

# ST JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)

## VISAKHAPATNAM

### DEPARTMENT OF BUSINESS ADMINISTRATION

BBA is a popular program among students aspiring to venture into the world of management. It introduces them to the various aspects that form part of effective business administration.

The overall objective of the program is to impart business and management skills to students and prepare them for their entry into the corporate world.

Teaching methodology includes training through project work, presentations, and visits to industries and even interaction with experts from different fields.

The syllabus is designed in a way that suits the industrial needs so that students acquire good Knowledge about industrial affairs and they would be quickly recruited by organizations.

#### PROGRAM SPECIFIC OUTCOMES:

PSO1: Students will be able to demonstrate foundational knowledge of the functional areas of the business.

PSO2: To demonstrate knowledge of ethical obligations of business and apply them to business decisions.

PSO3: To demonstrate specialized knowledge and competencies in the area of concentration (finance, marketing or HR) through effective analytical and critical thinking in an organizational context.

PSO4: To develop ethics, social responsibility amongst the students by imparting education in the various aspects of management at undergraduate level and develop entrepreneurial skill among the student.

#### ASSESSMENT METHODOLOGY:

PSO1: Students will be able to demonstrate foundational knowledge of the functional areas of the business

- Students will be assessed on their performance in their core areas which is more conceptual through direct and indirect levels of assessment. Under direct level of attainment the student is assessed on subjective and objective basis of all core subjects(BBA 1101,BBA 1201,BBA 1302,BBA 2301, BBA 2401, BBA 2601, BBA 3101, BBA 3201, BBA 3301, BBA 4301, BBA 4201, BBA 4101, BBA 5101, BBA 5201, BBA 5301, BBA 6101, BBA 6201, BBA 6301).The indirect assessment includes student opinion/feedback on the course through a structured questionnaire and their response is solicited on a 5 point scale.

Direct Assessment for all the theory papers is done as follows:

Mid Semester Examination 1	15% (which is offline)
Mid Semester Examination 2	15% (which is online)
Accessory Assessment	5% (written quiz, Assignments, case analysis, presentations, etc.)
Attendance	5% (above 75% attendance will be rewarded)
End semester examination	60% (which is descriptive)

Level of attainment – 82.68%

PSO2: To demonstrate knowledge of ethical obligations of business and apply them to business decisions.

- Students will be assessed on their performances in various Co-curricular activities like role plays, ethical dilemmas, case analysis, and business plan through the application of conceptual knowledge to various simulated situations. This form of assessment is continuous which can be assessed through assignments, presentations, etc.
- Level of attainment-90.08%

PSO3: To demonstrate specialized knowledge and competencies in the area of concentration (finance, marketing or HR) through effective analytical and critical thinking in an organizational context.

- Students are assessed for their critical analysis by applying theoretical knowledge. Students would choose a topic in their specialization and undertake a study for a month in an organization and submit it as a project work individually. This is assessed on internal and external evaluation. Faculty of the department guides the student and evaluates the student's performance.
- Apart from this industrial visits organized by the department enables the student to understand the work culture and encourages observational study. The observations made during the visit have to be submitted in the form of a report. This report is assessed internally.

Assessment of project:

Project is assessed based on the project work submitted by the student in their respective specialization. The assessment is done internally and externally (which includes viva voce). Internal evaluation for 75% for record (which is to be submitted in hard bound copy with not less than 75 pages) and external is for 25%.

Assessment of report:

Report is a documentation of the observations made during industrial visits. The student is allowed to choose any two industrial visits made during that year and present them in the form of a report. Evaluation is done for report (50%) and presentation(50%)

Level of attainment-91.065%

PSO4: To develop ethics, social responsibility amongst the students by imparting education in the various aspects of management at undergraduate level and develop entrepreneurial skill among the students.

- Students are encouraged to come up with new business ideas and execute their strategies through E-week programs. This enables the student to seed the entrepreneur within and the student's innovation, marketing abilities (that includes promotional activities and product pricing), team work and their ethical and social responsibility are considered for assessment. The assessment is continuous.

Level of attainment-92.4%

Course outcomes of all the courses

COURSE CODE	COURSE TITLE	COURSE OUTCOMES
BBA 1201	FINANCIAL ACCOUNTING	<p>Students will be able to</p> <p>CO1: Understand the meaning of accounting and basic concepts of accounting</p> <p>CO2: Appreciate the role of journal, ledger in recording transactions.</p> <p>CO3: Identify the accounting rules used for business purposes.</p> <p>CO 4: Effectively define the needs of various users of accounting data.</p> <p>CO5: Prepare financial statements.</p> <p>CO6: Understand the concept of single entry system of accounting.</p> <p>CO7: Understand the difference between a balance sheet and statement of affairs.</p> <p>CO8: Identify the meaning, definition of non trading concern</p> <p>CO9: Prepare the income and expenditure</p>

