



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

PO-PSO-CO

PSO No.	Programme Specific Outcomes On completion of BBA, the graduate will be able to...
PSO 1	PSO1 – To develop the ability to apply Management fundamentals in changing social and global environments.
PSO 2	PSO2 - Infuse the adaptability to function in a multi-disciplinary work environment with adherence to professional ethics and societal responsibilities.
PSO 3	PSO3 - To inculcate the zeal of self-learning thereby enhancing Entrepreneurship capabilities.
PSO 4	PSO4 - Creating the ability to understand the impact of managerial decisions on global economic and environmental context.
PSO 5	PSO 5 - To groom the students to identify, formulate and solve organization's problems through creative and innovative decisions.
PSO 6	PSO6 -To enhance the knowledge of contemporary issues and build strong communication skills ensuring holistic development.

Cognitive Levels

R- Remember; **U-** Understand; **Ap-** Apply; **An** – Analyse; **E-** Evaluate; **C–** Create

Course Outcome (CO)

Name of the Course: 6.1 Compensation Management.

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand various performance evaluation and appraisal techniques in HR.	PSO4, PSO5	U, E
CO2	Learn the various incentives and fringe benefits.	PSO1, PSO2, PSO3	U, Ap, An, E
CO3	Understand the schemes of wage and salary administration.	PSO2, PSO5	U, Ap, An, E
CO4	Learn various compensation plans and packages.	PSO1, PSO2,	R, U, Ap, An, E, C
CO5	Understand the role of regulatory bodies in compensation management.	PSO4.	R, U, Ap, An, E, C

Course Outcome (CO)

Name of the Course: 6.2 Creativity and innovation

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the concept of creativity from studying the profiles of creative personalities	PSO3	R,U
CO2	To differentiate creativity from innovation, invention and discovery	PSO5	U, Ap
CO3	Understand the various forms of arts with examples	PSO3, PSO5	Ap, E

Course Outcome (CO)

Name of the Course: 6.3 E-Business

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand what is e-commerce and various E-commerce business models	PSO1	U, E
CO2	To understand the various security threats posed to E-Business and how to prevent and protect from these threats.	PSO1, PSO2	U, An, E
CO3	Understand the various E-payment methods available and put it into action.	PSO2, PSO3	U, Ap, An, E
CO4	Understand the various E- Business Marketing technologies	PSO3, PSO4, PSO5	R, U, Ap, An, E
CO5	To learn and understand the cyber laws and IT Act 2000	PSO4, PSO5	R, U, An, E

Course Outcome (CO)

Name of the Course: 6.4 International Finance

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Know the Application and Impact of International Finance concepts in details	PSO2, PSO3	R, U
CO2	Identify the characteristics of Foreign Exchange and Balance of	PSO3, PSO4	R, U

	Payment(BOP)		
CO3	Learn in detail the Instruments in International Financial Markets	PSO1, PSO5	U, Ap, An, C
CO4	Learn in depth of Foreign Exchange and risk involved in Business activities	PSO4,PSO5	U, Ap, An, E
CO5	Learn the International Financial Institutions and Liquidity	PSO5, PSO6	An, E, C

Course Outcome (CO)

Name of the Course: 6.5 Income Tax

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand brief history, types of tax, cannon of taxation, Residential Status, exempted income and to learn how to calculate residential status	PSO4, PSO5	U, E
CO2	Learn to ascertain the income under the head salary	PSO1, PSO2,	U, Ap, An, E
CO3	Learn to ascertain the income under the head income from house property	PSO2, PSO5	U, Ap, An, E
CO4	Learn to prepare profit and gain of business and profession	PSO1, PSO2, PSO5	R, U, Ap, An, E, C
CO5	Understand Capital Gain and Income from other sources and Learn how to calculate Gross Total Income	PSO4, PSO5	R, U, Ap, An, E, C

Course Outcome (CO)

Name of the Course: 6.6 Organizational Change and Development

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To understand what is change and how to manage change	PSO1	U, E, Ap
CO2	To understand the concept of organization effectiveness and the problems in measuring that	PSO1, PSO2	U, An, Ap, E
CO3	To understand how organizational development occurs	PSO1, PSO3	U, Ap, An, E
CO4	To understand the various OD interventions	PSO1, PSO4, PSO2	R, U, Ap, An, E
CO5	To learn and understand the creativity and innovation in Organization and its importance.	PSO1, PSO4	U, An, Ap, E

Course Outcomes (CO)

Name of the Course: 6.7 Stock & Commodity Markets

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Learn about the capital market and commodity markets & its issue mechanisms	PSO – 1,3	R,U,E
CO2	Understand the functions of stock exchange & roles of SEBI	PSO- 1,3	R,U

CO3	Understand the different patterns of Trading & Settlement procedure of commodity markets	PSO - 4	U,E, Ap
CO4	Understand the concepts of commodity derivatives & its functions	PSO-1, 4	U,An, Ap
CO5	Understand the activities of IMF, SDRs, World Banks & development associations.	PSO- 1,3	R,U,E

Course Outcome (CO)

Name of the Course: 6.8 E-Business

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand what is e-commerce and various E-commerce business models	PSO1	U, E
CO2	To understand the various security threats posed to E-Business and how to prevent and protect from these threats.	PSO1, PSO2	U, An, E
CO3	Understand the various E-payment methods available and put it into action.	PSO2, PSO3	U, Ap, An, E
CO4	Understand the various E- Business Marketing technologies	PSO3, PSO4, PSO5	R, U, Ap, An, E
CO5	To learn and understand the cyber laws and IT Act 2000	PSO4, PSO5	R, U, An, E

Course Outcome (CO)

Name of the Course: International Business

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the concept of International Business and its application in changing global environment	PSO1	U,Ap
CO2	Understand the different modes of entry into international business with adherence to professional ethics and societal responsibilities	PSO2	U,Ap
CO3	Understand the concept of globalization and the differences between Indian Companies	PSO2,PS04	U,Ap,E
CO4	Understand the concept of International Marketing Information System and its significance	PSO1,PS03	R,Ap,An
CO5	Understand the procedure and steps involved in EXIM Trade and its application	PS01,PS04	R,U,E

Course Outcome (CO)

Name of the Course: Strategic Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the concept strategic management, business ethics and strategic decision making	PSO2	U, Ap, E
CO2	Understand the concept environmental appraisal, SWOT analysis	PSO1, PSO2	U, Ap, An, E

	and value chain analysis		
CO3	Understand the concept strategic planning process and different types of strategies.	PSO2, PSO3	U, Ap, An, E
CO4	Understand the various aspects of strategy implementation	PSO2, PSO3, PSO5	U, Ap, E
CO5	Understand the concept of strategy evaluation & control	PSO2, PSO3, PSO5	U, Ap, E

Cognitive Levels

R- Remember; **U-** Understand; **Ap-** Apply; **An –** Analyse; **E-** Evaluate; **C–** Create

Course Outcome (CO)

Name of the Course: 5.1 Advanced Financial Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Students learn the types risk and measures the risk with various techniques	PSO1, PSO4, PSO5	U, E
CO2	Students understand the importance of cost of capital and uses the appropriate capital mix in capital structure	PSO4, PSO5	U, Ap, An, E
CO3	Students learn about the relevance & Irrelevance dividend Theories	PSO1, PSO5	U, Ap, An, E
CO4	Students understand the concept of working capital & Estimate Working Capital Needs	PSO1, PSO4	R, U, Ap, An, E, C
CO5	Students learn about the corporate valuation methods	PSO1	R, U, An, E,

Course Outcome (CO)

Name of the Course: 5.2 Computer Applications in Business

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand about the information and a system, their types, uses and importance of business information system.	PSO5, PSO2	R, U
CO2	Learn & understand the different types of information system, so as to apply this in decision making process.	PSO4, PSO5, PSO2	U, Ap
CO3	Learn and understand the MICROSOFT OFFICE, features, hands on experience and how to practically use it in business can be understood.	PSO5, PSO6	An, E, C
CO4	Understand what is database management system, purpose, various data models, different types of database system, and how is it used by various businesses.	PSO1, PSO2	R, U, Ap
CO5	Have Knowledge about the accounting software TALLY, how to open the tally, create companies, entering of transactions, get the final statements of accounts.	PSO1, PSO2, PSO6	An, E, C

Course Outcome (CO)

Name of the Course: 5.3 Financial markets and services

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
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CO1	Learn various types of financial markets and their functions, features and the impact of stock exchanges on economy	PSO3, PSO4	R, U
CO2	Learn the functions of various Non-Banking Financial Intermediaries.	PSO2	U, An
CO3	Understand the objectives, functions, powers and role of SEBI in marketing of securities	PSO2, PSO3	U, An
CO4	Learn the uses and importance of mutual funds and its functions.	PSO2, PSO4	An, Ap
CO5	Learn about various recent trends in financial services	PSO1, PSO2	U, Ap, An

Course Outcome (CO)

Name of the Course: 5.4 Investment Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the characteristics of different financial assets and how to buy and sell these assets in financial markets.	PSO1, PSO4	R, U
CO2	Understand how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.	PSO1, PSO2, PSO4	U, Ap
CO3	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.	PSO1, PSO4,	U, An
CO4	Learn the knowledge and skills to develop portfolio strategies for individual and institutional investors	PSO4, PSO5	An, Ap
CO5	learns the various schemes of mutual funds offered by financial institutions	PSO1, PSO5	U, Ap, An

Course Outcome (CO)

Name of the Course: 5.5 Management Accounting

CO	COURSE OUTCOME <i>THE LEARNER WILL BE ABLE TO</i>	PSOs Addressed	Cognitive Level
CO1	To understand Nature and Scope of Management Accounting	PSO1	R, U
CO2	To analyse Ratio Analysis, Uses, Limitations	PSO1, PSO5, PSO2	R, U, Ap, An
CO3	To understand definition of Fund Flow Statement, Uses and Limitations of Fund Flow Statement, Procedure of Fund Flow Statement	PSO1, PSO5, PSO2	R, U, Ap, An
CO4	To understand uses of Cash Flow Statement, Limitations of Cash Flow Statement, Provisions of AS-3, Procedure of Cash Flow Statement	PSO1, PSO5	R, U, Ap, An
CO5	To analysis calculation of Break-Even Point, Objectives of Budgetary Control, Classification of Budgets, Functional Budgets, Problems on Flexible Budgets	PSO1, PSO5	R, U, Ap, An

Course Outcome (CO)

Name of the Course: 5.6 Management Accounting

CO	COURSE OUTCOME <i>THE LEARNER WILL BE ABLE TO</i>	PSOs Addressed	Cognitive Level
	CO1 - To understand the basic concepts of entrepreneurship- To know institutions providing	PSO1,PSO3,	R,Ap

	support for Entrepreneurship development		
	CO2 - Learners to know the types of entrepreneur-To find out the problems of SSI	PSO1,PSO2,PSO3,PSO6	R,U,Ap,C
	CO3 - To analyze the business opportunities and to know the formalities in starting the business	PSO1,PSO4	R,An
	CO4 - Students learn to create a business plan	PSO2,PSO3,PSO4,PSO6	U,Ap,An,C
	CO5 - To evaluate the various institution that supports financially and non-financially	PSO1,PSO2,PSO3,PSO6	R,U,Ap,C

Course Outcome (CO)

Name of the Course: 5.7 Employee welfare and social security.

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Learn various the concepts of labour welfare, principles and philosophy of labour welfare	PSO3, PSO4	R, U
CO2	Learn the functions of Agencies of labour welfare, labour welfare programmes	PSO2	U, An
CO3	Understand the Concept and scope of social security for industrial employees.	PSO2, PSO3	U, An
CO4	Learn the machinery for labour administration, central labour administrative machinery in India	PSO2, PSO4	An, Ap
CO5	Learn about various recent laws labour administration, in India.	PSO1, PSO2	U, Ap, An

Course Outcome (CO)

Name of the Course: 5.8 Strategic Human Resource Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	CO1 -The students learn the role of strategies in determining the firm's performance	PSO1, PSO2	R, U
CO2	CO2 -The students learn the different investments considerations made by HR on employees.	PSO2, PSO3	R, U, Ap
CO3	CO3 -The students understand the concept of Organisational development and TQM in HR.	PSO4	An, Ap, C
CO4	CO4 -The students understand the trends in international compensation	PSO4, PSO5	R, U, Ap
CO5	CO5 -The students learn about the strategic alliances, global competition and sustainable global advantage through strategic thinking	PSO3, PSO6	R,U,An, E

Course Outcome (CO)

Name of the Course: 4.1 Advanced Corporate Accounting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To Understand the concepts of underwriting and apply marked and	PSO1, PSO2	U, Ap, An, C

	unmarked application		
CO2	To know how to analyse the companies merger and acquisition accounts of company	PSO1, PSO2, PSO3	U, Ap, An, E
CO3	To understand how to prepare reconstructed Balance sheet	PSO2, PSO5	U, Ap, An, C
CO4	To know how to calculate the liquidation final statement of accounts	PSO1, PSO2, PSO5	U, Ap, An, C
CO5	To understand the Human resource accounting, environmental accounting, Social responsibility and forensic	PSO1, PSO5	R, U,

Course Outcome (CO)

Name of the Course: 4.2 Banking Operations and Innovations.

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand about the important service sector –Bank and related terms.	PSO4, PSO5	U, E
CO2	Learn the various banking operation.	PSO1, PSO2.	U, Ap, An, E
CO3	Understand the procedures in opening accounts for various account holders.	PSO3, PSO4.	U, Ap, An, E
CO4	Learn various services provided by banks.	PSO1, PSO2,	R, U, Ap, An, E, C
CO5	Understand banking innovations.	PSO3, PSO4.	R, U, Ap, An, E, C

Course Outcome (CO)

Name of the Course: 4.3 Banking Operations and Innovations.

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand about the important service sector –Bank and related terms.	PSO4, PSO5	U, E
CO2	Learn the various banking operation.	PSO1, PSO2.	U, Ap, An, E
CO3	Understand the procedures in opening accounts for various account holders.	PSO3, PSO4.	U, Ap, An, E
CO4	Learn various services provided by banks.	PSO1, PSO2,	R, U, Ap, An, E, C
CO5	Understand banking innovations.	PSO3, PSO4.	R, U, Ap, An, E, C

Course Outcome (CO)

Name of the Course: 4.4 Business Research Methods

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Know the meaning of research and business research, objectives and different types of research.	PSO4, PSO5	R, U

CO2	Know different methods of collecting data, sampling methods needed to do research.	PSO1, PSO4	R, U
CO3	Know the tools used to collect data for research, how to prepare questionnaires, on what basis an appropriate statistical technique is selected.	PSO1, PSO5	U, Ap, An, C
CO4	Know how to tabulate the data, analyse the data, testing hypotheses and advanced techniques.	PSO5	U, Ap, An, E
CO5	Know how to prepare reports, types of reports, factors to be considered for preparing reports.	PSO5, PSO6	An, E, C

Course Outcome (CO)

Name of the Course: 4.5 Cost Accounting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the significance of cost accounting in the modern economic environment and will be able to estimate the cost to be incurred in future for definite number of units to be produced	PSO – 1,4,5	R,U,E, Ap
CO2	Differentiate the methods of calculating stock consumption and techniques to control the material cost	PSO – 4 & 5	U, An, E
CO3	Gain knowledge on different methods of wage payment system and techniques to control labour cost	PSO – 5	U,Ap, E
CO4	Impart knowledge about the concepts and principles of overheads application and preparation of overhead distribution summary	PSO - 5	Ap, E
CO5	Reconcile the Cost Book and financial books to calculate profits or loss as per cost and financial books	PSO - 5	An, E

Course Outcome (CO)

Name of the Course: 4.6 Personality Development

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand Self Awareness, Goal Setting, Creativity	PSO1, PSO2, PSO4	R,U
CO2	Understand Interpersonal skills and Stress Management	PSO1, PSO2,	R,U
CO3	Learn time management and understand Leadership development	PSO2, PSO4, PSO3	R,U

Course Outcome (CO)

Name of the Course: 4.7 Behavioural Science,

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the role of Behavioural Science in the present business world and its applications in the changing environment	PSO1	R,U,Ap
CO2	To develop the ability to understand concepts like attitude, job satisfaction, learning, decision making	PSO2	U,Ap,An
CO3	Understand different types of human behaviour and interpersonal styles	PSO1, PSO2	U,Ap,An,E
CO4	Understand the importance of group behaviour and its implications on group decision making and different leadership	PSO2, PSO4	U,Ap,An

	styles		
CO5	Understand the structure of an organisation and the various human resource management policies	PSO1	U,Ap,An,E

Course Outcome (CO)

Name of the Course: 4.1 Business Research Methods

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To understand the concepts of research and objectives and different types of research.	PSO4, PSO5	R, U
CO2	To Know the various tools of collecting data, sampling methods needed to do research.	PSO1, PSO4	R, U
CO3	To Know the tools used to collect data for research, framing the questionnaire, various statistical technique to be selected.	PSO1, PSO5	U, Ap, An, C
CO4	To understand how to analyse the data, testing hypotheses and advanced techniques.	PSO5	U, Ap, An, E
CO5	To learn how to prepare reports, types of reports, steps to be considered for preparing reports.	PSO5, PSO6	An, E, C

Course Outcome (CO)

Name of the Course:4.2 Corporate Accounting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
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CO1	Understand the mechanism of preparation of financial statements as per IFRS	PSO1, PSO4	U, E
CO2	Learn to ascertain the profits prior to incorporation and post incorporation	PSO3, PSO4	U, E
CO3	Learn to ascertain the value of goodwill under various methods	PSO3, PSO6	U, Ap, An, E
CO4	Understand the importance of valuation of shares and the methods of valuating shares	PSO2, PSO5	U, Ap, An, E
CO5	Learn to prepare financial statements in vertical format and statutory provisions regarding preparation of company final accounts	PSO3, PSO4, PSO6	R, U, Ap, An, E, C

Course Outcomes (CO)

Name of the Course: 4.3 Costing Techniques

CO	Course Outcomes <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To impart knowledge about the concepts and principles of standard costing and set up the standards for different elements of cost	PSO – 1,4	R,U
CO2	To apply the techniques of standard costing and compute the variances in different elements of cost	PSO – 1, 4,6	U, Ap, E
CO3	To apply the techniques of marginal costing and CVP analysis in business decision making	PSO – 1,4	U, Ap, E
CO4	Construct various types of budgets to enable cost control	PSO – 4,6	U, Ap, E

CO5	Analyze costing techniques to aviation safety	PSO – 2,4,6	R, U, An
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Course Outcome (CO)

Name of the Course: 4.4 Entrepreneurship Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the concept of entrepreneurship, classification, functions and role of entrepreneurs in the development of the economy	PSO3, PSO4	U, Ap, An E
CO2	Understand the entrepreneurial schemes and agencies and role of professional bodies and industry associations in India.	PSO1, PSO2, PSO3	U, Ap, An, E
CO3	Understand business idea, business opportunities, project feasibility study and format of business plan	PSO1, PSO2, PSO3, PSO4	U, Ap, An, E, C
CO4	Understand the sources of Finance, concept of industrial sickness, causes and measures.	PSO2, PSO3, PSO5	U, Ap, E
CO5	Understand entrepreneurship opportunities in Aviation	PSO2, PSO3, PSO5	U, Ap, E, C

Course Outcome (CO)

Name of the Course: 4.5 Logistics & Air Cargo Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understanding the concept of logistics	PSO 1	R, U, E
CO2	Learning transport system model & warehouse regulations	PSO 1 PSO 3	R, U, An, E
CO3	Global environment & strategy global supply chain	PSO 1 PSO 3	U, R, An, E
CO4	Understanding air cargo concept	PSO 1 PSO 3	R, U, Ap, An, E
CO5	Facilities at airport cargo zone & activities	PSO 1 PSO 3	R, U, An, E

Course Outcome (CO)

Name of the Course: 4.6 Travel & Tourism Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understanding the basics of Air Travel	PSO 1 PSO 3	R, U, An, E
CO2	Role of Tourism	PSO 1 PSO 5	R, U, An, E
CO3	Learning Travel Documents	PSO 1 PSO 3	R, U, Ap, An, E
CO4	Understanding travel agent management	PSO 1	R, U, Ap, An, E

CO5	Understanding the tourism impact	PSO 1 PSO 3	R, U, An, E
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Course Outcome (CO)

Name of the Course: 3.1 Advanced Corporate Accounting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the concepts of underwriting and apply marked and unmarked application	PSO1, PSO2	U, Ap, An, C
CO2	To know how to analyse the companies merger and acquisition accounts of company	PSO1, PSO2, PSO3	U, Ap, An, E
CO3	To understand how to prepare reconstructed Balance sheet	PSO2, PSO5	U, Ap, An, C
CO4	To know how to calculate the liquidation final statement of accounts	PSO1, PSO2, PSO5	U, Ap, An, C
CO5	To understand the Human resource accounting, environmental accounting, Social responsibility and forensic	PSO1, PSO5	R, U,

Course Outcome (CO)

Name of the Course: 3.2 Corporate Accounting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand various legal provisions of redemption of preference shares and learn to prepare balance sheet after redemption	PSO4, PSO5	U, E
CO2	Learn to ascertain the value of goodwill under various methods	PSO1, PSO2, PSO3	U, Ap, An, E
CO3	Understand the importance of valuation of shares and the methods of valuating shares	PSO2, PSO5	U, Ap, An, E
CO4	Learn to prepare financial statements in vertical format and statutory provisions regarding preparation of company final accounts	PSO1, PSO2, PSO5	R, U, