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*Programme Specific Outcomes (PSO) and Course Outcomes (CO)*

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**Department Name : BUSINESS ADMINISTRATION**

**Programme Name : BACHELOR of BUSINESS ADMINISTRATION**

**Programme Specific Outcomes (PSO)**

**PSO 1: BUSINESS KNOWLEDGE:** Acquire and Demonstrate Analytical and Decision making skills within various functional areas of Management and Allied Disciplines.

**PSO 2: CRITICAL THINKING:** Demonstrate critical thinking and analysis skills that solve business problems, create, manage innovation and entrepreneurship in a real-world context.

**PSO 3: COMMUNICATION:** Demonstrate effective communication through the delivery of written and oral presentations.

**PSO 4: TECHNOLOGY:** Specify the role of technology as a strategy for competitive advantage in business.

**PSO 5: ETHICS:** Exhibit ability to lead ethically.

**PSO 6: SKILL DEVELOPMENT:** Validate leadership, organizing and other specific skills leading to employability and allowing them to contribute to society at large.

**Course Outcomes (CO)**

<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>
UCE2201	English I: English for Undergraduates	<b>CO1:</b> Identify the speech sounds of English and articulate them correctly <b>CO2:</b> Use appropriate words and expressions in their speech and writing <b>CO3:</b> Demonstrate their awareness of correct usage of English grammar in writing and speaking <b>CO4:</b> Revise and correct sentences <b>CO5:</b> Improve their reading comprehension of functional, fictional and non-fictional texts
UBB2201	Principles of Management	<b>CO1:</b> Identify core concepts of Management <b>CO2:</b> Describe the history of Management thoughts <b>CO3:</b> Discuss various functions of Management
		<b>CO4:</b> Examine the needs and types of business communication. <b>CO5:</b> Demonstrate the importance of ethics in business

UBB2202	Managerial Economics	<p><b>CO1:</b> Apply the knowledge about business environment in critical thinking and forward planning</p> <p><b>CO2:</b> Identify the regulating agencies and policy makers in business Environment</p> <p><b>CO3:</b> Be familiar with the concepts and scope of economic environment of business</p> <p><b>CO4:</b> Apply the knowledge about demand, production and market structure in day to day decision making</p> <p><b>CO5:</b> Frame strategies for economic development of business during the time of uncertainties.</p>
UBB2203	Fundamentals of Business Mathematics	<p><b>CO1:</b> Perform operations on sets and solve counting problems of sets using Venn diagrams and set theory</p> <p><b>CO2:</b> Solve practical problems of ratio, proportion and variation</p> <p><b>CO3:</b> Identify AP, GP and HP and their practical applications</p> <p><b>CO4:</b> Solve problems of permutation and combination</p> <p><b>CO5:</b> Calculate simple interest, compound interest, annuities and depreciation</p>
UBB2204	Fundamentals of Business Statistics	<p><b>CO1:</b> Create an awareness on collecting and organizing statistical data</p> <p><b>CO2:</b> Collect and present data objectively</p> <p><b>CO3:</b> Calculate measures of central tendency and dispersion</p> <p><b>CO4:</b> Identify the degree and nature of relationship between two variables</p> <p><b>CO5:</b> Interpret changes in economic phenomena over time</p>
UBB2205	Business Accounting	<p><b>CO1:</b> Construct a strong knowledge of financial accounting and its role in business</p> <p><b>CO2:</b> Make Journal, Ledger, Cashbook and Trial balance</p> <p><b>CO3:</b> Demonstrate depreciation computation using various methods and its treatment in books of accounts, as well as the treatment of bills of exchange in books of accounts and a contrast of bills of exchange and promissory notes</p> <p><b>CO4:</b> Prepare financial statements of a firm without adjustments and GST implication</p>

		<p><b>CO5:</b> Explore the treatment of various adjustments in the financial statements, as well as the impact of GST on the preparation of financial statements</p>
UCE2202	English II: Writing for Academic Purposes	<p><b>CO1:</b> Compose effective thesis statements, body paragraphs and conclusions</p> <p><b>CO2:</b> Paraphrase information from outside sources effectively and accurately</p> <p><b>CO3:</b> Summarize information from academic sources, distinguishing between main ideas and details</p> <p><b>CO4:</b> Apply the conventions of APA documentation</p> <p><b>CO5:</b> Write academic essays using appropriate shaping strategies</p>
UBB2206	Marketing Management	<p><b>CO1:</b> Identify core concepts of marketing and the role of marketing in business and society.</p> <p><b>CO2:</b> Compare the core theories of consumer behaviour in both consumer and organizational markets</p> <p><b>CO3:</b> Develop measurable product and pricing objectives and marketing strategies.</p> <p><b>CO4:</b> Design effective strategies in promotion and distribution and describe how they would be used in marketing arena.</p> <p><b>CO 5:</b> Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.</p>
UBB2207	Business Laws	<p><b>CO1:</b> Draft/create a contract which satisfies all the essential elements of a valid contract</p> <p><b>CO2:</b> Apply the legal principles behind performance and discharge of contract</p> <p><b>CO3:</b> Compare and evaluate the nature of special contracts like contract of indemnity, guarantee, pledge and bailment</p> <p><b>CO 4:</b> Develop competency in creating contract of agency</p>