		<p>account and balance sheet of a non-profitable organization.</p> <p>CO10: Apply appropriate judgments derived from knowledge of accounting theory to financial analysis and decision making.</p>
	Level of attainment	76.12%
BBA 1101	PRINCIPLES OF MANAGEMENT	<p>Students will be able to</p> <p>CO1: Know the importance of management.</p> <p>CO2: Analyze the different approaches of management.</p> <p>CO3: Gain knowledge on planning and its importance and various types of planning.</p> <p>CO4: Understand different forecasting techniques used by managers.</p> <p>CO5: Understand what different organizational structures used in organizations.</p> <p>CO6: Know the importance of delegation of authority.</p> <p>CO7: Know what is staffing and the importance of staffing.</p> <p>CO8: Understand different motivational theories.</p> <p>CO9: Understand how controlling is effective.</p> <p>CO10: Understand what is meant by project management and role of project manager</p>
	Level of attainment	76.73%
BBA 1301	INFORMATION TECHNOLOGY FOR MANAGERS	<p>CO1: Students will be able to describe the role of information technology for the development of modern organization.</p> <p>CO2: Students will be able to analyze how information technology impacts at different organizational levels.</p> <p>CO3: To acquire the knowledge of computer hardware.</p> <p>CO4: Students will be able to demonstrate the functions of input and output devices.</p>

		<p>CO5: Students will be able to develop vocabulary and define computer terminology related to computer hardware and software.</p> <p>CO6: Students will be able to distinguish the differences in various operation systems.</p> <p>CO7: Students will be able to acquire the skills required to install and manage networks.</p> <p>CO8: Students will be able to understand and possess the basic concepts of telecommunication systems and networks.</p> <p>CO9: Students will be able to evaluate the new technologies and applies the appropriate technologies to solve the organizational problems.</p> <p>CO10: Students will be able to analyses and discuss the different intelligence systems using in the business organization.</p>
	Level of attainment	78.43%
BBA 2201	BUSINESS ENVIRONMENT	<p>CO1: Students will get familiarize with the concepts, nature and scope of business environment.</p> <p>CO2: Students will be able to distinguish the differences between macro and micro business environmental factors that influencing factors.</p> <p>CO3: Students will be able to describe the structure of Indian economy, economic planning's and government policies that influence the business organization.</p> <p>CO4: Students will be able to evaluate the LPG concept for the sustainable development of different multinational companies.</p> <p>CO5: Students will be able to explain the impact of political institutions for the development of business organizations.</p> <p>CO6: Students will be able to evaluate the legal frame work that regulates the business organizations.</p> <p>CO7: Students will be able to learn about emerging dimensions in socio- cultural</p>

		<p>environment.</p> <p>CO8: Students will be able to describe the role of ethical behavior and corporate responsibilities towards society in the business world.</p> <p>CO9: Students will be able to analyze the concept of balance of payment and also find out different methods of correction for disequilibrium in Balance of Payments.</p> <p>CO10: Students will be able to discuss the emerging trends in Indian business environment.</p>
	Level of attainment	78.10%
BBA 2301	BUSINESS MATHEMATICS AND STATISTICS	<p>CO1: Students will understand the application of probability in business.</p> <p>CO2: Students can understand various probability distributions that are to be used in different situations.</p> <p>CO3: Students can understand how matrices applications are used in business.</p> <p>CO4: They will be able to know the different types of matrices.</p> <p>CO5: Students will gain knowledge on various data collection sources.</p> <p>CO6: They will know how to present data in pictorial form.</p> <p>CO7: Students will be able to compute arithmetical and positional averages</p> <p>CO8: They can understand what correlation is and different types of correlation methods used.</p> <p>CO9: Students will understand how to calculate regression equations.</p> <p>CO10: To apply various statistical techniques for business decision making.</p>
	Level of attainment	71.56%
BBA 2101	MANAGERIAL ECONOMICS	Co1: Students will gain knowledge about the concepts in economics and managerial

		<p>economics.</p> <p>Co2: To understand the application of economic principles in the field of business management.</p> <p>Co3: Students will understand about the demand analysis and consumer behavior.</p> <p>Co4: To understand and analyze how elasticity of demand affects revenue.</p> <p>Co5: Students gain complete knowledge about cost concepts and production function.</p> <p>CO6: To understand the difference between short run and long run cost function.</p> <p>CO7: To apply theoretical knowledge about the pricing methods.</p> <p>CO8: students will be able to compare and contrast four basic market types.</p> <p>CO9: To understand the concepts of market structure in detail.</p> <p>CO10:To understand the applications of price discrimination.</p>
	Level of attainment	84.65%
BBA 3301	<b>ORGANIZATIONAL BEHAVIOR</b>	<p>CO1: To understand the need, scope and theories of organization.</p> <p>CO2: To understand the evolution of organizational behaviour.</p> <p>CO3: To gain knowledge on various motivational techniques of employees.</p> <p>CO4: To understand the meaning of learning, perception and attitude.</p> <p>CO5 To acquire knowledge on group dynamics in an organization.</p> <p>CO6: Students will be able to apply group decision making techniques.</p> <p>CO7: To appreciate conflict management skills.</p>

