

**UG –COURSE OUTCOMES**  
**DEPARTMENT OF MANAGEMENT**  
**BBA Course**

**I- YEAR SEMESTER-I**

**Programme Specific Outcomes**

**1. Knowledge on Conceptual Framework:**

To teach and orient the students to acquire knowledge on conceptual framework of various management subjects to enable them to apply the same in different levels of managerial positions in middle level in MNC'S and supervisory in SME.

**2. Sourcing information on Environmental Analysis:**

To develop students and to enable them to make National and Global business environmental analysis, industrial analysis, Swot analysis in churning information for decision making.

**3. Analyse Skills with values:**

Train the students for utilisation of data and utilisation of information shall be done with value orientation, understanding of socio economic issues, ethical values, global competitiveness and ultimately shall enable, transform the personality of students in a competitive environment within the value system for nation building. The utilisation of skill is always with values.

**4. Use of ICT Resources extensively:**

Orient the students on data collection, analysis and interpretation for formulating strategies and implementation shall be done with extensive use of ICT by constantly updating the knowledge and skill set required.

**5. Gap analysis of KSA: (continuous process)**

Bring awareness among students, the skill set desired for supervisory level position in SME segment, middle level manager in MNC'S and relating the same with actual knowledge, skill, attitude of the students and analysis.

**6. Administering KSA:**

TO administer every student to ensure desired knowledge, skill sets and attitude, based on gap analysis, and use the appropriate pedagogical tools viz. role play, case study analysis, seminar presentations and club activities to impart KSA among students. Further monitor and evaluate their performance based on PO's and CO's.

## Course Outcomes

### **BASICS OF PRINCIPLES OF MANAGEMENT OUTCOMES**

<b>Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>BB104</b>	<b>PRINICIPLES OF MANAGEMENT</b>	<b>DSC-1A</b>	<b>5</b>	<b>5</b>

1. To Understand the role, challenges, and opportunities of management.
2. To demonstrate structure of planning and decision making and implement them in management.
3. To understand various organizational structures.
4. To understand selection process and recruitment procedure.
5. To understand emerging issues in Management
6. To describe Corporate Social Responsibility of Business towards the society

<b>Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>BB105</b>	<b>Basics of Marketing</b>	<b>DSC-2A</b>	<b>5</b>	<b>5</b>

### **BASICS OF MARKETING OUTCOMES**

1. Students are oriented to be familiar with basic concepts of Marketing Management.
2. To impart comprehensive knowledge on social, legal, ethical and technological forces and to make students proficient in the said concepts with the help of brief cases and examples.
3. To make students familiar with marketing strategies and developing the strategies and also relate the strategies with the practical case examples to develop the skills.
4. To train the students formulating strategies of psychological and sociological factors with examples.
5. To comprehensively present the methodology for analyzing and evaluating the marketing problems and solutions and substantiating the case studies.
6. To trace all the above aspects in one or two case studies.

<b>Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>BB106</b>	<b>BUSINESS ECONOMICS</b>	<b>DSC-3A</b>	<b>5</b>	<b>5</b>

#### **BASICS OF BUSINESS ECONOMICS OUTCOMES**

1. To understand the nature and scope of economics.
2. To understand law of demand.
3. To summarize the law of diminishing marginal returns.
4. To understand Cost concepts and classification of various costs.
5. To understand perfect competition and various types of markets.
6. To understand techniques of micro economics.

## **BBA Course**