

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **Programme Specific Outcomes (PSOs)**

**PSO.1** - To provide knowledge regarding the basic concepts, principles and functions of management and Business Resources.

**PSO.2** - Apply the skill gained to use various modern technologies to overcome various communication barriers.

**PSO.3** - To create conceptual awareness about economics function in an organization.

**PSO. 4** - Apply the knowledge gained on developing and executing various recruitment and training methods and understanding legal environment to successfully build an efficient human resource.

**PSO.5** - To equip the students with knowledge related to qualitative and quantitative techniques for critical thinking and problem solving.

**PSO.6** - Apply knowledge gained in materials management, and quality management to successfully run various manufacturing units.

**PSO.7** - To provide practical industrial exposure to the students to hone their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.

**PSO.8** - Explain the core concepts of marketing and the goals of the Marketing function. Analyze the environment and recommend appropriate Segmentation, Targeting and Positioning Strategy for a product and analyze the buying behavior of a given target market segment.

**PSO.9** - Apply basic legal knowledge related to formation and incorporation of companies. Communicate effectively the procedure of capital formation in company. Understand the documentation of company like memorandum of association, articles of association and prospectus.

**PSO.10** - Inculcate proper understanding on accounting branches and taking analytical business decisions.

**SEMESTER 1****Core Course: BA1CRT01.PRINCIPLES AND METHODOLOGY OF MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Basic understanding about the philosophy of management. Conceptual clarity between administration and management. Background of management theories, Awareness about contributions of F.W.Taylor and Henry Fayol. Knowledge about the principles of management. Understanding about Management by Objectives.	Understand	<b>PSO.1</b>
2	Overview about planning function of management, Steps in planning. idea about coordination. Importance and need of decision making and difficulties of decision making.	Understand & Apply	<b>PSO.1</b>
3	Add the knowledge base of learner regarding organizing as a function of management. Understanding about different types of organizations, Meaning and importance of organizing and a clarity regarding authority, responsibility and accountability. Clear understanding between centralization and decentralization.	Understand	<b>PSO.1</b>
4	Conceptual understanding about staffing, Need and importance of directing and its elements.	Understand	<b>PSO.1</b>
5	General awareness about controlling and coordination. Idea about control process, budgetary and non- budgetary controls.	Understand	<b>PSO.1</b>

**Core Course: BA1CRT02: BUSINESS ACCOUNTING**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Providing an understanding on basic principles of Accounting Concepts, Conventions, Accounting Standards, Accounting Equation and Double Entry System.	Understand & Apply	<b>PSO 5&amp;10</b>
2	Develop an in-depth knowledge on Recording of Transactions, Preparation of Trial Balance, Subsidiary Books of Accounting and Bank Reconciliation Statement.	Understand & Apply	<b>PSO 5&amp;10</b>
3	Impart knowledge on Methods of Providing Depreciation, developing an understanding about Reserves and Provisions.	Understand & Apply	<b>PSO 5&amp;10</b>
4	Develop a clear understanding about the Final accounts of Sole Trader, Preparation of Manufacturing Account, Trading and Profit and Loss Account and Balance Sheet.	Understand & Apply	<b>PSO 5&amp;10</b>
5	Develop a thorough understanding about Recording of Bill Transactions.	Understand & Apply	<b>PSO 5&amp;10</b>

**Complementary Course: BA1CMT03: FUNDAMENTALS OF BUSINESS MATHEMATICS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Providing an understanding on modern theory of mathematics, concepts of set theory, operations on sets and Cartesian product of two sets.	Understand & Apply	<b>PSO 5</b>

2	Develop a clear understanding about number system, ratio, proportion and variance sequences, Arithmetic and Geometric progression.	Understand & Apply	<b>PSO 5</b>
3	Impart knowledge on permutations and combinations, logarithm, compound interest and depreciation.	Understand & Apply	<b>PSO 5</b>
4	Develop a clear understanding about matrices, matrix operations, determinant of a square matrix and rank of a matrix.	Understand & Apply	<b>PSO 5</b>
5	Develop a thorough understanding about the system of linear equations including inverse of square matrix, solution of system of linear equations using matrices. .	Understand & Apply	<b>PSO 5</b>