		<p>CO8: To understand how to manage employee emotions inside the organization.</p> <p>CO9: To gain knowledge on work environment and leadership styles.</p> <p>CO10: To identify the difference between a leader and a manager.</p>
	Level of attainment	80.10%
BBA 3201	HUMAN RESOURCE MANAGEMENT	<p>CO1: Students will be able to understand the meaning, nature and scope of the Human Resource Management.</p> <p>CO2: Students will be able to demonstrate the different managerial and operational functions that a human resource manager should perform in the organization.</p> <p>CO3: Students will be able to define the human resource planning and describes the process of Human Resource Planning.</p> <p>CO4: Students will be able to compare and contrast the differences between job descriptions and job specifications.</p> <p>CO5: Students will be able to outlines the sources of recruitment and discuss the process of recruitment.</p> <p>CO6: Students will be able to know how to apply the different selection techniques to select the right person at right place at right time.</p> <p>CO7: Students will be able to list out training and development needs for the organizations through on-the-job and off- the- job training methods.</p> <p>CO8: Students will be able to analyze and demonstrate the executive development programs for the development of top level management.</p> <p>CO9: Students will be able to evaluate the factors effecting compensation to provide benefits to the employers and employees.</p>



		CO10: Students will be able to differentiate fringe benefits and incentives provided by the organizations for executive, managerial and non-managerial levels.
	Level of attainment	87.35%
BBA3101	MARKETING MANAGEMENT	<p>CO1: Students can understand how marketing is important to the firms, society and individuals.</p> <p>CO2: Students can analyze what is internal and external marketing environment.</p> <p>CO3: Students can analyze the basis of segmentation for different products.</p> <p>CO4: They can understand what consumer behavior is and what factors influence consumer behavior.</p> <p>CO5: Students will understand what is product life cycle and different strategies used.</p> <p>CO6: Students will learn different types of pricing and analyze various pricing on outside markets.</p> <p>CO7: Students can analyze what are the various promotion tools and relate it to their experiences.</p> <p>CO8: Students can understand what the various channels of distribution are and they can relate it with real application.</p> <p>CO9: They can understand how communication is important in marketing.</p> <p>CO10: It enables them to know what the different marketing strategies with respect to competitors are.</p>
	Level of attainment	84.92%

BBA 4201	FINANCIAL MANAGEMENT	<p>CO1: Gain knowledge on various sources of finance</p> <p>CO2: To appreciate the need for financial planning and forecasting.</p> <p>CO3: To gain knowledge on factors affecting the capital and capital structure formation.</p> <p>CO4: To understand the concepts of cost of capital.</p> <p>CO5: Students will acquire knowledge on working capital requirements and operating cycle.</p> <p>CO6: To understand financial decision making.</p> <p>CO7: Students will gain wide knowledge on investment decisions.</p> <p>CO8: Students will gain knowledge on various capital budgeting techniques.</p> <p>CO9: To gain knowledge on various dividend policies.</p> <p>CO10: students will be efficient in making dividend decisions.</p>
	Level of attainment	81.3%
BBA 4101	BUSINESS ETHICS AND CORPORATE GOVERNANCE	<p>CO1: Students will understand the importance of ethics in business.</p> <p>CO2: Students will know what ethical dilemmas are.</p> <p>CO3: Students can understand what is good and bad governance.</p> <p>CO4: Students can understand the relation between business ethics and corporate governance.</p> <p>CO5: Students can analyze the structure of corporate governance.</p> <p>CO6: Students can analyze certain issues and advantages of corporate governance.</p> <p>CO7: They will come to know the theories of</p>

