

PROGRAMME SPECIFIC OUTCOMES, PROGRAMME OUTCOMES AND COURSE OUTCOMES

PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION/ BBA.,

BBA.,		
PSOs	BBA., / UBA16 / Programme Specific Outcomes	
PSO1	Understanding the dynamic and complex working environment of business.	
PSO2	Determining conceptual and analytical abilities required for effective decision making.	
PSO3	Analyzing the financial and accounting concepts including Balance sheet, trial balance etc.	
PSO4	Understanding the rapid changes of financial services include banking and insurance sectors.	
PSO5	Analysing the aspect of business research in the area of marketing, human resource and finance.	
BBA., / UBA16 / Programmes Outcomes		
POs	Description of POs	
PO1	Acquiring knowledge and skills in the field of management, accounting marketing and human relations.	
PO2	Knowing the application of principles and concepts of Management with necessary practical background	
PO3	Applying the entrepreneurial and managerial skills for effective and business management.	
PO4	Assessing the consequences of carrying out entrepreneurship and evaluating the basic foundation of the underlying principles and laws of Management	
PO5	Discussing, formulating and analyzing the problems and identifying the key concepts and principles to solve them	
PO6	Comprehending applicability of management principles to situation in global business world.	
PO7	Acquiring employability skills through the awareness on the IT in management.	
BBA., / UBA16 / Course Outcomes		
	Description of COs	Bloom's Taxonomy / Cognitive Domain
UBAT11 Fundamental of Management		
CO1.	Acquiring knowledge of basic concept in specialized Business, viz., Management, planning, organizational direction & control	Knowledge (Level 3)
CO2.	Understanding the methods of keeping various books of management in specialized business	Evaluation (Level 5)
CO3.	Using the methods of preparing various business management, planning, organizational, direction and control decision making.	Application (Level 3)
CO4.	Describing, explaining and inter-grading fundamental concepts Underlying accounting, finance, management, marketing, and economics	Synthesis (Level 6)
CO5.	Solving the problem use information to support business process and practices, such as problem	Synthesis (Level 6)

	analysis and decision making	
UBAT12 Financial Accounting		
CO1.	Acquiring knowledge of basic concept in specialized Business, viz. accounting, final account, trial balance, depreciation, capital and revenue.	Knowledge (Level 3)
CO2.	Understanding the methods of keeping various books of accounting specialized business	Comprehension (Level 2)
CO3.	Using the methods of preparing various accounts final account, trial balance, depreciation, capital and revenue.	Application (Level 3)
CO4.	Acquiring the skill for prepare this type of accounts in using some system based software	Synthesis (Level 6)
CO5.	Solving the problems encountered in everyday business activities	Synthesis (Level 6)
UBAA11 Managerial Economics		
CO1.	Acquiring knowledge of basic concept in specialized role of mangers in firm	Knowledge (Level 3)
CO2.	Understanding the methods of internal and external decision to the made by manger	Comprehension(Level 2)
CO3.	Analyzing the demand and supply conditions and position of a company.	Application (Level 3)
CO4.	Acquiring the skill for prepare this type of accounts in using some system based software	Synthesis (Level 6)
CO5.	Designing competition strategies, including costing, pricing, product differential, and market environment accordingly.	Synthesis (Level 6)
UBAT22 Organizational Behaviour		
CO1.	Gaining a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective and frameworks and tools to effectively analyse and approach various organizational situations	Knowledge (Level 3)
CO2.	Familiarizing students with contemporary organizational behavior theories and help them to understand predict and manage people better	Comprehension(Level 2)
CO3.	Acquainting the students with the fundamentals of managing business	Application (Level 3)
CO4.	Understanding individual and group behavior at work place so as to improve the effectiveness of an organization	Synthesis (Level 6)
CO5.	Solving the problem use information to support organizational behaviour process and practices, analysis and decision making	Synthesis (Level 6)
UBAT22 Business Environment		
CO1.	Getting familiarized with the nature of business environment and its components in business decision making.	Knowledge (Level 1)
CO2.	Acquiring increased awareness of the interconnected nature of today's world, and how economic, social, political and environmental issues can impact international integration and business	Comprehension (Level 2)
CO3.	Applying the environmental scanning skills to identify the business opportunity and challenges.	Application (Level 3)

