

Bachelor of Business Administration (Finance and Accounting)

Programme Outcomes (POs)

- PO1. Integrate management tools and concepts to solve business and social problems
- PO2. Evaluate business opportunities by scanning the competitive environment, key stakeholders, and business and social landscape.
- PO3. Execute inter and multi-disciplinary approaches for problem-solving
- PO4. Apply analytical and critical thinking skills in decision-making
- PO5. Develop effective communication across cultural settings and in technologically mediated environments
- PO6. Demonstrate leadership skills to work effectively in diverse teams
- PO7. Articulate the concepts and practices of entrepreneurship and innovation
- PO8. Demonstrate ethical reasoning and responsible global citizenship

BBA - F&A

Program Specific Outcomes (PSOs)

- PSO 1: Perform audit, finance and accounting-related functions in a global business environment
- PSO 2: Demonstrate skills and competency to take complex financial decision

Course Outcomes (COs)

2021-22 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	21BBAF A1C03	Business Management	<p>CO1. Comprehend and correlate all the management functions happening around the fundamentals, along with the concepts and principles of management.</p> <p>CO2. Demonstrate the roles, skills, and functions of Management</p> <p>CO3. Analyse the effective application of Principles and Practices of Management knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.</p> <p>CO4. Apply the managerial and behavioral concept in real scenarios.</p> <p>CO5. Analyse the complexities associated with management of human resources in the organization and integrate the learning in handling these complexities.</p>
I	21BBAF A1C04	Business & Technology	<p>CO1. Understand the types of business & the way they are structured</p> <p>CO2. Understand the role of corporate governance</p> <p>CO3. Understand the impact of external environment on the organization</p> <p>CO4. Understand strategic, managerial & operating level of management with regard to the principles of authority, responsibility & accountability</p> <p>CO5. Understand the role of various functions of management such as R & D, sales, marketing, production, purchase, administration, finance & accounting, support services, and human resources</p> <p>CO6. Understand management functions such as planning, organizing, decision-making, communicating, coordinating and control</p> <p>CO7. Understand the role of leadership with regard to different leadership styles</p>
I	21BBAF A1C05	Quantitative Techniques - I	<p>CO1. Define various mathematical and statistical data types and classify them as homogenous categories for analysis.</p> <p>CO2. Identify various applicable mathematical and statistical tools for the data collected.</p> <p>CO 3. Illustrate the detailed process in a comprehensive manner for obtaining the results.</p> <p>CO4. Examine the solutions using mathematical modeling techniques to enhance the decision-making process in the business scenario.</p> <p>CO5. Assess the plan of action using mathematical and statistical concepts into real-time scenarios.</p>

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I	21BBAF A1C06	Financial Accounting	CO1. Understand the purpose of financial accounting CO2. Comprehend the qualitative characteristics of financial statements CO3. Exhibit the use of double entry system in recording transaction CO4. Preparation of financial statements and the interpretation thereof
II	21BBAF A2C03	Business Economics	CO1. Identify the Economic Principles in Management Decision Making. CO2. Explain microeconomic concepts for effective Functioning of a firm or an industry. CO3. Illustrate various cost and revenue concepts. CO4. Compare various imperfect competitions existing in current market situation. CO5. Assess difficulties in calculating National Income.
II	21BBFA 2C04	Business Trends	CO1. Develop critical thinking skills, analytical skill to help them understand the business environment. CO2. Analyze business opportunities. CO3. Analyze what mistake they should not do to destroy their business from the lessons learnt from corporate failures. CO4. Develop leadership skills which will best suit their business. CO5. Construct a better business model.
II	21BBAF A2C05	Quantitative Techniques - II	CO1. Define various mathematical and statistical data types and classify as homogenous categories for further analysis. CO2. Identify various applicable mathematical and statistical tools for the data obtained. CO3. Choose the Prediction technique suitable for the available data. CO4. Compare the different results obtained for an effective decision making based on variability, strength of correlation. CO5. Recommend the methods for optimal utilization of tools and resources to enhance the results using cause and effect