		<p>corporate governance.</p> <p>CO8: Students can understand the role of SEBI in corporate governance.</p> <p>CO9: They can recognize what is CSR and what are the best practices in Indian perspective.</p> <p>CO10: Students can understand ethical issues in international business practices.</p>
	Level of attainment	88.5%
BBA 4301	OPERATIONS MANAGEMENT	<p>CO1: To acquire knowledge on production process and design for plant location..</p> <p>CO2: Students will be able to identify the role of production with other functional areas.</p> <p>CO3: To understand the various factors the various factors affecting plant layout.</p> <p>CO4: To gain knowledge on the factors determining layout for manufacturing unit.</p> <p>CO5: To understand the objectives and benefits of production planning.</p> <p>CO6: To understand the various functions involved in production planning.</p> <p>CO7: Students will be aware of production techniques and inventory control techniques.</p> <p>CO8: To understand the importance of quality control and Total Quality Management.</p> <p>CO9: To understand the significance of inventory and quality management.</p> <p>CO10: To understand the elements of production management</p>
	Level of attainment	87.62%
BBA 5101	BUSINESS LAWS	<p>CO1: To understand the basic concepts of contract, essentials of valid contract.</p> <p>CO2: To understand the doctrine of stranger to a contract.</p> <p>CO3: To understand the modes of discharge of contract.</p>

		<p>CO4: To understand the remedies available in breach of contract.</p> <p>CO5: To know the basic concepts of contract of sale of goods.</p> <p>CO6: To apply the basis of contract law and sale of goods in critical discussions.</p> <p>CO7: To understand the consumer protection law.</p> <p>Co8: To understand the working of redressal agencies.</p> <p>CO9:To understand the various special contracts.</p> <p>Co 10: To understand the basic concepts of cyber law</p>
	Level of attainment	80.51%
BBA 5201	E-COMMERCE	<p>CO1: To Understand distinction between e-commerce and e-business and identify the key elements of different types of business models and gain practical knowledge through websites to build models.</p> <p>CO2: Understand key E-business applications and their applications in daily life.</p> <p>CO3: Recognize the fundamental principles of E-Business and its impact in different fields.</p> <p>CO4: Use tools and services of the internet in the development of Online Education.</p> <p>CO5: Explain the valued added, risk and barriers in adoption of Mobile Commerce.</p> <p>CO6: Recognize the impact of Information and communication technologies especially in the digital world through a case study.</p> <p>CO7: Develop new skills to adaptation in new situations to study the impact of ICT in contemporary business operations and develop new strategies.</p> <p>CO8: Review security issues and procedures regarding online transactions and suggestions to</p>

		<p>mitigate the threats.</p> <p>CO9: Apply the basic techniques of positioning on the internet via search Engine Options in creating the models for Mobile Commerce.</p> <p>CO 10: Study and evaluate the effectiveness of basic business models with examples of their implementations.</p>
	Level of attainment	80.62%
BBA 5301	TAXATION	<p>Co 1: The student would be able to understand the Indian Taxation system and also gain insight into the fundamental concepts related to the system.</p> <p>CO2: The learning would also enable the students to develop an experience in identifying tax issues and applying the Income tax laws to arrive at reasoned solutions with regards to Agricultural Income and Incidence of Tax.</p> <p>CO3: To apply critical thinking and problem solving skills to resolve Income Tax issues related to Income from salary and House Property.</p> <p>CO4: To gain leaning insight into the provisions of the Income Tax Act, with relations to the exemptions available to the Assesses. To analyze and evaluate tax information and Issues.</p> <p>CO5: To learn about Income from Business and Profession based on the current scenarios.</p> <p>CO6: Applying the relevant laws to arrive at reasonable conclusions related to taxable income, after due consideration of general deductions, inadmissible expenditures, including depreciation provisions and its effects.</p> <p>CO7: The student would be able to distinguish between Short Term and Long term Capital gains along with the holding period, identify the chargeable assets, and apply the learning to calculate net capital gain and understand the impact on the assessable income.</p> <p>CO8: The students would be able to evaluate Interest on Securities, Dividends on Shares, Casual Income, family pension and gift received</p>

		<p>and how the Act operates from a Taxation point of view after the learning.</p> <p>CO9: Understand the fundamental concepts about GTI, Rebate, Set Offs and Carry Forward of Losses and application of the Income Tax Laws to arrive at reasonable solutions.</p> <p>CO 10: Learning would result in applying basic fundamentals related procedures for Computation of Total Income(GTI)</p>
	Level of attainment	79.79%
BBA-C1-5101	LABOR LEGISLATION	<p>CO1: Students can understand the relation between Indian constitution and labor legislation.</p> <p>CO2: Students will learn what are ILO and various conventions.</p> <p>CO3: Students will understand various provisions in factories act.</p> <p>CO4: Students will be to understand for whom A.P shops and establishment act is applicable.</p> <p>CO5: Students will understand the term labor and the Regulation and abolition of this act.</p> <p>CO6: They will conceptualize what is child labor and understand the different laws of child labor.</p> <p>CO7: Students will come to know the redressal machinery or the settlement of industrial disputes.</p> <p>CO8: Students will know how to redress issues regarding sexual harassment of women at work place.</p> <p>CO9: Students will understand the different maternity benefits.</p> <p>CO10: Students will understand what employee provident fund is and how it is contributed.</p>
	Level of attainment	84.36%
BBA -C2-5201	STRATEGIC	Upon completion of this course the students will