CO4.	Analyzing and interpreting the current events relating to globalization and international business.	Synthesis (Level 6)
CO5.	Demonstrating and developing conceptual frame work of business environment and generating interest and international business	Synthesis (Level 6)
UBAA22 Computer Application		
CO1.	Acquiring knowledge of the Fundamentals of Computers	Knowledge (Level 1)
CO2.	Understanding how to use Computer applications in day to day applications.	Comprehension(Level 2)
CO3.	Applying logical skills to programming in variety of languages	Application (Level 3)
CO4.	Utilizing web technologies present and conclusion effectively, orally, and in writing	Synthesis (Level 6)
CO5.	Demonstrating problem-solving skills and basic understanding of network principles	Synthesis (Level 6)
UBAA31 Cost accounting		
CO1.	Gaining knowledge of basic cost concepts, element of cost & preparation of Cost Sheet.	Knowledge (Level 1)
CO2.	Acquiring basic knowledge of important methods & techniques of costing.	Knowledge (Level 1)
CO3.	Introducing the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting.to build a base for learning management accounting.	Application (Level 3)
CO4.	Acquiring the skill for preparing this type of accounts in using some system based software	Synthesis (Level 6)
CO5.	Solving the problem encountered in everyday business activities	Synthesis (Level 6)
UBAA33 Tally		
CO1.	Getting familiarized with the jargon commonly used by computer literates.	Knowledge (Level 1)
CO2.	Comprehending the use of basic tools and applications in MS office	Comprehension (Level 2)
CO3.	Preparing report, presentation, and calculation effectively and analysing data for decision making using data of different kind.	Application (Level 3)
CO4.	Applying the knowledge of qualitative tools & techniques in the interpretation of data managerial decision making	Application (Level 3)
CO5.	Solving the problem encountered in everyday business activities	Synthesis (Level 6)
UBAE31 Personality Development		
CO1.	Comprehending the importance of balanced self-determined behavior	Comprehension (Level 2)
CO2.	Enhancing self, increasing life satisfaction and improving the relationship with others.	Application (Level 3)
CO3.	Developing new ability to develop new problem solving skills in group and use these skills in personal life.	Application (Level 3)
CO4.	Understanding the influence of environmental, educational and situational factors and how to modify the behaviour	Comprehension (Level 2)
CO5.	Solving the problem encountered in everyday business activities	Synthesis (Level 6)
UBAN31 Office Management		
CO1.	Getting acquainted with the use of the basic office support management and becoming able to	Knowledge (Level 1)

CO2.	Understanding methods & concepts of population and sample. Use frequency distribution to make decision.	Comprehension(Level 2)
CO3.	Using the methods to calculate various types of averages and variation	Application (Level 3)
CO4.	Using regression analysis to estimate the relationship between two variables and solving LPP to maximize the profit and to minimize the cost.	Synthesis (Level 6)
CO5.	Developing the skill for preparing this type of Statistics used in technical system based works	Synthesis (Level 6)
UBAE42 Merchant Banking Service		
CO1.	Gaining in-depth understanding of the concepts and issues and various aspects of merchant banking and financial services	Comprehension(Level 2)
CO2.	Developing the skills in deciding leasing, hire purchase and bill discounting schemes offered by financial institution.	Synthesis (Level 6)
CO3.	Getting familiarized with the corporate advisory services of financial institution and issue procedure involved in equity and debenture issue	Comprehension (Level 2)
CO4.	Acquiring the skills to prepare this various aspect of merchant banking and financial services.	Synthesis (Level 6)
CO5.	Solving problems encountered in everyday business activities	Synthesis (Level 6)
UBAS42 Project Management		
CO1.	Gaining in-depth understanding of the concept and issues and various aspects of project management.	Knowledge (Level 1)
CO2.	Identifying the resources needed for each including stakeholder tools and supplementary materials	comprehension(Level 2)
CO3.	Knowing the strategies of positioning in project management and identify the right method of promotional events for an organization to introduce new product	Application (Level 3)
CO4.	Gaining ability to develop a project scope while considering factors such as customer requirement and internal and external	Synthesis (Level 6)
CO5.	Solving problems involved in budget preparation for project and measuring the performance of project	Synthesis (Level 6)
UBAS42 Essentials of Management		
CO1.	Building a base for learning management knowledge and acquiring prerequisite skills	Knowledge (Level 1)
CO2.	Comprehending the strategies of positioning in project management and identifying the right method of promotional events for an organization to introduce new product, offer etc.	Comprehension (Level 2)
CO3.	Getting familiarized with the budget preparation for project and measuring the performance of project	Application (Level 3)
CO4.	Acquiring skill for preparing this type of project in using some system based software	Synthesis (Level 6)