Semester	Course Code	Course Name	Course Outcomes (COs)
II	21BBAF A2D07	Banking & Insurance	<p>CO1. To describe the banking and insurance environment in India.</p> <p>CO2. To Demonstrate the Banker customer relationship.</p> <p>CO3. Interpret the credit risks and risk management in Banks.</p> <p>CO4. Examine the existing and emerging technologies in commercial Banking system.</p> <p>CO5. Illustrate the functioning of insurance section in India.</p> <p>CO6. Appraise the grievance Redressal mechanism and ombudsman role and anti-money laundering in insurance section.</p>
II	21BBAF A2D08	Corporate & Business Law	<p>CO1. Remember the legal system and sources of law.</p> <p>CO2. Understanding the various law of obligations and its implications and consequences of termination.</p> <p>CO3. Comprehending the importance of contract law and various aspects of employment law used in the work place.</p> <p>CO4. Distinguish between alternative forms and constitutions of business organizations.</p> <p>CO5. Recognize the legal implications relating to insolvency law and Demonstrate an understanding of corporate fraudulent and criminal behaviour.</p>
III	21BBAF A3C03	Ethics & Governance	<p>CO1. Demonstrate knowledge of the development of Corporate Social Responsibility and the corporate responsibilities of business corporations beyond profit maximization.</p> <p>CO2. Demonstrate the capacity to exercise judgment under minimal supervision to solve emerging corporate governance problems in complex contexts using social, ethical, economic, regulatory and global perspectives</p> <p>CO3. Inference the theory of corporate governance and apply this theory in analyzing corporate structures, board composition and how boards of directors conduct their affairs.</p> <p>CO4. Appraise ethical aspects in corporate governance</p> <p>CO5. Interpret the knowledge of corporate governance theories, regulation and the policy imperatives that underlie corporate governance regulation to assess and propose solutions for corporate governance problems</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	21BBA3 C01	Marketing Management	<p>CO1. Identify core concepts of marketing and the role of marketing in business and society.</p> <p>CO2. Develop marketing strategies based on product, price, place and promotion objectives.</p> <p>CO3. Apply retail marketing and sales management strategies.</p> <p>CO4. Comprehend the role of integrated marketing communications and apply them.</p> <p>CO5. Analyze digital marketing techniques and apply them.</p>
III	21BBA3 C02	Human Resource Management	<p>CO1. Analyze management systems and its process with respect to certain specific industries and organizations.</p> <p>CO2. Comprehend the human resource planning and its significance, along with understanding the different methods of recruitment and recent trends associated with it.</p> <p>CO3. Compare the different methods of selection used by the companies; the placement and the recent on boarding techniques.</p> <p>CO4. Assess the significance of training and different methods and recent developments in training; the traditional and contemporary performance appraisal methods and its significance</p> <p>CO5. Recognize the ways of managing the human resources through promotion, transfer and separation of employees, along with establishing effective pay plans and financial incentives.</p>
III	21BBAF A3D01	Financial Reporting	<p>CO1. Understand the use and application of the IFRS (and Ind AS in India)</p> <p>CO2. Accounting for transactions using accounting standards</p> <p>CO3. Preparation of single entity financial statement</p> <p>CO4. Analysis & interpretation of accounting statements</p>
III	21BBAF A3D02	Management Accounting	<p>CO1. Understand the importance of information system in Management levels and know various cost concepts.</p> <p>CO2. Comprehend the various documents for purchasing materials and procedures, treatment of labour costs and application</p> <p>CO3. The importance of importance, allocation of overheads and the apportionment of the overheads</p> <p>CO4. Learning the various costing methods applicable for various types of industries (manufacturing and service oriented)</p> <p>CO5. Study the importance of budgeting and variance analysis in planning and controlling at the management level</p>