	MANAGEMENT	<p>be able to:</p> <p>CO1: Define the concept of strategy and its meaning to practitioners.</p> <p>CO2: Describe the strategic management process that defines basic activities in strategic management.</p> <p>CO3: Analyze the competitive situation and strategic dilemma in dealing with dynamic business environment in terms of rapidly changing market trends and technological advancement.</p> <p>CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.</p> <p>CO5: Have the basic knowledge of the field of strategic management and the main perspectives within this field.</p> <p>CO6: Have the specific knowledge of perspectives, frameworks and concepts within business level strategy, corporate level strategy, and network level strategy.</p> <p>CO7: Have the specific knowledge of perspectives on the industrial, organizational and international context in which strategic management is carried out.</p> <p>CO8: Enrich themselves with the competencies of developing suggestions for change and development of a company's strategy.</p> <p>CO9: Understand the importance of strategic management in the organization's success.</p> <p>CO10: Have the specific knowledge of perspectives, frameworks and concepts within strategy formation, strategic change and strategic innovation.</p>
	Level of attainment	85.05%
BBA-C3-5301	PROJECT	<p>CO1: students will acquire the ability to make links across different areas of knowledge.</p> <p>CO2: Students will acquire the skills to communicate effectively and to present ideas</p>

		<p>clearly.</p> <p>CO3: Students will acquire collaboration skills through working in a team.</p> <p>Co4: Students will be able to learn on their own, reflect on their learning and take appropriate actions to improve it.</p>
	Level of attainment	91.065%
BBA 6301	MEDIUM AND SMALL ENTERPRISE MANAGEMENT	<p>CO1: Students can understand what the significance of small and medium enterprise is in an Indian economy.</p> <p>CO2: Students can also analyze different problems faced by small and medium enterprise.</p> <p>CO3: Students will gain knowledge on the various financial aids that accrue to a small firm.</p> <p>CO4: Students can understand how to identify and formulate a project.</p> <p>CO5: Student will know what an industrial estate is and the role played by them.</p> <p>CO6: Students can relate different functional areas with the functioning of medium and small enterprise.</p> <p>CO7: Students will be able to analyze industrial sickness.</p> <p>CO8: Students can understand different causes of sickness and how to prevent them.</p> <p>CO9: They can understand what DIC is and how it functions.</p> <p>CO10: Students will be able to identify the various organizations that support small and medium industries.</p>
	Level of attainment	78.54%
BBA 6201	BUSINESS RESEARCH METHODOLOGY	<p>CO1: Students will be able to understand and purpose of research in the field of business.</p> <p>CO2: Students will gain knowledge on scientific methods of research.</p>



		<p>CO3:Students will identify the research process and problem formulation.</p> <p>CO4:To understand the various sources of data collection and how to draft a questionnaire.</p> <p>CO5:Students will gain knowledge on data analysis and interpretation.</p> <p>CO6: Students will gain knowledge on constructive report writing.</p> <p>CO7:To understand and appreciate various statistical techniques.</p> <p>CO8: Students will gain knowledge on the application of various statistical tools.</p> <p>CO9: It helps students with practical perspective on how research can be applied in real business situations.</p> <p>CO 10: To understand the application and uses of index numbers and various scaling techniques.</p>
	Level of attainment	79.89%
BBA 6101	INTERNATIONAL BUSINESS	<p>CO1: Students will be able to describe, explain and apply the body of knowledge including recent developments guiding strategic management.</p> <p>CO2: Students Will be able to identify various sources of sustainable competitive advantages of firms.</p> <p>CO3: Students will be able to evaluate the impact of cultural, political and environmental factors on decision making in international business.</p> <p>CO4: Students will be able to identify and explain how foreign markets, institutions are differing from one another.</p> <p>CO5: Students will be able to learn how to apply financial techniques to solve different international trading problems.</p> <p>CO6: Students will be able to analyze components of international financial</p>

		<p>management and discuss about EXIM policy.</p> <p>CO7: Students will be able to distinguish the advantages and disadvantages of WTO.</p> <p>CO8: Students will be able to find out the reasons for trading block formation.</p> <p>CO9: Students will be able to enhance their cognitive knowledge of global marketing issues and recommend global marketing strategies to support international business.</p> <p>CO10: Students will be able to analyze and discuss relevant principles and challenges of Indian business.</p>
	Level of attainment	85.29%
BBA-C1-6101	GLOBAL HUMAN RESOURCE MANAGEMENT	<p>CO1: Students can identify the difference between domestic human resource management and international human resource management.</p> <p>CO2: Students can understand different terminologies used in international human resource management.</p> <p>CO3: Students can analyze recruitment methods used in MNCs.</p> <p>CO4: Students can understand different selection tests and interviews for international selection.</p> <p>CO5: Students can understand different issues and challenges in international performance management system.</p> <p>CO6: Students can understand how appraisal is done for expatriate, third and host country nationals.</p> <p>CO7: Students will come to know about the training process of expatriates.</p> <p>CO8: Students can know career development methods in international settings.</p> <p>CO9: Students can understand different compensation system in MNCs.</p> <p>CO10: Students can understand what is meant by social security system which is followed across</p>

