

**Course Outcomes (COs)
2019-20 Batches**

Semester	Course Code	Course Name	Course Outcomes (COs)
I	17BMS3C101	FUNDAMENTALS OF FINANCIAL ACCOUNTING	<p>CO1: The use of accounting concepts, principles and frameworks to analyze the effect of business transactions on an organization accounting records.</p> <p>CO2: Application and use of accounting system to record, classify and summarize data and analyze the effect of business transactions in a business organization</p> <p>CO3: Use tools and techniques to interpret the different transactions to be entered into various subsidiary books</p> <p>CO4: Classify accounting information to solve errors in preparation of accounting records and the effect of such transactions in solving business problems</p> <p>CO5: Develop the ability to apply accounting principles in preparation of financial statements and interpret the information for effective decision making in business.</p>
I	17BMS56C104	MANAGEMENT CONCEPTS	<p>CO1: Conceptualizing and applying the management concepts in the real time scenarios.</p> <p>CO2: Analyze the theories of management and apply the theories in current business environment</p>

			<p>CO3: Examine the Planning process and decision making process for sustenance and development of the organization</p> <p>CO4:Formulate techniques to allocate expenses between different departments by selecting a rational basis, to interpret the concepts and practices of management</p> <p>CO5: Explore the leadership qualities for effective coordination and control</p>
I	19BMSC1C03	MANAGERIAL ECONOMICS	<p>CO1: Relate to the application of principles of economics in Business scenarios.</p> <p>CO2: Take decisions on demand analysis and forecasting by going through elasticity and forecasting methods.</p> <p>CO3Distinguish the customers of different types and their tastes and preferences, and formulate strategies accordingly.</p> <p>CO4 Develop techniques on productivity and profitability, reduce cost and increase quality of products and services by effectively managing production process, cost and revenue.</p> <p>CO5 Design competitive strategies to occupy market share through effective pricing and adequate production volume.</p>
II	19BMIF2C03	ADVANCED ACCOUNTING	<p>CO1: Use of fire insurance in a business organization to provide financial protection against loss or damage of stock by fire.</p> <p>CO2: Relate to the application of accounting treatments between a sale and a consignment transaction with the techniques for computation of stock</p>

			<p>CO3: Examine the differences between consignment, partnership and joint venture transactions under different methods</p> <p>CO4: Construct separate accounts for different branches or operating locations to know the cost/profit centers separately</p> <p>CO5: Formulate techniques to allocate expenses between different departments by selecting a rational basis to interpret the key parameters of financial performance</p>
II	17BMS3C202	<p>MARKETING MANAGEMENT</p>	<p>CO1: Apply the marketing concepts and its evolution</p> <p>CO2: Analyze the market based on segmentation, targeting and positioning</p> <p>CO3: Make decisions on product, price, promotion mix and distribution</p> <p>CO4:Analyze the consumer behavior and their decision making process</p> <p>CO5: Formulate the emerging technologies and media in marketing</p>
II	17BMS3C203	<p>HUMAN RESOURCE MANAGEMENT</p>	<p>CO1: Define the managerial role, duties and responsibilities and their functions of HRM in the organization.</p> <p>CO2: Design the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3: Appraise the performance of employees for promotion, transfer, and compensation systems.</p>

			<p>CO4: Study the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5: Formulate a suitable strategy and practice for the recent trends in HRM.</p>
II	19bcc4s061	ENTREPRENEURSHIP	<p>CO1: Assessing Indian entrepreneurship culture focusing on role of the Entrepreneur in Indian economy with reference to Self-employment and women entrepreneurship development schemes.</p> <p>CO2: Outlining Business ideas with SWOC analysis done within the framework of Government policies and procedures.</p> <p>CO3: Develop a business plan with detailed Technical, Financial, Marketing and Human Resource aspects considering the sources for funding the business plans.</p> <p>CO4: Outlining various entrepreneurship schemes offered by Central Government and as well as State Government.</p> <p>CO5: Listing the reasons for industrial sickness and failure of entrepreneurship ventures and turnaround ventures.</p>
III	16BMIF3C03	BUSINESS LAW	<p>CO1: Analyze the nature and meaning of contracts and evaluate the impact of legislation upon contract law</p> <p>CO2: Use and relate to the application of special contracts of Indemnity, Guarantee, Bailment and Pledge in business</p> <p>CO3: Analyze and recognition of transactions involving the sale of goods in different business situations and the rights of buyers</p>

