

## **Bachelor of Business Administration (Honours)**

### **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.

### **Program Specific Outcomes (PSOs)**

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

**Course Outcomes (COs)**

**2019-20 Batch**

<b>Semester</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes (COs)</b>
<b>I</b>	<b>21BBAH 1C03</b>	<b>Basics of Business</b>	CO1. Outline the concepts related to Business CO2. Explain the concept of entrepreneurship, and to discuss ethical issues concerning business. CO3. Describe functions of Management and significance of leadership and motivation CO4. Explain basic concept of marketing and tools used by marketing managers in decision making. CO5. Illustrate what human resource management is and also to understand important functions human resources CO6. List the activities of production management functions in an organization at the operations and strategic level and its contribution towards competitive edge.
<b>I</b>	<b>21BBAH 1C04</b>	<b>Business Trends</b>	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.
<b>I</b>	<b>21BBAH 1C05</b>	<b>Quantitative Techniques - I</b>	CO1. Apply the different forms of the equation and representing it in word problems. CO2. Comprehend the application of arrangement and selection in business decisions. CO3. Analyse how Compound Interest is calculated and its application; understand the calculation & application of sinking funds. CO4. Comprehend the formulation & solving of LPP and applying it in the managerial decision-making process in organizations. CO5. 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	21BBAH 1C06	<b>Business Accounting - I</b>	<p>CO1. Memorize concepts, conventions, terminologies and golden rules of accounting to journalize business transactions.</p> <p>CO2. Classify journalised entries, post them into respective ledger(s) and prepare Trial Balance.</p> <p>CO3. Illustrate different types of cash book and reconcile the differences.</p> <p>CO4. Examine the financial position of a sole trading concern with the help of Final accounts.</p> <p>CO5. Distinguish between the sources of capital for a Joint Stock Company</p> <p>CO6. Assess the financial position of a Joint Stock Company with the help of Company Final accounts.</p>
II	21BBAH 2C04	<b>Business Accounting – II</b>	<p>CO1. Explain the importance of accounting in business decision-making.</p> <p>CO2. Describe the different components of financial statements.</p> <p>CO3. Explain the importance of accounting in business decision-making.</p> <p>CO4. Describe the different components of financial statements.</p> <p>CO5. Explain the importance of accounting in business decision-making.</p> <p>CO6. Describe the different components of financial statements.</p>
II	21BBAH 2C01	<b>Marketing Management</b>	<p>CO1. Discuss concepts and functions in the area of marketing management</p> <p>CO2. Illustrate appropriate marketing Strategies in accordance to the trends</p> <p>CO3. Examine the techniques used by marketers in decision making</p> <p>CO4. Assess the marketing functions and the role it plays in organizational survival and success</p> <p>CO5. Develop Integrated Marketing Communication strategies and competitive mapping.</p>
II	21BBAH 2C05	<b>Quantitative Techniques - II</b>	<p>CO1. Identify the different mathematical and statistical tools for the given data.</p> <p>CO2. Predict the results obtained using the various applicable statistical tools.</p> <p>CO3. Illustrate the results obtained in a comprehensive manner for further analysis.</p> <p>CO4. Compare the different results obtained for an effective decision making.</p> <p>CO5. Assess the results and appraise the defined methods for optimal utilization of tools and resources.</p> <p>CO6. Design the plan of action in correlation to the real time scenarios.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
