



Bachelor of Business Administration

Program Outcomes (POs)

- PO1. Demonstrate knowledge related to core functions of management.
- PO2. Familiarity with the application of management theories and practices in solving business problem.
- PO3. Demonstrate the skills in use of various analytical / digital tools relevant to management functions.
- PO4. Ability to develop value based leadership and service attitude.
- PO5. Ability to understand and analyse the business environment.
- PO6. Demonstrate effective written / oral communication capability.
- PO7. Ability to organise self and others in the achievement of goals set, and,contributing effectively to a team environment.
- PO8. Ability to adopt various tools for decision making and problem solving.

Program Specific Outcomes (PSOs)

- PSO1. Demonstrate sound understanding of the concepts, methods & practices in the field of Finance, Marketing, Human Resource Management & Entrepreneurship
- PSO2: Demonstrate skills relevant to entrepreneurial / intrapreneurial roles.

Course Outcomes (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	16BBA1 C03	Business Management	<ol style="list-style-type: none"> 1. Comprehend and correlate all the management functions happening around the fundamentals, along with the concepts and principles of management. 2. Demonstrate the roles, skills, and functions of Management 3. Analyse the effective application of Principles and Practices of Management knowledge to diagnose and solve organisational problems and develop optimal managerial decisions. 4. Apply the managerial and behavioral concept in real scenarios. 5. Analyse the complexities associated with management of human resources in the organization and integrate the learning in handling these complexities.
I	16BBA1 C04	Business Trends	<ol style="list-style-type: none"> 1. Develop critical thinking skills, analytical skill to help them understand the business environment. 2. Analyze business opportunities. 3. Analyze what mistake they should not do to destroy their business from the lessons learnt from corporate failures. 4. Develop leadership skills which will best suit their business. 5. Construct a better business model.
I	16BBA1 C05	Quantitative Techniques - I	<ol style="list-style-type: none"> 1. Apply the different forms of the equation and representing it in word problems. 2. Comprehend the application of arrangement and selection in business decisions. 3. Analyse how Compound Interest is calculated and its application; understand the calculation & application of sinking funds. 4. Comprehend the formulation & solving of LPP and applying it in the managerial decision-making process in organizations. 5. Assess the collection and presenting of the data in the predefined format where we can analyze in the form of charts and diagrams and explain the goal of descriptive statistics and measures of central tendency.

Semester	Course Code	Course Name	Course Outcomes (COs)
I	16BBA1 C06	Financial Accounting - I	<ol style="list-style-type: none"> 1. Learn the concepts, conventions and rules relating to the subject. 2. Apply the concept of bookkeeping and recording the transactions as and when it happens in a chronological order 3. Analyse the concept of cash book, which forms the basis for them to learn cash flow management and also the reconciliation statement relating to the bank account. 4. Comprehend the concept of preparation of financial statements leading to understanding the profitability, liquidity, and solvency. 5. Outline to the basic functioning of a company form of organization like the formation, issue of shares, debentures, forfeiture and so on.
II	16BBA2 C03	Business Economics	<ol style="list-style-type: none"> 1. Identify the Economic Principles in Management Decision Making. 2. Explain microeconomic concepts for effective functioning of a firm or an industry. 3. Illustrate various cost and revenue concepts. 4. Compare various imperfect competitions existing in current market situation. 5. Assess difficulties in calculating National Income.
II	16BBA2 C04	Cost Accounting	<ol style="list-style-type: none"> 1. List the cost components of a product. 2. Compare the stock management techniques. 3. Classify the Indirect expenses according to departments. 4. Measure the notional profit earned through construction projects. 5. Ascertain the scrap value and its recovery in each process. 6. Calculate the total cost incurred in logistics and transportation.
II	16BBA2 C05	Quantitative Techniques - II	<ol style="list-style-type: none"> 1. Identify the different mathematical and statistical tools for the given data. 2. Predict the results obtained using the various applicable statistical tools. 3. Illustrate the results obtained in a comprehensive manner for further analysis. 4. Compare the different results obtained for an effective decision making. 5. Assess the results and appraise the defined methods for optimal utilization of tools and resources. 6. Design the plan of action in correlation to the real time scenarios.

