

**Department of Management Studies**  
**Nesamony Memorial Christian College, Marthandam**  
**B.B.A.**  
**Course Outcome**

<b>Semester – I      B. B.A</b>					
<b>Part</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>Hours</b>	<b>Course Outcome</b>
Part - III	Core Course –I: <b>Principles of Management</b>	FCBA11	5	5	On completion of this course, students will <b>CO1</b> Describe nature, scope, role, levels, functions and approaches of management <b>CO2</b> Apply planning and decision making in management <b>CO3</b> Identify organization structure and various organizing techniques <b>CO4</b> Understand Direction, Co-ordination <b>CO5</b> Control mechanisms and practices of organization.
	Core Course –II: <b>Accounting for Managers I</b>	FCBA12	5	5	On completion of this course, students will <b>CO1</b> Prepare Journal, ledger, trial balance and cash book <b>CO2</b> Classify errors and making rectification entries <b>CO3</b> Prepare final accounts with adjustments <b>CO4</b> To understand depreciation <b>CO5</b> Prepare single and double entry system of accounting.
	Elective –I: <b>Managerial Economics</b>	FEBA11	3	4	On completion of this course, students will <b>CO1</b> Analyze & apply the various managerial economic concepts in individual & business decisions. <b>CO2</b> Explain demand concepts, underlying theories and identify demand forecasting techniques. <b>CO3</b> Employ production, cost and supply analysis for business decision making <b>CO4</b> Identify pricing strategies <b>CO5</b> Classify market structures under competitive scenarios.
Part - IV	SEC-I : <b>Basics of Event Management</b>	FSBA11	2	2	On completion of this course, students will <b>CO1</b> Understand basics of event management <b>CO2</b> Design events <b>CO3</b> Study feasibility of organizing an event <b>CO4</b> Gain Familiarity with marketing & promotion of event

					<b>CO5</b> Develop event budget
	Foundation Course BBA FC 01 - <b>Managerial Communication</b>	FFBA11	2	2	On completion of this course, students will <b>CO1</b> Understand communication process and its barriers. <b>CO2</b> Develop business letters in different scenarios <b>CO3</b> Develop oral communication skills & conducting interviews <b>CO4</b> Use managerial writing for business communication <b>CO5</b> Identify usage of modern communication tools & its significance for managers
<b>Semester – II                    B. B.A</b>					
Part - III	Core Course – I: <b>Organizational Behaviour</b>	FCBA21	5	5	On Completion of the course the students will <b>CO1</b> Define Organizational behaviour, Understand the opportunity through OB. <b>CO2</b> Apply self-awareness, motivation, leadership and learning theories at workplace. <b>CO3</b> Analyze the complexities and solutions of group behaviour. <b>CO4</b> Impact and bring positive change in the culture of the organization <b>CO5</b> Create a congenial climate in the organization.
	Core Course -II: <b>Accounting for Managers - II</b>	FCBA22	5	5	On completion of this course, students will <b>CO1</b> Interpret cost sheet & write comments. <b>CO2</b> Compare cost, management & financial accounting <b>CO3</b> Analyze the various ratio and compare it with standards to assess deviations <b>CO4</b> Estimate budget and use budgetary control <b>CO5</b> Evaluate marginal costing and its components
	Elective -II : <b>Business Regulatory Frame Work</b>	FEBA21	3	4	On Completion of the course the students will <b>CO1</b> Explain Indian Contracts Act <b>CO2</b> Understand Sales of goods act and Contract of Agency <b>CO3</b> Understand Indian Companies Act 1956 <b>CO4</b> Understand Consumer Protection Act – RTI <b>CO5</b> Understand Cyber law
Part - IV	<b>SEC-2: Managerial Skill Development</b>	FSBA21	1	2	On completion of this course, students will <b>CO1</b> Identify the personal qualities that are needed to sustain in the world of work. <b>CO2</b> Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. <b>CO3</b> Acquire practical management skills that are of immediate use in management or leadership positions. <b>CO4</b> Employ critical-thinking and analytical skills to investigate complex business problems to propose

					<p>viable solutions.</p> <p><b>CO5</b> Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.</p>
	<b>SEC-3: Business Etiquette and Corporate Grooming</b>	FSBA22	1	2	<p>On completion of this course, students will</p> <p><b>CO1</b> Describe basic concepts of business etiquette and corporate grooming.</p> <p><b>CO2</b> Outline the etiquette and grooming standards followed in business environment and the significance of communication</p> <p><b>CO3</b> Create cultural awareness and moral practices in real life workplace scenarios</p> <p><b>CO4</b> Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success</p> <p><b>CO5</b> Apply the professionalism in the workplace considering diversity and courtesy</p>
	Naan Mudhalvan-: <b>Office Management</b>		2	2	<p>On completion of this course, students will</p> <p><b>CO1</b> Understand the concept of office and qualities of manager</p> <p><b>CO2</b> Analyse the office environment</p> <p><b>CO3</b> Develop the skills of mail handling.</p> <p><b>CO4</b> Organization office form</p> <p><b>CO5</b> Describe Office appliance</p>
<b>Semester – III                      B.B.A</b>					
Part - III	Core Paper–V: <b>Marketing Management</b>	EMBA31	5	4	<p>On Completion of the course the students</p> <p><b>CO1</b> List and identify the core concepts of Marketing and its mix.</p> <p><b>CO2</b> Sketch the market segmentation, nature of product</p> <p><b>CO3</b> Analyze the appropriate pricing methods</p> <p><b>CO4</b> Determine the importance of various channels of distribution</p> <p><b>CO5</b> Assess the applications of digital marketing</p>
	Core Paper–VI: <b>Financial Management</b>	EMBA32	5	4	<p>On Completion of this course, the students</p> <p><b>CO1</b> Understand the basics of finance and roles of finance manager</p> <p><b>CO2</b> Evaluate Capital structure</p> <p><b>CO3</b> Evaluate Cost of capital</p> <p><b>CO4</b> Assessing Capital budgeting</p> <p><b>CO5</b> Appraise Working Capital</p>
	Elective –III:	EEBA31	3	4	On Completion of the course the students

	<b>Business Statistics</b>				<b>CO1</b> Apply the Statistical Data <b>CO2</b> Understanding the Measures of Central Tendency in business <b>CO3</b> Analyze Measures of Variation <b>CO4</b> Understand Simple Correlation <b>CO5</b> Testing of hypothesis
Part - IV	<b>SEC- 4: Computer Applications in Business</b>	ESBA31	1	2	On completion of this course, students will <b>CO1</b> Demonstrate hands on experience with M s-word for business activities <b>CO2</b> Demonstrate hands on experience with Ms-Excel for business activities <b>CO3</b> Demonstrate hands on experience with Ms-power point for business activities <b>CO4</b> Design a simple database and manage the data in table <b>CO5</b> Demonstrate hands on experience with Google forms
	Naan Mudhalvan <b>*Substitute Paper: New Venture Management</b>		2	2	On completion of this course, students will <b>CO1</b> Understand the concept of entrepreneurship and skill sets of an entrepreneur. <b>CO2</b> Assess new venture opportunities & analyze strategic choices in relation to new ventures <b>CO3</b> Develop a credible business plan for real life situations. <b>CO4</b> Coordinate a team to develop and launch and manage the new venture through the effective leadership <b>CO5</b> Evaluate different sources for financing new venture
	<b>Environmental Studies</b>		2	2	
<b>Semester – IV                      B. B.A</b>					
Part - III	<b>Core Paper-VII: Business Environment</b>	EMBA41	5	4	On completion of this course, students <b>CO1</b> Understand the concepts of Business Environment. <b>CO2</b> Apply knowledge in the business and strategic decisions. <b>CO3</b> Analyze the importance of business in various social groups. <b>CO4</b> Evaluate the types of economic environment and its impact on business. <b>CO5</b> Construct and assess the environment for real time business
	<b>Core Paper– VIII: Human Resource Management</b>	EMBA42	5	4	Outcomes On Completion of the course the students <b>CO1</b> Explain the concepts, functions and process of HRM <b>CO2</b> Examine the selection and placement process <b>CO3</b> Evaluate the training and performance appraisal <b>CO4</b> Understand the employee engagement and compensation <b>CO5</b> Understand the recent trends in HR

Part - IV	Elective Paper –IV: <b>Operations Research</b>	EEBA41	3	4	On Completion of the course the students <b>CO1</b> Analyse Linear Programming <b>CO2</b> Analyse Transportation problem <b>CO3</b> Analyse Assignment problem <b>CO4</b> Analyse Network models <b>CO5</b> Analyse Game Theory and Decision Theory
	SEC -5 :Tally <b>(Practical Subject)</b>	ESBAP1	2	2	On completion of this course, students will <b>CO1</b> To understand about the basic accounting and Tally ERP 9 <b>CO2</b> Identify the maintained of Ledger and inventory system <b>CO3</b> Creation of various vouchers and bill wise details <b>CO4</b> Understand various taxes returns and filing <b>CO5</b> Relate and infer various reports generated in Tally
	Naan Mudhalvan <b>*Substitute Paper: Intellectual Property Rights</b>		2	2	Outcomes On completion of this course, students will <b>CO1</b> Imbibe the knowledge of IPR through various laws <b>CO2</b> Apply the knowledge of patents <b>CO3</b> Understand the process of acquiring a trademark <b>CO4</b> Create an awareness about copyrights <b>CO5</b> Understand geographical indicators
	<b>Value Based Education</b>	EVBE41	2	2	
<b>Semester – V                      B. B.A</b>					
Part - III	Core Course -9: <b>Management Accounting</b>	CMBA51	4	4	<b>CO1</b> Understand concepts of Management accounting and differentiate between various types of Accounting. <b>CO2</b> Compare common size and comparative financial statements of different periods <b>CO3</b> Discuss importance and limitation of Fund flow and Cash Flow statements and create them for accounting purpose. <b>CO 4</b> Apply Standard costing technique for controlling cost. <b>CO 5</b> Describe and Analyze relationships between cost, volume and profit for achieving breakeven point and profit maximization.
	Core Course -10: <b>Research methodology</b>	CMBA52	4	4	<b>CO1</b> Gain the Knowledge & understanding of concept / fundamentals for different types of research. <b>CO2</b> Applying relevant research techniques. <b>CO3</b> Evaluating relevant data collection techniques and displaying of data collected <b>CO4</b> Classifying different techniques of sampling.