		the countries.
	Level of attainment	81%
BBA –C2-6201	INDUSTRIAL RELATIONS	<p>CO1: Students will learn and use basic definitions, concepts to analyze scope of relations in an Industrial Environment.</p> <p>CO2: Effectively apply the determinants of IR, and Approaches of IR to widen their scope of understanding.</p> <p>CO3: Employ critical thinking skills to analyze Industrial Disputes</p> <p>CO4: Apply appropriately judgment derived from knowledge of settlements, redress procedures with relation to Industrial Disputes- Case studies to substantiate learning's</p> <p>CO5: Develop the capacity to integrate technical and conceptual knowledge and interpersonal skills to understand Trade Unions and their functions</p> <p>CO6: Recognize and understand ethical issues related trade Union, essentials of a successful Trade Union. Review of live cases to co relate the learning</p> <p>CO7: Identify the Characteristics and forms of participative Management –</p> <p>CO8: Use live cases in different countries to arrive at developments in workers Participative Management.</p> <p>CO 9: Acquire and synthesize information relating to developments in collective bargaining.</p> <p>CO 10: Identify suitable negotiation process and apply contract administration to resolve issues and test with case study the outcomes.</p>
	Level of attainment	79.62%
BBA-C3-6301	PROJECT/ REPORT	<p>CO1: students will acquire the ability to make links across different areas of knowledge.</p> <p>CO2: Students will acquire the skills to</p>

		<p>communicate effectively and to present ideas clearly.</p> <p>CO3: Students will acquire collaboration skills through working in a team.</p> <p>Co4: Students will be able to learn on their own, reflect on their learning and take appropriate actions to improve it.</p>
	Level of attainment	88.025%
ELECTIVE MARKETING	RETAIL MANAGEMENT	<p>CO1: Students will be able to learning the concepts of retail management.</p> <p>CO2: Students will be able to understand retail trends in India.</p> <p>CO3: Students will be able to differentiate organized and unorganized retail formats.</p> <p>CO4: Students will be able to analyze emerging trends in retail formats.</p> <p>CO5: Students will be able to understand how to take retail pricing decisions and decisions regarding choice of retail locations.</p> <p>CO6: Students will be able to apply retail business applications like retail service quality managements and retail supply chain managements.</p> <p>CO7: Students will be able to evaluate different levels of retail management.</p> <p>CO8: Students will be able to apply practical applications of retail advertising and promotions.</p> <p>CO9: Students will be able to understand the behavior of retail shoppers.</p> <p>CO10: Students will be able to solve the challenges in retail marketing in India.</p>
	ADVERTISING AND MEDIA MANAGEMENT	<p>CO1: Students will be able to understand the concepts of advertising and Media Management.</p> <p>CO2: Students will be able to evaluate economic , Social and ethical aspects of advertising.</p>

		<p>CO3: Students will be able to acquire the knowledge on media planning.</p> <p>CO4: Students will be able to differentiate types of advertising appeals.</p> <p>CO5: Students will be able to apply the methods of formulations in preparing advertising budgets.</p> <p>CO6: Students will be able to evaluate effective advertising concepts and agencies.</p> <p>CO7: Students will be to differentiate different levels of Advertising and Media Managements.</p> <p>CO8: Students will be able to enhance the effective Integrated Marketing Advertising.</p> <p>CO9: Students will be able to understand the concept of brand building.</p> <p>CO10: Students will be able to develop solutions to challenges in Advertising and Media Management.</p>
	<p><b>GLOBAL MARKETING</b></p>	<p>CO1: Students will be able to understand the concepts and strategies of global marketing.</p> <p>CO2: Students will enhance knowledge on economic environment in global marketing.</p> <p>CO3: They will be able to know the segmentation process of global market.</p> <p>CO4: Students will understand pricing strategies in global level.</p> <p>CO5: Students will acquire knowledge on export procedure and documentation.</p> <p>CO6: Students will understand practical application of global advertising.</p> <p>CO7: Students will understand how channels of distribution are operating under global mode.</p> <p>CO8: They will learn how to plan and control global marketing operations.</p> <p>CO9: They can understand the difference</p>