			<p>CO4: Examine and compare the application of competition law to business agreements, the exercise of dominant position and combinations between firms, sellers and enforcement mechanisms</p> <p>CO5: Create an awareness of consumer rights and obligation with the ability to implement and report compliance</p>
III	17BMS3C201	<p>FUNDAMENTALS OF MANAGEMENT ACCOUNTING</p>	<p>CO1: Articulate the application-based knowledge of Financial Accounting and Cost Accounting for managerial decisions</p> <p>CO2: Present different cost concepts to appraise different tools and techniques for the organization</p> <p>CO3: Measure the planning and control technique and thereby devising functional budget for business</p> <p>CO4: Experiment different variances in the accounting control system to make revised financial projections</p> <p>CO5: Appraise various financial variables, validate and forecast financial solutions</p>
III	19BMIM3C01	<p>DIGITAL MARKETING AND ESSENTIALS</p>	<p>CO1:Analyze the opportunities and challenges of Disruptive Digital Environment and Dynamic Digital Environment</p> <p>CO2: Application and use of Digital Tools in marketing and media advertising</p> <p>CO3: Designing the digital marketing campaigns on the basis of consumer analysis</p> <p>CO4: Application and evaluation of digital marketing techniques in the light of customer data bases /information</p>

			CO5: Developing plans in retention of customers with the use of varied research tools and techniques and web analytics
III	19BMAM3C01	INTRODUCTION TO AVIATION INDUSTRY	<p>CO1: Study of The air transportation industry. Certificated air carriers, the freight and passenger business, general aviation. Economic impact of aviation</p> <p>CO2 : Understanding of Competition and government regulations. Ownership of airlines. The cyclical nature of the airline business. Distribution of world passenger traffic.</p> <p>CO3 :Understanding of global world class aircraft manufactures and airport providers</p> <p>CO4: Know Key players in air freight and airfreight charges</p> <p>CO5: Aircraft Types, Aircraft Layout and Terminology, Aircraft Furnishings, Systems and Terminology and operational methods</p>
III	16MATH0G5	QUANTITATIVE TECHNIQUES	<p>CO1: Formulating business problems into arithmetic matrices and linear equations for finding solution by applying appropriate method like additions, subtractions and multiplication of matrices and Cramer's rule.</p> <p>CO2: Assess the application of Duplicate, Triplicate, Sub duplicate and Sub triplicate ratios, Continued Proportion and inverse Proportion in day to day business activities.</p>

			<p>CO3: Outlining the financial aspects of present value and future values of money with help of simple interest, compound interest, annuity and bill discounting.</p> <p>CO4: Analysis of data dispersion in the business scenario by applying quantitative techniques such as Qualities deviation, Range and Standard Deviation methods to minimize the risk.</p> <p>CO5: Establishing the relationship between variables by applying Spearman's Rank correlation, Karl Pearson's coefficient of correlation and Regression methods to find predictive solutions in business.</p>
III	19MENVI0VE2	ENVIRONMENTAL STUDIES	<p>CO 1: Demonstrate the ability to apply the concept of Sustainability in daily walks of life.</p> <p>CO 2: Ability to analyze the process and progress in various Ecosystems.</p> <p>CO 3: Capacity to identify the issues associated with natural resources and provide solutions to overcome the same.</p> <p>CO 4: Differentiate levels of Biodiversity and identify the ways to conserve the living organisms.</p> <p>CO 5: Ability to determine various forms of pollution and recommended solid waste management techniques.</p> <p>CO 6: Ability to implement various environmental laws applicable to fronts of Life.</p> <p>sCO 7: Ability to demonstrate the application of disaster management techniques and Human communities.</p>

<p style="text-align: center;">III</p>	<p style="text-align: center;">19BMAM3S55</p>	<p style="text-align: center;">AVIATION LAW AND REGULATION</p>	<p>C01: Understanding of Introduction to Directorate General of Civil Aviation, DGCA functions, DGCA Organization, DGCA as Regulatory Authority</p> <p>C02: Clear understanding of Aircraft Act 1934, The Aircraft Rules 1937, Flight Rules, Types of Flight Rules etc.</p> <p>C03: Clear understanding of The International Airports Authority of India act, 1971 (43 of 1971), The National Airports Authority of India, 1985 (64 of 1985), The Airports Authority of India Act 1994 (55 of 1994), The Carriage by Air Act, 1972 (69 of 1972) etc.</p> <p>C04: Clear understanding of Section 1-General, Section 2-Airworthiness, Section 3-Air Transport, Section 4-Aerodrome standards and Air Traffic Service, Section 5-Air Safety, Section 6-Design standards etc.</p> <p>C05: Clear understanding The Chicago conventions, 1944, The International Air Services Transit Agreement, 1944, The International Air Transport Agreement, 1944, The Warsaw Conventions, 1920 etc</p>
<p style="text-align: center;">IV</p>	<p style="text-align: center;">19BMSC4C01</p>	<p style="text-align: center;">BUSINESS RESEARCH METHODS</p>	<p>CO1: Familiarize participants with basic of research and the research process. So that the students can develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p>

			<p>CO2: Synthesize and integrate business research theory, specialist research tools and technical skills to conduct a guided research project and/or technical activity. To enable the student in conducting research work and formulating research synopsis and report.</p> <p>CO3: Identify current best practice in qualitative and quantitative research, the applications of both forms of research, the interrelationship between the various research methods, the implementation of research designs and analysis techniques</p> <p>CO4: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis. So that the student is familiarized with Statistical packages such as SPSS/EXCEL</p> <p>CO5: Apply the cognitive skills of critical thinking and professional judgment to present, collate, analyze, and interpret the data sets so as to solve the business/Research problem</p>
IV	19BMSC4C02	FINANCIAL MANAGEMENT	<p>CO1: Analyze the Time Value of Money and comprehend the fundamental principles of Finance along with an articulate account to achieve profit maximization.</p> <p>CO2: Create a strong foundation of cost of capital, leverages and cost of equity and preference shares by enhancing the knowledge of long term finance.</p>

			<p>CO3: Evaluate the techniques of Capital budgeting and access the mobilization of finance in the upward direction to assess the potential major projects and investments.</p> <p>CO4: Construct and estimate the requirements of working capital and determine a balanced working capital position through day-to-day operations.</p> <p>CO5: Formulate the dividend policy and structure of capital approaches to establish target capital structure to payout the shareholders.</p>
IV	19BMAM4C01	AIRLINE OPERATION	<p>CO1: Recognize the economic aspects of airline operations, including airline financing</p> <p>CO2 : Map the airline passenger fleet planning process</p> <p>CO3 :Apply knowledge of key principles to airline passenger flight scheduling</p> <p>CO4 : An overview of the major issues and challenges airline and airport management is facing.</p> <p>CO5 : Utilize airline passenger market research and forecasting</p>
IV	19AM40G1	AVIATION TRANSPORT SAFETY AND SECURITY	<p>CO1: Understanding of Air Transportation Safety and Security-Airport- Airways, Protecting Public Transportation, Screening- Personnel's and Baggage's –Metal Detectors-X ray Inspections etc</p>

			<p>CO2: Understanding of Causes of Terrorism, Rival claim of palestine- Palestine Liberation Organization, Nuclear Terrorism, Aircraft as Missile etc.</p> <p>CO3: Understanding of Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Program, Public Law about Hijacking, Air Transportation Security Act of 2001, Crimes against Humanity, The Tokyo Convention and Summit.</p> <p>CO4: Understanding of Legislations and Regulations, ICAO/ECAC, Transportation security administration – International aviation safety assessment program, Legislation after 9 Sep 2001,Aviationetc</p> <p>CO5: Technological Improvements on Aviation Safety and Security; Technological Improvements on Aviation Safety and Security, Introduction, Microwave Holographic Imaging, Body or Fire Security Scanner, New Generation of video Security Systems, Biosimmer; Biometric Systems</p>
V	19BMSC5C01	RETAIL AND SUPPLY CHAIN MANAGEMENT	<p>CO1: Embrace the tools and techniques required to succeed in the new media environment.</p> <p>CO2: Assess and evaluate the performance of digital marketing campaigns through behavioral and attitudinal engagement metrics and measures, and make use of a</p>

			<p>broad spectrum of digital and consumer analytic tools and techniques.</p> <p>CO3: Understand the functions of retail business and various retail formats and retail channels.</p> <p>CO4: Understand the difference between Retail and Manufacturing Supply Chain</p> <p>CO5: Understand, key drivers of retail supply chain and how to select a retail store location.</p>
V	19BMSC5C02	FUNDAMENTALS OF BUSINESS TAXATION	<p>CO 1: Outline the importance of taxation and its role in an economy.</p> <p>CO 2: Determine the taxable income from different heads of income and list out the deductions from respective heads.</p> <p>CO 3: Explain the concept of Gross Total Income highlighting all the deductions U/S 80 C to 80 U.</p> <p>CO 4: Describe various types of customs duty and its administration in India.</p> <p>CO 5: Differentiate the pre-GST tax system and post-GST tax system</p>
V	19BMSA5C01	Civil Aviation and International Business	<p>CO 1: Have knowledge of regulatory and legal issues which impact the industry.</p> <p>CO 2: Demonstrate application of and adherence to applicable aviation regulation.</p>

			<p>CO 3: Gain knowledge of the basic structure, management and administrative aspects of Airline, Flight operations and Airport operations.</p> <p>CO 4: Demonstrate the ability to explain basics of how a typical flight is coordinated between Airlines, Airports and Air Traffic Control Services.</p> <p>CO 5: Analyse the principle of International business and strategies adopted by firms to expand globally</p>
V	19BMSA5D01	AIRLINE SERVICES MANAGEMENT	<p>CO1: Recognize the various services rendered at airports</p> <p>CO2: Map the airline passenger and various facilities rendered to passenger in aviation field.</p> <p>CO3 : Apply knowledge of key principles to airline passenger service.</p> <p>CO4: An overview of the major Regulatory authorities like DGCA, AAI, BCAS and AERA of Civil Aviation ministry.</p> <p>CO5: Knowing the various service providers to assist in smooth functioning of airlines.</p>
V	19BMSA5D02	AIR CARGO MANAGEMENT	<p>CO 1: Establish relationship between logistics and supply chain management.</p> <p>CO 2: Evaluate logistics costing through Inventory Control Models.</p> <p>CO 3: Discuss the importance of Air cargo and Global trends in logistics and supply chain industry.</p>