					<b>CO5</b> Applying Interpretation and prepare research report.
	Core Course -11: <b>Production and Operations management</b>	CMBA53	4	4	<b>CO1</b> Develop an understanding of the role of production manager and also select a suitable production system. <b>CO2</b> Analyse and decide a good location for the plant and its layout. <b>CO3</b> Demonstrate efficient planning and control of production activities <b>CO4</b> Analyze and apply skills in operations function to improve plant maintenance. <b>CO5</b> Develop strategies to ensure high quality products are manufactured and distributed
	Core Course-12: <b>Banking and Insurance</b>	CMBA54	4	4	<b>CO1</b> Understand the concept of indian banking system and its recent trends <b>CO2</b> Understand the functioning of Reserve Bank of India and overall working of commercial banking of India. <b>CO3</b> Utilize effectively the recent trends in banking to run business successfully. <b>CO4</b> Understand various principle provision that govern the Life insurance Contracts understand various principles, provision that govern the Life General Insurance Contracts. <b>CO5</b> Distinguish between life insurance and general insurance.
	Major Elective -1: <b>Retail Management</b>	CEBA51	4	4	<b>CO1</b> Clarify the concept and related terms in retailing. <b>CO2</b> Comprehend the ways retailers use marketing tools and techniques to interact with their customers. <b>CO3</b> Understand various formats of retail in the industry. <b>CO4</b> Recognize and understand the operations-oriented policies, methods, and procedures <b>CO5</b> Understand how to create a shopping experience that builds customer
Part - IV	Major Elective -11: <b>(Practical) Effective Employability Skills-I</b>	CSBA51	4	2	<b>CO1</b> Help students explore their values and career choices through individual skill assessments. <b>CO2</b> Make realistic employment choices and to identify the steps necessary to achieve a goal. <b>CO3</b> Explore and practice basic communication skills <b>CO4</b> Learn skills for discussing and resolving problems on the work site <b>CO5</b> Assess and improve personal grooming
	<b>Skill based Subject Common Personality Development</b>	CCSB51	2	2	
<b>Semester – VI B. B.A</b>					
	Core Course -13: <b>Financial management</b>	CMBA61	4	4	<b>CO1</b> Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises. <b>CO2</b> Develop knowledge on leverage and cost of capital enabling to arrange funds at minimum cost. <b>CO3</b> Determine and maintain optimal working capital.

					<p><b>CO4</b> Apply modern techniques in capital budgeting analysis.</p> <p><b>CO5</b> Assess the capital structure of the organization and evaluate the profitability condition</p>
	Core Course -14: <b>Strategic Management</b>	CMBA62	4	4	<p><b>CO1</b> Understand growing importance of strategies in uncertain business environment.</p> <p><b>CO2</b> Understand the basic concept of business strategy</p> <p><b>CO3</b> Identify and evaluate different alternative strategies for effective decision making</p> <p><b>CO4</b> Analyze strategy implementation alternatives for effective decision making</p> <p><b>CO5</b> Illustrate the strategic requirements and correlation between business plans with strategic plans</p>
	Core Course -15: <b>Entrepreneurship Development</b>	CMBA63	4	4	<p><b>CO1</b> List the characteristics of an entrepreneur, entrepreneur as well their role in the economic development of the country</p> <p><b>CO2</b> Explain the entrepreneurial environmental factors</p> <p><b>CO3</b> Design business plan</p> <p><b>CO4</b> Raise funds and avail assistance through various funding and support agencies for their finance</p> <p><b>CO5</b> Identify the factors influencing rise of small and medium enterprises.</p>
	Major Elective -III: <b>Financial Services</b>	CEBA62	4	4	<p><b>CO1</b> Understand the functioning of the financial system &amp; Financial services</p> <p><b>CO2</b> Apply critical, analytical and integrative thinking while understanding the functioning for the Leasing</p> <p><b>CO3</b> Utilise factoring, forfaiting and leasing services for their enterprises.</p> <p><b>CO4</b> Assess and make wise investments in mutual funds and also get their credit worthiness evaluated for obtaining borrowings/investments.</p> <p><b>CO5</b> Develop a critical, analytical and integrative thinking of the role played by the regulators in the smooth functioning of the markets.</p>
	Major Elective -IV: <b>(Practical) Effective Employability Skills-I</b>	CSBA61	4		<p><b>CO1</b> Help students explore their values and career choices through individual skill assessments</p> <p><b>CO2</b> Make realistic employment choices and to identify the steps necessary to achieve a goal</p> <p><b>CO3</b> Explore and practice basic communication skills</p> <p><b>CO4</b> Learn skills for discussing and resolving problems on the work site</p> <p><b>CO5</b> Assess and improve personal grooming</p>
	<b>Major Project</b>	CMBA6P	10	5	