		between the functioning of domestic and global Markets.
	SERVICES MARKETING	<p>CO1: Students will be able to explain the concepts of services marketing.</p> <p>CO2: Students will be able to understand the types of services in Indian economy.</p> <p>CO3: They will be able to design and manage the service product in service demand Management.</p> <p>CO4: Students will be able to understand the behavior of consumers in service marketing.</p> <p>CO5: Students will be able to acquire knowledge in services gap model.</p> <p>CO6: Students will be able to evaluate the pricing strategies which are linked to value Perceptions.</p> <p>CO7: They will be able to differentiate the difference between internal and external services marketing.</p> <p>CO8: To analyze how to manage and distribute services in different market Segmentation.</p> <p>CO9: Students can understand the process of word of mouth communication.</p> <p>CO10: Students can acquire knowledge on how to solve consumer grievances related to services marketing</p>
ELECTIVE FINANCE	MERCHANT BANKING FINANCIAL SERVICES  AND	<p>CO1: Students will be able to understand the nature and functions of merchant banking.</p> <p>CO2: To appreciate the regulations and registration of merchant banks.</p> <p>CO3: To understand the pre-issue and post issue activities.</p> <p>CO4: Students will be able to identify the role of underwriters..</p> <p>CO5: Students will be able to gain knowledge on various financial services in India.</p>

		<p>CO6: Students will be able to gain knowledge on online trading and impact of credit rating.</p> <p>CO7: They will be able to understand the importance of leasing and factoring.</p> <p>CO8: To gain knowledge on various procedural aspects in factoring.</p> <p>CO9: To understand the meaning, types of mutual funds.</p> <p>CO10: Students can acquire knowledge on mutual fund investments and investment strategies.</p>
	<p>INVESTMENT AND PORTFOLIO MANAGEMENT</p>	<p>CO1: Students will be able to understand the term investment and identify the various long term and short term security investments.</p> <p>CO2: To understand the investment mechanism and critically be able to take asset allocation decisions.</p> <p>CO3: To understand and analyze different types of risks associated with returns.</p> <p>CO4: Students will be able to analyze the factors that contribute to risk free returns.</p> <p>CO5: Students will be able to gain knowledge on valuation of shares.</p> <p>CO6: students will understand the concept of market hypothesis and analyze on that basis.</p> <p>CO7: To understand the meaning of portfolio management.</p> <p>CO8: To gain knowledge on various theories that enables the students to measure the risk and returns.</p> <p>CO9: To gain knowledge on capital asset pricing model.</p> <p>CO10: Students will be able to analyze and interpret through case study analysis.</p>

	<p>STRATEGIC FINANCIAL MANAGEMENT</p>	<p>CO1:To understand the financial planning Policy.</p> <p>CO2:To understand the process of financial model development.</p> <p>CO3:To understand the risks associated in capital budgeting.</p> <p>CO4: To appreciate the techniques in identifying the variation in returns.</p> <p>CO5: To understand the meaning and benefits of capital rationing</p> <p>CO6: To understand the meaning of corporate restructuring</p> <p>CO7:To understand the effects of mergers of EPS and MPS.</p> <p>CO8:To understand the meaning and importance of leasing and factoring.</p> <p>CO9: To understand the procedural aspects of factoring.</p> <p>CO10: To appreciate the development of factoring.</p>
	<p>INTERNATIONAL FINANCE</p>	<p>CO1: Students will be able to understand the meaning ad importance of international finance.</p> <p>CO2: Students will be able to understand the various international monetary systems and appreciate their role.</p> <p>CO3: students will be identifying international capital and money markets.</p> <p>CO4: students will be identifying the various capital and money market instruments.</p> <p>CO5: To understand and appreciate functions of foreign exchange markets.</p> <p>CO6: Students can identify the exchange rates.</p> <p>CO7: students will be able to understand the meaning of financial risk.</p>



		<p>CO8: To understand and apply the techniques of risk management.</p> <p>CO9: To understand the various corporate sources and uses of funds.</p> <p>CO10: To understand the functions of various international centers acting as capital markets.</p>

#### Input mapping of COs correlation with PSOs

Code	COs	PSO 1	PSO 2	PSO 3	PSO 4
BBA 1201	CO1	3			
	CO2			3	
	CO3			3	
	CO4	3			
	CO5			3	
	CO6			3	
	CO7	2		3	
	CO8	2		3	
	CO9			3	
	CO10	2		3	
BBA 1101	CO1	3			
	CO2	3			
	CO3	3			
	CO4	3		2	
	CO5	3			
	CO6	3			
	CO7	3			
	CO8	2	3		
	CO9	2		2	
	CO10	2			2
BBA 1302	CO1	3			
	CO2		3		
	CO3	3			
	CO4	3			2
	CO5	3			
	CO6	2	2		
	CO7		3		
	CO8	3			
	CO9		2		
	CO10	3	2		
BBA 2401	CO1	3	2		2
	CO2	3			