Semester	Course Code	Course Name	Course Outcomes (COs)
III	16BBA3 C01	Marketing Management	<ol style="list-style-type: none"> 1. Identify core concepts of marketing and the role of marketing in business and society. 2. Develop marketing strategies based on product, price, place and promotion objectives. 3. Apply retail marketing and sales management strategies. 4. Comprehend the role of integrated marketing communications and apply them. 5. Analyse digital marketing techniques and apply them.
III	16BBA3 C02	Human Resource Management	<ol style="list-style-type: none"> 1. Analyse management systems and its process with respect to certain specific industries and organizations. 2. Comprehend the human resource planning and its significance, along with understanding the different methods of recruitment and recent trends associated with it. 3. Compare the different methods of selection used by the companies; the placement and the recent onboarding techniques. 4. Assess the significance of training and different methods and recent developments in training; the traditional and contemporary performance appraisal methods and its significance 5. Recognize the ways of managing the human resources through promotion, transfer and separation of employees, along with establishing effective pay plans and financial incentives.
III	16BBA3 C03	Entrepreneurship Development	<ol style="list-style-type: none"> 1. Access the opportunities through the success stories of entrepreneurs. 2. Learn how to start an enterprise and design business plans suitable for funding various agencies from by considering all dimensions of business. 3. Analyse the importance of marketing and management in small businesses venture. 4. Classify the parameters to assess opportunities and constraints for new business ideas to develop idea generation, creative and innovative skills. 5. Illustrate the significance of e-commerce in the business era.
III	16BBA3 C04	Corporate Accounting	<ol style="list-style-type: none"> 1. Analyse the primary issues in accounting for assets, liabilities and owner's equity. 2. Prepare the accounts of companies undergoing amalgamation, absorption and external reconstruction. 3. Assess the techniques of restructuring. 4. Comprehend the difference between equity value and enterprise value. 5. Outline different models of business valuation.

Semester	Course Code	Course Name	Course Outcomes (COs)
III	16MANO G3	Conflict Management	<ol style="list-style-type: none"> 1. Comprehend the business and emotional conflict and make the way in conflict resolution, negotiation, and management. 2. Analyse and resolve conflicts arising in a business set-up on a day to day basis. 3. Assess and analyze the nature and process of conflict. 4. Understand the techniques of anger management. 5. Recognise the role of mediation in business opportunities and crisis.
III	16SS0G 1	Contemporary politics in India	<ol style="list-style-type: none"> 1. Realize how the political environment affecting the standards of business in India. 2. Develop business by understanding various machineries of the government. 3. Recognize the best practices in business by exploring new avenues of business through well-established governmental relations. 4. Relate how the political decision-making process is responsible for driving a successful business. 5. Outline various adjudicating institutions accountable for settling disputes impacting business.
III	16BBA3 S51	Spanish	<ol style="list-style-type: none"> 1. Enhance their ability to multi-task and decision making. 2. Improve performance in the academic areas by learning a foreign language. 3. Gain basic knowledge and understanding of the cultures of the Spanish-speaking countries, along with enhancing their knowledge about international business. 4. Narrate and describe in past, present and future time, linking sentences smoothly 5. Talk casually about topics of current public and personal interest
III	16BBA3 S52	Organizational Psychology	<ol style="list-style-type: none"> 1. Demonstrate a basic understanding of the major areas of organizational and industrial psychology, including human resources; leadership development; employee training, motivation, and satisfaction; group dynamics, organizational climate; and team building. 2. Apply organizational theory to specific organizational situations. 3. Acquire skill in collaborative teamwork, time management, self-motivation, and project planning. 4. Interact effectively and respectfully with people from diverse backgrounds and cultures and work through differences with civility. 5. Examine the role of organizational culture critically and fit in with organizational functioning, staff satisfaction and retention and organizational performance.