CO5.	Solving the problem encountered in every business activity	Synthesis (Level 6)
UBAT51 Management Accounting		
CO1.	Understanding the conceptual frame work of management accounting system.	Comprehension (Level 2)
CO2.	Carrying out analysis to improve the operations of organization through the application of management accounting techniques and decision making	Analysis (Level 4)
CO3.	Applying the management accounting facilities to budgetary control and marginal costing.	Application (Level 3)
CO4.	Analyzing & applying different types of activity based management tools through the preparation of estimates.	Analysis (Level 4)
CO5.	Using the understanding of relevant management techniques in various type management systems and also prepare cash flow and fund flow statement this helps in planning for intermediate and long term finance	Synthesis (Level 6)
UBAT52 Marketing Management		
CO1.	Understanding the conceptual frame work of fundamentals of Marketing Management.	Comprehension (Level 2)
CO2.	Applying the methods to improve the operations of marketing environment and buyer behavior .	Application (Level 3)
CO3.	Using the product segmentation and various pricing analysis of marketing.	Analysis (Level 4)
CO4.	Applying different types of channel distribution of the product activity based tools through sales promotion	Application (Level 3)
CO5.	Creating a knowledge of marketing management and further study in Professional world.	Synthesis (Level 6)
UBAT53 Production Management		
CO1.	Understanding the conceptual frame work of production function, process and plant design, planning functions, Material Planning and Layout and Scheduling.	Comprehension (Level 2)
CO2.	Applying the knowledge of product planning and control techniques used to management process.	Application (Level 3)
CO3.	Analyzing the Plant layout and plant location using by methods of work study .	Analysis (Level 4)
CO4.	Designing the quality control and statistical measures of control of production.	Synthesis (Level 6)
CO5.	Creating a knowledge of production management and carrying out further study in Professional world.	Synthesis (Level 6)
UBAT54 Human Resource Management		
CO1.	Understanding the conceptual frame work of human resource management.	Comprehension (Level 2)
CO2.	Applying the knowledge and techniques used by HR planning and training activities.	Application (Level 3)
CO3.	Analyzing the compensation and reward planning, Performance Appraisal system in an organization.	Analysis (Level 4)
CO4.	Designing the importance of motivation and counselling to create a stress free environment.	Evaluation (Level 5)
CO5.	Creating knowledge of human resource management to carry out further study in Professional	Synthesis (Level 6)

	world.	
UBAT55		Operation Research
CO1.	Understanding the conceptual frame work of operation research.	Comprehension (Level 2)
CO2.	Applying the knowledge and techniques of formal quantitative approach used to problem.	Application (Level 3)
CO3.	Analyzing some widely-used mathematical models to solve business operations issues.	Analysis (Level 4)
CO4.	Designing the basic linear programming, transportation and assignment technique, queuing model and replacement model to students to solve management problems.	Synthesis (Level 6)
CO5.	Creating knowledge of optimum utilization of resources by employing operational research techniques for further study in Professional world.	Synthesis (Level 6)
UBAE53		Business Law
CO1.	Understanding the conceptual frame work of business law.	Comprehension (Level 2)
CO2.	Applying the knowledge of the Law of contracts which forms, the foundation of all day to day obligations in the business world.	Application (Level 3)
CO3.	Analyzing the awareness of legal framework in sale of goods, consumer protection to understand the applications of these laws to practical commercial situations.	Analysis (Level 4)
CO4.	Designing the alternative forms of business organization available in the country as per partnership and new companies act.	Synthesis (Level 6)
CO5.	Creating knowledge of business law for further study in Professional world.	Synthesis (Level 6)
UBAS53		General Aptitude & Reasoning
CO1.	Understanding the conceptual frame work of general aptitude and reasoning .	Comprehension (Level 2)
CO2.	Applying the knowledge of test of reasoning and logical reasoning.	Application (Level 3)
CO3.	Analyzing the reading the comprehension and series completion	Analysis (Level 4)
CO4.	Designing the tools involved in information and communication technology.	Evaluation (Level 5)
CO5.	Gaining knowledge and confidence to get through the competitive examinations that can face competitive exams further study in Professional world.	Synthesis (Level 6)
UBAT62		Management Information System
CO1.	Acquiring knowledge about Information System Architecture and business application software.	Knowledge (Level 1)
CO2.	Understanding how information systems are developed, implemented and assisted in decision making in an organization.	Comprehension (Level 2)
CO3.	Using a design system for an organization and identify privacy, security and freedom of information issues in business environment.	Application (Level 3)
CO4.	Analyzing the relationship between information system and organization..	Analysis (Level 4)
CO5.	Evaluating the role of information system in supporting various levels of business strategy.	Evaluation (Level 5)
UBAT63		E-Commerce