	CO3	2		2	
	CO4	3			
	CO5	2	2		1
	CO6	2	3		
	CO7	2			3
	CO8	2	2		3
	CO9	2			
	CO10	3			
BBA 2301	CO1		2		
	CO2	3			
	CO3	3			
	CO4	3			
	CO5		2		
	CO6		3		
	CO7		3		
	CO8	3			
	CO9	2			
	CO10		3		
BBA 2601	CO1	3			
	CO2	3			
	CO3	3			
	CO4	3	2		
	CO5	3			
	CO6	3			
	CO7		3		
	CO8		3	2	
	CO9	3		2	
	CO10	3			
BBA 3301	CO1	3			
	CO2	3			
	CO3	3			
	CO4	3			
	CO5	3			
	CO6		3		
	CO7		2		3
	CO8		3		
	CO9	3			
	CO10		2		
BBA 3201	CO1	3			
	CO2			3	
	CO3			3	
	CO4			3	
	CO5			3	2
	CO6		2	3	
	CO7		2	3	2

	CO8			3	
	CO9			3	
	CO10		2	2	
BBA 3101	CO1			3	
	CO2		2	3	
	CO3			3	
	CO4	3		3	
	CO5			3	
	CO6			3	2
	CO7			3	2
	CO8		1	3	2
	CO9	2		3	
	CO10			3	2
BBA 4201	CO1			3	
	CO2	2		3	
	CO3			3	
	CO4			3	
	CO5			3	
	CO6			3	
	CO7			3	
	CO8			3	
	CO9			3	
	CO10			3	2
BBA 4101	CO1		3		
	CO2		3		
	CO3		2		
	CO4		3		2
	CO5	3			
	CO6		2		
	CO7	3			
	CO8	3			
	CO9				3
	CO10		2		2
BBA 4301	CO1	3			
	CO2	3			
	CO3	3			
	CO4	3			
	CO5	3			
	CO6	3			2
	CO7	3			
	CO8	3			
	CO9	3			
	CO10	2	2		
BBA 5101	CO1	3			

	CO2	3			
	CO3	3			
	CO4	3			
	CO5	3			2
	CO6		3		
	CO7	3			2
	CO8	3			
	CO9	3			
	CO10	3			1
BBA 5201	CO1	3	2		1
	CO2	3	2		
	CO3	3			
	CO4	3			2
	CO5		2		
	CO6		3		
	CO7		2		
	CO8		3		2
	CO9		3		
	CO10		2		1
BBA 5301	CO1	3			1
	CO2		3		
	CO3		3		
	CO4	2	2		
	CO5	3			
	CO6		3		
	CO7		3		
	CO8		3		2
	CO9	3			
	CO10		2		2
BBA-C1-5101	CO1	2		3	
	CO2			2	
	CO3			3	
	CO4			3	
	CO5			2	
	CO6			3	
	CO7			2	1
	CO8			2	1
	CO9			3	1
	CO10			3	1
BBA-C2-5201	CO1	3			
	CO2	3			
	CO3		3	2	
	CO4		3		
	CO5	3			
	CO6	3			1

	CO7	3			1
	CO8		2		2
	CO9	3			
	CO10		2		
BBA-C3-5301	CO1			3	
	CO2		3		2
	CO3		3		2
	CO4		2		2
BBA 6301	CO1	3			2
	CO2		3		2
	CO3	3			3
	CO4		3		2
	CO5		2		2
	CO6			2	2
	CO7		2		3
	CO8	2	2		3
	CO9	3			2
	CO10		2		3
BBA 6201	CO1	3			1
	CO2	3			
	CO3		3		
	CO4	3			
	CO5	3			
	CO6	3			
	CO7		2		
	CO8	1	2		
	CO9		2		3
	CO10		2		3
BBA 6101	CO1	2	2		
	CO2	3			
	CO3		3		
	CO4		3		1
	CO5		3		
	CO6		3		
	CO7		2		
	CO8		2		
	CO9	3			2
	CO10		2		2
BBA-C1-6101	CO1			3	
	CO2			3	
	CO3			3	
	CO4			2	
	CO5			3	
	CO6			2	

	CO7			3	1
	CO8			2	2
	CO9			2	
	CO10			2	2
BBA-C2-6201	CO1			3	
	CO2			2	2
	CO3			3	
	CO4			3	
	CO5			2	2
	CO6			3	
	CO7			3	2
	CO8			2	
	CO9			3	1
	CO10			3	2
BBA-C3-6301	CO1	3			2
	CO2		2		
	CO3		2		2
	CO4		3		2

Strongly correlated: 3

Moderately correlated: 2

Weakly correlated: 1