FIRST YEAR – I SEMESTER (2022-23)

COURSE TITLE: BUSINESS ENGLISH - I

COURSE CODE: EA18101

CREDITS: 3

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental

and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Lifelong learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

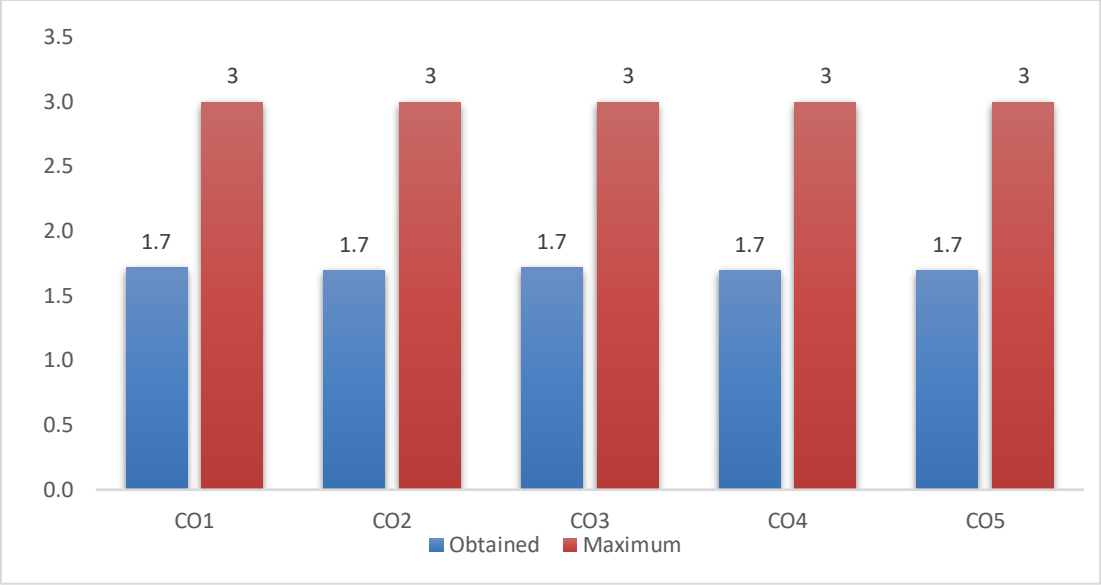
PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.	VI (CREATE)
CO2	Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.	IV (ANALYZE)
CO3	To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes.	III (APPLY)
CO4	To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making.	III (APPLY)
CO5	To have a better understanding of scanning and proof reading incomprehension.	III (APPLY)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			S			H	H			H	
C02	H			S			H	H			H	
C03	H			S			H	H			H	
C04	H			S			H	H			H	
C05	H			S			H	H			H	

H: Highly Supportive
S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.3	3.0			100.0	3.0	100.0	3.0	100.0	3.0	85.0	2.0	2.8	70.0	1.0	1.0	1.7
CO 2	98.3	3.0			100.0	3.0			100.0	3.0	85.0	2.0	2.8	70.0	1.0	1.0	1.7
CO	98.3	3.0	93.3	3.0	100.	3.0			100.	3.0	85.0	2.0	2.8	70.0	1.0	1.0	1.7

3					0				0								
CO 4			93.3	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	70.0	1.0	1.0	1.7
CO 5			93.3	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	70.0	1.0	1.0	1.7

AVERAGE	AVERAGE
1	1.708

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.72						H 1.72
CO2		H 1.7						H 1.7
CO3		H 1.72						H 1.72
CO4		H 1.7						H 1.7
CO5		H 1.7						H 1.7
AVERAGE OF COS FOR POS		1.708						1.708
AVERAGE OF POS		1.7056						1.7056
AVERAGE	1.7056							

COURSE TITLE: INDIAN HERITAGE & CULTURE

COURSE CODE: IC19101

CREDITS: 2

DEPARTMENT: BBA

PROGRAMME OUTCOMES – (BBA)

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PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Practical exposures: identify and equip learners to face the modern day challenges in Commerce and business.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global

citizens with a human touch

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

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PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4.Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	The student can understand better about the origin of ancient Indian culture and the contributions of great rulers from both north and south India for Indian culture in ancient days	II (UNDERSTEAND)
CO2	Students will analyse how Persian culture entered into India and how it influenced the Fine Arts of Indian society like Classical Music, Dance and Architecture.	IV (ANALYZE)
CO3	Student can able to assess how the Indian orthodox society turn into modern and western society in the 19th century .It also edifies the students with spiritual doctrines of various Religions.	IV (ANALYZE)

CO4	Students will evaluate various challenges face by the youth and the evil affects of terrorism on society	V (EVALUATE)
CO5	The topics in the unit create belongingness among the students by bringing awareness of the rights and duties to make the world a better place and it throw light on gender sensitization issues of women, Children and LGBT.	VI (CREATE)

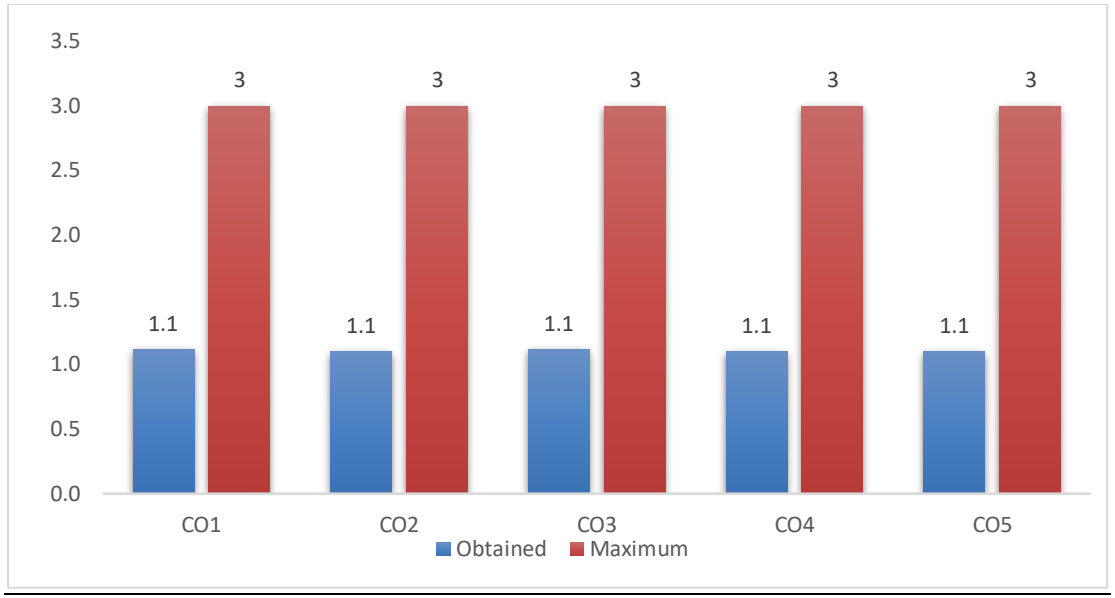
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S					S	H		H			S
C02	S					S	H		H			S
C03	S					S	H		H			S
C04	S					S	H		H			S
C05	S					S	H		H			S

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.7	3.0			100.0	3.0	100.0	3.0	100.0	3.0	73.3	1.0	2.6	65.0	0.0	0.0	1.0
CO 2	96.7	3.0			100.0	3.0			100.0	3.0	73.3	1.0	2.5	65.0	0.0	0.0	1.0
CO 3	96.7	3.0	96.7	3.0	100.0	3.0			100.0	3.0	73.3	1.0	2.6	65.0	0.0	0.0	1.0
CO 4			96.7	3.0	100.0	3.0			100.0	3.0	73.3	1.0	2.5	65.0	0.0	0.0	1.0
CO 5			96.7	3.0	100.0	3.0			100.0	3.0	73.3	1.0	2.5	65.0	0.0	0.0	1.0

AVERAGE	AVERAGE
0	1.016



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1								H	1.04
CO2								H	1
CO3								H	1.04
CO4								H	1
CO5								H	1
AVERAGE OF COS FOR POS								1.016	
AVERAGE OF POS								1.0112	
AVERAGE	1.0112								

COURSE TITLE: FUNDAMENTALS OF INFORMATION TECHNOLOGY

COURSE CODE: BB18101

CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

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PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**

CO1	To understand basic computer terminology and number systems.	II (UNDERSTAND)
CO2	To identify different operating systems, and its types.	I (IDENTIFY)
CO3	Classify different applications of Information technology	II (CLASSIFY)
CO4	Analyse the importance of system development and the phases of SDLC	IV (ANALYZE)
CO5	Categorize modern means of communications, types of networks and topologies	IV (CATEGORIZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**		**S**	**S**		**S**						**H**
C02			**S**			**H**						**H**
C03						**H**					**S**	**H**
C04						**H**				**H**		**H**
C05			**S**	**H**								**H**

H: Highly Supportive
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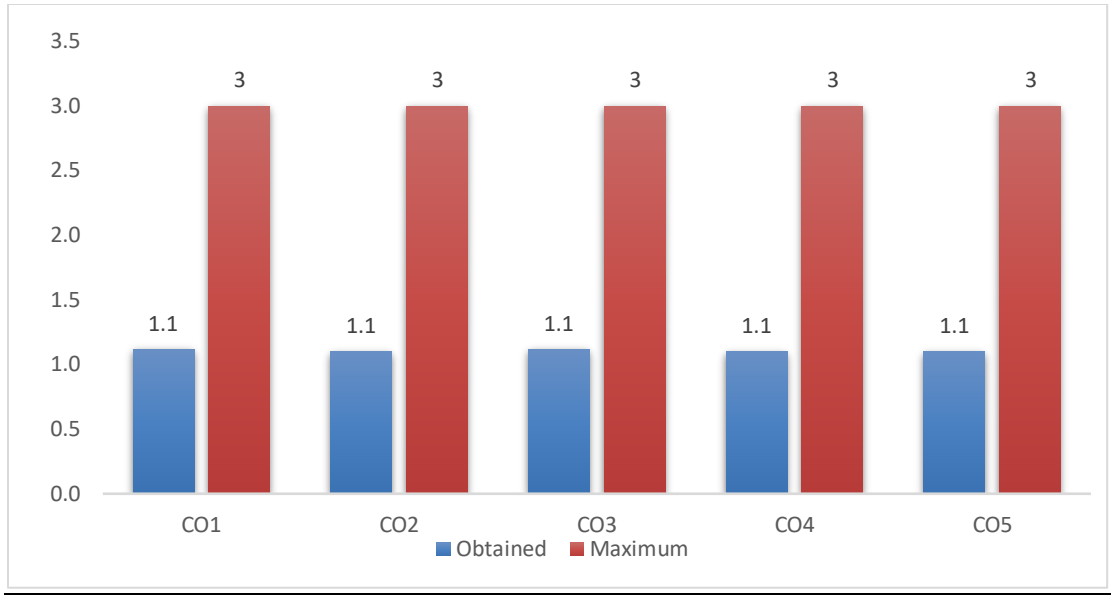
co	mid exam 1	mid exam 2	group discussion	assignment	viva	Attendence		External Exam	

	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	55.0	0.0	2.4	90.0	3.0	3.0	2.8
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	55.0	0.0	2.3	90.0	3.0	3.0	2.7
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.4	90.0	3.0	3.0	2.8
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.3	90.0	3.0	3.0	2.7
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	55.0	0.0	2.3	90.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 2.76						
CO2							H 2.7	
CO3							H 2.76	
CO4							H 2.7	
CO5					H 2.7			
AVERAGE OF COS FOR POS		2.76			2.7		2.72	
AVERAGE OF POS		2.76			2.7		2.72	
AVERAGE	2.726666667							

COURSE TITLE: BANKING THEORY AND PRACTICE

COURSE CODE: BB22102

CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

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	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	To **identify** and illustrate the origin and growth of banking in India.	I (IDENTIFY)
CO2	To **demonstrate** and apply the steps involved in opening a bank account	II (DEMONSTRATE)
CO3	To **appraise** and criticize the various types of collateral securities and point out the precautions to be taken by a banker while advancing loans against different types of securities	V(APPRAISE)
CO4	To **demonstrate** the organizational structure and functions of Co-operative banks, NABARD and RBI.	II (DEMONSTRATE)
CO5	To **interpret** the features of various types of negotiable instruments	II (INTERPRET)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01		H										S

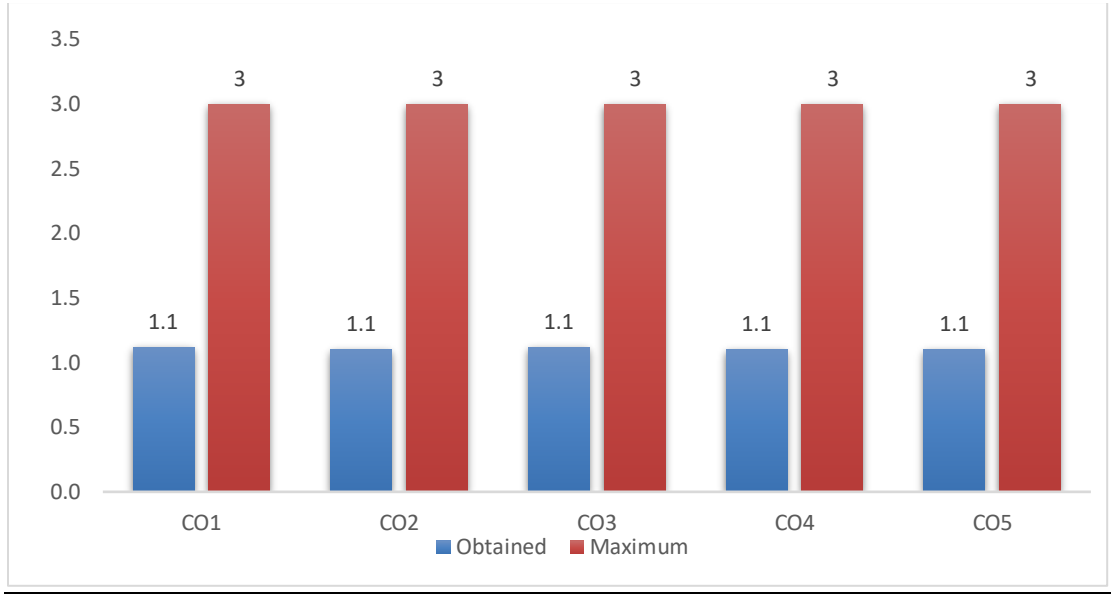
C02			H							H		
C03				H								H
C04		H									H	
C05		H									H	

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.7	3.0			100.0	3.0	100.0	3.0	100.0	3.0	85.0	2.0	2.8	90.0	3.0	3.0	2.9
CO 2	96.7	3.0			100.0	3.0			100.0	3.0	85.0	2.0	2.8	90.0	3.0	3.0	2.9
CO 3	96.7	3.0	98.3	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	90.0	3.0	3.0	2.9
CO 4			98.3	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	90.0	3.0	3.0	2.9
CO 5			98.3	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	90.0	3.0	3.0	2.9

AVERAGE	AVERAGE
3	2.908



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8

CO1			H 2.92					
CO2				H 2.9				
CO3					H 2.92			
CO4			H 2.9					
CO5			H 2.9					
AVERAGE OF COS FOR POS			2.906666667	2.9	2.92			
AVERAGE OF POS			2.902222	2.9	2.92			
AVERAGE	2.907407407							

COURSE TITLE: FA-1
COURSE CODE: BB22103
CREDITS: 5

DEPARTMENT: BBA

Programme Outcomes – (BBA)

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PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:

PSO1. Understand the role of different business organizations and its challenges

PSO2. Demonstrate accounting skills for business and service oriented activities and interpret the results to various users

PSO3. Analyze the importance of various disciplines of Commerce – Finance, Marketing, Auditing, Management etc

PSO4. Appraise problem solving techniques through computers for business solutions

PSO5. Create and empower students with progressive attitude to pursue higher education and research

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	**Describe the need and importance of accounting**	describe
CO2	Explain about subdivision of journal	explain
CO3	Compare the cashbook and passbook balances to reconcile the difference	compare
CO4	Analyze the financial position of an organization	analyze
CO5	**Identify the mistakes in books of accounts and helps in correcting them**	identify

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04

C01	H	H			S	H		H	H			H
C02	S	H			H	H		H	H			H
C03	H	H			S	H		H	H			H
C04	H	H			H	H		H	S			H
C05	S	S			H	H		H	S			H

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co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
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CO 1	98.3	3.0			100.0	3.0	100.0	3.0	100.0	3.0	78.3	2.0	2.8	61.7	0.0	0.0	1.1
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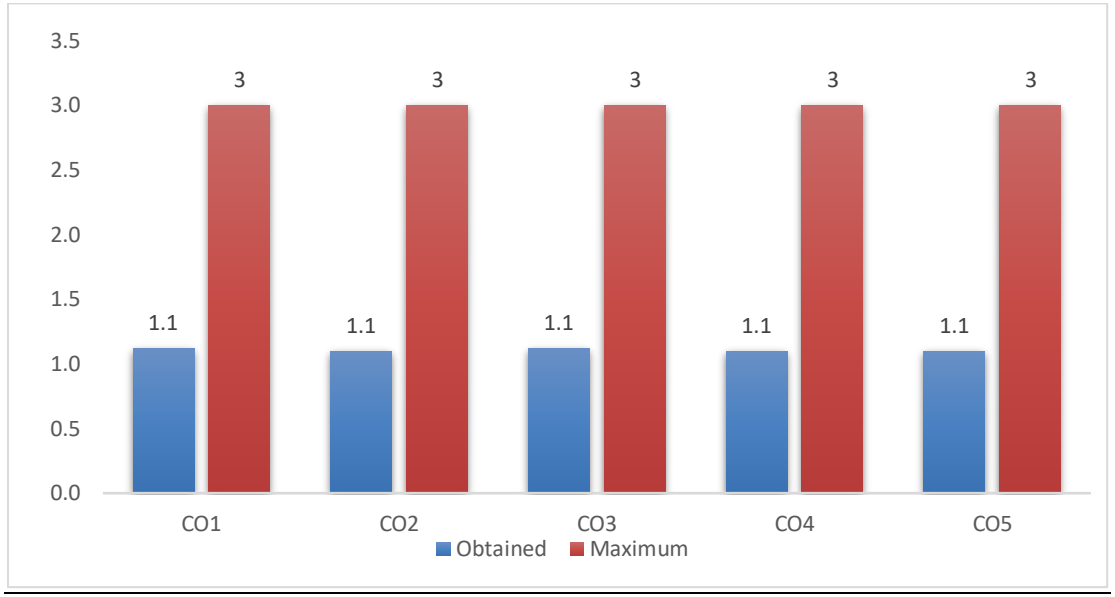
CO 4			98.3	3.0	100.0	3.0			100.0	3.0	78.3	2.0	2.8	61.7	0.0	0.0	1.1
CO 5			98.3	3.0	100.0	3.0			100.0	3.0	78.3	2.0	2.8	61.7	0.0	0.0	1.1

AVERAGE	AVERAGE

0	1.108



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8

CO1		H 1.12	H 1.12				H 1.12	
CO2			H 1.1			H 1.1	H 1.1	
CO3		H 1.12	H 1.12				H 1.12	
CO4		H 1.1	H 1.1				H 1.1	
CO5						H 1.1	H 1.1	
AVERAGE OF COS FOR POS		1.113333333	1.11			1.1	1.108	
AVERAGE OF POS		1.111111	1.1075			1.1	1.1056	
AVERAGE	1.106052778							

COURSE TITLE: PRINCIPLES OF MANAGEMENT

COURSE CODE: BB18104

CREDITS: 5

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PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4.Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Identify and interpret the various principles and importance of management	IV (Analyze)
CO2	Explain and demonstrate the uses of planning and organizing	III (Apply)
CO3	Classify and combine the various techniques of control and coordination.	II (Understand)
CO4	Identify the essence of motivation and direction	IV (Analyze)
CO5	Interrelate and understand the essence of leadership and the importance of communication	II (Understand)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H		H	S							S

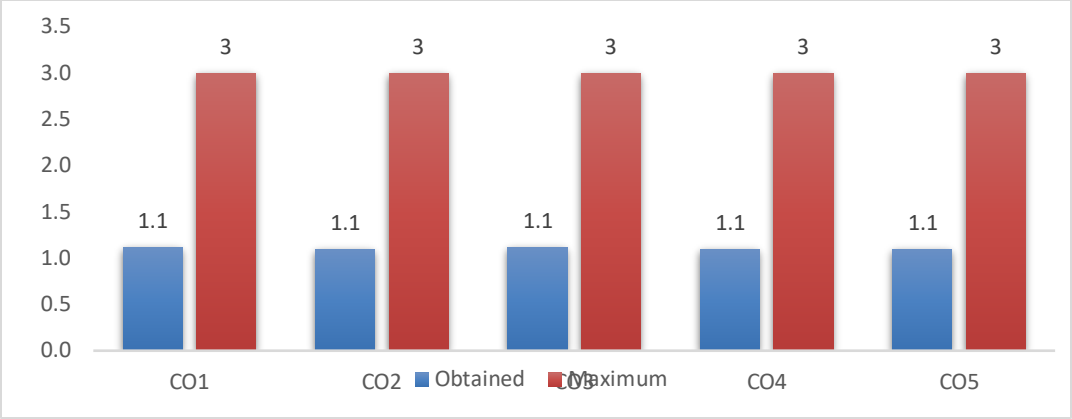
C02	**H**	**S**			**H**				**H**			

co	mid exam 1	mid exam 2	group discussion	assignment	viva	Attendence		External Exam	

C03	**H**	**S**			**H**				**H**			
C04	**H**				**H**				**H**			
C05		**H**		**S**	**H**							**S**

	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	76.7	2.0			100.0	3.0	100.0	3.0	100.0	3.0	85.0	2.0	2.6	0.0	0.0	0.0	1.0
CO2	76.7	2.0			100.0	3.0			100.0	3.0	85.0	2.0	2.5	0.0	0.0	0.0	1.0
CO3	76.7	2.0	100.0	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.6	0.0	0.0	0.0	1.0
CO4			100.0	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	0.0	0.0	0.0	1.1
CO5			100.0	3.0	100.0	3.0			100.0	3.0	85.0	2.0	2.8	0.0	0.0	0.0	1.1

AVERAGE	AVERAGE
0	1.056



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.04	H 1.04		H 1.04			
CO2		H 1				H 1		
CO3		H 1.04				H 1.04		
CO4		H 1.1				H 1.1		
CO5			H 1.1			H 1.1		
AVERAGE OF COS FOR POS		1.045	1.07		1.04	1.06		
AVERAGE OF POS		1.04625	1.085		1.04	1.06		
AVERAGE	1.0578125							

FIRST YEAR – II SEMESTER (2022 – 23)

COURSE TITLE: BUSINESS ENGLISH - II

COURSE CODE: EA18201

CREDITS:3

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES – (B.COM/ BBA)

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems: Utilize Research Methodology and Project work to infer and interpret data in order to provide valid conclusions in business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Practical exposures: identify and equip learners to face the modern day challenges in Commerce and business.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch **PO8 Life long learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.
PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE): **Students will be able to:** **PSO1. Understand** the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team. **PSO2.Analyze** the dynamics of the organizational conflict, various leadership styles and their execution. **PSO3.**Think **critically** of diverse global perspectives and challenges of global business. **PSO4.Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**

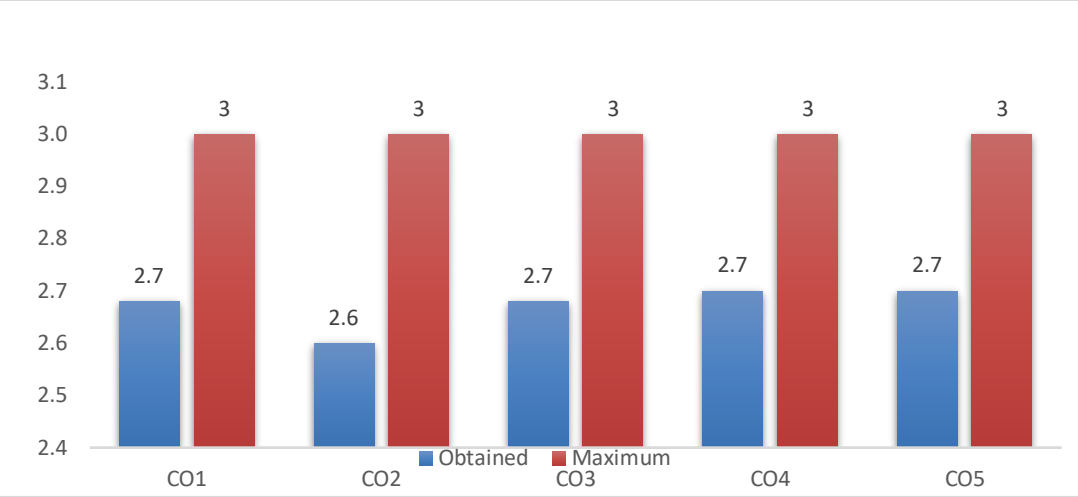
CO1	Students will be able to identify elements, forms and style of letters and will be able to create quotations related to inviting, sending and placing orders.	IV(ANALYZE)
CO2	Students will be able to identify qualities and functions of a Sales Letter in order to enable them use the format of a Sales Letter.	IV(ANALYZE)
CO3	To understand and write the functions, structure and types of Memorandum and design a notice, agenda and minutes	II(UNDERSTAND)
CO4	To demonstrate the guidelines for answering and making effective telephone calls in order to enable understand and implement Note making	IV(ANALYZE)
CO5	To have a better understanding of scanning and proof reading incomprehension	II(UNDERSTAND)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			S			H	H			H	
C02	H			S			H	H			H	
C03	H			S			H	H			H	
C04	H			S			H	H			H	
C05	H			S			H	H			H	

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External E	
	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainme level
CO1	100	3			100	3	100	3	100	3	0	0	2.4	76.7	2
CO2	100	3			100	3			100	3	0	0	2.3	76.7	2
CO3	100	3	98.3	3	100	3			100	3	0	0	2.4	76.7	2
CO4			98.3	3	100	3			100	3	0	0	2.3	76.7	2
CO5			98.3	3	100	3			100	3	0	0	2.3	76.7	2

AVERAGE	AVERAGE
2	2.124



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.16						H 2.16	H 2.16
CO2	H 2.1						H 2.1	H 2.1
CO3	H 2.16						H 2.16	H 2.16
CO4	H 2.1						H 2.1	H 2.1
CO5	H 2.1						H 2.1	H 2.1
AVERAGE OF COS FOR POS	2.124						2.124	2.124
AVERAGE OF POS	2.1168						2.1168	2.1168
AVERAGE	2.1168							

COURSE TITLE: VALUE EDUCATION

COURSE CODE: VE18201

CREDITS:2

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES – (BBA)

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems: Utilize Research Methodology and Project work to infer and interpret data in order to provide valid conclusions in business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Practical exposures: identify and equip learners to face the modern day challenges in Commerce and business.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global

citizens with a human touch

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4.Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

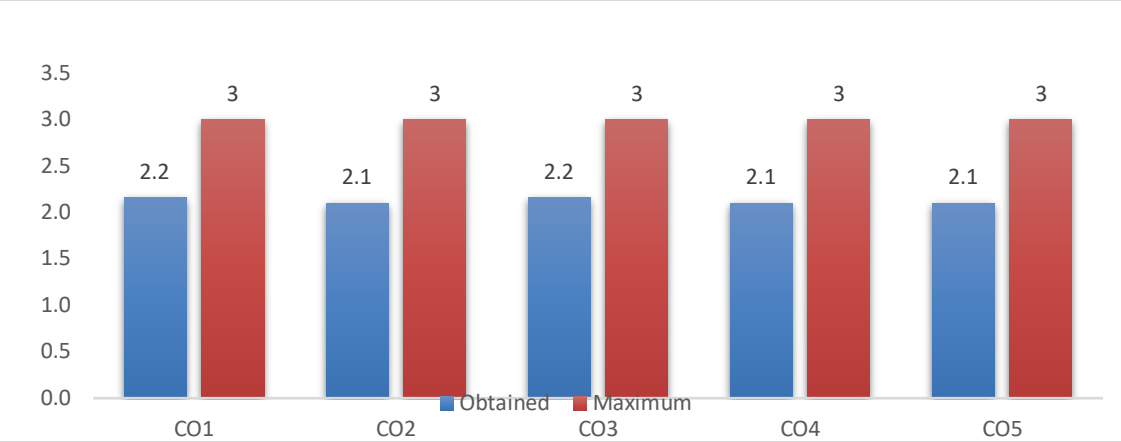
	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Students will be able to identify Accepted norms and Counter values. They will be able to differentiate the various Dimensions of Human Development.	III (APPLY)
CO2	Students will be able to demonstrate Love and Experience of God. They will be able to identify the Basic Issues of Life and Happiness as a life goal	1V (ANALYZE)
CO3	They will able to understand the importance of Concern for others. They will able to critique the various problems that deter the growth of the society	III (APPLY)

CO4	The students will be able to recognize the traits of a good personality. They will be able identify their personality by Self-Exploration	1V (ANALYZE)
CO5	Students will be able to interpret the Purpose of Life and Goal Setting. They will be able to learn Self-Management	1V (ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01				**H**			**H**		**H**			
C02				**H**			**H**		**H**			
C03				**H**			**H**		**H**			
C04				**H**			**H**		**H**			
C05				**H**			**H**		**H**			

H: Highly Supportive

S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.3	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	81.7	2.0	2.0	2.2
CO 2	98.3	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	81.7	2.0	2.0	2.1
CO 3	98.3	3.0	98.3	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	81.7	2.0	2.0	2.2
CO 4			98.3	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	81.7	2.0	2.0	2.1
CO 5			98.3	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	81.7	2.0	2.0	2.1

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1				H 2.16			H 2.16	
CO2				H 2.1			H 2.1	
CO3				H 2.16			H 2.16	
CO4				H 2.1			H 2.1	
CO5				H 2.1			H 2.1	
AVERAGE OF COS FOR POS				2.124			2.124	
AVERAGE OF POS				2.1168			2.1168	
AVERAGE	2.1168							

COURSE TITLE: FUNDAMENTALS OF BUSINESS STATISTICS

COURSE CODE: BB18201

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Organize, manage and present data. Can represent the statistical data in diagrammatic and graphical form	IV (APPLY)
CO2	Calculate measures of central tendency.	IV (ANALYZE)
CO3	Analyze the data using measures of dispersion	IV (ANALYZE)

CO4	Evaluate the nature for the statistical data using skewness and moments.	V (EVALUATE)
CO5	Determine the relation between any two factors using the concepts of correlation and regression analysis	V (EVALUATE)

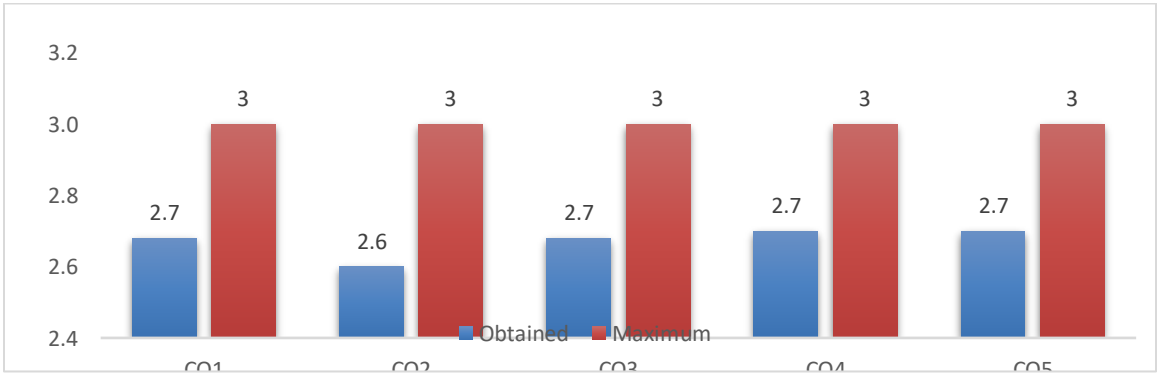
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01				**S**								**H**
C02				**H**								**H**
C03				**H**								**H**
C04			**S**	**H**								**S**
C05			**S**	**H**								**S**

H: Highly Supportive
S: Supportive

co	mid exam 1	mid exam 2	group discussion	assignment	viva	Attendence		External Exam	

	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	83.3	2			100	3	100	3	100	3	0	0	2.2	93.3	3	3	2.7
CO 2	83.3	2			100	3			100	3	0	0	2	93.3	3	3	2.6
CO 3	83.3	2	91.7	3	100	3			100	3	0	0	2.2	93.3	3	3	2.7
CO 4			91.7	3	100	3			100	3	0	0	2.3	93.3	3	3	2.7
CO 5			91.7	3	100	3			100	3	0	0	2.3	93.3	3	3	2.7

AVERAGE	AVERAGE
3	2.672



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2				H 2.6				
CO3				H 2.68				
CO4				H 2.7				
CO5				H 2.7				
AVERAGE OF COS FOR POS				2.67				
AVERAGE OF POS				2.67				
AVERAGE	2.67							

COURSE TITLE: CORPORATE GOVERNANCE & BUSINESS ETHICS
COURSE CODE: BB22202
CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

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PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:
PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	Identify and explain the importance of values and ethics	IV (ANALYZE)
CO2	Analyze and interpret the various theories of ethical value system.	IV (ANALYZE)
CO3	Point out the relationship between law and ethics and understand the impact of law on the business	IV (ANALYZE)
CO4	Explain the corporate governance codes, transparency and disclosure in the corporate	III (APPLY)
CO5	Identify and point out the global issues of governance.	IV (ANALYZE)

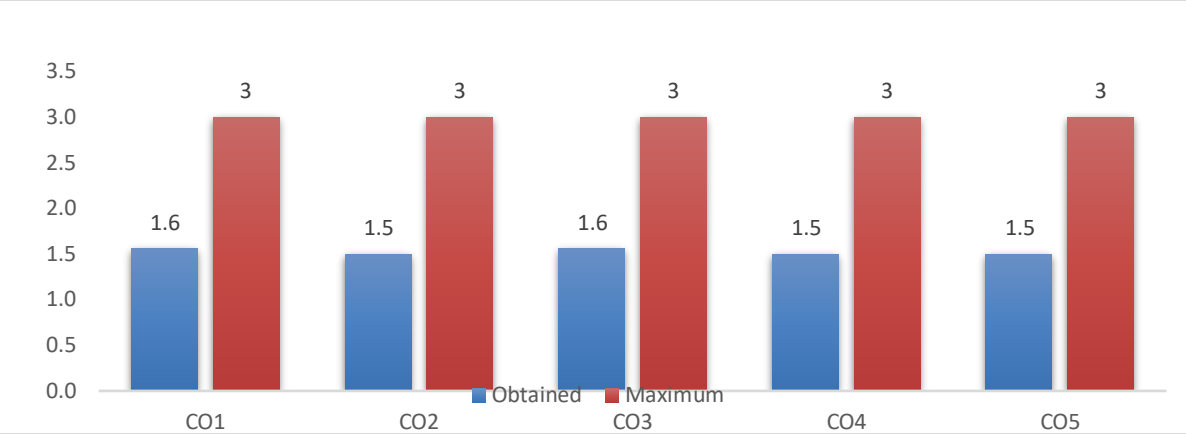
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01					S		H		S			
C02							S		S	S	S	
C03			S	S							S	
C04					H						H	
C05							H				H	

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	68.3	1.0	1.0	1.6
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.3	1.0	1.0	1.5
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	68.3	1.0	1.0	1.6
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.3	1.0	1.0	1.5
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.3	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1							H 1.56	
CO2								
CO3								
CO4					H 1.5			
CO5							H 1.5	
AVERAGE OF COS FOR POS					1.5		1.53	
AVERAGE OF POS					1.5		1.515	
AVERAGE	1.5075							

COURSE TITLE: FA-2

COURSE CODE: BB22203

CREDITS:

DEPARTMENT: BBA

Programme Outcomes – (BBA)

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems:** Utilize Research Methodology and Project work to infer and interpret data in order to provide valid conclusions in business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.
- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Practical exposures:** identify and equip learners to face the modern day challenges in Commerce and business.
- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch
- **PO8 Life long learning and Employability:** Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them

self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:
PSO1.Understand the role of different business organizations and its challenges

PSO2.Demonstrate accounting skills for business and service oriented activities and interpret the results to various users

PSO3. Analyzethe importance of various disciplines of Commerce – Finance, Marketing, Auditing, Management etc

PSO4. Appraise problem solving techniques through computers for business solutions

PSO5. Create and empower students with progressive attitude to pursue higher education and research

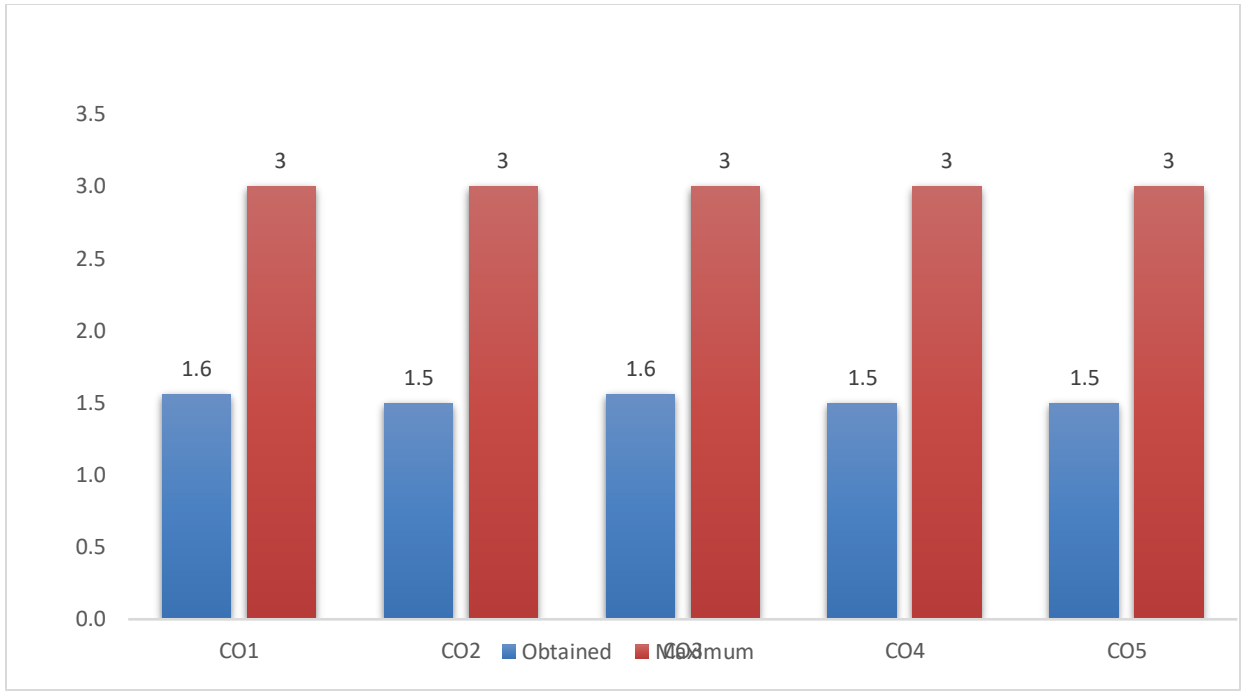
	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	**Explain the basic concepts of partnership and explains the admission of a partner**	Explain
CO2	Demonstrate the accounting treatment relating to retirement and death of a partner	demonstrate
CO3	Identify the rules applicable for winding up of partnership and insolvency of a partner	identify

CO4	Show the method of finding out profits and financial position by using incomplete records	Finding out
CO5	**Illustrate method of preparing books under hire purchase and instalment purchase system**	Illustrate

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H			S	H		H	H			H
C02	S	H			H	H		H	H			H
C03	H	H			S	H		H	H			H
C04	H	H			S	H		H	S			H
C05	S	S			H	H		H	S			H

H: Highly Supportive

S: Supportive


3.5
3.0
2.5
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1.6
3
1.5
3
1.5
3
CO1
CO2
CO3
CO4
CO5
Obtained
Maximum

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	93.3	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	75.0	1.0	1.0	1.6
CO 2	93.3	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.0	1.0	1.0	1.5
CO 3	93.3	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	75.0	1.0	1.0	1.6
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.0	1.0	1.0	1.5
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.0	1.0	1.0	1.5

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.56	H 1.56				H 1.56		H 1.56
CO2		H 1.5			H 1.5	H 1.5		H 1.5
CO3	H 1.56	H 1.56				H 1.56		H 1.56
CO4	H 1.5	H 1.5				H 1.5		H 1.5
CO5					H 1.5	H 1.5		H 1.5
AVERAGE OF COS FOR POS	1.54	1.53			1.5	1.524		1.524
AVERAGE OF POS	1.533333	1.5225			1.5	1.5168		1.5168
AVERAGE	1.517886667							

