

Bachelor of Business Administration (Sports Management)

Programme Outcomes (POs)

- PO 1.** Integrate management tools and concepts to solve business and social problems
- PO 2.** Evaluate business opportunities by scanning the competitive environment, key stakeholders, and business and social landscape.
- PO 3.** Execute inter and multi-disciplinary approaches for problem-solving
- PO 4.** Apply analytical and critical thinking skills in decision-making
- PO 5.** Develop effective communication across cultural settings and in technologically mediated environments
- PO 6.** Demonstrate leadership skills to work effectively in diverse teams
- PO 7.** Articulate the concepts and practices of entrepreneurship and innovation
- PO 8.** Demonstrate ethical reasoning and responsible global citizenship

Program Specific Outcomes (PSOs)

- PSO1:** Understand the broader spectrum of the sports management
- PSO2:** Demonstrate managerial competency in managing sports events

Course Outcomes (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	16BBA1C03	Business Management	CO1. Comprehend and correlate all the management functions happening around the fundamentals, along with the concepts and principles of management. CO2. Demonstrate the roles, skills, and functions of Management CO3. Analyse the effective application of Principles and Practices of Management knowledge to diagnose and solve organizational problems and develop optimal managerial decisions. CO4. Apply the managerial and behavioral concept in real scenarios. CO5. Analyse the complexities associated with management of human resources in the organization and integrate the learning in handling these complexities.
I	16BBA1C04	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.
I	16BBA1C05	Quantitative Techniques - I	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	16BBA1C06	Financial Accounting - I	<p>CO1. Learn the concepts, conventions and rules relating to the subject.</p> <p>CO2. Apply the concept of bookkeeping and recording the transactions as and when it happens in a chronological order</p> <p>CO3. 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.</p> <p>CO4. Comprehend the concept of preparation of financial statements leading to understanding the profitability, liquidity, and solvency.</p> <p>CO5. Outline to the basic functioning of a company form of organization like the formation, issue of shares, debentures, forfeiture and so on.</p>
II	16BBA2C03	Business Economics	<p>CO1. Identify the Economic Principles in Management Decision Making.</p> <p>CO2. Explain microeconomic concepts for effective functioning of a firm or an industry.</p> <p>CO3. Illustrate various cost and revenue concepts.</p> <p>CO4. Compare various imperfect competitions existing in current market situation.</p> <p>CO5. Assess difficulties in calculating National Income.</p>
II	16BBA2C04	Cost Accounting	<p>CO1. List the cost components of a product.</p> <p>CO2. Compare the stock management techniques.</p> <p>CO3. Classify the Indirect expenses according to departments.</p> <p>CO4. Measure the notional profit earned through construction projects.</p> <p>CO5. Ascertain the scrap value and its recovery in each process.</p> <p>CO6. Calculate the total cost incurred in logistics and transportation.</p>
II	16BBA2C05	Quantitative Techniques - II	<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>

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III	16BBA3C01	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. Analyse digital marketing techniques and apply them.</p>
III	16BBA3C02	Human Resource Management	<p>CO1. Analyse 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 onboarding 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	16BBA3C03	Entrepreneurship Development	<p>CO1. Access the opportunities through the success stories of entrepreneurs.</p> <p>CO2. Learn how to start an enterprise and design business plans suitable for funding various agencies from by considering all dimensions of business.</p> <p>CO3. Analyse the importance of marketing and management in small businesses venture.</p> <p>CO4. Classify the parameters to assess opportunities and constraints for new business ideas to develop idea generation, creative and innovative skills.</p> <p>CO5. Illustrate the significance of e-commerce in the business era.</p>

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III	16BBA3C04	Corporate Accounting	<p>CO1. Analyse the primary issues in accounting for assets, liabilities and owner's equity.</p> <p>CO2. Prepare the accounts of companies undergoing amalgamation, absorption and external reconstruction.</p> <p>CO3. Assess the techniques of restructuring.</p> <p>CO4. Comprehend the difference between equity value and enterprise value.</p> <p>CO5. Outline different models of business valuation.</p>
III	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>
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	16BBA3S51	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	16BBA3S52	Organizational 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>
IV	16BBA4C02	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>

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IV	16BBA4C03	Production & Operation Management	<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	16BBA4C04	Business Finance	<p>CO1. Describe the meaning of finance and its relationship with other functions in an organisation.</p> <p>CO2. Employ the methods for calculation of cost of capital raised by companies.</p> <p>CO3. Conduct EBIT EPS analysis for a company.</p> <p>CO4. Demonstrate proficiency in investment valuation techniques.</p> <p>CO5. Illustrate the factors influencing working capital.</p> <p>CO6. Classify the factors influencing dividend policies of a firm.</p>

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IV	16BBA4C01	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	16PSYOG4	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>

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IV	16MS0G1	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	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>
IV	16BBA4S52	Case Analysis	<p>CO1. Demonstrate the systematic methods of solving problems through case analysis.</p> <p>CO2. Devise solutions for business challenges, and issues using their independent reasoning and critical thinking skills.</p> <p>CO3. Employ basic analytical tools for optimizing business decisions.</p> <p>CO4. Foster a sense of responsibility, ethics, and values towards society.</p> <p>CO5. Recognise the root cause of a problem along with defining alternative solutions.</p> <p>CO6. Exhibit their decision-making ability in managerial and entrepreneurial situations.</p>
V	16BBA5C01	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>

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V	16BBA5C02	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	16BBA5C03	Management Accounting	<p>CO1. Understand the importance of Management Accounting in practicality.</p> <p>CO2. Assess how the company can be analyzed based the ratios & Break Even Point analysis.</p> <p>CO3. Comprehend the importance of cash flow statement & how to prepare the cash flow statement.</p> <p>CO4. Prepare a budget (cash).</p> <p>CO5. Prepare a report on the performance of the company.</p>
V	16BBA5SPMD 01	Sports Marketing and Sponsorship	<p>CO1. Identify the role of marketing in sports industry</p> <p>CO2. Employ the requirements of sponsorship in the field of sports</p> <p>CO3. Examine the logistical requirements and the strategies in implementation of the same</p> <p>CO4. Evaluate the world of advertisement and promotion in sports</p>
V	16BBA5SPMD 02	Sports Venue and Event Management	<p>CO1. Identify various aspects and importance of venue management in sporting events</p> <p>CO2. Employ the requirements and facilities in sporting region</p> <p>CO3. Examine the operational requirements and the strategies in implementation of the same</p> <p>CO4. Evaluate the destination marketing and venue branding in sports</p>
V	16BBA5SPMD 03	Social Factors in Sport	<p>CO1. Identify the various social factors associated with the sporting world</p> <p>CO2. Employ various stakeholders in the development of sporting thought</p> <p>CO3. Examine the leadership roles in sports</p> <p>CO4. Evaluate the athletes with special abilities and their accomplishments</p>

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V	16BBASPMG1	Fundamentals of Sports Psychology	<p>CO1. Identify the various psychological factors associated with the sporting world and athletes</p> <p>CO2. Employ various personalities in the development of sports</p> <p>CO3. Examine the relationship between competition and cooperation</p> <p>CO4. Evaluate the contemporary issues associated with sports psychology</p>
V	16BBASPMG2	Health, Fitness and Wellbeing in Sport	<p>CO1. Identify the absolute importance of Health and Wellbeing required for an athlete</p> <p>CO2. Employ the suitable exercise and wellbeing policy</p> <p>CO3. Examine the psychological growth and character growth of a sports person</p> <p>CO4. Evaluate the impact of mental health in sports</p>
VI	16BBA6C01	Corporate Governance	<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>
VI	16BBA6C02	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>

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VI	16BBA6SPMD 01	Sports Finance	<p>CO1. Identify the financial factors associated with the sports industry</p> <p>CO2. Employ the suitable facility and financial management technique</p> <p>CO3. Examine the financial statements of sporting leagues and tournaments</p> <p>CO4. Evaluate the financial aspect in funding commercial leagues</p>
VI	16BBA6SPMD 02	Sports Consultancy Project	<p>CO1. Have the opportunity to apply under real conditions, the knowledge and skills acquired through an associated learning programme.</p> <p>CO2. Have developed the ability to direct realistic learning experience using a negotiated learning agreement</p> <p>CO3. Have developed the ability to critically reflect upon academic literature, as applied to the realities of the workplace.</p> <p>CO4. Have learnt new and occupationally relevant skills and techniques through a variety of experiences.</p> <p>CO5. Have worked with practicing professionals from within the industry.</p> <p>CO6. Have had their performance and potential evaluated by such professionals.</p> <p>CO7. Have gained contextual understanding of the occupational sector into which the work experience fits.</p> <p>CO8. Be in a better position to decide upon an appropriate career path.</p> <p>CO9. Have developed personal, interpersonal and social skills.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
VI	16CS0G6	Business Oriented Computer Application	<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>
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	16BBASPMG3	Fundamentals of Sports Science	<p>CO1. Identify the Scientific factors associated with the sports industry</p> <p>CO2. Employ the Exercise physiology and sports nutrition</p> <p>CO3. Examine the biomechanics and hydration factors in sports</p> <p>CO4. Evaluate the high-performance athletes</p>

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VI	16BBASPMG4	Contemporary Issues in Sporting Culture	CO1. Identify the Cultural factors associated with the sports industry CO2. Employ the controlling adverse impact of various negative factors in sports CO3. Examine the various barriers in sports CO4. Evaluate the creation of personality in sports