			<p>CO 4: Familiarize with the role of key functional area in cargo such as marketing, sales, finance and operations.</p> <p>CO 5: Summarize cargo aircraft, handling, terminals and emerging trends in cargo business.</p>
V	19BMSA5D03	AIRCRAFT MAINTENANCE & MANAGEMENT	<p>CO 1: Demonstrate an in depth technical knowledge of Aircraft Systems and operations.</p> <p>CO 2: Demonstrate appropriate skills, techniques and accepted practices necessary for aircraft maintenance and determination of airworthiness.</p> <p>CO 3: Have knowledge of regulatory and legal issues which impact the industry.</p> <p>CO 4: Apply cognitive reasoning skills to aircraft systems analysis and trouble shooting.</p> <p>CO 5: Interpret maintenance technical publications and documentations to effectively carry out live maintenance and fault reporting.</p>
VI	19BMSC6C01	BUSINESS ETHICS AND NEGOTIATION SKILLS	<p>CO 1: Enumerate various ethical theories and their various divisions and appreciate the relevance of personal values in the business/workplace setting.</p> <p>CO 2: Determine goal setting and various implications of BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) with illustrations.</p>

			<p>CO3: Identify various tactics of negotiation and stages for promoting a constructive negotiation climate.</p> <p>CO 4: Generalize the ability to understand persuasion techniques and the way to implement them in real life and business scenarios.</p> <p>CO 5: Examine about post negotiation assessment and evaluation in relevance with International and cross-cultural crisis in negotiation.</p>
VI	19BMSC6C02	STRATEGIC MANAGEMENT	<p>CO1: Attain the knowledge on Strategic management and its importance in management's decision-making process.</p> <p>CO2: Identify the Importance of Corporate Social Responsibility, Ethics in Managerial activities and the recent trends in Corporate Governance.</p> <p>CO3: Explain different levels of organizational environment involved in Strategic planning</p> <p>CO4: Illustrate the Competitor analysis and Strategy implementation through various corporate level strategies</p> <p>CO5: Attain knowledge in strategic evaluation and control through the different approaches.</p>
VI	19BMSC6C03	INTERNATIONAL BUSINESS ENVIRONMENT	<p>CO1: Acquaint knowledge about legal structures and corporate governance procedures.</p> <p>CO 2: Sketch and discuss the various performance management system.</p>

			<p>C03: Examine the key economic measures in the emerging business environment.</p> <p>C04: Report and recognize the information technology strategies in business environment.</p> <p>C05: Characterize the role of network and business automation technologies.</p>
VI	19BMSA6C01	AVAIATION FINANCE AND INSURANCE	<p>C01: Identify the role of finance and insurance in aviation.</p> <p>C02: List the main aviation and insurance jargons used in the industry</p> <p>C03: Explain aviation insurance market, its financial impacts on airlines and aircraft financing.</p> <p>C04: Appropriate the objectives of airlines, lessors, bankers, insurers and manufacturers.</p> <p>C05: Familiarize with aircraft hull liability insurance and challenges in aviation insurance.</p>
VI	19BMSA6D01	AVAIATION AND HOSPITALITY MANAGEMENT	<p>CO1: To Understand the Geography and travel zones, Terminology in aviation</p> <p>CO2: Understand the Airport procedures in passenger service, baggage handling, and skills required by staff.</p> <p>CO3: Importance of nutrients, carbohydrates, protein and fat, Introduction to minerals, vitamins, food adulteration, food additives, food preservation and storage, role of hygiene in catering industry</p> <p>CO4: An overview of the marketing trends in aviation industry</p>

			<p>CO5: Knowing the Personality Development, Communication, Leadership, Stages of Personality development, Importance, Grooming</p>
VI	19BMSA6D02	AIRLINE TRAFFIC CONTROL	<p>CO1: To recognize the connects of ATC a Life line to Pilots</p> <p>CO2: Understand the various types of services rendered by ATC to Pilots</p> <p>CO3: Apply knowledge of key principles to airline passenger service</p> <p>CO4: An overview of the major Regulatory authorities like DGCA, AAI, BCAS and AERA of Civil Aviation ministry.</p> <p>CO5: Knowing the various service providers by ATC and Division of responsibility of control</p>