COURSE TITLE: MANAGERIAL ECONOMICS
COURSE CODE: BB22204

CREDITS: 6

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the basic terms and concepts used in the managerial economics	II(UNDERSTAND)
CO2	Appraise the behaviour of consumers through the demand and indifference analysis	IV(ANALYZE)
CO3	Interpret the behaviour of producer through supply, production and other related concepts.	IV(ANALYZE)
CO4	Differentiate the market forms and the price and output determination under each type of market.	V(EVALUATE)

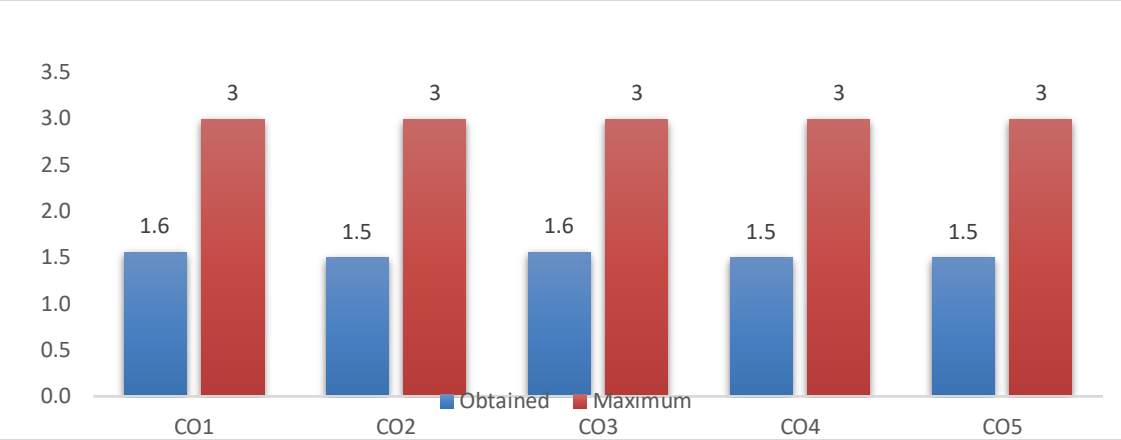
CO5	Infer the impact of the macro economic factors on the business concerns.	III(APPLY)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**								**H**			
C02		**S**								**S**		
C03					**S**							**H**
C04						**S**				**S**		
C05					**H**							**H**

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.7	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	71.7	1.0	1.0	1.6
CO 2	96.7	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	71.7	1.0	1.0	1.5
CO 3	96.7	3.0	96.7	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	71.7	1.0	1.0	1.6
CO 4			96.7	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	71.7	1.0	1.0	1.5
CO 5			96.7	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	71.7	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 1.56							
CO2								
CO3								
CO4								
CO5					H 1.5			
AVERAGE OF COS FOR POS	1.56				1.5			
AVERAGE OF POS	1.56				1.5			
AVERAGE	1.53							

SECOND YEAR – SEMESTER IIIth (2022-2023)-

COURSE TITLE: TAXATION

COURSE CODE: BB20301

CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the leamers to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.
PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL): **Students will be able to:** **PSO1. Understand** the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team. **PSO2. Analyze** the dynamics of the organizational conflict, various leadership styles and their execution. **PSO3.** Think **critically** of diverse global perspectives and challenges of global business. **PSO4. Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

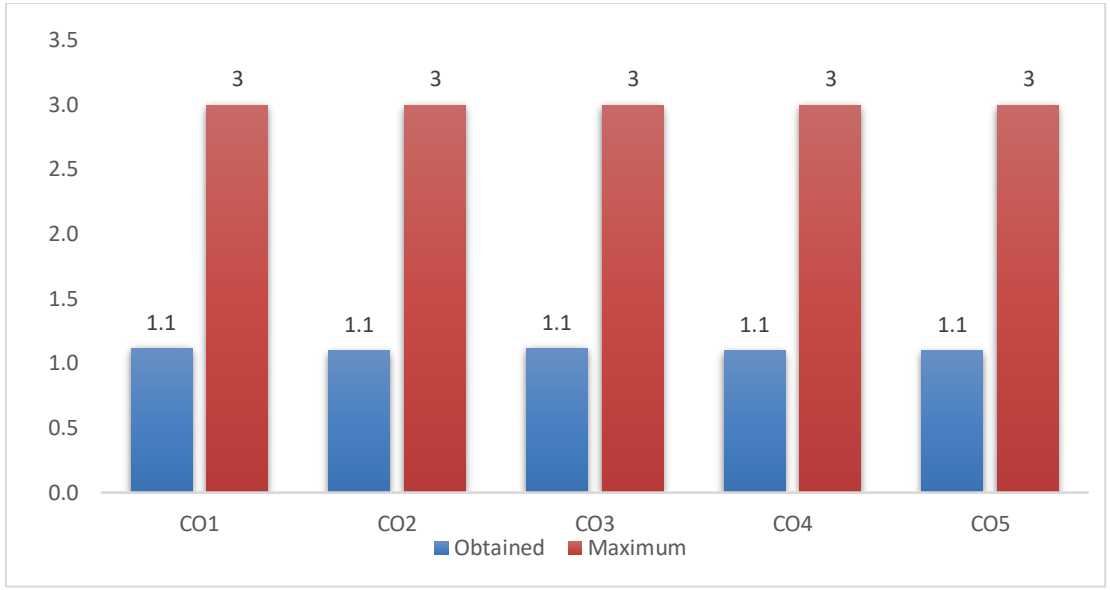
	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	To understand the basic definition of Income tax . Agriculture income, Residential Status and exempted income.	II (UNDERSTAND)
CO2	To show the computation of income from Head Salaries and house property as per IT Ac.	II (UNDERSTAND)
CO3	To identify the income from business- Profession and Capital Gains.	IV (ANALYZE)
CO4	To compute Total Income of individual and HUF.	IV (ANALYZE)
CO5	To assess the tax liability of Individual and HUF A as per IT Act	IV (ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			S	H	H	S	H	H	H	H	
C02	H	H	S	H	H	H		S	H	H	H	
C03	H	H		H	S	S			H	S	H	
C04	H	S	H	H	S	H		H	H	H	H	H
C05	H	S	H	H	S	S		H	H	H	H	H

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	86.9	3.0	3.0	62.3	0.0	0.0	1.2
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	86.9	3.0	3.0	62.3	0.0	0.0	1.2
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	86.9	3.0	3.0	62.3	0.0	0.0	1.2
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	86.9	3.0	3.0	62.3	0.0	0.0	1.2
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	86.9	3.0	3.0	62.3	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.2				H 1.2	H 1.2	
CO2		H 1.2	H 1.2		H 1.2	H 1.2	H 1.2	
CO3		H 1.2	H 1.2		H 1.2			
CO4		H 1.2		H 1.2	H 1.2		H 1.2	
CO5		H 1.2		H 1.2	H 1.2			
AVERAGE OF COS FOR POS		1.2	1.2	1.2	1.2	1.2	1.2	
AVERAGE OF POS		1.2	1.2	1.2	1.2	1.2	1.2	
AVERAGE	1.2							

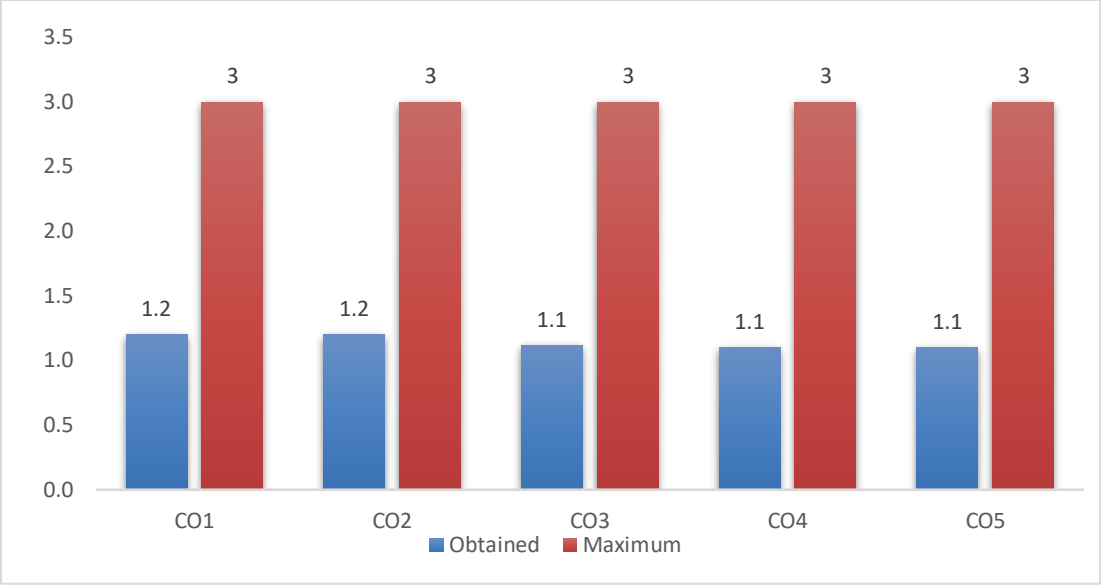
NBBA-B

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H			S	H	H	S	H	H	H	H	
C02	H	H	S	H	H	H		S	H	H	H	
C03	H	H		H	S	S			H	S	H	
C04	H	S	H	H	S	H		H	H	H	H	H
C05	H	S	H	H	S	S		H	H	H	H	H

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	93.1	3.0			100.0	3.0	100.0	3.0	100.0	3.0	81.0	2.0	2.8	51.7	0.0	0.0	1.1
CO 2	93.1	3.0			100.0	3.0			100.0	3.0	81.0	2.0	2.8	51.7	0.0	0.0	1.1
CO 3	93.1	3.0	87.9	3.0	100.0	3.0			100.0	3.0	81.0	2.0	2.8	51.7	0.0	0.0	1.1
CO 4			87.9	3.0	100.0	3.0			100.0	3.0	81.0	2.0	2.8	51.7	0.0	0.0	1.1
CO 5			87.9	3.0	100.0	3.0			100.0	3.0	81.0	2.0	2.8	51.7	0.0	0.0	1.1

AVERAGE	AVERAGE
0	1.108



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.12				H 1.12	H 1.12	
CO2		H 1.1	H 1.1		H 1.1	H 1.1	H 1.1	
CO3		H 1.12	H 1.12		H 1.12			
CO4		H 1.1		H 1.1	H 1.1		H 1.1	
CO5		H 1.1		H 1.1	H 1.1			
AVERAGE OF COS FOR POS		1.108	1.11	1.1	1.105	1.11	1.106666667	
AVERAGE OF POS		1.1056	1.11	1.1	1.105	1.105	1.102222	
AVERAGE	1.104637037							

COURSE TITLE: FUNDAMENTALS OF BUSINESS MATHEMATICS

COURSE CODE: BB18302

CREDITS:5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

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PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Use the quadratic formula to find all real solutions. Compute the Discriminant and state the number and type of solutions	VI (CREATE)
CO2	Perform standard operations with matrices including addition, scalar multiplication, and multiplication. Compute the inverse of a matrix.	VI (CREATE)
CO3	Understand particular types of sequences called arithmetic progression, geometric progression and also find arithmetic mean (A.M), geometric mean (G.M) between two given numbers.	III (APPLY)
CO4	Understand the idea of differentiation from first principles - differentiate power functions.	III (APPLY)
CO5	Learn about integration and about some of the common techniques employed to obtain integrals. Interpret distinction between a definite and an indefinite integral.	V (EVALUTE)

NBBA-A

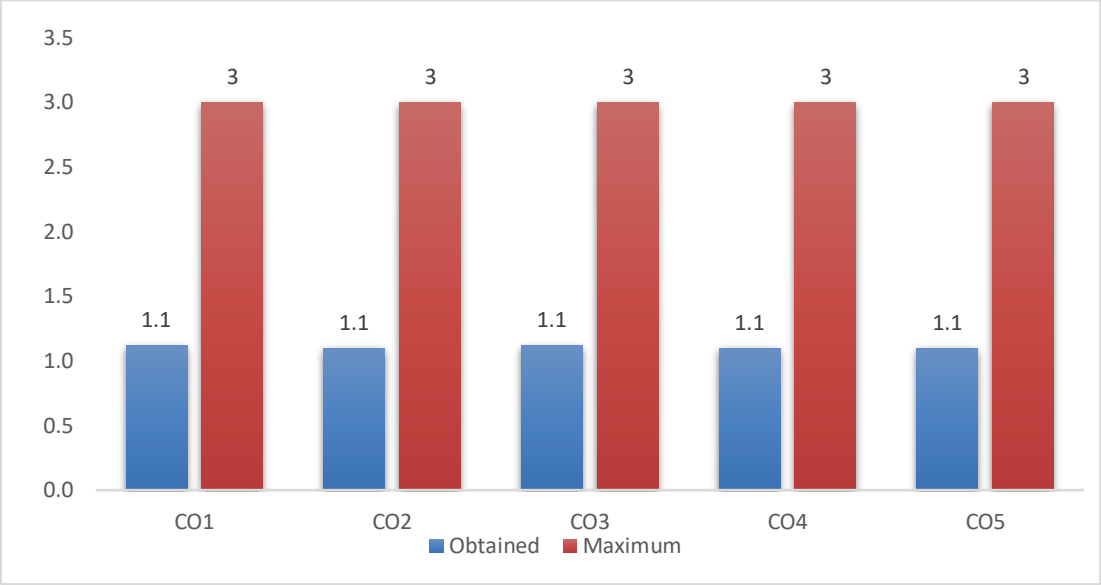
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01				H				H				S
C02				H				H				S
C03				H				H				S
C04				H				H				S
C05				H				H				S

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	91.8	3.0			100.0	3.0	100.0	3.0	100.0	3.0	68.9	1.0	2.6	37.7	0.0	0.0	1.0
CO 2	91.8	3.0			100.0	3.0			100.0	3.0	68.9	1.0	2.5	37.7	0.0	0.0	1.0
CO 3	91.8	3.0	98.4	3.0	100.0	3.0			100.0	3.0	68.9	1.0	2.6	37.7	0.0	0.0	1.0
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	68.9	1.0	2.5	37.7	0.0	0.0	1.0
CO			98.4	3.0	100.	3.0			100.	3.0	68.9	1.0	2.5	37.7	0.0	0.0	1.0

5					0				0								

AVERAGE	AVERAGE
0	1.016



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 1.04			
CO2					H 1			
CO3					H 1.04			
CO4					H 1			
CO5					H 1			
AVERAGE OF COS FOR POS					1.016			
AVERAGE OF POS					1.0112			
AVERAGE	1.0112							

NBBA - B

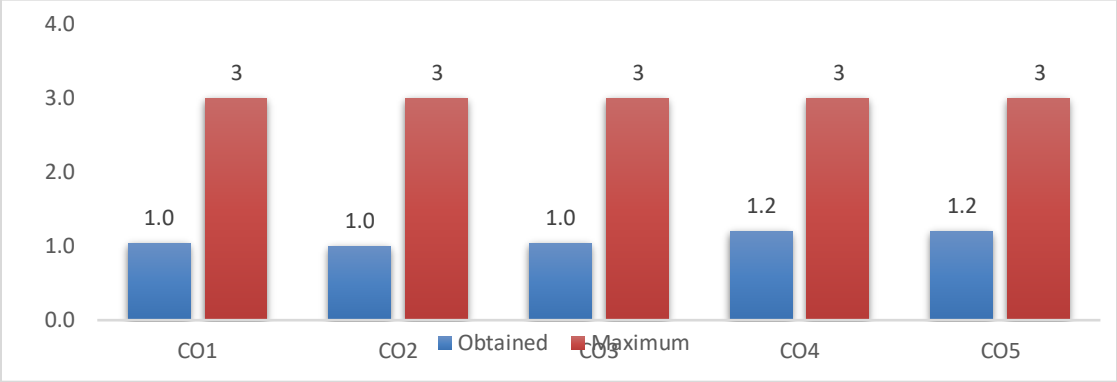
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01				H				H				S
C02				H				H				S
C03				H				H				S
C04				H				H				S
C05				H				H				S

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	73.7	1.0			100.0	3.0	100.0	3.0	100.0	3.0	89.5	3.0	2.6	63.2	0.0	0.0	1.0
CO 2	73.7	1.0			100.0	3.0			100.0	3.0	89.5	3.0	2.5	63.2	0.0	0.0	1.0
CO 3	73.7	1.0	93.0	3.0	100.0	3.0			100.0	3.0	89.5	3.0	2.6	63.2	0.0	0.0	1.0
CO 4			93.0	3.0	100.0	3.0			100.0	3.0	89.5	3.0	3.0	63.2	0.0	0.0	1.2
CO 5			93.0	3.0	100.0	3.0			100.0	3.0	89.5	3.0	3.0	63.2	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.096



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 1.04			
CO2					H 1			
CO3					H 1.04			
CO4					H 1.2			
CO5					H 1.2			
AVERAGE OF COS FOR POS					1.096			
AVERAGE OF POS					1.1072			
AVERAGE	1.1072							

COURSE TITLE: RESEARCH METHODOLOGY

COURSE CODE:BB18303

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand and interpret the basic meaning of research, to define the research problem at hand and construct the procedure for undertaking research.	II (UNDERSTAND)
CO2	Formulate hypothesis and develop an appropriate research design.	V (EVALUATE)
CO3	Classify the different sources of data and analyze the various methods of data collection.	1V (ANALYZE)
CO4	Develop the most appropriate sample size and design as well as determination of sampling and non sampling errors.	III (APPPLY)
CO5	Classify the various types of attitude measurement scales and applies the principles and format of report writing and presentation.	1V (ANALYZE)

NBBA - A

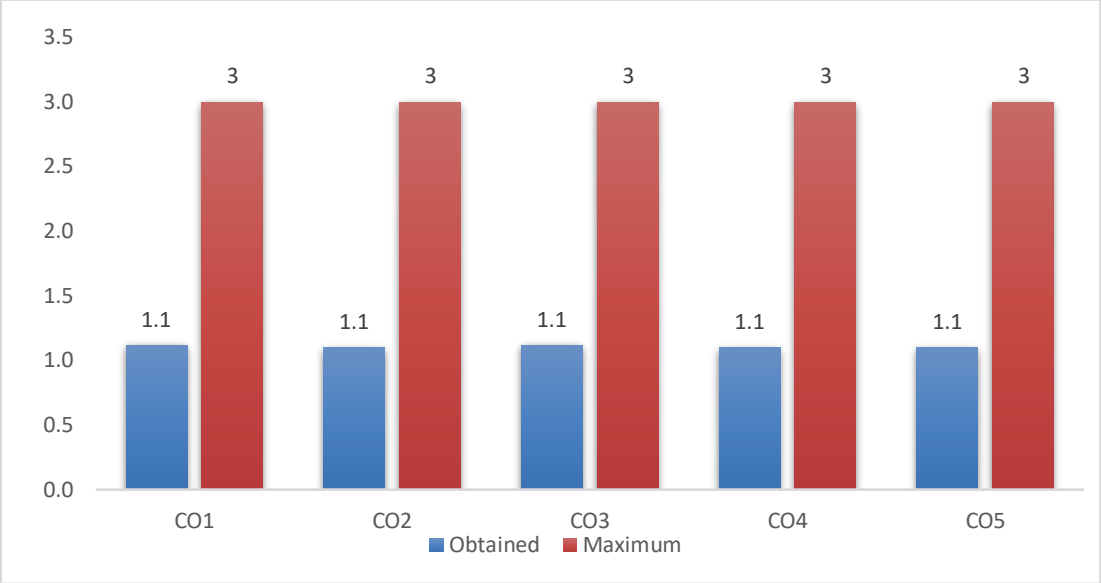
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04

C01				H				H				S
C02				H				H				S
C03				H				H				S
C04				H				H				S
C05				H				H				S

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	85.2	3.0	3.0	72.1	1.0	1.0	1.8
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	85.2	3.0	3.0	72.1	1.0	1.0	1.8
CO 3	100.0	3.0	98.4	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	72.1	1.0	1.0	1.8
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	72.1	1.0	1.0	1.8
CO 5			98.4	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	72.1	1.0	1.0	1.8

AVERAGE	AVERAGE
1	1.8



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 1.8			
CO2					H 1.8			
CO3					H 1.8			
CO4					H 1.8			
CO5					H 1.8			
AVERAGE OF COS FOR POS					1.8			
AVERAGE OF POS					1.8			
AVERAGE	1.8							