		<p><b>CO 5:</b> Draft or create Contract of Sale and agreement to sell by applying the provisions of Sale of Goods Act</p>
UBB2208	Mathematics for Management	<p><b>CO1:</b> Apply distance formula.</p> <p><b>CO2:</b> Apply section formula.</p> <p><b>CO3:</b> Find the equation of straight lines.</p> <p><b>CO4:</b> Distinguish between parallel lines and perpendicular lines.</p> <p><b>CO5:</b> Differentiate functions.</p> <p><b>CO6:</b> Integrate functions.</p> <p><b>CO7:</b> Find the maxima and minima of functions.</p> <p><b>CO8:</b> Apply calculus in optimization in economics.</p> <p><b>CO9:</b> Study special functions used in commerce and business.</p>
UBB2209	Statistics for Research	<p><b>CO1:</b> Calculate probability by applying theoretical results</p> <p><b>CO2:</b> Analyze various probability and sampling distributions</p> <p><b>CO3:</b> Create awareness on case studies based on statistical tools</p> <p><b>CO4:</b> Apply various statistical testing procedures in real life problems which are helpful in forecasting and decision making</p> <p><b>CO5:</b> Create an application of testing tools in experiments based on data collection</p>
UBB2210	Entrepreneurial Development	<p><b>CO1:</b> Decide on an appropriate entrepreneurial model</p> <p><b>CO2:</b> Identify, develop and appraise new business opportunities</p> <p><b>CO3:</b> Create a feasible business plan</p> <p><b>CO4:</b> Raise capital to start-up</p> <p><b>CO5:</b> Develop strategies for turnaround management</p>

<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>
UBB2211	Informatics for Management	<p><b>CO1:</b> Summarize the concepts, structure and ethics of Management Information System</p> <p><b>CO2:</b> Discuss the System Design and Database Management in MIS</p> <p><b>CO3:</b> Design a spreadsheet using the basic features of a spreadsheet</p> <p><b>CO4:</b> Evaluate formulas and functions in Spreadsheet for Accounting, Statistical and Business purposes</p> <p><b>CO5:</b> Use Spreadsheet in business reporting to assist decision making</p>
UBB2212	Insurance for Business Process Services	<p><b>CO1:</b> Evaluate the concept of Risk, fundamentals of insurance and its terminologies</p> <p><b>CO2:</b> Analyse Life Insurance, its terminologies, Annuity and Group insurance</p> <p><b>CO3:</b> Evaluate Non-Life insurance concepts and its providers</p> <p><b>CO4:</b> Evaluate and differentiate various Health Insurance mechanisms and its procedures</p> <p><b>CO5:</b> Analyse and differentiate various retirement schemes and its procedures</p>
UBB2213	Corporate Laws	<p><b>CO1:</b> Apply the provisions of formation of company to incorporate a company under companies Act 2013</p> <p><b>CO2:</b> Draft MOA/ AOA of a company</p> <p><b>CO3:</b> Evaluate the compliance of legal rules relating to company management and the conduct of company meetings</p> <p><b>CO4:</b> Apply the different modes of winding up of a company</p> <p><b>CO5:</b> Create a partnership deed and differentiate partnerships and limited liability partnerships</p>
UBB2214	Cost & Management Accounting	<p><b>CO1:</b> Evaluate the theoretical underpinnings of Cost Accounting</p> <p><b>CO2:</b> Apply the different steps in the process of deriving at the cost of producing and evaluate the significance of a cost sheet</p> <p><b>CO3:</b> Apply the knowledge of Standard Costing and Management Accounting and its essential roles in business</p>

		<p><b>CO4:</b> Evaluate the Financial Statements using different tools leading to decision-making.</p> <p><b>CO5:</b> Evaluate and interpret Fund flow statement and Cash flow statement</p>
UBB2215	Business Research Methods	<p><b>CO1:</b> Develop research questions from a given business scenario</p> <p><b>CO2:</b> Choose an appropriate research design for the research question developed</p> <p><b>CO3:</b> Analyse the data using Excel and SPSS</p> <p><b>CO4:</b> Develop research tools for new product development, test marketing, segmentation of market and advertising</p> <p><b>CO 5:</b> Create research strategies for international marketing and analyze ethical issues in marketing research</p>
UBB2216	Banking for Business Process Services I	<p><b>CO1:</b> Evaluate functions, products in banking</p> <p><b>CO2:</b> Create various reports in banking</p> <p><b>CO3:</b> Apply provisions related to account opening and management</p> <p><b>CO4:</b> Apply the principles of retail wealth management and unsecured loan products</p> <p><b>CO5:</b> Apply the principles of Authorization and Risk reviews related to unsecured loan products</p>
UBB2217	Finance & Accounting for Business Process Services	<p><b>CO1:</b> Evaluate various BPS methodologies and their applications</p> <p><b>CO2:</b> Apply the different steps involved in purchasing and create documents in this regard</p> <p><b>CO3:</b> Evaluate Modules and usage of ERPs, and Data Security standards</p> <p><b>CO4:</b> Evaluate and differentiate various accounting practices related to payables, employee payment and vendor account management</p> <p><b>CO5:</b> Analyse and differentiate various accounting practices related to receivables, customer management and dispute handling</p>

UBB2218	Intellectual Property Rights and Industrial Laws	<p><b>CO1:</b> Develop the legal expertise to register a patent</p> <p><b>CO2:</b> Develop the legal expertise to register a trademark</p> <p><b>CO3:</b> Evaluate the protection given by the Factories Act to the workers</p> <p><b>CO4:</b> Apply provisions of Industrial Disputes Act to resolve industrial disputes</p> <p><b>CO5:</b> To execute/avail the benefits of ESI Act</p>
UBB2219	Human Resource Management & Industrial Relations	<p><b>CO1:</b> Initiate competitive practices in the functioning of HR department</p> <p><b>CO2:</b> Attract and procure and maintain talents</p> <p><b>CO3:</b> Design and appraise wage/incentive payment system</p> <p><b>CO4:</b> Develop strategies for human resource development</p> <p><b>CO5:</b> Apply the principles of industrial relations to maintain industrial democracy</p>
UBB2220	Financial Management	<p><b>CO1:</b> Explain the concept and role of financial management business management.</p> <p><b>CO2:</b> Identify the various sources of finance, and arrive at decisions in this regard for business firms.</p> <p><b>CO3:</b> Analyze and evaluate the factors which influence financing decisions of an organization.</p> <p><b>CO4:</b> Recognize and appraise the factors which influence capital structure related decision of an organization.</p> <p><b>CO5:</b> Interpret different concepts and theories related to dividend distribution in Indian context.</p>
UBB2221	Environmental Studies and Human Rights	<p><b>CO1:</b> Students are able to demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues and they will understand the basic concepts of natural resources</p> <p><b>CO2:</b> Knowledge of the various components of environment and the role of human beings in shaping the environment and critically appreciate the environmental concerns of today</p>

		<p><b>CO3:</b> To analyze the need of environmental management, business and sustainability, and energy management and also provides knowledge to take environmentally responsible business decisions</p> <p><b>CO4:</b> They develop a plan to counteract the overall impact of a human rights issue, whether local or global, understanding the core concepts.</p> <p><b>CO5:</b> They develop empathy and respect for human rights and their application in Indian context.</p>
UBB2222	Capital Markets for Business Process Services	<p><b>CO1:</b> Evaluate the concept and functions of Capital Markets and Financial Markets</p> <p><b>CO2:</b> Analyse Investment Banking and its terminologies</p> <p><b>CO3:</b> Evaluate Fund related concepts and its types</p> <p><b>CO4:</b> Analyse Risk and its management in capital market's context</p>
UBB2223	Organizational Behavior	<p><b>CO1:</b> Define Organizational Behavior and analyze the growth of Organizational Behavior as a field of study.</p> <p><b>CO2:</b> Analyze factors such as personality, perception and learning of individuals with a view to regulate employee behavior.</p> <p><b>CO3:</b> Apply the knowledge of motivation and motivation theories for enhancing employee performance and develop models for effective group behavior and its implications in workplace</p> <p><b>CO4:</b> Apply knowledge of leadership and leadership theories for identifying the leadership styles of superiors and moulding own leadership style.</p> <p><b>CO5:</b> Design effective strategies for Organizational Development, Organizational Culture and Organizational Changes and use appropriate strategies for managing employees Stress and Emotional Intelligence.</p>
UBB2224	Banking for Business Process Services II	<p><b>CO1:</b> Apply principles of account reconciliations</p> <p><b>CO2:</b> Practice the modalities of mortgage loans</p> <p><b>CO3:</b> Apply cash management techniques applicable to banks</p> <p><b>CO4:</b> Prepare the documents of international trade</p> <p><b>CO5:</b> Apply the mode of payment in international trade</p>



UBB2225	<b>Open Course</b> Brand Management	<b>CO1:</b> Demonstrate a fair understanding about key principles of branding <b>CO2:</b> Discuss and apply different strategies for promoting brands and types of branding. <b>CO3:</b> Design and implement brand strategies that consider brand naming, logo and its types <b>CO4:</b> Cognize and apply brand positioning strategies <b>CO5:</b> Demonstrate and apply knowledge of different brand extension strategies
UBB2226	Managing Business Processes	<b>CO1:</b> Analyze Business processes, PS Industry, Process Mapping Techniques and customer needs /Expectation <b>CO2:</b> Evaluate Quality Management, QC VS QA, Need for First Pass Yield, Components of Cost of Quality <b>CO3:</b> To apply Problem Solving Approach and Basic tools for the same <b>CO4:</b> Analyze Process Improvement methodologies such as Kaizen/Lean/Six sigma <b>CO5:</b> Evaluate Risk Management and various types of Risks and Risk Mitigation plans
UBB2227	Business Taxation	<b>CO 1:</b> Explain the role and concept of Tax and type of taxes <b>CO 2:</b> Apply critical thinking and problem-solving skills related to tax calculation from different heads. <b>CO 3:</b> Explain the role and concept of Indirect taxes and type of indirect taxes <b>CO 4:</b> To put on appropriate judgment derived from knowledge of assessment procedure and regulations <b>CO 5:</b> Make use of working knowledge on GST and application of the same in the organizations

UBB2228	Advertising & Branding (Elective I)	<p><b>CO1:</b> Identify and respond to clients' marketing communications and branding objectives by applying principles of marketing and communications.</p> <p><b>CO2:</b> Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the full-time positions available in each.</p> <p><b>CO3:</b> Demonstrate skills in creating an Ad. In all forms of media.</p> <p><b>CO4:</b> Explore and compare the core theories concepts, and frameworks in brand management</p> <p><b>CO5:</b> Analyze and evaluate the factors which influence brand equity</p>
UBB2229	E Commerce (Elective II)	<p><b>CO 1:</b> Exhibit clarity in concepts, features and models e commerce</p> <p><b>CO 2:</b> Demonstrate awareness in security measures in e commerce</p> <p><b>CO 3:</b> Display basic understanding in electronic payment systems</p> <p><b>CO 4:</b> Identify and appraise various applications of e commerce</p> <p><b>CO 5:</b> Show skills and understanding to setup an online business</p>
UBB2230	Project Work	<p><b>CO1:</b> Will demonstrate the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.</p> <p><b>CO2:</b> will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.</p>
UBBA2201	Gandhian Thoughts (Value Added Course)	<p><b>CO1:</b> To create awareness about Gandhian thought and spread it among the youth generation</p> <p><b>CO2:</b> To cultivate the moral values based on Gandhian philosophy and its relevance in life</p> <p><b>CO3:</b> To create awareness about adopting simple living and cooperative community life</p> <p><b>CO4:</b> To provide knowledge in the area of truth, non-violence and peace</p>
UBBA2202	Internship (Value Added Course)	<p><b>CO1:</b> To expose students to business environment and thereby make them competent professionals</p> <p><b>CO2:</b> Demonstrate managerial skills required at a job</p> <p><b>CO3:</b> Acquire and demonstrate current technological developments</p> <p><b>CO4:</b> Evaluate job conditions and adapt the same</p>

UBBA2203	Campus to Corporate - I (Value Added Course)	<p><b>CO1:</b> Understand the entity corporate and BPS</p> <p><b>CO2:</b> Analyze the difference between campus and corporate</p> <p><b>CO3:</b> Evaluate corporate etiquettes and its components</p>
UBBA2204	Campus to Corporate - II (Value Added Course)	<p><b>CO1:</b> Understand and fine tune professional competencies</p> <p><b>CO2:</b> Evaluate interpersonal communication skills in English</p> <p><b>CO3:</b> Evaluate writing and presentation skills in English</p>
UBBA2205	Internship (Value Added Course)	<p><b>CO1:</b> To expose students to business environment and thereby make them competent professionals</p> <p><b>CO2:</b> Demonstrate managerial skills required at a job</p> <p><b>CO3:</b> Acquire and demonstrate current technological developments</p> <p><b>CO4:</b> Evaluate job conditions and adapt the same</p>
UBB22N01	General Aptitude I (Non-Credit Course)	<p><b>CO1:</b> Apply Logical reasoning and mental ability in competitive examinations</p> <p><b>CO2:</b> Solve quantitative problems in competitive examinations</p> <p><b>CO3:</b> Demonstrate proficiency in English language in competitive examinations</p>
UBB22N02	Soft skills Training (Non-Credit Course)	<p><b>CO1:</b> To help increase a persons' self-esteem, to develop cognitive skills</p> <p><b>CO2:</b> Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets</p> <p><b>CO3:</b> Take part effectively in various selection procedures adopted by the recruiters</p>