**Complementary Course: BA1CMT04 FUNDAMENTALS OF BUSINESS STATISTICS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Overview about statistics; Origin, Meaning, Scope and limitations of statistics. Conceptual understanding about statistical relationship with business and industry	Understand	<b>PSO. 5</b>
2	Practical knowledge about collection, classification and tabulation of statistical data. Pie diagrams. Graphic representation.	Understand & Apply	<b>PSO. 5</b>
3	In-depth understanding about measures of Mean, Median and Mode. Measures of dispersion- standard deviation. Coefficient of variation.	Understand & Apply	<b>PSO. 5</b>
4	Able to calculate various measures of Karl Pearson's Correlation, Rank correlation, Computations. Uses, Regression equations - Forecasting.	Understand & Apply	<b>PSO. 5</b>

5	Application-level understanding about Components of time series - Definition, Computation of Trend. Computation of seasonal variation (Simple average method only)	Understand & Apply	<b>PSO. 5</b>
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## SEMESTER II

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Awareness about fundamentals of cost accounting. Conceptual understanding about basic terminologies used in cost accounting such as cost unit, different types of cost centers. Able to differentiate financial accounting and cost accounting and Preparation of cost sheet.	Understand	<b>PSO 5&amp;10</b>
2	Recognize the material purchase procedure and about the inventory control techniques through cost accounting. Clarity about stores control. Application of different pricing strategies of issue of materials – FIFO, LIFO, simple average and weighted average. Understanding of labour cost and labour turn over and application of methods of wage payment.	Understand & Apply	<b>PSO 5&amp;10</b>
3	Learn about overhead in costing and accounting treatment of overhead. Able to classify overheads. Practical idea about allocation, apportionment and absorption in treating overheads.	Understand & Apply	<b>PSO 5&amp;10</b>
4	Overview about management accounting. Conceptual clarity among management accounting, financial accounting and cost accounting. Idea about budgetary control and classification of budgets.	Understand	<b>PSO 5&amp;10</b>
5	Able to do Cost-Volume-Profit analysis, analysis of material and labour variances.	Understand & Apply	<b>PSO 5&amp;10</b>

**Core Course: BA2CRT07: BUSINESS COMMUNICATION**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	To create awareness about barriers of communication and how to overcome those barriers through practical exercises in communication.	Understand and apply	<b>PSO2</b>
2	To provide knowledge on various channels of communication and how to select apt means of communication.	Understand and apply.	<b>PSO2</b>
3	To understand the importance of effective listening and what are the barriers to effective listening. To develop proper listening skills.	Understand and apply.	<b>PSO2</b>
4	How to write appropriate business letter with special focus on imparting information on various etiquette for writing business letters.	Understand and apply	<b>PSO2</b>
5	Learn how to communicate efficiently and effectively using modern technologies.	Understand & apply	<b>PSO2</b>

**Complementary Course: BA2CMT08: MATHEMATICS FOR MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	To capture knowledge about Cartesian coordinate system, length of line segment, section formulae, area of a triangle and collinearity points.	Understand & Apply	<b>PSO. 5</b>
2	Develop a clear understanding about gradient of a straight line, different equations of straight line, parallelism and perpendicularity and concurrency of three lines.	Understand & Apply	<b>PSO .5</b>
3	Acquire insight about arithmetic progression and sum of the series in AP.	Understand & Apply	<b>PSO .5</b>

4	To understand about geometric progression and sum of series in GP	Understand & Apply	<b>PSO .5</b>
5	Learn about the calculation of interests and discounts, present value and annuities, computing present value of money, computing present value of annuities.	Understand & Apply	<b>PSO. 5</b>

**Complementary Course: BA2CMT09: STATISTICS FOR MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Basic idea about probability, In-depth idea about different theories of probability including Addition theorem, Multiplication theorem, conditional probability and Baye's Theorem.	Understand	<b>PSO. 5</b>
2	In-depth understanding about Random variables, Discrete and continuous random variables (Definition), Binomial, Poisson and Normal Distributions- Definition-Mean and variance.	Understand & Apply	<b>PSO. 5</b>
3	Familiarize with Methods of sampling, Statistics and Parameters. Sampling distribution, standard error and central limit theorem.	Understand & Apply	<b>PSO. 5</b>
4	Application-level understanding about Introduction, procedure of testing Hypothesis, Test of significance for attributes and Test of significance for mean.	Understand & Apply	<b>PSO. 5</b>
5	Practical knowledge about chi-square test of goodness of fit, chi-square test of independence. Uses, limitations.	Understand & Apply	<b>PSO. 5</b>

### SEMESTER III

#### Core Course: BA3CRT11 HUMAN RESOURCE MANAGEMENT

Course Outcome No:	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	To understand the concepts personnel management and manpower planning.	Understand	PSO4
2	Learn how to execute Recruitment and selection of employees. Gain knowledge on developing and executing various training methods. How to carry out executive development process effectively and the methods to be utilized for training.	Understand and apply	PSO4
3	To impart knowledge pertaining to performance appraisal and how to carry out performance appraisal efficiently. To understand the basis of promotion. To understand the steps in effective career planning and Development.	Understand and apply	PSO4
4	Gain knowledge on various methods used to carry out job analysis, job design and job evaluations. To understand the concepts of compensation management, factors affecting wage policies.	Understand and apply.	PSO4
5	Learn how to draft charge sheets. To understand the concepts of ESI, PF, Gratuity, Pension and Bonus Records.	Understand and apply.	PSO4

**Core Course: BA3CRT12: MARKETING MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Enables students to understand the concept of Marketing, Approaches to Marketing, Core concepts of Marketing, Process & Functions of Marketing. Understand the importance of marketing environment. Learn concepts related to consumer behaviour, Market segmentation and Marketing Plan.	Understand	<b>PSO. 8</b> <b>PSO. 3</b>
2	Develop an awareness about Marketing Mix (4Ps). Good understanding about product from the point of marketing; classification of products, concept of product mix and product life cycle, new product development etc. Develop an idea about branding, packaging and labelling.	Understand	<b>PSO. 8</b> <b>PSO. 3</b>
3	Impart knowledge in the area of pricing strategies under marketing. Overview about various pricing methods and factors affecting pricing decision. Awareness about Market Structure. Knowledge about various channels of distribution, functions of intermediaries, types of retailing and direct marketing.	Understand	<b>PSO. 8</b> <b>PSO. 3</b>
4	Develop a clear understanding about Advertising objectives and functions - types of advertising - personal selling and direct marketing	Understand	<b>PSO. 8</b> <b>PSO. 3</b>
5	Develop a thorough understanding about the basic concepts of Marketing Research, Research Process, Marketing risk and Marketing Audit.	Understand & Apply	<b>PSO. 8</b> <b>PSO. 3</b>

**Core Course: BA3CRT13: RESEARCH METHODOLOGY**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Providing an understanding about the Research methodology- meaning. Objectives and significance. Develop a clear understanding on Research process- different steps, criteria for good research and Types of research.	Understand	<b>PSO. 5</b>
2	Develop an awareness about Selection of research problem and sources After learning the course, the student should be aware of technique involved in defining a problem.	Understand	<b>PSO. 5</b>
3	Procure knowledge with regard to Research design. Develop a thorough understanding about elements of Sampling design and criteria of selecting a sampling procedure.	Understand	<b>PSO. 5</b>
4	Awareness about primary and secondary data. Learn about types of primary data, advantages, disadvantages-methods of collecting primary data. Detailed idea about Secondary data-meaning, advantages and disadvantages-sources.	Understand	<b>PSO. 5</b>
5	Develop a thorough understanding about the basic concepts of Interpretation, and layout of research reports.	Understand & Apply	<b>PSO. 5</b>