NBBA - B

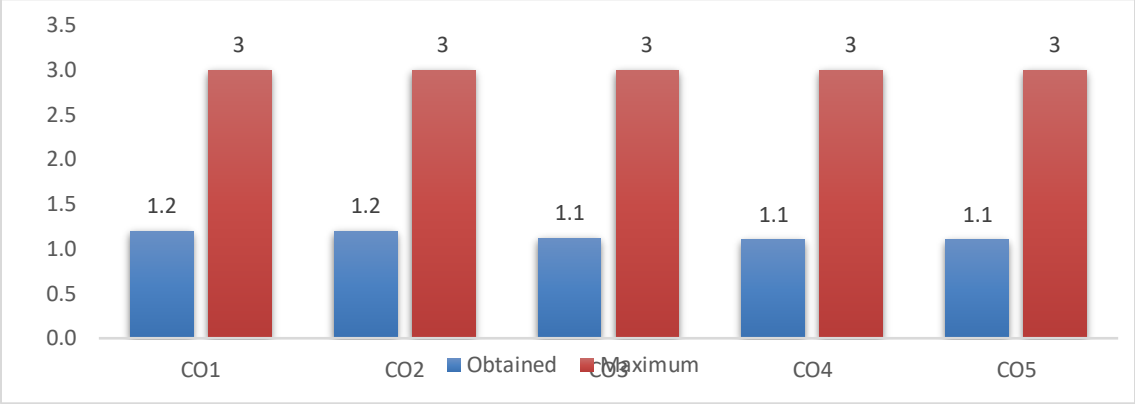
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01			S	S							S	
C02			S	S							S	
C03				H							S	
C04				H							S	
C05				H				H				S

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.6	3.0			100.0	3.0	100.0	3.0	100.0	3.0	96.6	3.0	3.0	53.4	0.0	0.0	1.2
CO 2	96.6	3.0			100.0	3.0			100.0	3.0	96.6	3.0	3.0	53.4	0.0	0.0	1.2
CO 3	96.6	3.0	98.3	3.0	100.0	3.0			100.0	3.0	96.6	3.0	3.0	53.4	0.0	0.0	1.2
CO			98.3	3.0	100.	3.0			100.	3.0	96.6	3.0	3.0	53.4	0.0	0.0	1.2

4					0				0								
CO 5			98.3	3.0	100.0	3.0			100.0	3.0	96.6	3.0	3.0	53.4	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3					H 1.2			
CO4					H 1.2			
CO5					H 1.2			

AVERAGE OF COS FOR POS					1.2			
AVERAGE OF POS					1.2			
AVERAGE	1.2							

COURSE TITLE: ADVANCED ACCOUNTING

COURSE CODE: BB18304

CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and

practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:
PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	State various methods for preparing branch accounts.	I (Remember)
CO2	Describe the allocation and interdepartmental transfer of expenses.	I (Remember)
CO3	Analyse the financial position of non trading concerns.	IV (Analyze)

CO4	Evaluate the different situation of capital issue to public issue of shares at par, premium and forfeiture.	V (Evaluate)
CO5	Explain about sources of funds through issue of debentures and various methods of redemption.	III (Apply)

NBBA -A

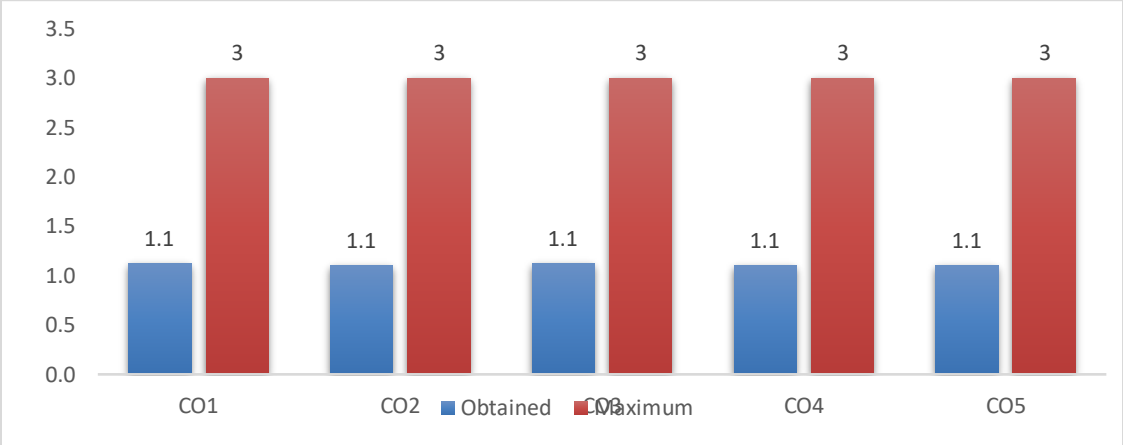
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**	**H**									**H**	**H**
C02			**H**		**H**							**H**
C03				**H**							**H**	**H**
C04		**H**										**H**
C05	**H**											**H**

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	95.1	3.0			100.0	3.0	100.0	3.0	100.0	3.0	85.2	3.0	3.0	34.4	0.0	0.0	1.2
CO	95.1	3.0			100.	3.0			100.	3.0	85.2	3.0	3.0	34.4	0.0	0.0	1.2

2					0				0								
CO 3	95.1	3.0	86.9	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	34.4	0.0	0.0	1.2
CO 4			86.9	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	34.4	0.0	0.0	1.2
CO 5			86.9	3.0	100.0	3.0			100.0	3.0	85.2	3.0	3.0	34.4	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.2	H 1.2					
CO2				H 1.2		H 1.2		
CO3					H 1.2			

CO4			H 1.2						
CO5		H 1.2							
AVERAGE OF COS FOR POS		1.2	1.2	1.2	1.2	1.2			
AVERAGE OF POS		1.2	1.2	1.2	1.2	1.2			
AVERAGE	1.2								

NBBA – B

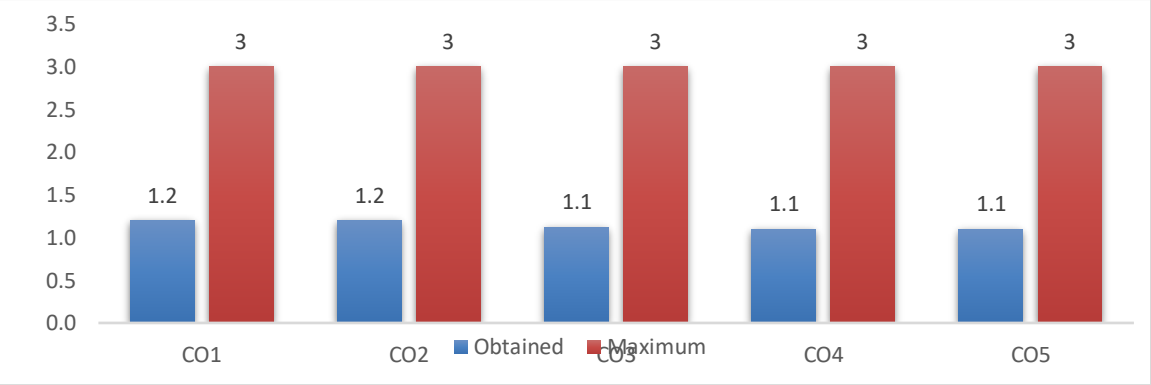
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H									H	H
C02			H		H							H
C03				H							H	H
C04		H										H
C05	H											H

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal	pass %	Attainment level	co wise external	co wise total avera

													average			average	ge
CO 1	87.9	3.0			100.0	3.0	100.0	3.0	100.0	3.0	86.2	3.0	3.0	29.3	0.0	0.0	1.2
CO 2	87.9	3.0			100.0	3.0			100.0	3.0	86.2	3.0	3.0	29.3	0.0	0.0	1.2
CO 3	87.9	3.0	81.0	2.0	100.0	3.0			100.0	3.0	86.2	3.0	2.8	29.3	0.0	0.0	1.1
CO 4			81.0	2.0	100.0	3.0			100.0	3.0	86.2	3.0	2.8	29.3	0.0	0.0	1.1
CO 5			81.0	2.0	100.0	3.0			100.0	3.0	86.2	3.0	2.8	29.3	0.0	0.0	1.1

AVERAGE	AVERAGE
0	1.144



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.2	H 1.2					

CO2				H 1.2		H 1.2		
CO3					H 1.12			
CO4			H 1.1					
CO5		H 1.1						
AVERAGE OF COS FOR POS		1.15	1.15	1.2	1.12	1.2		
AVERAGE OF POS		1.125	1.125	1.2	1.12	1.2		
AVERAGE	1.154							

COURSE TITLE: MACRO BUSINESS ENVIRONMENT

COURSE CODE: BB18305

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce,

finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	BLOOM'S TAXONOMY LEVEL
CO1	To define and explain the process of calculating national income	II (EXPLAIN)
CO2	To describe circular flow of income through various sectors of economy	I (DESCRIBE)
CO3	To illustrate meaning of inflation and identify different kinds of inflation, causes and effects of inflation on different sectors of economy	II (ILLUSTRATE)
CO4	To appraise the importance of planning undertaken by government of India and economic reforms adopted by economy.	III (APPRAISE)
CO5	To develop understanding towards role of foreign investment in development of Indian industries	VI (DEVELOP)

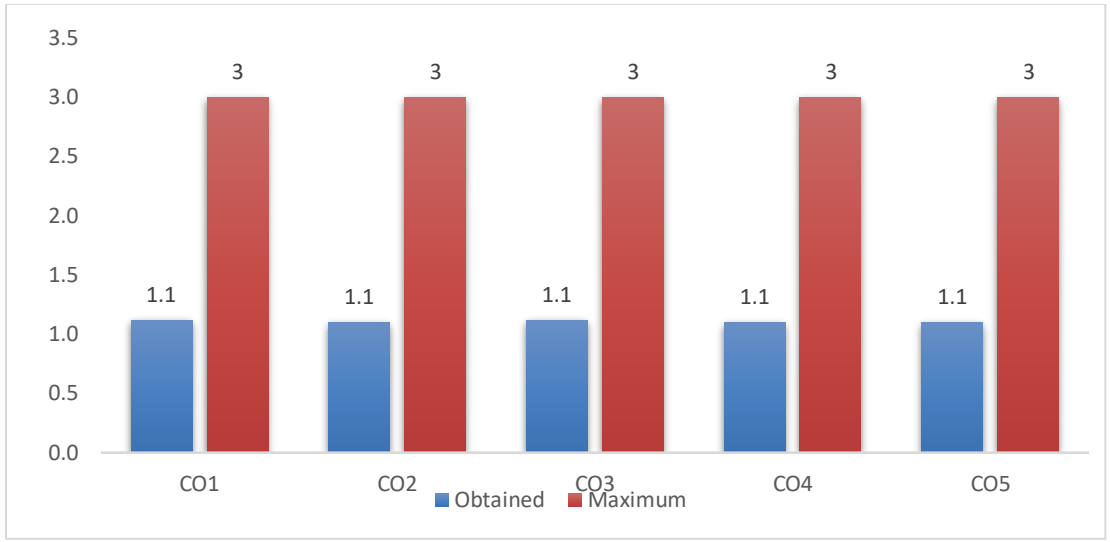
NBBA-A

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**S**								**H**			
C02											**S**	
C03					**H**	**S**					**H**	
C04						**H**						**H**
C05							**H**					**H**

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	80.3	2.0	2.8	55.7	0.0	0.0	1.1
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	80.3	2.0	2.8	55.7	0.0	0.0	1.1
CO 3	100.0	3.0	96.7	3.0	100.0	3.0			100.0	3.0	80.3	2.0	2.8	55.7	0.0	0.0	1.1
CO 4			96.7	3.0	100.0	3.0			100.0	3.0	80.3	2.0	2.8	55.7	0.0	0.0	1.1
CO 5			96.7	3.0	100.0	3.0			100.0	3.0	80.3	2.0	2.8	55.7	0.0	0.0	1.1

AVERAGE	AVERAGE
0	1.108


3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
3
3
3
3
3
1.1
1.1
1.1
1.1
1.1
CO1
CO2
CO3
CO4
CO5
Obtained
Maximum

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3						H 1.12		
CO4							H 1.1	
CO5								H 1.1
AVERAGE OF COS FOR POS						1.12	1.1	1.1
AVERAGE OF POS						1.12	1.1	1.1
AVERAGE	1.106666667							

NBBA –B

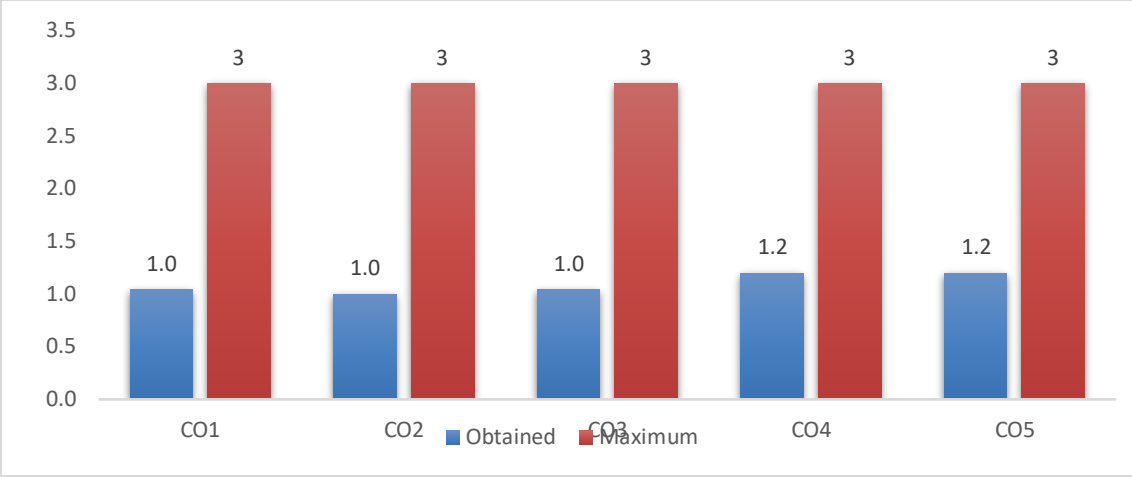
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S								H			
C02						S					S	
C03					H						H	
C04						H						H
C05							H					H

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	91.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	98.2	3.0	3.0	57.9	0.0	0.0	1.2
CO 2	91.2	3.0			100.0	3.0			100.0	3.0	98.2	3.0	3.0	57.9	0.0	0.0	1.2
CO 3	91.2	3.0	98.2	3.0	100.0	3.0			100.0	3.0	98.2	3.0	3.0	57.9	0.0	0.0	1.2
CO 4			98.2	3.0	100.0	3.0			100.0	3.0	98.2	3.0	3.0	57.9	0.0	0.0	1.2
CO 5			98.2	3.0	100.0	3.0			100.0	3.0	98.2	3.0	3.0	57.9	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3						H 1.2		
CO4							H 1.2	
CO5								H 1.2
AVERAGE OF COS FOR POS						1.2	1.2	1.2
AVERAGE OF POS						1.2	1.2	1.2
AVERAGE	1.2							

COURSE TITLE: INTERNATIONAL MARKETING & EXPORT MANAGEMENT

COURSE CODE: BC18019

CREDITS:4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the leamers to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Analyze the process of international markets and classify India's export trade	IV(ANALYZE)
CO2	Describe the important factors of international marketing environment and differentiate marketing research, market selection, and market segmentation	II(UNDERSTAND)
CO3	Analyze the importance of product and distribution strategies	IV (ANALYZE)
CO4	Differentiate the need for promotion mix strategies and pricing decisions	IV(ANALYZE)
CO5	Explain foreign exchange strategies, differentiate balance of payments and balance of trade, and interpret international economic organizations	III(APPLY)

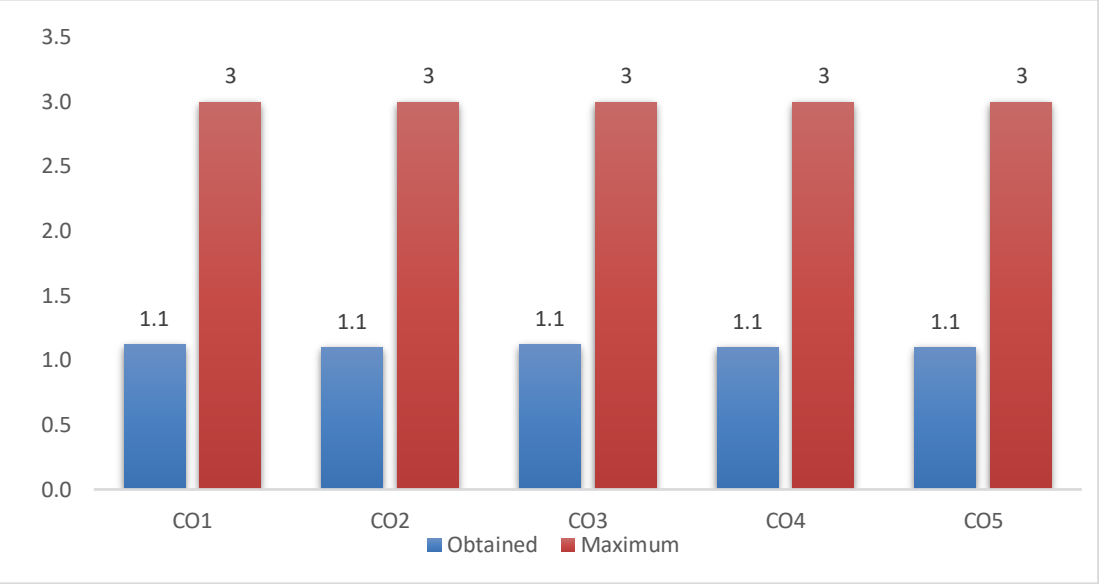
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H											H
C02				H						S		
C03					S				H			
C04							H				H	
C05					S		H	H			H	

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	64.5	0.0	2.4	71.0	1.0	1.0	1.6
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	64.5	0.0	2.3	71.0	1.0	1.0	1.5
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	64.5	0.0	2.4	71.0	1.0	1.0	1.6
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	64.5	0.0	2.3	71.0	1.0	1.0	1.5
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	64.5	0.0	2.3	71.0	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.56						
CO2					H 1.5			
CO3								
CO4								H 1.5
CO5								H 1.5

AVERAGE OF COS FOR POS		1.56			1.5			1.5
AVERAGE OF POS		1.56			1.5			1.5
AVERAGE	1.52							

COURSE TITLE: INTERNATIONAL BUSINESS

COURSE CODE: BC18014

CREDITS:4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the leamers to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:
PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain the overview of international business and demonstrate the environment of international business.	III(APPLY)

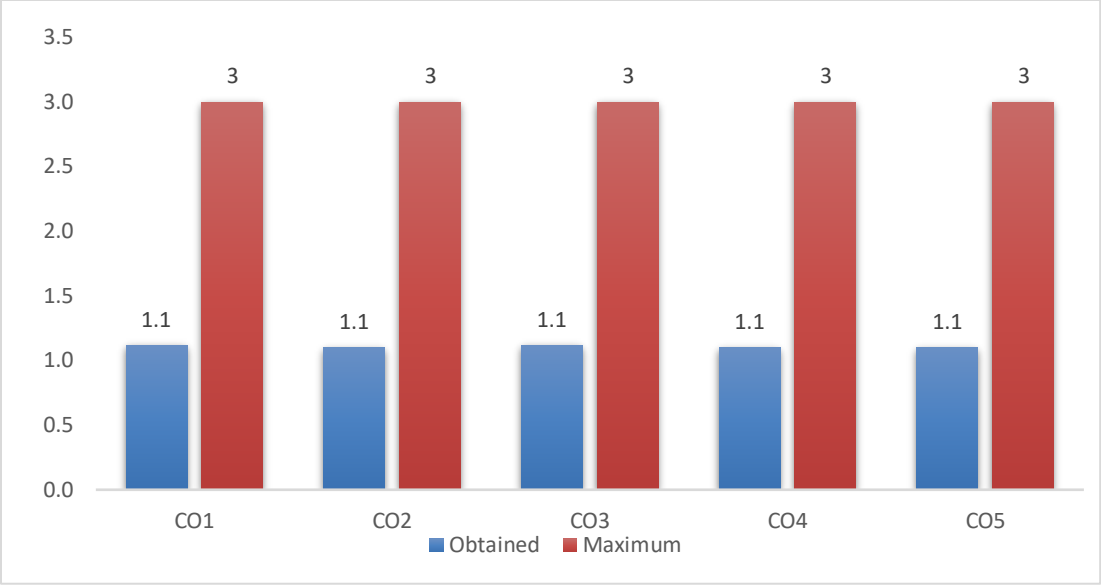
CO2	Explain about the various forms of trade regulation and integration.	III(APPLY)
CO3	Sketch the various modes of entering the international market.	IV(ANALYZE)
CO4	Point out the conceptual framework of e-business and policy framework for global e-business.	IV(ANALYZE)
CO5	Analyze the intercultural communication on the global perspective	IV(ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**											**H**
C02				**H**						**S**		
C03					**S**				**H**			
C04							**H**				**H**	
C05					**S**		**H**	**H**			**H**	

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	33.3	0.0	2.4	60.0	0.0	0.0	1.0
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	33.3	0.0	2.3	60.0	0.0	0.0	0.9
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.4	60.0	0.0	0.0	1.0
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	60.0	0.0	0.0	0.9
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	33.3	0.0	2.3	60.0	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 0.96						
CO2					H 0.9			
CO3								
CO4								H 0.9
CO5								H 0.9
AVERAGE OF COS FOR POS		0.96			0.9			0.9
AVERAGE OF POS		0.96			0.9			0.9
AVERAGE	0.92							

COURSE TITLE: LEADERSHIP & CHANGE MANAGEMENT

COURSE CODE: BB18501 A

CREDITS:4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

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PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

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PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
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PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Recognize the qualities of a leader, analyze various leadership theories and illustrate the different leadership styles.	IV(ANALYZE)
CO2	Analyze the forces of change and interpret the techniques of change management.	IV(ANALYZE)
CO3	Classify the various types of organizational change.	II(UNDERSTAND)
CO4	Point out the reasons for resistance to organizational change and recognize the methods of overcoming resistance.	IV(ANALYZE)
CO5	Develop the most suitable plan for successful implementation and organization of change in an organization.	III(APPLY)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04

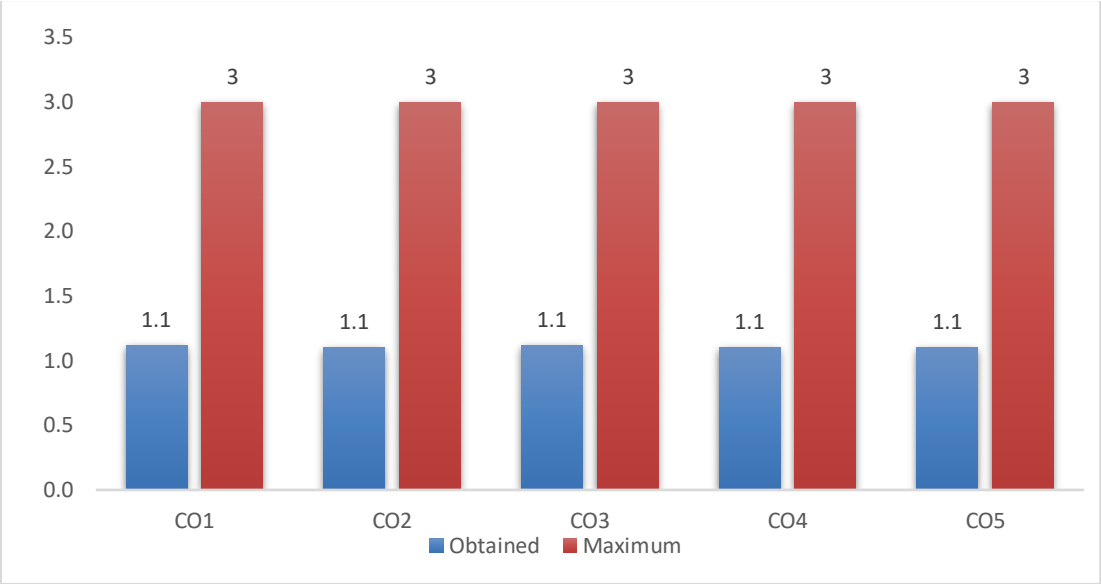
C01	H	H							S			H
C02		H									S	
C03	S											S
C04				H							S	
C05						H			S			

H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	60.0	0.0	2.4	93.3	3.0	3.0	2.8
CO2	100.0	3.0			100.0	3.0			100.0	3.0	60.0	0.0	2.3	93.3	3.0	3.0	2.7
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	60.0	0.0	2.4	93.3	3.0	3.0	2.8
CO4			100.0	3.0	100.0	3.0			100.0	3.0	60.0	0.0	2.3	93.3	3.0	3.0	2.7
CO5			100.0	3.0	100.0	3.0			100.0	3.0	60.0	0.0	2.3	93.3	3.0	3.0	2.7
	AVERAGE		AVERAGE														

3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 2.76						
CO2					H 2.7			
CO3								
CO4								H 2.7
CO5								H 2.7

AVERAGE OF COS FOR POS		2.76			2.7			2.7
AVERAGE OF POS		2.76			2.7			2.7
AVERAGE	2.72							

COURSE TITLE: TALENT & KNOWLEDGE MANAGEMENT

COURSE CODE: BB18501 B

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

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PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain the basic concepts of talent management	III (APPLY)
CO2	Identify the importance of recruitment, coaching, training and development	IV (ANALYZE)
CO3	Points out the importance of knowledge management	IV (ANALYZE)
CO4	Explains the relationship between Virtual Organization and HRM	III (APPLY)

CO5	Explains the need for learning organization	III (APPLY)

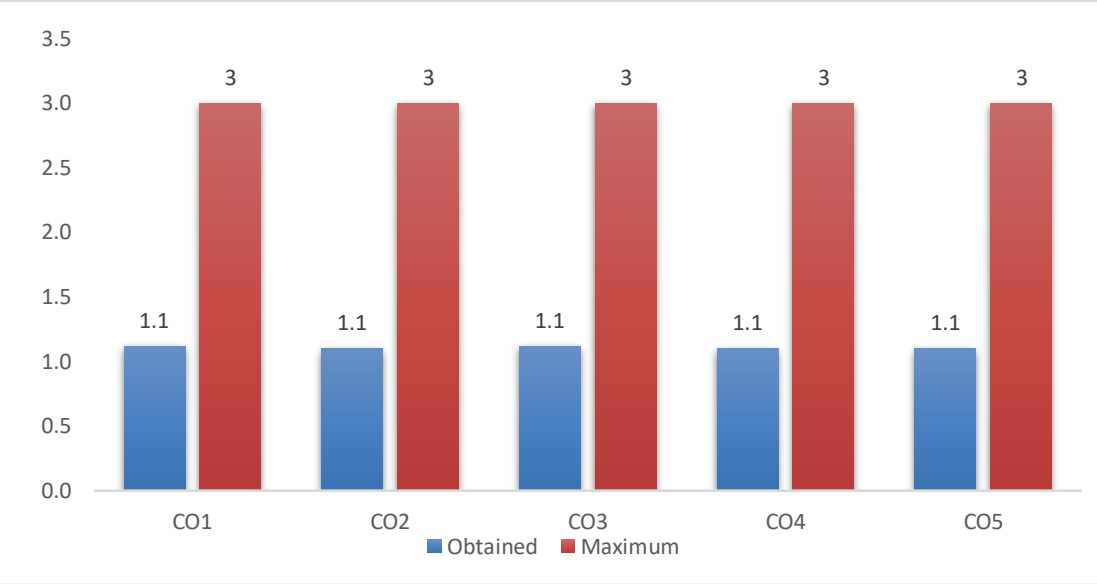
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**	**H**							**S**			**H**
C02		**H**									**S**	
C03	**S**											**S**
C04				**H**							**S**	
C05						**H**			**S**			

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	77.4	2.0	2.8	61.3	0.0	0.0	1.1
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	77.4	2.0	2.8	61.3	0.0	0.0	1.1
CO 3	100.0	3.0	96.8	3.0	100.0	3.0			100.0	3.0	77.4	2.0	2.8	61.3	0.0	0.0	1.1

CO 4			96.8	3.0	100.0	3.0			100.0	3.0	77.4	2.0	2.8	61.3	0.0	0.0	1.1
CO 5			96.8	3.0	100.0	3.0			100.0	3.0	77.4	2.0	2.8	61.3	0.0	0.0	1.1

AVERAGE	AVERAGE
0	1.108



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.12	H 1.12					
CO2			H 1.1					
CO3								

CO4					H 1.1			
CO5							H 1.1	
AVERAGE OF COS FOR POS		1.12	1.11		1.1		1.1	
AVERAGE OF POS		1.12	1.105		1.1		1.1	
AVERAGE	1.10625							

SEMESTER - Vth (2022-2023)

COURSE TITLE: **OPERATIONS RESEARCH**

COURSE CODE: BB18502

CREDITS: 5

DEPARTMENT: BBA

PROGRAMME OUTCOMES:

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

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PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.	II (UNDERSTAND)

CO2	Build and solve Transportation Models. Analyze the cases of unequal supply and demand, unacceptable routes, and maximization objective for a transportation problem.	IV (ANALYZE)
CO3	Understand the mathematical tools that are needed to solve optimization problems, and be familiar with the special features of the trans-shipment problem.	III (APPLY)
CO4	Design new simple models, like: CPM, PERT to improve decision –making and develop critical thinking and objective analysis of decision problems	VI (CREATE)
CO5	Understand the terminology & amp; nomenclature appropriate queueing theory, and demonstrate the knowledge of various queueing models.	VI (CREATE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01		**H**		**H**				**H**			**H**	**H**
C02	**H**		**H**			**H**	**S**				**H**	**S**
C03	**S**	**H**	**S**		**H**			**H**			**H**	**H**
C04	**H**				**H**		**H**				**H**	**S**
C05	**H**		**H**			**H**					**H**	**H**

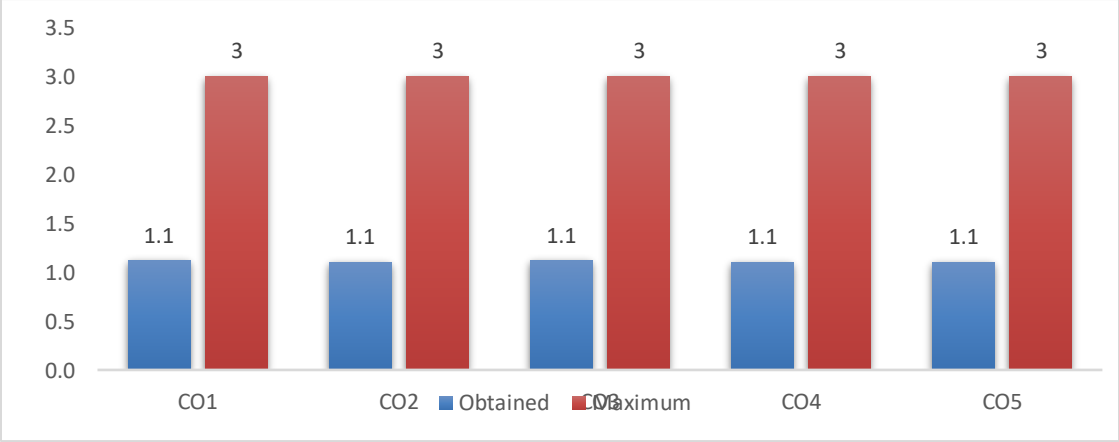
H: Highly Supportive

S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal avera	pass %	Attainment level	co wise external avera	co wise total average

													ge			ge	
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	91.8	3.0	3.0	78.7	2.0	2.0	2.4
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	91.8	3.0	3.0	78.7	2.0	2.0	2.4
CO 3	100.0	3.0	98.4	3.0	100.0	3.0			100.0	3.0	91.8	3.0	3.0	78.7	2.0	2.0	2.4
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	91.8	3.0	3.0	78.7	2.0	2.0	2.4
CO 5			98.4	3.0	100.0	3.0			100.0	3.0	91.8	3.0	3.0	78.7	2.0	2.0	2.4

AVERAGE	AVERAGE
2	2.4



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1			H 2.4		H 2.4			
CO2		H 2.4		H 2.4			H 2.4	
CO3			H 2.4			H 2.4		
CO4		H 2.4				H 2.4		H 2.4
CO5		H 2.4		H 2.4			H 2.4	
AVERAGE OF COS FOR POS		2.4	2.4	2.4	2.4	2.4	2.4	2.4
AVERAGE OF POS		2.4	2.4	2.4	2.4	2.4	2.4	2.4
AVERAGE	2.4							

COURSE TITLE: COST ACCOUNTING

COURSE CODE:BB18503

CREDITS: 5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

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	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**

CO1	Understand importance of cost accounting in organization.	II (Understand)
CO2	Apply the principles of managing inventories of materials and the procedures for accounting inventory.	III (Apply)
CO3	Apply the principles and practice of costing labour to a business.	III (Apply)
CO4	Apply the principles and process of overhead cost analysis.	III (Apply)
CO5	Apply the operation of unit or output costing and process costing methods.	III (Apply)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**	**H**									**H**	**H**
C02		**H**										**H**
C03			**H**								**H**	**H**
C04	**H**	**H**	**H**									**H**
C05	**H**		**H**									**H**

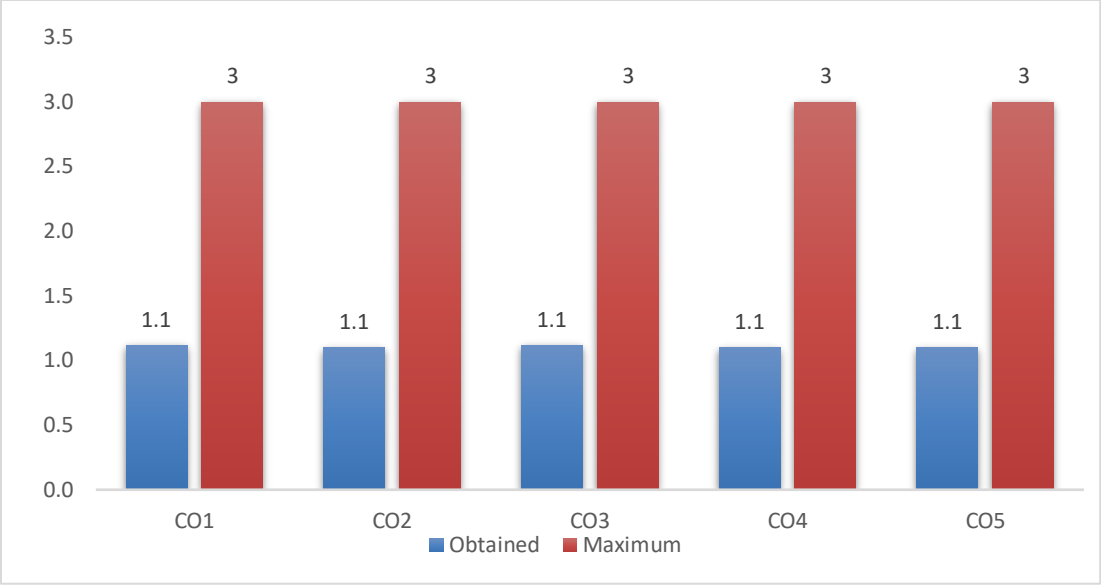
H: Highly Supportive

S: Supportive

co	mid exam 1	mid exam 2	group discussion	assignment	viva	Attendence		External Exam	

	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	92.1	3.0			100.0	3.0	100.0	3.0	100.0	3.0	71.4	1.0	2.6	54.0	0.0	0.0	1.0
CO 2	92.1	3.0			100.0	3.0			100.0	3.0	71.4	1.0	2.5	54.0	0.0	0.0	1.0
CO 3	92.1	3.0	85.7	3.0	100.0	3.0			100.0	3.0	71.4	1.0	2.6	54.0	0.0	0.0	1.0
CO 4			85.7	3.0	100.0	3.0			100.0	3.0	71.4	1.0	2.5	54.0	0.0	0.0	1.0
CO 5			85.7	3.0	100.0	3.0			100.0	3.0	71.4	1.0	2.5	54.0	0.0	0.0	1.0

AVERAGE	AVERAGE
0	1.016



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.04	H 1.04					
CO2			H 1					
CO3				H 1.04				
CO4		H 1	H 1	H 1				
CO5		H 1		H 1				
AVERAGE OF COS FOR POS		1.013333333	1.013333333	1.013333333				
AVERAGE OF POS		1.004444	1.004444	1.013333				
AVERAGE	1.007407407							

COURSE TITLE: BUSINESS LAW

COURSE CODE:BB18504

CREDITS:5

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BCOM and BBA):

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PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the leamers to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:
PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Demonstrate an understanding of the legal environment of the business.	III (APPLY)
CO2	Explain legality of object and consideration, discharge of a contract and remedies available.	II (EXPLAIN)
CO3	Identify the recognition of transactions involving the sales of goods Act.	I (IDENTIFY)
CO4	Dramatise the application of consumer protection act.	DRAMATISE
CO5	Recognize intellectual property rights and introduction to IT act 2000 and right to information act.	RECOGNIZE

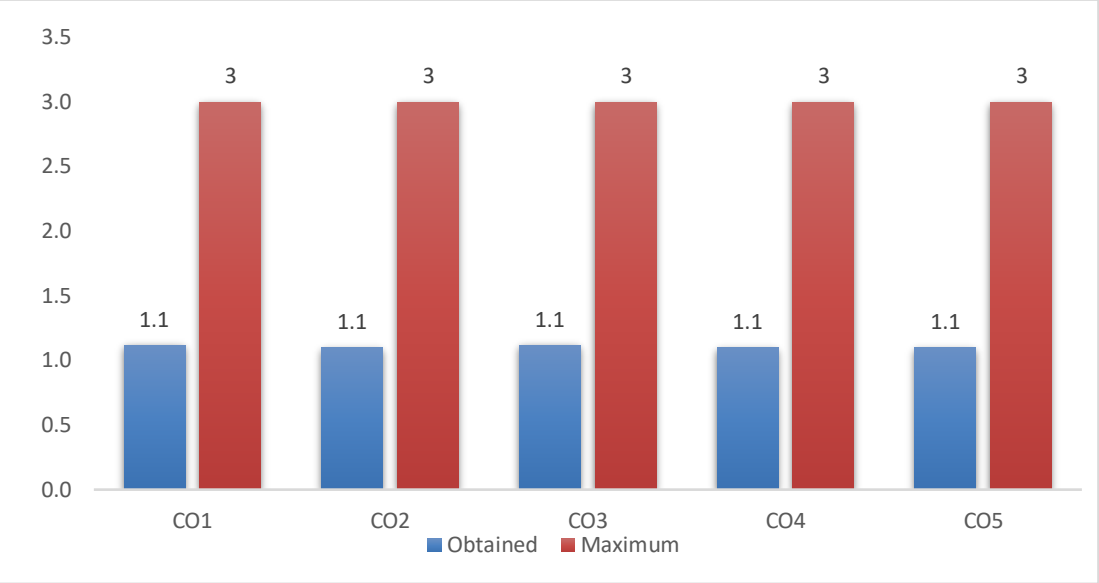
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04

C01				**H**		**H**				**H**		
C02	**H**				**H**						**H**	
C03							**H**					**H**
C04			**H**			**S**					**S**	
C05		**H**		**S**				**H**	**H**			**H**

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.8	3.0			96.8	3.0	96.8	3.0	96.8	3.0	88.9	3.0	3.0	46.0	0.0	0.0	1.2
CO 2	96.8	3.0			96.8	3.0			96.8	3.0	88.9	3.0	3.0	46.0	0.0	0.0	1.2
CO 3	96.8	3.0	93.7	3.0	96.8	3.0			96.8	3.0	88.9	3.0	3.0	46.0	0.0	0.0	1.2
CO 4			93.7	3.0	96.8	3.0			96.8	3.0	88.9	3.0	3.0	46.0	0.0	0.0	1.2
CO 5			93.7	3.0	96.8	3.0			96.8	3.0	88.9	3.0	3.0	46.0	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 1.2		H 1.2	
CO2		H 1.2				H 1.2		
CO3								H 1.2
CO4				H 1.2				
CO5			H 1.2					

AVERAGE OF COS FOR POS		1.2	1.2	1.2	1.2	1.2	1.2	1.2
AVERAGE OF POS		1.2	1.2	1.2	1.2	1.2	1.2	1.2
AVERAGE	1.2							

COURSE TITLE: STRATEGIC MANAGEMENT

COURSE CODE: BB18505

CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES(BCOM and BBA)Or POs :

- **PO1 Business and Management Knowledge:** Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate and develop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems:** Utilize Research Methodology and Project work to infer and interpret data in order to provide valid conclusions in business.
- **PO4 Modern Business tools and Techniques:** explain, select, analyze and apply relevant management techniques, resources, modern

business tools, models and practices for holistic development of the learner.