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	16BBA4 C02	Business Law	<ol style="list-style-type: none"> 1. Demonstrate the essentials of a contract. 2. Classify difference among Patents, Copyrights, and Trademark. 3. Execute steps required for consumer dispute redressal at the district level. 4. Discuss the guidelines imposed by RBI in contrast to the transgressions committed by any company/individual. 5. Identify various aspects of documents relating to Companies Act such as MOA, AOA, and Prospectus. 6. Defend Competition Law by illustrating corporate examples. 7. Recommend aspects of the act to be updated.
IV	16BBA4 C03	Production & Operation Management	<ol style="list-style-type: none"> 1. Demonstrate the activities of production management functions in the organization at the operations and strategic level specifically the relationships between people, process, technology, productivity and quality and how it contributes to the competitiveness of firms. 2. Ability to decide the appropriate plant layout for the organization by analyzing the current trends of plant layout, flow pattern, scheduling structure for plant layout, etc. 3. Implement suitable materials handling principles and practices in the operations, making an effective material purchase decision. 4. Develop the capacity plant layout plans in order to handle projects in operation environments of the organization. 5. Implement suitable quality control measures in Quality Circles to TQM. 6. Able to find solutions for the problems faced in the organization by having an effective waste management system, automation system, waste management system, etc.
IV	16BBA4 C04	Business Finance	<ol style="list-style-type: none"> 1. Describe the meaning of finance and its relationship with other functions in an organisation. 2. Employ the methods for calculation of cost of capital raised by companies. 3. Conduct EBIT EPS analysis for a company. 4. Demonstrate proficiency in investment valuation techniques. 5. Illustrate the factors influencing working capital. 6. Classify the factors influencing dividend policies of a firm.

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	16BBA4 C01	Research Methodology	<ol style="list-style-type: none"> 1. Define the overall process of designing a research study from its inception to its report. 2. Demonstrate the research objective, a purpose statement, a research question, or a hypothesis. 3. Connect the link between quantitative research questions and data collection and how research questions are operationalized in educational practice. 4. Compare the criteria that might be used to evaluate a quantitative and a qualitative study. 5. Employ the defined methods for optimal utilization of tools and techniques in research. 6. Assess the results by implementing appropriate tools and prepare a layout for effective report writing.
IV	16PSYO G4	Psychology	<ol style="list-style-type: none"> 1. Define the overall evolution and development of psychology. 2. Classify the overarching themes in psychology to design and conduct basic psychological research in various domains to understand the behaviour. 3. Connect the link between social, cultural and biological factors and its association with effective and non-effective behavioral outcomes. 4. Compare the methods of effective coping mechanisms and stress management techniques. 5. Employ the effective methods to deal with deviance, dysfunction, distress and danger. 6. Assess the knowledge of behavior and mental processes and enable learners to become more socially aware and self-reflective.
IV	16MSOG 1	Journalism	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the practical foundations of communication in the media. 2. Interpret a variety of news shows, reality shows, and advertisements shown in the mainstream media. 3. Produce journalistic work showcasing an area of specialization emphasizing on creativity, managerial and entrepreneurial skills. 4. Design effective 5. Advertisements on a variety of products and services for media. 6. Produce a portfolio that demonstrates work produced in a public media setting under the guidance of media laws.

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	16BBA4 S51	French	<ol style="list-style-type: none"> 1. State the basics of the language. 2. Employ foreign language skills. 3. Demonstrate effective writing skills. 4. Enhance Productive and Receptive Skills. 5. Use tools with basic level translations. 6. Demonstrate the basic level of the course in an effective way.
IV	16BBA4 S52	Case Analysis	<ol style="list-style-type: none"> 1. Demonstrate the systematic methods of solving problems through case analysis. 2. Devise solutions for business challenges, and issues using their independent reasoning and critical thinking skills. 3. Employ basic analytical tools for optimizing business decisions. 4. Foster a sense of responsibility, ethics, and values towards society. 5. Recognise the root cause of a problem along with defining alternative solutions. 6. Exhibit their decision-making ability in managerial and entrepreneurial situations.
V	16BBA5 C01	International Business	<ol style="list-style-type: none"> 1. Comprehend the meaning and the latest trends in IB. 2. Analyse the various modes of entry. 3. Assess Globalization. 4. Comprehend foreign trade in detail. 5. Evaluate Global marketing and pricing.
V	16BBA5 C02	Income Tax - I	<ol style="list-style-type: none"> 1. Ascertain practical application of Canons of Taxation. 2. Analyse the residential status of different entities and tax procedures. 3. Calculate Income Tax Rates and Computation of Tax Liability in India. 4. Prepare Form 16 through Trace software. 5. Comprehend tax implication on House Property income with Saral and Sugam tax forms.
V	16BBA5 C03	Management Accounting	<ol style="list-style-type: none"> 1. Understand the importance of Management Accounting in practicality. 2. Assess how the company can be analyzed based the ratios & Break Even Point analysis. 3. Comprehend the importance of cash flow statement & how to prepare the cash flow statement. 4. Prepare a budget (cash). 5. Prepare a report on the performance of the company.

Semester	Course Code	Course Name	Course Outcomes (COs)
V	16BBA5 FD01	Financial Markets & Services	<ol style="list-style-type: none"> 1. Interpret the role and function of the financial system concerning the macroeconomy of the country and their role in economic development. 2. Comprehend the current structure and regulation of the Indian financial sector. 3. Describe the salient features of various financial products, participants, services and instruments and operation of the money market. 4. Explain the methods of issuing shares and the role of intermediaries in the primary and secondary market and describe the trading mechanism in the Indian stock market. 5. Demonstrate an understanding concept of Mutual Fund and Securitization as investment vehicles and communicate effectively using basic terminology associated with the Mutual Fund and Securitization.
V	16BBA5 MD01	Consumer Behaviour	<ol style="list-style-type: none"> 1. Comprehend the concept of consumer behaviour and analyse factors affecting the behaviour of consumers. 2. Apply the dynamics of perception. 3. Interpret motivational conflicts, values and its application to consumer behaviour. 4. Apply the marketing implications of consumer behaviour concerning attitude, personality and lifestyle. 5. Analyse organisational buying behaviour.
V	16BBA5 ED01	Entrepreneurs hip & Business Opportunity	<ol style="list-style-type: none"> 1. Assess business opportunities effectively. 2. Manage the workforce most productively. 3. Harness the opportunities in Small Business. 4. Analyze the growing opportunities in Emerging Economies. 5. Comprehend the systematic process to select and screen a business idea.
V	16BBA5 HD01	Human Resource Development	<ol style="list-style-type: none"> 1. Comprehend the challenges in HR. 2. Ascertain the ways of overcoming the challenges. 3. Outline the usage of HR scorecard and how to evaluate scorecard. 4. Comprehend the work culture of public, private and foreign organization. 5. Execute the change process in an organization.

Semester	Course Code	Course Name	Course Outcomes (COs)
V	16BBA5 FD02	International Finance	<ol style="list-style-type: none"> 1. Exhibit basic understanding of foreign exchange market and exchange rates. 2. Apply basic knowledge of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms. 3. Demonstrate the understanding of the issues pertaining to multinational financing and investment decisions. 4. Evaluate critical and analytical skills wherein they will be able to make sense out of a mass of information to address relevant issues pertaining to international finance theory. 5. Comprehend the distinction between fixed and variable interest rates.
V	16BBA5 MD02	Marketing In Practice	<ol style="list-style-type: none"> 1. Assess the marketing strategies 2. Comprehend the role of Integrated Marketing Communications in brand development. 3. Analyse service marketing. 4. Classify sales management. 5. Analyse the latest trends in Marketing.
V	16BBA5 ED02	Entrepreneuria I Start Up	<ol style="list-style-type: none"> 1. Determine the role of operations in starting a start-up. 2. Ascertain the potential operational risks associated with launching a start-up. 3. Understand how to launch a start-up successfully. 4. Demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions. 5. Exhibit the ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.
V	16BBA5 HD02	International HRM	<ol style="list-style-type: none"> 1. Improve communication skills across international markets. 2. Create cultural awareness and develop adaptability skills. 3. Develop international negotiation skills. 4. Improve Expatriation skills. 5. Develop Repatriation skills.

Semester	Course Code	Course Name	Course Outcomes (COs)
V	16BBA5 FD03	Advance Accounting	<ol style="list-style-type: none"> 1. Demonstrate the knowledge of preparation of Financial Statements and Financial schedules under the Companies Act 2013. 2. Prepare the Final accounts of Banking companies and Consolidated Balance sheet. 3. Implement the concept of Liquidation of companies. 4. Recognize how information from business transactions flows into Financial statements & Reporting. 5. Students will be able to prepare accounts in books of Insurance Companies and also to calculate the amount of claim.
V	16BBA5 MD03	Retail Marketing	<ol style="list-style-type: none"> 1. Comprehend the functions of retail business and various retail formats and retail channels. 2. Analyse organized and unorganized retail and, the value it creates. 3. Apply the strategic and operational decision-making processes in the organized retail operations. 4. Relate to the supply chain activities which create the value in the organized retail industry. 5. Assess the important developments in E-Retailing and its importance in today's Business.
V	16BBA5 ED03	Leadership for Entrepreneurs	<ol style="list-style-type: none"> 1. Apply the various concepts of leadership theory and practice to decision-making and actions as an Entrepreneur. 2. Recognize the implications of leadership style and its impact on team and organization performance. 3. Identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building. 4. Receive and integrate feedback on decision-making practices, conflict resolution skills, and teamwork behaviors with the support of a team-based coach on leadership. 5. Evaluate your leadership capacity using an action learning approach to the development of leadership for entrepreneurs.