II	21BBAH 2C03	Business Economics	<p>CO1. Understand the fundamental concepts of microeconomics and macroeconomics, and how they apply to the business world.</p> <p>CO2. Analyze the relationship between supply and demand, and how changes in these variables impact business decisions.</p> <p>CO3. Develop an understanding of market structures, including perfect competition, monopolies, and oligopolies.</p> <p>CO4. Analyze the impact of government policies, such as taxation and regulation, on business operations.</p> <p>CO5. Develop the ability to communicate economic concepts effectively to a variety of audiences, including non-economists.</p> <p>CO6. Apply economic theories and concepts to real-world business problems, and develop solutions that take into account economic considerations.</p>
II	21BBAH 2C02	Banking & Insurance	<p>CO1. Outline the principles and theories of Banking and Insurance.</p> <p>CO2. Examine the overall Indian financial system structure and banker customer relationship</p> <p>CO3. Illustrate on credit creation and on the non-performing asset problem afflicting banks and how they are dealt with.</p> <p>CO4. Identify the key issues and concerns surrounding digital banking.</p> <p>CO5. Explain the salient features of key legislations that apply to the insurance sector in India.</p> <p>CO6. Describe the insurance market in India, the market participants and the role of the market participants</p>
III	21BBAH 3C02	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>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	21BBAH 3C01	<b>Corporate Accounting</b>	<p>CO1. Discuss the various methods of valuation of shares &amp; goodwill.</p> <p>CO2. Explain the regulatory framework for carrying out business reorganization and financial reconstruction process.</p> <p>CO3. Employ the appropriate accounting standard to complete the accounting process of business reconstruction.</p> <p>CO4. Differentiate the accounting process and technique for mergers, acquisitions and financial reconstruction.</p> <p>CO5. Assess the valuation of corporates at various levels of business development and reorganization.</p>
III	21BBAH 3C03	<b>Cost Accounting</b>	<p>CO1. Listing the various cost components comprising a consumable good(s)/service(s).</p> <p>CO2. Classification of cost components, into major streams.</p> <p>CO3. Interpret the controllable and uncontrollable components.</p> <p>CO4. Examine the internal and external conditions leading to cost fluctuations.</p> <p>CO5. Decide on an appropriate cost and margin combination. Construct the suitable pricing strategy.</p>
III	21BBAH 3C04	<b>Human Resource Management</b>	<p>CO1. explain the key terms, theories, concepts, practice within in the domain of HRM</p> <p>CO2. Illustrate the current issues, trends, practices, process confronting HR Managers and suggest contemporary skills required to address the issues</p> <p>CO3. Examine the significance of employee performance management and effectiveness of the organization functioning</p> <p>CO4. Recommend problem solving skills to address human resource challenges in the organisation.</p> <p>CO5. Develop the strategies and practices to be used for recruiting, selecting and retaining suitable employees in the organization</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	21BBAH 3C05	Business Law	<p>CO1. Demonstrate the essentials of a contract.</p> <p>CO2. Classify difference among Patents, Copyrights, and Trademark.</p> <p>CO3. Execute steps required for consumer dispute redressal at the district level.</p> <p>CO4. Discuss the guidelines imposed by RBI in contrast to the transgressions committed by any company/individual.</p> <p>CO5. Identify various aspects of documents relating to Companies Act such as MOA, AOA, and Prospectus.</p> <p>CO6. Defend Competition Law by illustrating corporate examples.</p> <p>CO7. Recommend aspects of the act to be updated.</p>
III	16SS0G1	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	16BBA3 S51	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>

