuss information system categories, Database Management systems CO4 : Discuss SDLC and functional information system categories CO5 : Outline functions of BPO, Data mining and the recent trends in information management
Operation Research	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
SEMESTER VI		
Business Taxation	BB26C	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.

Services Marketing	BB26B	<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>
Business Environment	BB26A	<p>CO1 : Through this class, students were able to understand the lessons and were able to clear the paper easily.</p> <p>CO2: Students gained knowledge of the business environment and its importance.</p> <p>CO3: Students learnt about political and legal issues in business.</p>
Customer Relationship Management	BB46D	<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>
Project	BB46Q	<p>CO1: Improved research skills, including the ability to gather and evaluate relevant information and data from various sources.</p> <p>CO2:: Capability to identify and define real-world problems or challenges and propose solutions or strategies to address them.</p> <p>CO3:: Proficiency in designing and structuring a project, including selecting appropriate methodologies, tools, and techniques.</p>