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III	21SS0G1	Contemporary politics in India	<p>CO1. Realize how the political environment affecting the standards of business in India.</p> <p>CO2. Develop business by understanding various machineries of the government.</p> <p>CO3. Recognize the best practices in business by exploring new avenues of business through well-established governmental relations.</p> <p>CO4. Relate how the political decision-making process is responsible for driving a successful business.</p> <p>CO5. Outline various adjudicating institutions accountable for settling disputes impacting business.</p>
III	21BBA3S51	Spanish	<p>CO1. Enhance their ability to multi-task and decision making.</p> <p>CO2. Improve performance in the academic areas by learning a foreign language.</p> <p>CO3. Gain basic knowledge and understanding of the cultures of the Spanish-speaking countries, along with enhancing their knowledge about international business.</p> <p>CO4. Narrate and describe in past, present and future time, linking sentences smoothly</p> <p>CO5. Talk casually about topics of current public and personal interest</p>
III	21PSY0G4	Psychology	<p>CO1. 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.</p> <p>CO2. Apply organizational theory to specific organizational situations.</p> <p>CO3. Acquire skill in collaborative teamwork, time management, self-motivation, and project planning.</p> <p>CO4. Interact effectively and respectfully with people from diverse backgrounds and cultures and work through differences with civility.</p> <p>CO5. Examine the role of organizational culture critically and fit in with organizational functioning, staff satisfaction and retention and organizational performance.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	21BBAF A4C01	Financial Management	<p>CO1. Role and purpose of finance function in an organisation</p> <p>CO2. Understanding the impact of economic environment on financial management</p> <p>CO3. Using of various tools & techniques for Working capital management</p> <p>CO4. Carrying out Investment appraisal</p>
IV	21BBA4 C04	Research Methodology	<p>CO1. Define the overall process of designing a research study from its inception to its report.</p> <p>CO2. Demonstrate the research objective, a purpose statement, a research question, or a hypothesis.</p> <p>CO3. Connect the link between quantitative research questions and data collection and how research questions are operationalized in educational practice.</p> <p>CO4. Compare the criteria that might be used to evaluate a quantitative and a qualitative study.</p> <p>CO5. Employ the defined methods for optimal utilization of tools and techniques in research.</p> <p>CO6. Assess the results by implementing appropriate tools and prepare a layout for effective report writing.</p>
IV	21BBAF A4C02	Audit & Assurance	<p>CO1. Understand the concept of audit & assurance and the functions of audit</p> <p>CO2. Securing and handling audit assignments, audit risks</p> <p>CO3. Comprehension and evaluation of internal controls, techniques & audit tests</p> <p>CO4. Gathering & managing audit evidence and review and reporting</p>
IV	21BBAF A4C03	Performance Management	<p>CO1. Understand & apply modern techniques of management accounting and performance management in private sector and not-for-profit organization.</p> <p>CO2. Understand & apply decision making techniques in the context of resourceoptimisation, risk mitigation, promote efficiency</p> <p>CO3. Divisional performance and transfer pricing and behavioural considerations in performance management</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	21JUGE 1008	Journalism	<p>CO1. Demonstrate an understanding of the practical foundations of communication in the media.</p> <p>CO2. Interpret a variety of news shows, reality shows, and advertisements shown in the mainstream media.</p> <p>CO3. Produce journalistic work showcasing an area of specialization emphasizing on creativity, managerial and entrepreneurial skills.</p> <p>CO4. Design effective</p> <p>CO5. Advertisements on a variety of products and services for media.</p> <p>CO6. Produce a portfolio that demonstrates work produced in a public media setting under the guidance of media laws.</p>
IV	21JUGE 1012	French	<p>CO1. State the basics of the language.</p> <p>CO2. Employ foreign language skills.</p> <p>CO3. Demonstrate effective writing skills.</p> <p>CO4. Enhance Productive and Receptive Skills.</p> <p>CO5. Use tools with basic level translations.</p> <p>CO6. Demonstrate the basic level of the course in an effective way.</p>
IV	21JUGE 1003	Conflict Management & Human Rights	<p>CO1. Comprehend the business and emotional conflict and make the way in conflict resolution, negotiation, and management.</p> <p>CO2. Analyze and resolve conflicts arising in a business set-up on a day to day basis.</p> <p>CO3. Assess and analyze the nature and process of conflict.</p> <p>CO4. Understand the techniques of anger management.</p> <p>CO5. Recognize the role of mediation in business opportunities and crisis.</p>