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III	16BBA3 S52	Psychology	<p>CO1. Define the overall evolution and development of psychology.</p> <p>CO2. Classify the overarching themes in psychology to design and conduct basic psychological research in various domains to understand the behaviour.</p> <p>CO3. Connect the link between social, cultural and biological factors and its association with effective and non-effective behavioral outcomes.</p> <p>CO4. Compare the methods of effective coping mechanisms and stress management techniques.</p> <p>CO5. Employ the effective methods to deal with deviance, dysfunction, distress and danger.</p> <p>CO6. Assess the knowledge of behavior and mental processes and enable learners to become more socially aware and self-reflective.</p>
IV	21BBAH 4C01	Business Finance	<p>CO1. Describe the meaning of finance and discuss its relation with other functions in an organization</p> <p>CO2. Employ the methods for calculation of cost of capital raised by companies</p> <p>CO3. Conduct EBIT EPS calculation for a company</p> <p>CO4. Demonstrate proficiency in investment valuation techniques.</p> <p>CO5. Describe the factors influencing working capital</p> <p>CO6. Describe the factors influencing dividend policies of a firm</p>

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IV	21BBAH 4C02	<b>Production &amp; Operation Management</b>	<p>CO1. 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.</p> <p>CO2. 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.</p> <p>CO3. Implement suitable materials handling principles and practices in the operations, making an effective material purchase decision.</p> <p>CO4. Develop the capacity plant layout plans in order to handle projects in operation environments of the organization.</p> <p>CO5. Implement suitable quality control measures in Quality Circles to TQM.</p> <p>CO6. Able to find solutions for the problems faced in the organization by having an effective waste management system, automation system, waste management system, etc.</p>
IV	21BBAH 4C03	<b>Management Accounting</b>	<p>CO1. Understand the role of management accounting in business decision-making and its relationship with financial accounting and financial management.</p> <p>CO2. Learn to analyze and interpret financial statements to assess business performance and financial health.</p> <p>CO3. Understand the different types of costs in a business, such as fixed costs, variable costs, and overhead costs, and use this knowledge to make better decisions.</p> <p>CO4. Understand the importance of relevant and reliable information in decision-making and learn to use performance measurement tools, such as balanced scorecards and key performance indicators (KPIs), to evaluate business performance.</p> <p>CO5. Understand the importance of relevant and reliable information in decision-making and learn to use performance measurement tools, such as balanced scorecards and key performance indicators (KPIs), to evaluate business performance.</p>



Semester	Course Code	Course Name	Course Outcomes (COs)
IV	21BBAH 4FD01	<b>Financial Markets and Services</b>	<p>CO1. Interpret the role and function of the financial system concerning the macroeconomy of the country and their role in economic development.</p> <p>CO2. Comprehend the current structure and regulation of the Indian financial sector.</p> <p>CO3. Describe the salient features of various financial products, participants, services and instruments and operation of the money market.</p> <p>CO4. 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.</p> <p>CO5. 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.</p>
IV	21BBAH 4FD02	<b>Financial Planning and Wealth Management</b>	<p>CO1. Outline important terms, rules, concepts, principles, theories, and strategies related to financial planning &amp; wealth management.</p> <p>CO2. Employ the appropriate the valuation and selection criteria of major investment products and financial securities to implement a financial plan</p> <p>CO3. Differentiate and recommend various types of fixed income securities, common and preferred shares, mutual funds, and other financial instruments.</p> <p>CO4. Assess the various investment avenues for financial planning and wealth management.</p>
IV	21BBAH 4MD01	<b>Consumer Behaviour</b>	<p>CO1. Comprehend the concept of consumer behaviour and analyse factors affecting the behaviour of consumers.</p> <p>CO2. Apply the dynamics of perception.</p> <p>CO3. Interpret motivational conflicts, values and its application to consumer behaviour.</p> <p>CO4. Apply the marketing implications of consumer behaviour concerning attitude, personality and lifestyle.</p> <p>CO5. Analyse organisational buying behaviour.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
IV	21BBAH4MD02	Advertising and Public Relations	<p>CO1. Employ related advertising and promotional skills in business.</p> <p>CO2. Identify effective types of advertising to capture the attention of audience and sales performance.</p> <p>CO3. Create successful advertising and promotional campaigns.</p> <p>CO4. Examine performances of advertising agency, along with utilizing resources effectively.</p> <p>CO5. Choose effective media campaign for attracting the customers/consumers.</p> <p>CO6. Measure the performance of media vehicle towards the success of product in rural and urban economies.</p>
IV	16MAN0G3	Conflict Management	<p>CO1. Comprehend the business and emotional conflict and make the way in conflict resolution, negotiation, and management.</p> <p>CO2. Analyse 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. Recognise the role of mediation in business opportunities and crisis.</p>
IV	16MS0G1	Journalism	<p>CO1. Identify and demonstrate an understanding of the practical foundations of media.</p> <p>CO2. Analyze and critique a variety of media products, case studies, human communication models and issues.</p> <p>CO3. Produce journalistic work that showcases an area of specialization that draws on the creativity, managerial and entrepreneurial spirit of the student.</p> <p>CO4. To make effective oral and written presentation on variety of topics on public settings.</p> <p>CO5. Produce a portfolio that demonstrates work produced in a public media setting.</p>
IV	16BBA4S51	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>