**Core Course: BA3CMT14: BUSINESS LAWS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Familiarize with the origin and evolution of Law of Contract, In-depth understanding about Indian Contract Act, 1872. Conceptual Clarity about basic terminologies in Indian Contract Act, 1872.	Understand	<b>PSO 4</b>
2	Clarity about the legal aspects of contract of indemnity and guarantee as per the Indian Contract Act, 1872.	Understand	<b>PSO 4</b>

3	Overview about the legal aspects of bailment, finder of lost goods, and pledge as per the Indian Contract Act, 1872.	Understand	<b>PSO 4</b>
4	Knowledge about the Law of Agency - essentials, kinds of agents, rights and duties of agent and principal, creation of agency, termination of agency, sub agents and substituted agents and their relationship with the principal under Indian Contract Act, 1872 .	Understand	<b>PSO 4</b>
5	Acquaint about Sale of Goods Act of 1930. Detailed understanding about the essentials of contract of sale of goods, classification of goods as per the act. Conceptual clarity between condition and warranties and transfer of property in goods. Awareness about the rights of different parties in contract of sale of goods.	Understand	<b>PSO 4</b>

**Core Course: BA3PRP15 PERSONALITY DEVELOPMENT AND MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Minor project enhances practical knowledge about organization. Understand the basics of research. Gain knowledge on how to work and coordinate research in group.	Understand and apply	<b>PSO7</b>

**SEMESTER IV**

**Core Course:BA4CRT16: FINANCIAL MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Comprehend the concept of financial management. Know the nature, scope and objectives of financial management. Appreciate the role of financial manager. Clarity about the profit maximization Vs. wealth maximization goal.	Understand	<b>PSO 5&amp;10</b>
2	Learner will be able to identify the sources of finance in a typical large-scale industry. Comprehend the difference between finance risk and business risk.	Understand	<b>PSO 5&amp;10</b>
3	Comprehend the concept of working capital, determinants, cash and receivables management.	Understand & Apply	<b>PSO 5&amp;10</b>
4	Learner will be able to explain the concept of capital structure and identify optimum capital structure. Knowledge about leverage and its type. Learner will be able to explain and analysis capital budgeting in financial management by applying different capital budgeting techniques; both traditional and modern.	Understand & Apply	<b>PSO 5&amp;10</b>

5	Detailed understanding about the dividend decision under financial management and the relevant theories. Awareness about the dividend practice in India.	Understand	<b>PSO 5&amp;10</b>
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**Core Course: BA4CRT17: MANAGERIAL ECONOMICS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Know the nature, scope and objectives of managerial economics. Understand the difference between managerial economics and pure economics.	Understand	<b>PSO1 &amp; 3</b>
2	Overall awareness about business cycles. Understand about economic systems and functions of banking.	Understand & Apply	<b>PSO.3</b>
3	Learner will be able to explain and apply demand analysis. Conceptual understanding about law of demand.	Understand & Apply	<b>PSO.3</b>
4	Clear cut idea about production function. Knowledge about law of diminishing returns, economies of scale. Detailed knowledge about pricing theories and practice about pricing policy.	Understand & Apply	<b>PSO.3</b>
5	Awareness about market structure, perfect competition. Knowledge about monopoly, monopolistic competition and oligopoly.	Understand	<b>PSO.3</b>

**Core Course: BA4CRT18: ENTREPRENEURSHIP**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understanding basic concepts in entrepreneurship, Role of Entrepreneur in Economic Development in India.	Understand	<b>PSO1</b>

2	To create awareness about Entrepreneurial Development Programmes and the institutions conducting EDPs in India and Kerala.	Understand and apply	<b>PSO7</b>
3	To impart knowledge on project identification and selection. To provide knowledge on various project financing enterprises. To understand legal requirements for establishment of a new unit.	Understand and apply	<b>PSO7</b>
4	To identify various opportunities in Small Business. To understand formalities for setting up of a Small Business Enterprise.	Understand and apply	<b>PSO7</b>
5	To understand project formulation. To impart knowledge on guidelines to be followed in formulating a project report. Understanding how to formulate project reports.	Understand & apply	<b>PSO7</b>

**Complementary Course:BA4CMT19 BASIC INFORMATICS FOR MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understand the basics of Excel. To learn various formatting techniques in Excel.	Understand & apply	<b>PSO5</b>
2	How to create formulae. To impart knowledge on how to work with different addressing modes and different functions.	Understand & apply	<b>PSO5</b>
3	The learner will be able to understand the features of computerized accounting and the basic and advanced features of Tally.	Understand	<b>PSO 2 ,7 &amp;10</b>
4	The learner will be able to identify the key components of Tally, create a company profile, define various fields, determine the valid inputs, understand F11: Features, F12: Configure, create ledgers and record accounting transactions using Accounting Vouchers.	Understand & Apply	<b>PSO 2 ,7 &amp;10</b>

5	The learner will be able to generate and print accounting records and statement of accounts.	Understand & Apply	PSO 2,7 &10
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### Complementary Course: BA4CMT20: CORPORATE LAWS

Course Outcome No:	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Procure knowledge with regard to Formation and incorporation of a company, characteristics and types of Companies, Conceptual Clarity about Promoters, Memorandum of association, articles of association, doctrine of ultra vires, doctrine of constructive notice, indoor management, prospectus and statement in lieu of prospectus.	Understand & Apply	PSO. 9, PSO. 7
2	Knowledge about Qualification and appointment of directors, powers, duties and liabilities of Directors, kinds of company meetings, requisites of a valid meeting.	Understand	PSO. 9, PSO. 7
3	Familiarize with winding up procedures of Company understand the laws related with winding up.	Understand	PSO. 9, PSO. 7
4	Knowledge about Nature and types of partnership, partnership deed rights and liabilities of Partners, relations of partners to one another and to third parties, incoming and outgoing partners- Retirement- Registration and dissolution of partnership.	Understand	PSO. 9, PSO. 7
5	Awareness about social issues related to environment and Environment Protection Act, Air- water and sound pollution and pollution control measures.	Understand	PSO. 9, PSO. 7

### SEMESTER V

#### Core Course: BA5CRT21: ORGANISATIONAL BEHAVIOUR

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Know the nature, scope and objectives of organization. Understand the various theories of organizational behavior, knowledge about the need and importance of organizational behavior.	Understand	<b>PSO.1</b>
2	Overall awareness about personality types and perception. Understand about learning styles and the learning process.	Understand & Apply	<b>PSO.2</b>
3	Learner will be able to explain and apply motivation theories. Conceptual understanding about group dynamics. Knowledge about conflict management.	Understand & Apply	<b>PSO.1</b>
4	In-depth idea about leadership- meaning, importance, detailed knowledge about leadership styles. Understand the difference between manager and leader. Clear idea about power and sources of power.	Understand & Apply	<b>PSO.1</b>
5	Detailed understanding about organizational structure and design. Conceptual evaluation about organizational climate. Knowledge about organizational development and organizational culture. Understand organizational change and knowledge about current trends in organizational behavior.	Understand	<b>PSO.1</b>

**Open Course: BA5OPT22: BRAND MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understanding various types of products and brands. To impart knowledge about branding process.	Understand and apply	<b>PSO8</b>
2	Demonstrate knowledge on promoting brand. Knowledge on brand identity and how to protect brand name.	Understand and apply.	<b>PSO8</b>

3	Understand concepts like logo, logo designing. To provide knowledge on relevance of Tagline.	Understand and apply	<b>PSO8</b>
4	Learner's gain knowledge on brand positioning, brand equity. Gain knowledge and skills on how to measure brand equity.	Understand and apply.	<b>PSO8</b>
5	To understand concepts of Brand extension, Brand licensing, Co-branding.	Understand and apply	<b>PSO8</b>

**Core Course: BA5CRT23: ENVIRONMENT SCIENCE AND HUMAN RIGHTS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Awareness about various natural resources. Outline about eco-system.	Understand	<b>PSO. 1 &amp;7</b>
2	Recognize the importance of conservation of bio-diversity. Brief idea about disaster management. Awareness about social issues and various Environment Protection Acts.	Understand	<b>PSO.3</b>
3	Overall idea about recent developments in business associated with environment management.	Understand & Apply	<b>PSO.7</b>
4	General Awareness about green entrepreneurship.	Understand & Apply	<b>PSO.1</b>
5	General understanding about human rights in universal context and in Indian context. Knowledge about the contributions of United Nations towards Human Rights.	Understand & Apply	<b>PSO.1&amp;7</b>

**Complementary Course: BA5CMT24: INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	To enable the learner to appreciate the concepts of patent and trademark protection.	Understand	<b>PSO 4</b>
2	To understand the various legal provisions in the Factories Act.	Understand	<b>PSO 4</b>
3	To understand the various legal provisions in the Industrial Disputes Act, understanding the machinery for the prevention and settlement of disputes.	Understand	<b>PSO 4</b>
4	To understand the various legal provisions in the ESI Act and the benefits offered by the Act.	Understand	<b>PSO 4</b>
5	To understand the various legal provisions in the Consumer Protection Act, consumer disputes redressal agencies and the procedure for filing complaints.	Understand	<b>PSO 4</b>

**Core Course: BA5CRT25 OPERATION MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	To gain knowledge on various production systems.	Understand	<b>PSO6</b>
2	To gain knowledge on production planning and control methods.	Understand and apply	<b>PSO6</b>
3	To gain professional skills pertaining to materials management. To understand ways in which inventory management is carried out in manufacturing units.	Understand and apply	<b>PSO6</b>
4	To understand fundamentals of work study and motion study. To provide knowledge on factors influencing plant layout.	Understand and apply	<b>PSO6</b>
5	To understand the importance of quality control in a manufacturing unit.	Understand & apply	<b>PSO6</b>

**Core Course: BA5CRT26: INDUSTRIAL RELATIONS**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Familiarize with the origin and evolution of Industrial relations and Industrial labour in India, An overview of industrial growth-Private and Public Sector Employment trends and Industrial Labour force.	Understand	<b>PSO. 9, PSO. 4</b>
2	Overview about the Workers Organization, Role of Trade Union in Industries. Knowledge about the Employers Organization and Recognition of trade Unions.	Understand	<b>PSO. 9 PSO. 4</b>
3	To impart an idea about Industrial Unrest. Basic understanding about the philosophy of techniques and procedures relating to goslow-work, stoppage, gherao, retrenchment and lay	Understand	<b>PSO. 9 PSO. 4</b>

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4	Sound idea about Settlement of Industrial Disputes. Understand the concept of state labour policy and intervention-ILO Statutory Measures.	Understand	<b>PSO. 9 PSO. 4</b>
5	In-depth understanding about works participation in management, works education and workers welfare measures.	Understand	<b>PSO. 9 PSO. 4</b>

## SEMESTER VI

### Optional Course: BA6OCT27: INVESTMENT AND INSURANCE MANAGEMENT

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Awareness about the concept of and differentiation between investment, speculation and gambling. Understanding about the different types of risk.	Understand	<b>PSO 1 &amp; 7</b>
2	Understanding about the classifications of financial markets and various financial instruments used in these financial markets. Awareness about the structure of financial markets in India. Awareness about primary market. Brief idea about market securities.	Understand	<b>PSO 1 &amp; 7</b>
3	Understanding about the role of RBI and SEBI in Indian financial system. Learner shall be equipped with the functioning of secondary market in India.	Understand	<b>PSO 1 &amp; 7</b>
4	Understanding about alternative forms of investments, kinds of life insurance policies and the procedure for taking policies.	Understand	<b>PSO 1 &amp; 7</b>
5	General idea about types of insurance, role of IRDAits functions.	Understand	<b>PSO 1 &amp; 7</b>

**Optional Course:BA6OCT28. ADVERTISING AND SALESMANSHIP**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Overview about Advertising objectives. Types of Advertising Newspaper, Magazines, Journals. Outdoor Ads, Theatre Ads. Radio, TV Advertisement. Product placement.	Understand	<b>PSO. 7 PSO. 8</b>
2	Detailed understanding about Ad Agencies Its Types and functions. Ethics in Advertisement, Advertisement Budget	Understand	<b>PSO. 7 PSO. 8</b>
3	Overall idea about Element of Advertisement copy Writing. Advertisement lay out, Proof reading, Typography, Lithography. Use of Symbols, Slogans Caption Catch Phrase.	Understand	<b>PSO. 7 PSO. 8</b>
4	Knowledge about Salesmanship, Importance of Salesman, Steps in selling. Direct Marketing, retailers and wholesalers.	Understand	<b>PSO. 7 PSO. 8</b>
5	Awareness about the Knowledge, Skills and Qualities required in salesmanship. Training and supervising the salesman, Motivating the salesman perks, ommission, incentives, remuneration, awards and rewards.	Understand	<b>PSO. 7 PSO. 8</b>

**Core Course: BA6CRT29 STRATEGIC MANAGEMENT**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Overview about Strategic Management; Concept of Corporate Strategy, Strategic Management Process, The 7-S Framework, Corporate Policy and Planning in India.	Understand	<b>PSO. 1 PSO. 7</b>
2	Conceptual clarity about Environmental Scanning, Industry Analysis, The synthesis of ExternalFactors, External Factors Analysis Summary (EFAS), Internal Scanning,	Understand	<b>PSO. 1 PSO. 7</b>

	Value Chain Analysis, Synthesis of Internal Factors, Internal Factors Analysis Summary (IFAS)		
3	In-depth understanding about Strategy Formulation, Strategic Factors Analysis Summary (SFAS), Business Strategy, Corporate Strategy, Functional Strategy and Strategic Choice.	Understand	<b>PSO. 1</b> <b>PSO. 7</b>
4	Sound idea about Strategy Implementation, Organization Structure, Corporate Culture, Diversification, Mergers and Acquisitions, Turnaround strategies and Portfolio strategy	Understand	<b>PSO. 1</b> <b>PSO. 7</b>
5	Basic understanding about Evaluation and control of strategies, strategic control, standard, benchmarking, cost benefit analysis, performance gap analysis, responsibility centres, Other Strategic Issues, Small and Medium Enterprises, Non- Profit Organizations.	Understand	<b>PSO. 1</b> <b>PSO. 7</b>

**Core Course:BA6CRT30: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT**

**Instructional Hours: 90**

**Credit:4**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Know the characteristics and parts of good speech and presentation.	Understand & Apply	<b>PSO2</b>
2	Overall awareness about crafting messages for electronic media. Awareness about creating blogs.	Understand & Apply	<b>PSO2</b>
3	Learner will be able to explain and apply writing skills, guidelines for resume. Understanding the interviewing process.	Understand & Apply	PSO.2

4	To understand the importance of group discussion. Gain knowledge on how to communicate effectively in group discussion.	Understand and apply	<b>PSO2</b>
5	To learn audio-video recording. To develop interpersonal skills through dialogue sessions.	Understand&apply	<b>PSO2</b>

**Core Course: BA6PRP31 Management Project**

**Instructional Hours:90**

**Credit: 4**

<b>Course Outcome No:</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Bridge gap between theory and practice. Learn how to carryout business research. Improve interpersonal skills. An opportunity to utilize the technical and professional skills imbibed during the course.	Understand and apply	<b>PSO7</b>