- **PO5 The Manager, the businessman, the entrepreneur and the Society:** Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.
- **PO6 Practical exposures:** identify and equip learners to face the modern day challenges in Commerce and business.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Lifelong learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2. Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4.Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain the strategic management process and craft strategies.	III-EXPLAIN

CO2	Analyse the components of environment analysis in depth.	IV-ANALYZE
CO3	Formulate the various corporate strategies.	VI-FORMULATE
CO4	Plan and produce strategies tailoring to fit specific industry	VI-PLAN , PRODUCE
CO5	Explain the various issues and importance of strategic leadership.	III-EXPLAIN

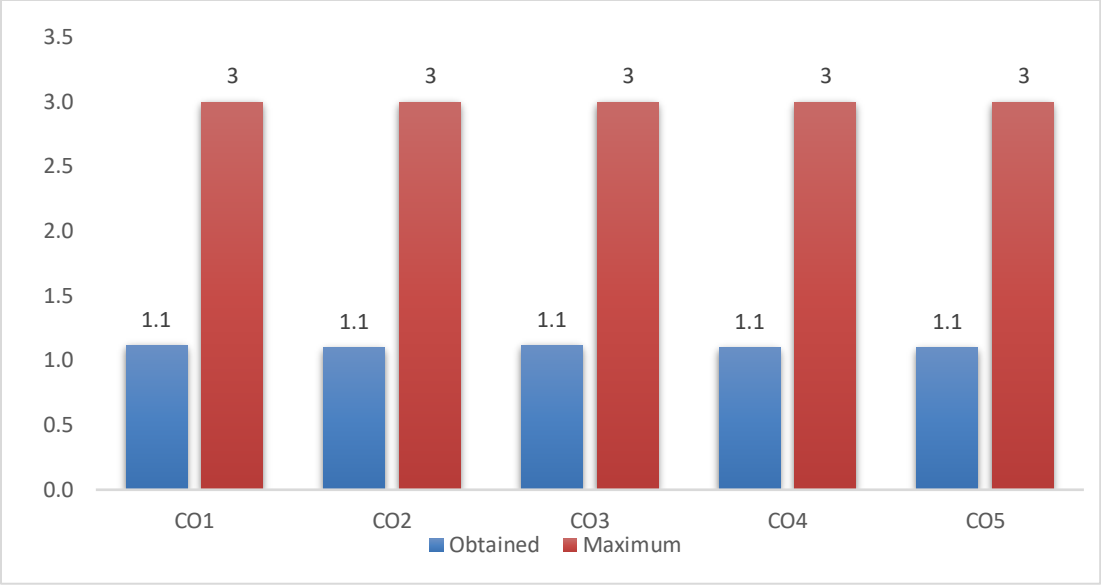
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	**H**	**H**		**S**	**S**							**H**
C02				**S**	**H**				**H**			
C03			**S**	**H**					**S**		**S**	
C04								**H**		**S**		
C05			**H**		**H**					**H**		

H: Highly Supportive
S: Supportive

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal avera	pass %	Attainment level	co wise external avera	co wise total average

													ge			ge	
CO 1	92.1	3.0			96.8	3.0	96.8	3.0	96.8	3.0	95.2	3.0	3.0	60.3	0.0	0.0	1.2
CO 2	92.1	3.0			96.8	3.0			96.8	3.0	95.2	3.0	3.0	60.3	0.0	0.0	1.2
CO 3	92.1	3.0	90.5	3.0	96.8	3.0			96.8	3.0	95.2	3.0	3.0	60.3	0.0	0.0	1.2
CO 4			90.5	3.0	96.8	3.0			96.8	3.0	95.2	3.0	3.0	60.3	0.0	0.0	1.2
CO 5			90.5	3.0	96.8	3.0			96.8	3.0	95.2	3.0	3.0	60.3	0.0	0.0	1.2

AVERAGE	AVERAGE
0	1.2



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		H 1.2	H 1.2					
CO2						H 1.2		
CO3					H 1.2			
CO4								
CO5				H 1.2		H 1.2		
AVERAGE OF COS FOR POS		1.2	1.2	1.2	1.2	1.2		
AVERAGE OF POS		1.2	1.2	1.2	1.2	1.2		
AVERAGE	1.2							

SECOND YEAR – SEMESTER IVth (2022-2023)

COURSE TITLE: Environmental Studies and Gender Sensitization
COURSE CODE: ES18201
CREDITS: 3

DEPARTMENT: BBA

PROGRAMME OUTCOMES Or POs (BBA):

- **PO1 Business and Management Knowledge:** Apply the in-depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.
- **PO2 Development of Business Solutions:** Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.
- **PO3 Solving Research Problems:** Utilize Research Methodology and Project work to infer and interpret data in order to provide valid conclusions in business.
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- **PO7 Globalization and Ethics:** Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	**Understand**the importance of Environmental education, conservation of natural resources & Understand the importance of ecosystems and biodiversity	(II) Understand
CO2	**Understand** the pollution problems and Apply the environmental science knowledge on solid waste management, disaster management	(II) Understand
CO3	**Apply** the environmental science knowledge to Improve the resources and Evaluate and understand the sustainable environmental conditions and control methods	(III) Apply
CO4	**Identify** the interactions and intersections of identities (e.g., gender, race, ethnicity, class, sexuality, and so on) and assess the ways in which they contribute to instances of privilege and power dynamics across cultures, space, and time. And their problems	(IV)Analysis

CO5	**Understand** the gender problems and ways of addressing them, including interactions across local to global scales in communities and overcome inequalities with legislations	(II) Understand

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S		S	S	H		H				H	H
C02	S		S	S	H		H				H	H
C03	S		S	S	H		H				H	H
C04	S		S	S	H		H				H	H
C05	S		S	S	H		H				H	H

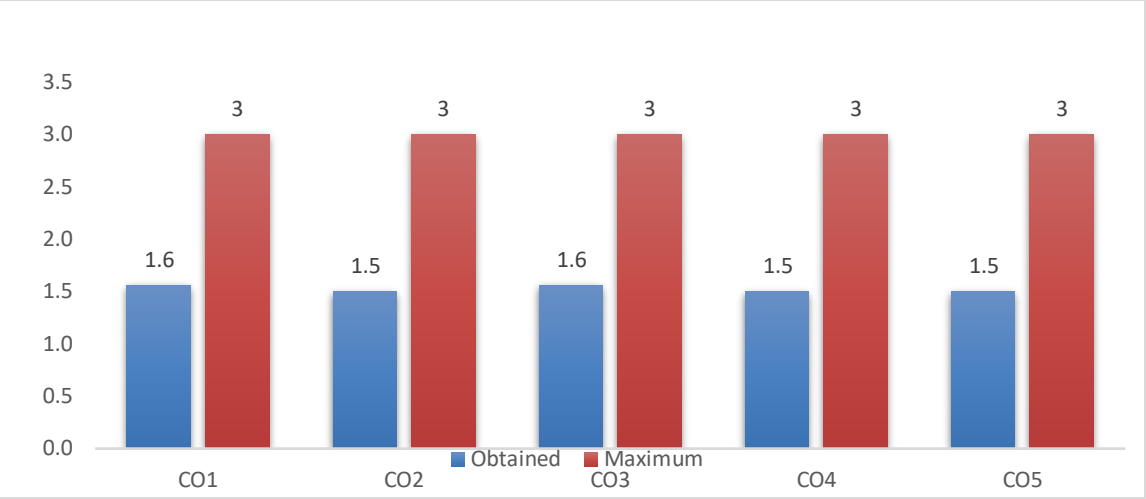
H: Highly Supportive
S: Supportive

SECTION - A

co	mid exam 1	mid exam 2	group	assignment	viva	Attendence		External Exam	

					discussion												
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	56.5	0.0	0.0	1.0
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.5	0.0	0.0	0.9
CO 3	100.0	3.0	98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	56.5	0.0	0.0	1.0
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.5	0.0	0.0	0.9
CO 5			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.5	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

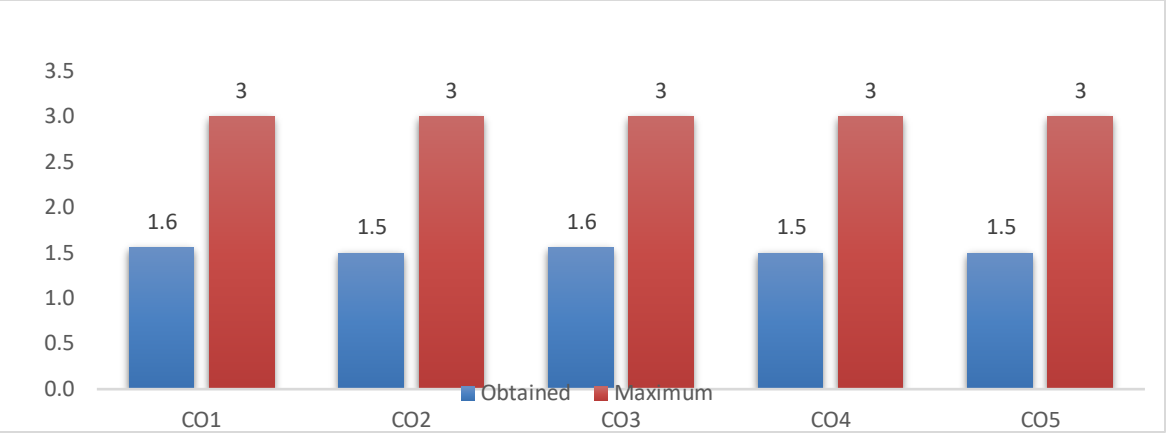


OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 0.96		H 0.96	
CO2					H 0.9		H 0.9	
CO3					H 0.96		H 0.96	
CO4					H 0.9		H 0.9	
CO5					H 0.9		H 0.9	
AVERAGE OF COS FOR POS					0.924		0.924	
AVERAGE OF POS					0.9168		0.9168	
AVERAGE	0.9168							

SECTION - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	54.4	0.0	0.0	1.0
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.4	0.0	0.0	0.9
CO 3	100.0	3.0	96.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	54.4	0.0	0.0	1.0
CO 4			96.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.4	0.0	0.0	0.9
CO 5			96.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.4	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 0.96		H 0.96	
CO2					H 0.9		H 0.9	
CO3					H 0.96		H 0.96	
CO4					H 0.9		H 0.9	
CO5					H 0.9		H 0.9	
AVERAGE OF COS FOR POS					0.924		0.924	
AVERAGE OF POS					0.9168		0.9168	
AVERAGE	0.9168							

COURSE TITLE: E-COMMERCE
COURSE CODE:BB18401
CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

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PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain electronic commerce framework and WWW architecture	II (UNDERSTAND)
CO2	Select mercantile process models and types of electronic payment systems.	II (UNDERSTAND)
CO3	Apply EDI implementations and analyze intra organizational electronic commerce	III (APPLY)
CO4	Design corporate digital library, advertising and marketing on the internet	II (UNDERSTAND)
CO5	Identify consumer search and resource discovery, on demand education and digital copy rights	IV (ANALYZE)

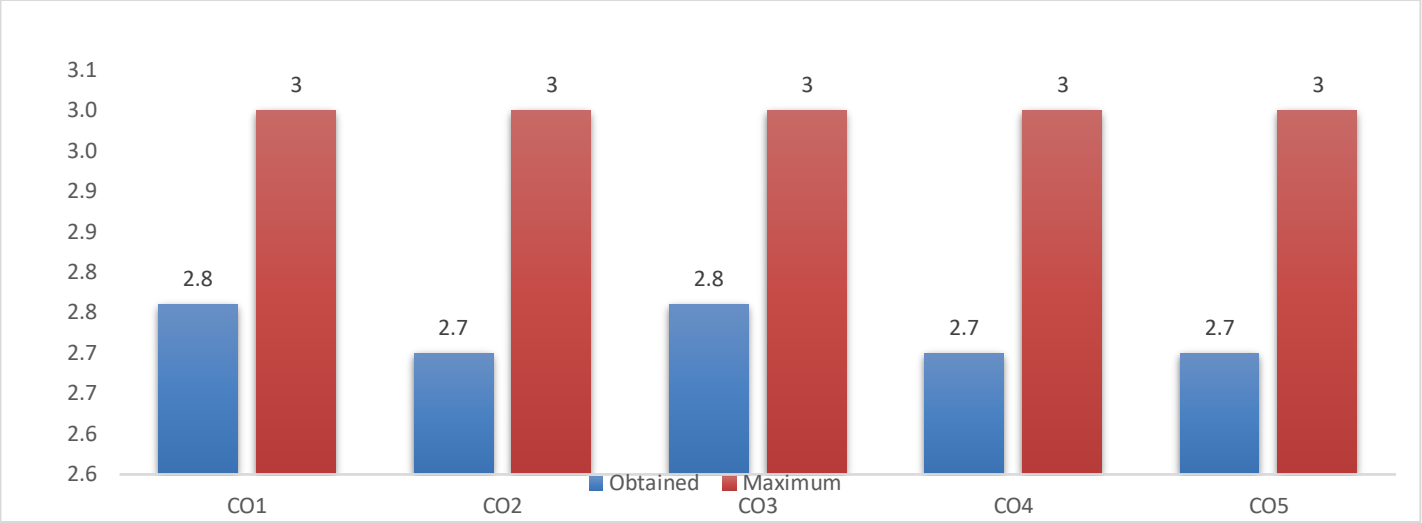
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H											H
C02				H						H		
C03	H			H								H
C04						H	H					H
C05						H				H		

H: Highly Supportive
S: Supportive

Section - A

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	72.6	1.0	1.0	1.6
CO2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	72.6	1.0	1.0	1.5
CO3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	72.6	1.0	1.0	1.6
CO4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	72.6	1.0	1.0	1.5
CO5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	72.6	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



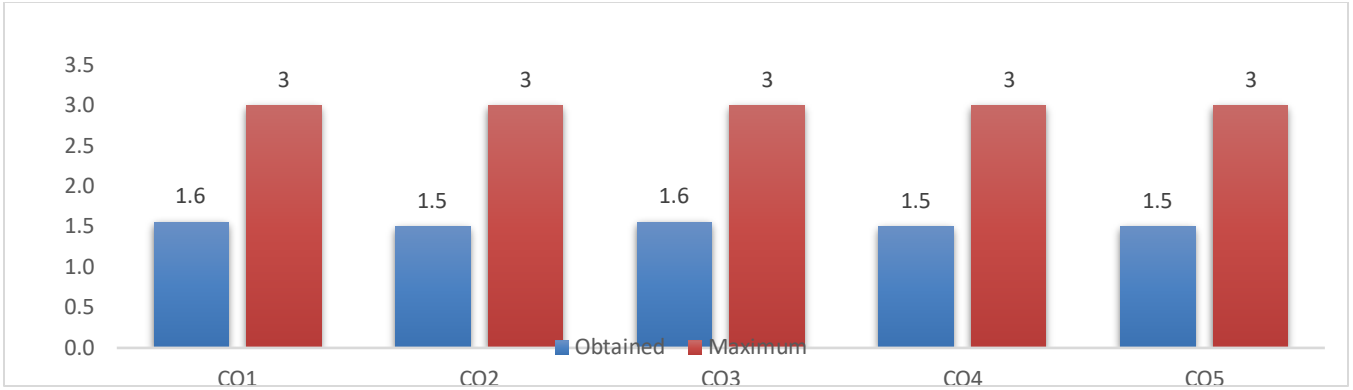
OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	P
CO1	H 1.56						
CO2				H 1.5			
CO3	H 1.56			H 1.56			
CO4						H 1.5	H
CO5						H 1.5	
AVERAGE OF COS FOR POS	1.56			1.53		1.5	1
AVERAGE OF POS	1.56			1.53		1.5	
AVERAGE	1.5225						

Section - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass %	Attainment level	pass%	Attainment level	pass%	Attainment level	co wise internal average	pass%	Attainment level	co wise external average	co wise total average
CO1	94.7	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	75.4	2.0	2.0	2.2
CO2	94.7	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.4	2.0	2.0	2.1
CO3	94.7	3.0	98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	75.4	2.0	2.0	2.2
CO4			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.4	2.0	2.0	2.1
CO5			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.4	2.0	2.0	2.1

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.16							
CO2				H 2.1				
CO3	H 2.16			H 2.16				
CO4						H 2.1	H 2.1	
CO5						H 2.1		
AVERAGE OF COS FOR POS	2.16			2.13		2.1	2.1	
AVERAGE OF POS	2.16			2.13		2.1	2.1	
AVERAGE	2.1225							

COURSE TITLE: CORPORATE ACCOUNTING
COURSE CODE: BB18402
CREDITS: Total - 6



DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

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PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4.Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the various types of capital structures of the company and their representation in the balance sheet, preparation of financial statements with profits before incorporation.	II (Understand)
CO2	Explain the valuation of shares and goodwill.	II (Understand)
CO3	Analyse amalgamation in the nature of merger and purchase and accounting treatment for internal reconstruction.	IV (Analyze)
CO4	Demonstrate the accounting systems of a banking company under the guidance of RBI.	II (Understand)
CO5	Analyze insurance accounts as per IRDAI guidelines.	IV (Analyze)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04

C01	H	H									H	H
C02		H										H
C03			H									H
C04			H									H
C05	H	H	H									H

H: Highly Supportive
S: Supportive

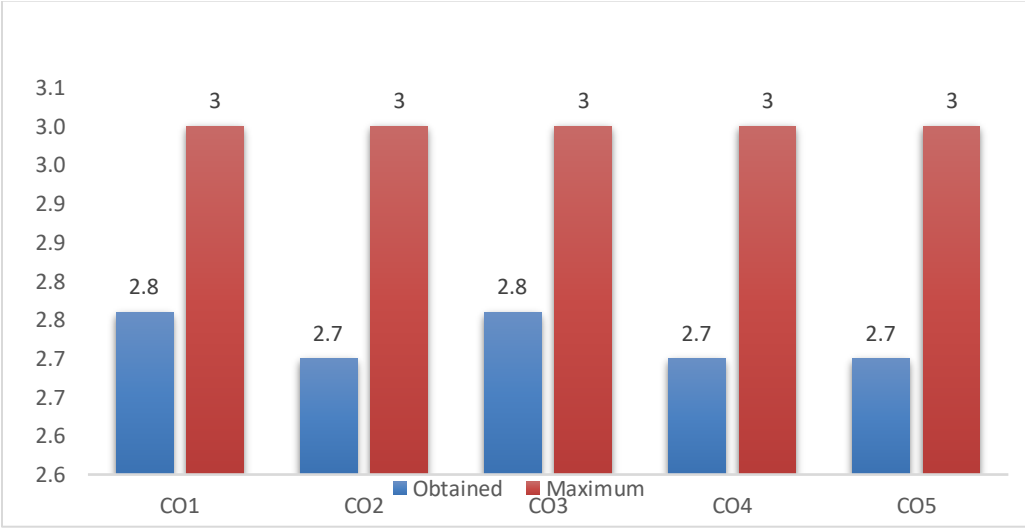
SECTION - A

co	mid exam 1	mid exam 2	group	assignment	viva	Attendence		External Exam	

					discussion												
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.4	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	53.2	0.0	0.0	1.0
CO 2	98.4	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	53.2	0.0	0.0	0.9
CO 3	98.4	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	53.2	0.0	0.0	1.0
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	53.2	0.0	0.0	0.9
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	53.2	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

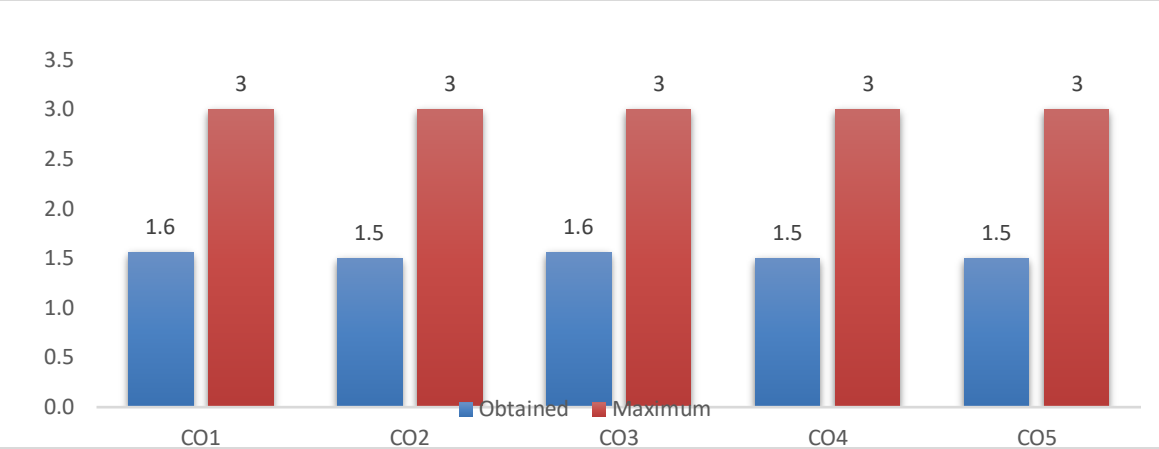
OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 0.96	H 0.96						
CO2		H 0.9						
CO3			H 0.96					
CO4			H 0.9					
CO5	H 0.9	H 0.9	H 0.9					
AVERAGE OF COS FOR POS	0.93	0.92	0.92					
AVERAGE OF POS	0.915	0.906667	0.92					
AVERAGE	0.913888889							