Semester	Course Code	Course Name	Course Outcomes (COs)
V	16BBA5 HD03	Contemporary HRM	<ol style="list-style-type: none"> 1. Understand the strategies of procurement, developing, maintaining, and retaining the workforce. 2. Analyse the methods of measuring the effectiveness of the HR functions. 3. Comprehend the four pillars of industrial relations along with understanding employee relations. 4. Implement the social, economic, and cultural impact of mergers and acquisitions on human resource. 5. Demonstrate the ethics behind managing the employees and critically view the importance of ethics in HRM.
V	16MSOG 3	Public Relation In Management	<ol style="list-style-type: none"> 1. Comprehend the Policies of Public Information varying the standards of Business. 2. Demonstrate the Public relations skills for a new age Manager that establishes Long sustaining Business. 3. Align the new age Managers to the Best Practices of Business through exploring new avenues of Business in the field of Public relations. 4. Embrace opportunities on any Niche Public relations as a suitable career. 5. Utilize the Tools of Public relations ideal in the new age of Crisis Management.
V	16COM0 G8	E-Commerce	<ol style="list-style-type: none"> 1. Apply the concepts E-commerce to the business along with the knowledge of digital marketing 2. Demonstrate the working knowledge/experience of web fundamental. 3. Analyse the factors affecting the future of E-commerce. 4. Analyse the requirement and importance of e-commerce supply chain management. 5. Classify several types of digital payments.
VI	16BBA6 C01	Corporate Governance	<ol style="list-style-type: none"> 1. Classify the role of the Board of Directors in shaping the strategy of the company and protecting the interests of stakeholders. 2. Implement the legal and regulatory obligations of corporations for good governance. 3. Employ the principles of risk management and appraise the significance of risk management. 4. Assess different systems of corporate governance across the continents. 5. Employ Information Technology into the organization for more structured governance. 6. Compare the responsibilities of an organization with different stakeholder groups and advice on ethical conduct.

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	16BBA6 C02	Income Tax - II	<ol style="list-style-type: none"> 1. Employ depreciation concept in business taxation perspective. 2. Calculate tax profit or gains from sole trading concern and profession. 3. Employ tax exemption to reduce the taxability of capital gain(s). 4. Calculate Gift- Taxing, Taxability on Interest, Dividends and Casual Income. 5. Employ productive investment planning to ascertain the most beneficial tax saving options. 6. Calculate individual self-assessment.
VI	16BBA6 FD01	Security Analysis & Portfolio Management	<ol style="list-style-type: none"> 1. Acquire knowledge about Securities and its importance. 2. Classify equity and bonds, along with fundamental analysis of book value. 3. Employ EPS analysis and Markowitz theory, along with capital assets pricing model and its application. 4. Evaluate the portfolio through share model. 5. Illustrate the entire process of evaluating the Portfolio. 6. Recognise Hedged Fund, Inflated Bonds, etc.
VI	16BBA6 MD01	Advertising & Media Management	<ol style="list-style-type: none"> 1. Employ related advertising and promotional skills in business. 2. Identify effective types of advertising to capture the attention of audience and sales performance. 3. Create successful advertising and promotional campaigns. 4. Examine performances of advertising agency, along with utilizing resources effectively. 5. Choose effective media campaign for attracting the customers/consumers. 6. Measure the performance of media vehicle towards the success of product in rural and urban economies.
VI	16BBA6 ED01	Finance for Entrepreneurship	<ol style="list-style-type: none"> 1. Illustrate the financing process of the entrepreneurial business. 2. Identify various instruments available in financial markets for business. 3. Interpret the venture capital cycle and its diverse structures for businesses in distinct stages. 4. Identify various financial sources available to entrepreneurial businesses. 5. Analyse mechanisms in foreign exchange markets. 6. Overcome challenges by creating a project report for business and interpreting the project report of other businesses.