Semester	Course Code	Course Name	Course Outcomes (COs)
V	21BBAH 5C01	International Business	<p>CO1. Comprehend the meaning and the latest trends in IB.</p> <p>CO2. Analyse the various modes of entry.</p> <p>CO3. Assess Globalization.</p> <p>CO4. Comprehend foreign trade in detail.</p> <p>CO5. Evaluate Global marketing and pricing.</p>
V	21BBAH 5C02	Income Tax – I	<p>CO1. Ascertain practical application of Canons of Taxation.</p> <p>CO2. Analyse the residential status of different entities and tax procedures.</p> <p>CO3. Calculate Income Tax Rates and Computation of Tax Liability in India.</p> <p>CO4. Prepare Form 16 through Trace software.</p> <p>CO5. Comprehend tax implication on House Property income with Saral and Sugam tax forms.</p>
V	21BBAH 5C03	Innovation Management	<p>CO1. types of innovation, such as product innovation, process innovation, and business model innovation.</p> <p>CO2. Learn to identify and assess new business opportunities and develop new products, services, or processes.</p> <p>CO3. Understand the different stages of the innovation process, including idea generation, screening, development, testing, and commercialization.</p> <p>CO4. Develop skills in managing and leading innovation teams, and understand how to create an environment that fosters creativity and innovation.</p> <p>CO5. Understand the importance of customer feedback and market research in the innovation process and learn to use different methods to gather and analyze customer insights.</p> <p>CO6. Learn to manage risks associated with innovation projects, including technological risks, financial risks, and market risks.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
V	21BBAH 5C04	<b>Strategic Management</b>	<p>CO1. Understand the concepts of strategy and strategic management, and their importance for organizations.</p> <p>CO2. Learn to analyze the internal and external environment of an organization to identify its strengths, weaknesses, opportunities, and threats (SWOT analysis).</p> <p>CO3. Understand the different levels of strategy, including corporate strategy, business strategy, and functional strategy, and how they relate to each other.</p> <p>CO4. Learn to formulate and implement strategy using different approaches, such as the rational planning model, emergent strategy, and resource-based view.</p> <p>CO5. Develop skills in identifying and evaluating strategic alternatives, such as growth strategies, retrenchment strategies, and diversification strategies.</p> <p>CO6. Develop skills in monitoring and controlling the implementation of strategy, and learn to adjust strategy as necessary.</p>
V	21BBAH 5FD01	<b>Investment Analysis &amp; Portfolio Management</b>	<p>CO1. Understand the principles of investment analysis and portfolio management, and their importance for individuals and institutions.</p> <p>CO2. Develop skills in analyzing financial markets and evaluating different investment options, such as stocks, bonds, and mutual funds.</p> <p>CO3. Learn to evaluate investment risks and returns, and develop techniques to manage risk.</p> <p>CO4. Develop skills in constructing and managing investment portfolios, and learn to balance risk and return objectives.</p> <p>CO5. Learn to apply fundamental and technical analysis to select individual securities for a portfolio.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
V	21BBAH 5FD02	<b>Mergers and Acquisitions</b>	<p>CO1. Understand the reasons for and drivers of mergers and acquisitions (M&amp;A) and their importance for firms and investors.</p> <p>CO2. Learn to analyze the different types of M&amp;A transactions, such as horizontal, vertical, and conglomerate mergers, and their implications for firms and industries.</p> <p>CO3. Understand the M&amp;A process, including valuation, negotiation, due diligence, and integration.</p> <p>CO4. Develop skills in financial analysis and valuation methods used in M&amp;A, such as discounted cash flow analysis, comparable company analysis, and precedent transactions analysis.</p> <p>CO5. Learn to evaluate the strategic fit of potential M&amp;A transactions and develop skills in deal sourcing and screening.</p>
V	21BBAH 5MD01	<b>Brand Management</b>	<p>CO1. Understand the concept of brand and its importance for firms and consumers.</p> <p>CO2. Learn to analyze the different elements of a brand, including brand identity, brand personality, brand image, and brand equity.</p> <p>CO3. Analyze the role of brands in consumer behavior by evaluating the influence of brand perception, brand loyalty, and brand equity on consumer decision-making.</p> <p>CO4. Develop brand identity by creating brand elements such as brand name, logo, and tagline that communicate brand identity and differentiate the brand from competitors.</p> <p>CO5. Evaluate brand positioning by analyzing the competitive environment, target audience, and brand attributes to create a unique and compelling brand positioning.</p> <p>CO6. Assess brand equity by measuring brand awareness, brand associations, and brand loyalty to understand the value of the brand and identify opportunities for growth</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
V	21BBAH 5MD02	<b>Sales and Distribution Management</b>	<p>CO1. Understand the importance of sales and distribution management for firms and consumers.</p> <p>CO2. Learn to analyze the different elements of the sales and distribution system, including sales channels, distribution channels, and logistics.</p> <p>CO3. Develop skills in creating and managing sales and distribution strategies, including sales force management, channel management, and logistics management.</p> <p>CO4. Appraise sales and distribution performance by assessing sales and distribution metrics, such as sales growth, market share, and customer satisfaction, and interpreting the results to inform decision-making.</p> <p>CO5. Analyze the importance of sales and distribution management for firms and consumers by evaluating the impact of effective sales and distribution on organizational performance and customer satisfaction.</p>
VI	21BBAH 6C01	<b>Corporate Governance</b>	<p>CO1. Classify the role of the Board of Directors in shaping the strategy of the company and protecting the interests of stakeholders.</p> <p>CO2. Implement the legal and regulatory obligations of corporations for good governance.</p> <p>CO3. Employ the principles of risk management and appraise the significance of risk management.</p> <p>CO4. Assess different systems of corporate governance across the continents.</p> <p>CO5. Employ Information Technology into the organization for more structured governance.</p> <p>CO6. Compare the responsibilities of an organization with different stakeholder groups and advice on ethical conduct.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	21BBAH 6C03	Project Management	<p>CO1. Analyze the importance of project management in different industries by evaluating the impact of effective project management on organizational performance, customer satisfaction, and project success.</p> <p>CO2. Synthesize project management processes by integrating project scope, time, cost, quality, risk, and stakeholder management to create a comprehensive project management plan.</p> <p>CO3. Apply project management tools and techniques by using software such as Gantt charts, critical path analysis, and earned value analysis to manage project activities and monitor project progress.</p> <p>CO4. Evaluate project risk by analyzing potential risks and developing risk management plans to mitigate and respond to risks.</p> <p>CO5. Develop project schedules by creating project timelines and identifying project milestones, critical paths, and dependencies to ensure timely project completion.</p>
VI	21BBAH 6C02	Income Tax – II	<p>CO1. Employ depreciation concept in business taxation perspective.</p> <p>CO2. Calculate tax profit or gains from sole trading concern and profession.</p> <p>CO3. Employ tax exemption to reduce the taxability of capital gain(s).</p> <p>CO4. Calculate Gift- Taxing, Taxability on Interest, Dividends and Casual Income.</p> <p>CO5. Employ productive investment planning to ascertain the most beneficial tax saving options.</p> <p>CO6. Calculate individual self-assessment.</p>
VI	21BBAH 6C04	Monetary System	<p>CO1. Discuss the causes and consequences of inflation and deflation.</p> <p>CO2. Analyze the relationship between monetary policy and fiscal policy.</p> <p>CO3. Develop strategies for managing inflation and deflation.</p> <p>CO4. Evaluate the benefits and drawbacks of different monetary policies.</p> <p>CO5. Critique the role of central banks in the monetary system.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	21BBAH 6FD01	Global Finance	<p>CO1. Evaluate the benefits and drawbacks of different monetary policies.</p> <p>CO2. Critique the role of central banks in the monetary system.</p> <p>CO3. Evaluate the effectiveness of different financial instruments in managing risk.</p> <p>CO4. Compare and contrast different financial systems used around the world.</p>
VI	21BBAH 6FD02	Derivatives and Risk Management	<p>CO1. Define key terms related to derivatives and risk management, such as futures, options, etc.</p> <p>CO2. Apply the concepts of derivatives and risk management to real-world situations.</p> <p>CO3. Use economic data to evaluate the potential risks and benefits of derivative strategies.</p> <p>CO4. Evaluate the effectiveness of different derivative instruments in managing risk.</p> <p>CO5. Compare and contrast different approaches to risk management.</p>
VI	21BBAH 6MD01	Integrated Marketing Communication	<p>CO1. Define key terms related to Integrated Marketing Communication, such as advertising, public relations, sales promotion, etc.</p> <p>CO2. Use market research data to design an Integrated Marketing Communication plan for a product or service.</p> <p>CO3. Develop a social media campaign that is aligned with an Integrated Marketing Communication plan.</p> <p>CO4. Evaluate the impact of different communication channels on consumer behavior.</p> <p>CO5. Compare and contrast different approaches to Integrated Marketing Communication.</p>



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VI	21BBAH 6MD02	<b>Digital and Social Media Marketing</b>	<p>CO1. Define key terms related to Digital and Social Media Marketing, such as search engine optimization, pay-per-click advertising, social media optimization, etc.</p> <p>CO2. Explain the importance of Digital and Social Media Marketing in the modern marketing landscape.</p> <p>CO3. Apply the concepts of Digital and Social Media Marketing to real-world situations.</p> <p>CO4. Analyze the effectiveness of different Digital and Social Media Marketing strategies.</p> <p>CO5. Develop a Digital and Social Media Marketing plan for a product or service that addresses current market challenges.</p>
VI	16CS0G 6	<b>Business Oriented Computer Application</b>	<p>CO1. Discuss current trends in Hardware, Cloud Computing, Software, and Database Management.</p> <p>CO2. Demonstrate the ability to work on advanced MS Excel professionally.</p> <p>CO3. Employ Database Management Software in Decision Making.</p> <p>CO4. Employ the latest industry trends in Telecommunication Technologies (RFID, Bluetooth, LAN, Winmax).</p> <p>CO5. Explain future trends in Technology, Artificial Intelligence, and its Impact on Business.</p> <p>CO6. Employ the use of ERP (Tally) in business activities.</p>

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VI	16MS0G5	Corporate Communication	<p>CO1. Develop necessary skills for Communication during critical situations in Business Management Functions.</p> <p>CO2. Demonstrate Critical thinking ability in the areas of business.</p> <p>CO3. Develop strategies and tools to build and manage stakeholder relationships to support corporate communication activities.</p> <p>CO4. Assess the selection and implications of current and emerging technologies on the quality and delivery of corporate communication activities.</p> <p>CO5. Demonstrate knowledge related to core functions of Corporate Communication.</p> <p>CO6. Foster developmental strategies across various segments of Corporate Communication Activities.</p> <p>CO7. Assess various tools of current and emerging trends on the quality and delivery of corporate communication activities.</p> <p>CO8. Recommend planning of corporate communication objectives and projects.</p>
VI	16BBA6CS11	Event Management	<p>CO1. Define different trends and types of Event management industry.</p> <p>CO2. Illustrate the ability to plan and design events creatively.</p> <p>CO3. Demonstrate how to prepare budget and arrange funds for events.</p> <p>CO4. Employ techniques to market events online and offline.</p> <p>CO5. Estimate the risk and safety measures in conducting events.</p> <p>CO6. Employ time and goal management in conducting events.</p>