Section - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	68.4	1.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.0	47.4	0.0	0.0	0.8
CO 2	68.4	1.0			100.0	3.0			100.0	3.0	0.0	0.0	1.8	47.4	0.0	0.0	0.7
CO 3	68.4	1.0	89.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.0	47.4	0.0	0.0	0.8
CO 4			89.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	47.4	0.0	0.0	0.9
CO 5			89.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	47.4	0.0	0.0	0.9

AVERAGE	AVERAGE
2	2.124



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 0.8	H 0.8						
CO2		H 0.7						
CO3			H 0.8					
CO4			H 0.9					
CO5	H 0.9	H 0.9	H 0.9					
AVERAGE OF COS FOR POS	0.85	0.8	0.866666667					
AVERAGE OF POS	0.875	0.8	0.866667					
AVERAGE	0.847222222							

COURSE TITLE: FINANCIAL MANAGEMENT
COURSE CODE:BB18403

CREDITS: 6

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles

and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Interpret the concept of business finance, finance decision and functions of finance manager.	IV(ANALYZE)
CO2	Understand the concept of cost of capital and leverages and calculate the cost of capital and leverages of a business concern.	II(UNDERSTAND)
CO3	Interpret the concept of capital budget and will be able to apply the techniques of ARR, NPV,IRR,PI etc.	IV(ANALYZE)

CO4	Understand the concept of working capital management and apply the concept and able to determine working capital requirement of a business organization.	II(UNDERSTAND)
CO5	Interpret the concept of cash management and cash budgeting and receivable management.	IV(ANALYZE)

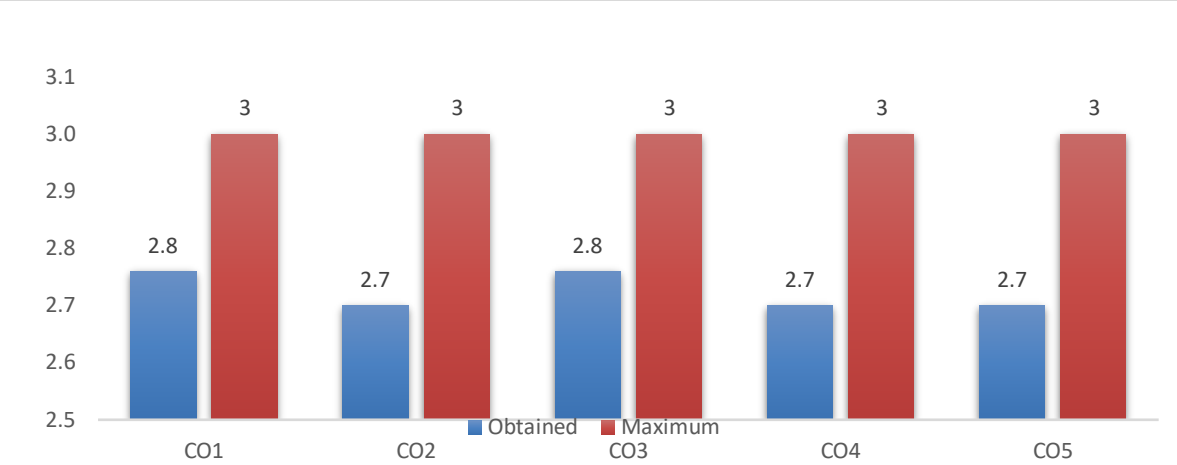
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01					**S**				**S**			
C02				**S**					**S**			
C03				**H**								**H**
C04				**H**								**H**
C05				**S**								**S**

H: Highly Supportive
S: Supportive

Section- A

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.4	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	75.8	2.0	2.0	2.2
CO 2	98.4	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.8	2.0	2.0	2.1
CO 3	98.4	3.0	95.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	75.8	2.0	2.0	2.2
CO 4			95.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.8	2.0	2.0	2.1
CO 5			95.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	75.8	2.0	2.0	2.1

AVERAGE	AVERAGE
2	2.124

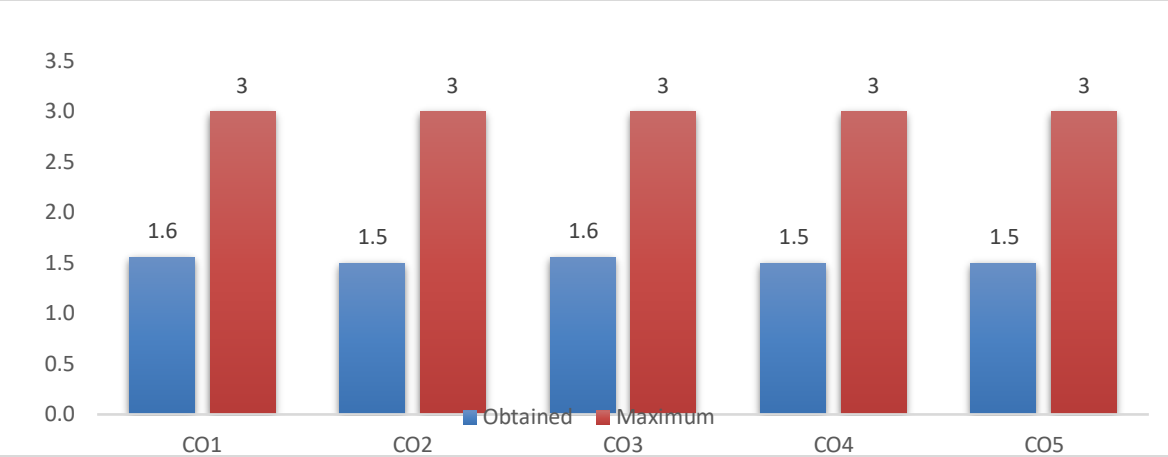


OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3				H 2.16				
CO4				H 2.1				
CO5								
AVERAGE OF COS FOR POS				2.13				
AVERAGE OF POS				2.13				
AVERAGE	2.13							

Section - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	68.4	1.0	1.0	1.6
CO 2	98.2	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.4	1.0	1.0	1.5
CO 3	98.2	3.0	98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	68.4	1.0	1.0	1.6
CO 4			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.4	1.0	1.0	1.5
CO 5			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.4	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3				H 1.56				
CO4				H 1.5				
CO5								
AVERAGE OF COS FOR POS				1.53				
AVERAGE OF POS				1.53				
AVERAGE	1.53							

COURSE TITLE: MARKETING MANAGEMENT
COURSE CODE:BB18404

CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain the concept of marketing and sketches the marketing environment	III(APPLY)
CO2	Classify the market and identify the various market segments.	II(UNDERSTAND)
CO3	Point out the marketing mix with reference to product and price.	IV(ANALYZE)
CO4	Analyze the promotion mix and the channels of distribution.	IV(ANALYZE)

CO5	Explain service marketing mix and points out the importance of direct and online marketing	III(APPLY)

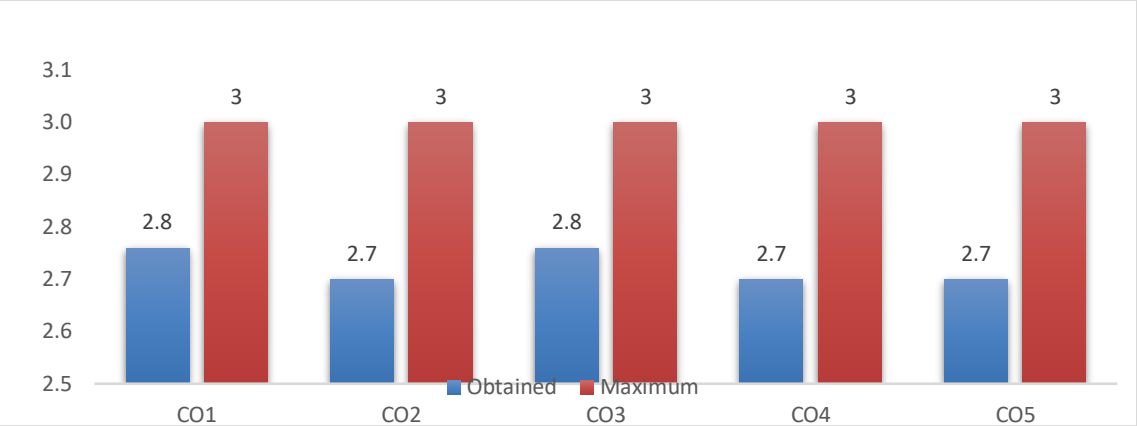
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H										S	
C02	H								S			
C03	S			H						S		
C04		H								S		
C05					S					S		

H: Highly Supportive
S: Supportive

Section - A

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	93.5	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	93.5	3.0	3.0	2.8
CO 2	93.5	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	93.5	3.0	3.0	2.7
CO 3	93.5	3.0	98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	93.5	3.0	3.0	2.8
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	93.5	3.0	3.0	2.7
CO 5			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	93.5	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

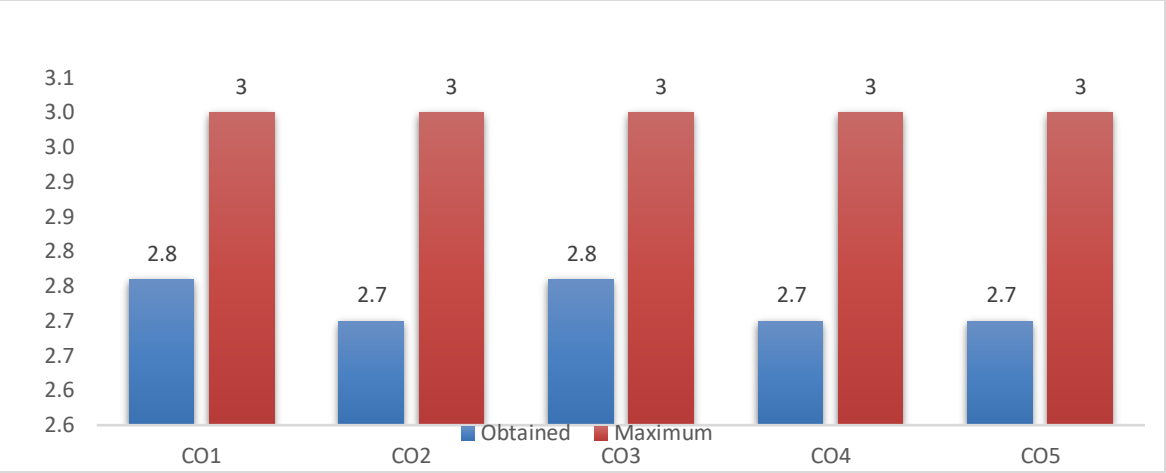


OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76							
CO2	H 2.7							
CO3				H 2.76				
CO4		H 2.7						
CO5								
AVERAGE OF COS FOR POS	2.73	2.7		2.76				
AVERAGE OF POS	2.715	2.7		2.76				
AVERAGE	2.725							

Section - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	91.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	86.0	3.0	3.0	2.8
CO 2	91.2	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.0	3.0	3.0	2.7
CO 3	91.2	3.0	98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	86.0	3.0	3.0	2.8
CO 4			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.0	3.0	3.0	2.7
CO 5			98.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.0	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76							
CO2	H 2.7							
CO3				H 2.76				
CO4		H 2.7						
CO5								
AVERAGE OF COS FOR POS	2.73	2.7		2.76				
AVERAGE OF POS	2.715	2.7		2.76				
AVERAGE	2.725							

COURSE TITLE: HUMAN RESOURCE MANAGEMENT
COURSE CODE:BB18405

CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the concept of HRM, functions and changing role of a hr manager	II(UNDERSTAND)
CO2	Distinguish between the various methods of job design and interpret the techniques of acquisition of human resource	V(EVALUATE)
CO3	Explain the importance of HRP and point out the various HRD approaches for Work life balance and describe the concept of job evaluation.	III(APPLY)
CO4	Analyse the core concepts of HRD, TQM and understand the concept of career development.	IV9ANALYZE)
CO5	Explain the various concepts of worker's participation and quality of work life.	III(APPLY)

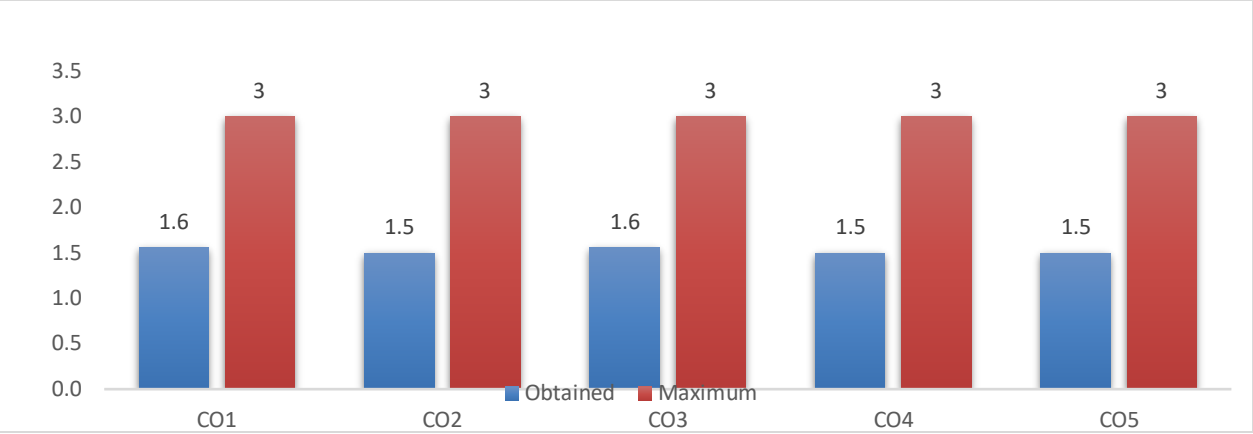
outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S				S					S		
C02				H						S	S	
C03					H							S
C04	S									S		
C05		S							S	S		

H: Highly Supportive
S: Supportive

Section - A

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.4	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	69.4	1.0	1.0	1.6
CO 2	98.4	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	69.4	1.0	1.0	1.5
CO 3	98.4	3.0	98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	69.4	1.0	1.0	1.6
CO 4			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	69.4	1.0	1.0	1.5
CO 5			98.4	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	69.4	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.524

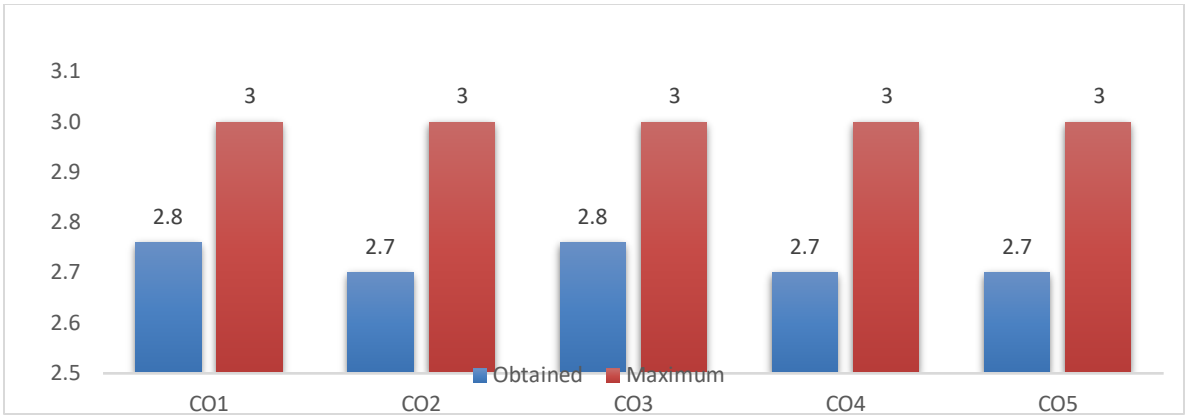


OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2				H 1.5				
CO3					H 1.56			
CO4								
CO5								
AVERAGE OF COS FOR POS				1.5	1.56			
AVERAGE OF POS				1.5	1.56			
AVERAGE	1.53							

Section - B

co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	64.9	0.0	0.0	1.0
CO 2	98.2	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	64.9	0.0	0.0	0.9
CO 3	98.2	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	64.9	0.0	0.0	1.0
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	64.9	0.0	0.0	0.9
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	64.9	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924



OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2				H 0.9				
CO3					H 0.96			
CO4								
CO5								
AVERAGE OF COS FOR POS				0.9	0.96			
AVERAGE OF POS				0.9	0.96			
AVERAGE	0.93							

THIRD YEAR – VI SEMESTER

COURSE TITLE: FINANCIAL MARKETS & INSTITUTIONS
COURSE CODE:BC21025
CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

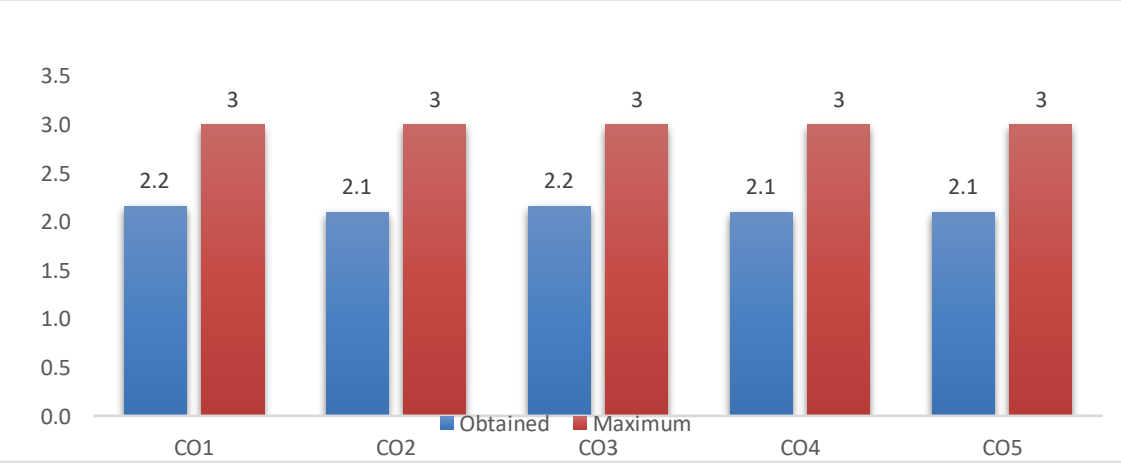
PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.
PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL): **Students will be able to:** **PSO1. Understand** the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team. **PSO2.Analyze** the dynamics of the organizational conflict, various leadership styles and their execution. **PSO3.** Think **critically** of diverse global perspectives and challenges of global business. **PSO4. Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain and analyze the various functions and importance of Indian financial system	III(APPLY)
CO2	Classify capital markets and assess the rational content and current reforms to capital market regulations	II(UNDERSTAND)
CO3	Analyze the features of money market and list out the various money market instruments	IV(ANALYZE)
CO4	Identify and interpret the various services provided by a merchant banker	IV(ANALYZE)
CO5	Explain the meaning, origin, and types of funds	III(APPLY)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H								H			
C02		H								H		
C03				H						H		
C04				S	S						S	
C05				H					S			

H: Highly Supportive
S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	56.7	0.0	0.0	1.0
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.7	0.0	0.0	0.9
CO 3	100.0	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	56.7	0.0	0.0	1.0
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.7	0.0	0.0	0.9
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	56.7	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 0.96							
CO2		H 0.9						
CO3				H 0.96				
CO4								
CO5				H 0.9				
AVERAGE OF COS FOR POS	0.96	0.9		0.93				
AVERAGE OF POS	0.96	0.9		0.93				
AVERAGE	0.93							

COURSE TITLE: **FUNDAMENTALS OF INVESTMENT MANAGEMENT**

COURSE CODE: BB18601

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES(BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOME (DEPARTMENT WISE):

Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

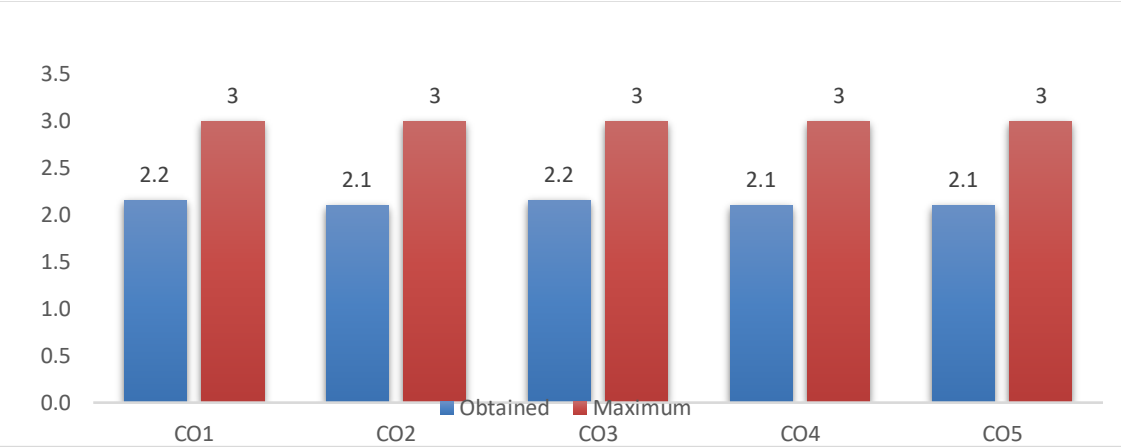
PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

PSO3. Think **critically** of diverse global perspectives and challenges of global business. **PSO4.Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain investment decisions considering risk factors and returns.	III (APPLY)
CO2	Analyze investment decisions to understand viability of projects.	IV (ANALYZE)
CO3	Analyze fixed and variable income securities.	IV (ANALYZE)
CO4	Evaluate the role of SEBI and NSDL in portfolio management.	V (EVALUATE)
CO5	Explain the importance of mutual funds in capital market.	III (APPLY)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H						H				H
C02	H	H						H				H
C03	H	H						H				H
C04	H	H						H				H
C05	H	H						H				H

H: Highly Supportive
S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.8	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	87.1	3.0	3.0	2.8
CO 2	96.8	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	87.1	3.0	3.0	2.7
CO	96.8	3.0	96.8	3.0	100.	3.0			100.	3.0	0.0	0.0	2.4	87.1	3.0	3.0	2.8

3					0				0								
CO 4			96.8	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	87.1	3.0	3.0	2.7
CO 5			96.8	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	87.1	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 2.76	H 2.76						H 2.76
CO2	H 2.7	H 2.7						H 2.7
CO3	H 2.76	H 2.76						H 2.76
CO4	H 2.7	H 2.7						H 2.7
CO5	H 2.7	H 2.7						H 2.7
AVERAGE OF COS FOR POS	2.724	2.724						2.724
AVERAGE OF POS	2.7168	2.7168						2.7168
AVERAGE	2.7168							

COURSE TITLE: RETAIL MARKETING & CUSTOMER RELATIONSHIP MANAGEMENT
COURSE CODE:BB18602
CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

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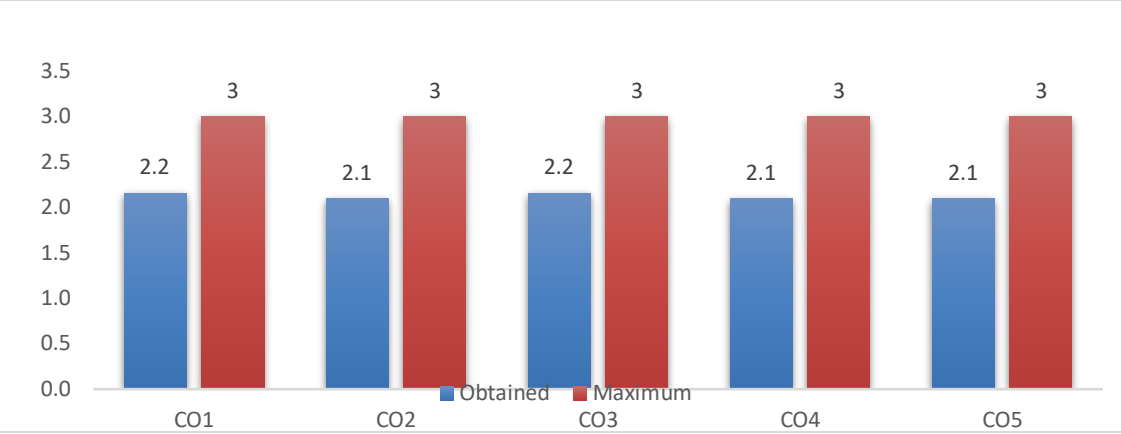
PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL): **Students will be able to:** **PSO1. Understand** the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team. **PSO2.Analyze** the dynamics of the organizational conflict, various leadership styles and their execution. **PSO3.** Think **critically** of diverse global perspectives and challenges of global business. **PSO4. Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the important concepts of retailing	II(UNDERSTAND)
CO2	Sketch the importance of merchandise management and phases in merchandise planning.	V(EVALUATE)
CO3	Explain the concept of human resource management in retailing	III(APPLY)
CO4	Explain and understand the approaches to develop customer service.	III(APPLY)

CO5	Analyse the various steps involved in CRM process.	IV(ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H								S			
C02	H	S								S		
C03			S									S
C04		H					S			S		
C05				H						S	S	

H: Highly Supportive
S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	100.0	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	61.3	0.0	0.0	1.0
CO 2	100.0	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	61.3	0.0	0.0	0.9
CO 3	100.0	3.0	93.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	61.3	0.0	0.0	1.0
CO 4			93.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	61.3	0.0	0.0	0.9
CO 5			93.5	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	61.3	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H 0.96							
CO2	H 0.9							
CO3								
CO4		H 0.9						
CO5				H 0.9				
AVERAGE OF COS FOR POS	0.93	0.9		0.9				
AVERAGE OF POS	0.915	0.9		0.9				
AVERAGE	0.905							

COURSE TITLE:CONSUMER BEHAVIOUR

COURSE CODE: BC18026

CREDITS: 4

DEPARTMENT: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

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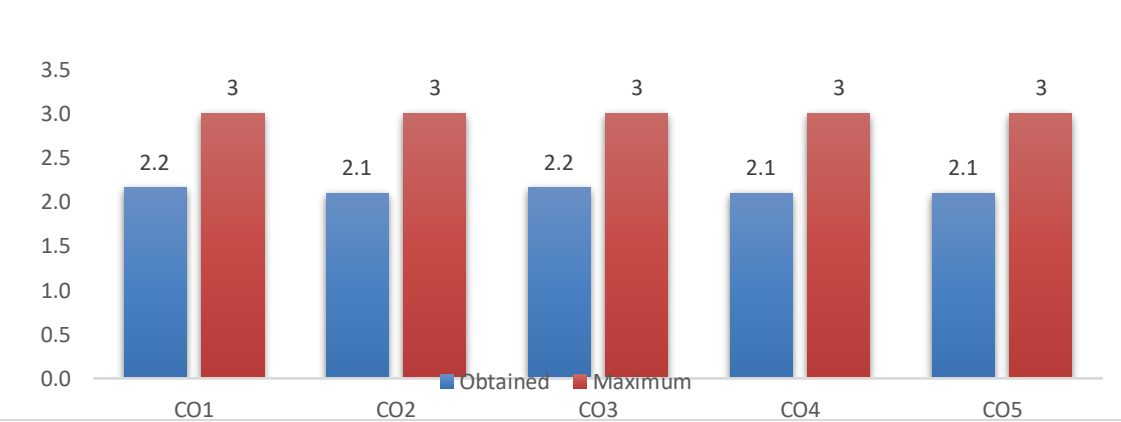
PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL): **Students will be able to:** **PSO1. Understand** the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team. **PSO2.Analyze** the dynamics of the organizational conflict, various leadership styles and their execution. **PSO3.** Think **critically** of diverse global perspectives and challenges of global business. **PSO4. Apply** the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Analyse the various learning theories and interpret the role of reinforcement	IV (ANALYZE)
CO2	Sketch the importance of perceptual mapping and understand the cognitive process.	VI (CREATE)
CO3	Explain the concept of attitude and its models.	III (APPLY)
CO4	Explain and understand the group conformity, social class and culture.	III (APPLY)
CO5	Analyse the various consumer behaviour models.	IV (ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	S						S			S		
C02				S						S		
C03				H						H		
C04					S	H				H		
C05					S					S		

H: Highly Supportive
S: Supportive



co	mid exam 1	mid exam 2	group	assignment	viva	Attendence		External Exam	

					discussion												
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	96.7	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	86.7	3.0	3.0	2.8
CO 2	96.7	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.7	3.0	3.0	2.7
CO 3	96.7	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	86.7	3.0	3.0	2.8
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.7	3.0	3.0	2.7
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	86.7	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1								
CO2								
CO3				H 2.76				
CO4						H 2.7		
CO5								
AVERAGE OF COS FOR POS				2.76		2.7		
AVERAGE OF POS				2.76		2.7		
AVERAGE	2.73							

COURSE TITLE: ENTREPRENEURSHIP DEVELOPMENT
COURSE CODE:BB18603
CREDITS: 4

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

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employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

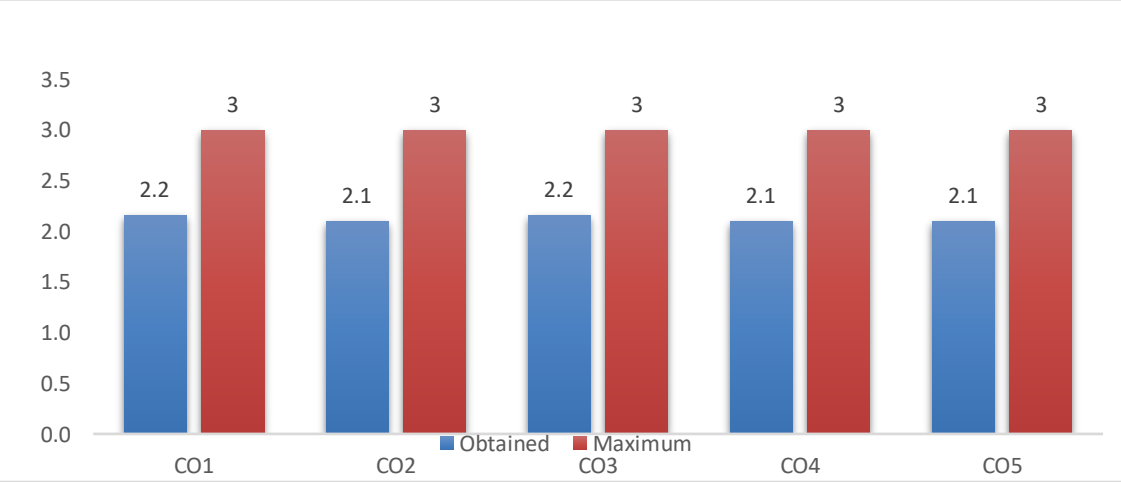
PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Understand the nature and basic concepts of Entrepreneur and Entrepreneurship	II(UNDERSTAND)
CO2	Demonstrate the knowledge of entrepreneurship development programmes	II(UNDERSTAND)
CO3	Recognize the need for project report and analyze the concepts of project formulation	IV(ANALYZE)
CO4	Interpret factory design and factory layout and identify the importance of standardization and quality control.	IV(ANALYZE)
CO5	Differentiate small and large scale industries and identify the reasons for sickness of small scale industries.	V(EVALUATE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01					H				H	S		
C02			H									H
C03			H			S				S		
C04				H					S	S		
C05					H	S				S		

H: Highly Supportive
S: Supportive



co	mid exam 1		mid exam 2		group discussion		assignment		viva		Attendence			External Exam			
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	98.4	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	96.7	3.0	3.0	2.8
CO 2	98.4	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	96.7	3.0	3.0	2.7
CO 3	98.4	3.0	100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	96.7	3.0	3.0	2.8
CO 4			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	96.7	3.0	3.0	2.7
CO 5			100.0	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	96.7	3.0	3.0	2.7

AVERAGE	AVERAGE
3	2.724

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1					H 2.76			
CO2			H 2.7					
CO3			H 2.76					
CO4				H 2.7				
CO5					H 2.7			
AVERAGE OF COS FOR POS			2.73	2.7	2.73			
AVERAGE OF POS			2.73	2.7	2.715			
AVERAGE	2.715							

COURSE TITLE: MANAGEMENT ACCOUNTING
COURSE CODE:BB18604
CREDITS: 6

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

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PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

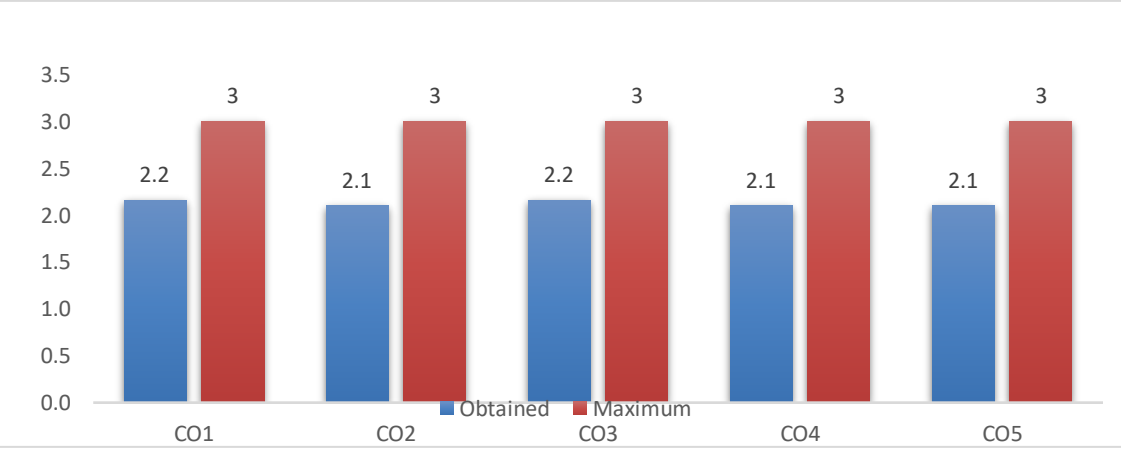
PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Explain an overview of management accounting, its need, scope and functions.	III(APPPLY)
CO2	Prepare the financial statements and show its analysis and interpretation and apply different formula in ratio analysis	II(UNDERSTAND)
CO3	Illustrate the preparation of funds flow statement and cash flow statement.	II(UNDERSTAND)
CO4	Explain marginal costing and budgetary techniques	III(APPPLY)
CO5	Understand importance of standard costing and analyze variance analysis	II(UNDERSTAND)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	H							S			
C02				H								H
C03				H								H
C04				H								H
C05			S							S		

H: Highly Supportive
S: Supportive



co	mid exam 1	mid exam 2	group	assignment	viva	Attendence		External Exam	

					discussion												
	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	90.2	3.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.4	54.1	0.0	0.0	1.0
CO 2	90.2	3.0			100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.1	0.0	0.0	0.9
CO 3	90.2	3.0	90.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.4	54.1	0.0	0.0	1.0
CO 4			90.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.1	0.0	0.0	0.9
CO 5			90.2	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	54.1	0.0	0.0	0.9

AVERAGE	AVERAGE
0	0.924

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8

CO1	H 0.96	H 0.96						
CO2				H 0.9				
CO3				H 0.96				
CO4				H 0.9				
CO5								
AVERAGE OF COS FOR POS	0.96	0.96		0.92				
AVERAGE OF POS	0.96	0.96		0.92				
AVERAGE	0.946666667							

COURSE TITLE: COMPANY LAW
COURSE CODE:BB18605
CREDITS: 5

DEPARTMENT: BBA

PROGRAMME OUTCOMES (BBA):

PO1 Business and Management Knowledge: Apply the in depth knowledge acquired in the disciplines of Commerce, Business and Management, E-commerce, finance, accounting, auditing, marketing to solve complex problems in the business world.

PO2 Development of Business Solutions: Identify, formulate anddevelop solutions in different fields such as Banking, Insurance, and Finance. Core competencies can be gained to impart skills in Accounting, Management and Leadership, Communication and Overall Personality development.

PO3 Solving Research Problems and initiating Practical knowledge: utilize Research Methodology and Project work to infer and interpret data providing valid business conclusions and equip learners to grapple with modern day challenges in commerce and business.

PO4 Modern Business tools and Techniques: explain, select, analyze and apply relevant management techniques, resources, modern business tools, models and practices for holistic development of the learner.

PO5 The Manager, the businessman, the entrepreneur and the Society: Apply contextual and skill-based knowledge to identify the micro and macro factors which affect an organization.

PO6 Environment and Sustainability: Identify, analyze and equip learners to understand the need for creating business solutions for environmental and sustainable development.

PO7 Globalization and Ethics: Design and apply value based curriculum committed to professional ethics and responsibilities, so as to render global citizens with a human touch.

PO8 Life long learning and Employability: Recognize the need for and engage the learners to acquire proficiency, attain ability in management principles and practices equipping them to compete in competitive exams like C.A, ACCA, CS, CMA, ICWA and other courses making them self-reliant and highly employable.

PROGRAMME SPECIFIC OUTCOMES (DEPARTMENTAL):
Students will be able to:

PSO1. Understand the importance of teamwork and group dynamics in achieving organizational goals and demonstrate ability to work effectively as a team.

PSO2.Analyze the dynamics of the organizational conflict, various leadership styles and their execution.

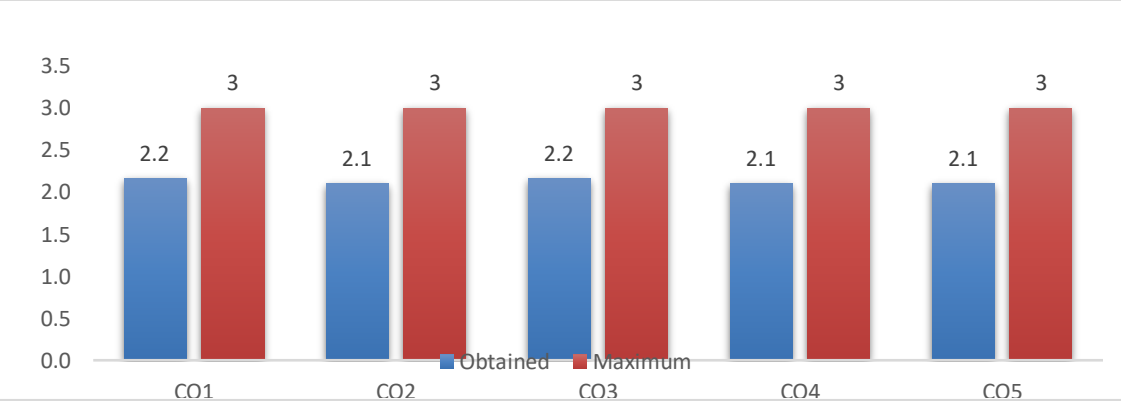
PSO3. Think **critically** of diverse global perspectives and challenges of global business.

PSO4. Apply the knowledge of entrepreneurship, finance, marketing, HR, and computer-based information systems to business operations.

	COURSE OUTCOMES	**BLOOM'S TAXONOMY LEVEL**
CO1	Develop basic knowledge of provisions of companies act 2013.	VI(CREATE)
CO2	Describe the capital structure of company through issues of shares and alteration of share capital.	I(REMEMBER)
CO3	Explain the borrowing powers of a company and consequences of ultra vires borrowing	III(APPLY)
CO4	State various provisions of the companies act relating to company management and meetings.	I(REMEMBER)
CO5	Identify various modes of winding up and legal provisions applicable	IV(ANALYZE)

outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
C01	H	S							H			
C02		H								H		
C03				H	S					S		
C04												
C05						S	S			S	S	

H: Highly Supportive
S: Supportive



co	mid exam 1	mid exam 2	group discussion	assignment	viva	Attendence		External Exam	

	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	pass %	Attainment level	co wise internal average	pass %	Attainment level	co wise external average	co wise total average
CO 1	75.4	2.0			100.0	3.0	100.0	3.0	100.0	3.0	0.0	0.0	2.2	68.9	1.0	1.0	1.5
CO 2	75.4	2.0			100.0	3.0			100.0	3.0	0.0	0.0	2.0	68.9	1.0	1.0	1.4
CO 3	75.4	2.0	95.1	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.2	68.9	1.0	1.0	1.5
CO 4			95.1	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.9	1.0	1.0	1.5
CO 5			95.1	3.0	100.0	3.0			100.0	3.0	0.0	0.0	2.3	68.9	1.0	1.0	1.5

AVERAGE	AVERAGE
1	1.472

OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8

CO1	H 1.48							
CO2		H 1.4						
CO3				H 1.48				
CO4								
CO5								
AVERAGE OF COS FOR POS	1.48	1.4		1.48				
AVERAGE OF POS	1.48	1.4		1.48				
AVERAGE	1.453333333							