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	16BBA6 HD01	Labour Law	<ol style="list-style-type: none"> 1. Identify responsibilities of an occupier by emphasizing on health and safety measures to be followed for protecting the labourers as per Factory Acts. 2. Recognize the importance of fixing minimum wage to protect the weaker sections of the labourers. 3. Calculate EPF and Gratuity. 4. Examine the benefits of ESI and categorize the components according to the sectors, also ensure to appraise the maternity benefits act and avail their rights at the right moment. 5. Formulate the procedure of issuing bonus. 6. Prioritize disputes and select appropriate dispute settlement.
VI	16BBA6 FD02	Financial Analysis & Planning	<ol style="list-style-type: none"> 1. Examine the significance of accounting concepts and conventions. 2. Distinguish financial statements using tools and techniques for financial statement analysis. 3. Demonstrate the significance of various ratios used to access the strengths and weaknesses of a firm, along with the importance of standard costing and study of variances. 4. Employ marginal costing techniques to take various strategic cost decisions. 5. Employ the theories of business forecasting to show projected financial statements. 6. Illustrate detailed knowledge of different theories of forecasting and preparation of interim financial statements.
VI	16BBA6 MD02	Digital Marketing	<ol style="list-style-type: none"> 1. Employ digital marketing strategies in Business. 2. Demonstrate various digital channels/tools and their impact on business models and strategies. 3. Create a successful marketing strategy to position a brand, maintain its reputation, and build a website. 4. Examine digital marketing issues and problems in today's business world. 5. Employ digital marketing strategies in business. 6. Examine cross-cultural and ethical issues in globalized digital markets.

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	16BBA6 ED02	Marketing for Entrepreneurship	<ol style="list-style-type: none"> 1. Illustrate the marketing process. 2. Use strategies to attract customers towards progressive entrepreneurship ventures. 3. Design innovative and creative products fulfilling the market needs. 4. Achieve the objectives of business in effective utilization of entrepreneurs' skills and knowledge. 5. Employ advertising and promotional strategies to develop an entrepreneurship venture. 6. Employ current trends in marketing to facilitate target market through innovative strategies.
VI	16BBA6 HD02	Compensation Management	<ol style="list-style-type: none"> 1. List the factors influencing Compensation Management. 2. Recognize how strategic decisions help organizations in strategic- based compensation program. 3. Create a pay structure for different occupational groups and pay levels with both internal and external equity. 4. Integrate various tools and techniques of job evaluation to resolve performance related challenges in an organization. 5. Recommend rational wage and salary system in a modern organisation. 6. Create framework in dealing with incentive system in an organization.
VI	16CS0G 6	Business Oriented Computer Application	<ol style="list-style-type: none"> 1. Discuss current trends in Hardware, Cloud Computing, Software, and Database Management. 2. Demonstrate the ability to work on advanced MS Excel professionally. 3. Employ Database Management Software in Decision Making. 4. Employ the latest industry trends in Telecommunication Technologies (RFID, Bluetooth, LAN, Winmax). 5. Explain future trends in Technology, Artificial Intelligence, and its Impact on Business. 6. Employ the use of ERP (Tally) in business activities.

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	16MS0G5	Corporate Communication	<ol style="list-style-type: none"> 1. Develop necessary skills for Communication during critical situations in Business Management Functions. 2. Demonstrate Critical thinking ability in the areas of business. 3. Develop strategies and tools to build and manage stakeholder relationships to support corporate communication activities. 4. Assess the selection and implications of current and emerging technologies on the quality and delivery of corporate communication activities. 5. Demonstrate knowledge related to core functions of Corporate Communication. 6. Foster developmental strategies across various segments of Corporate Communication Activities. 7. Assess various tools of current and emerging trends on the quality and delivery of corporate communication activities. 8. Recommend planning of corporate communication objectives and projects.
VI	16BBA6CS11	Event Management	<ol style="list-style-type: none"> 1. Define different trends and types of Event management industry. 2. Illustrate the ability to plan and design events creatively. 3. Demonstrate how to prepare budget and arrange funds for events. 4. Employ techniques to market events online and offline. 5. Estimate the risk and safety measures in conducting events. 6. Employ time and goal management in conducting events.
VI	16BBA6CS12	Enterprise Management	<ol style="list-style-type: none"> 1. Employ related strategic management skills in successful enterprise management. 2. Identify the strategic intent to translate the stated mission, vision, and objectives with companies' performance. 3. Employ appropriate ERP technology in business to interpret data and operate strategically. 4. Examine companies' performance to identify the ideal strategy to adopt. 5. Organize resources required to implement desired strategy successfully. 6. Measure the performance of implemented strategy to estimate deviation through control techniques.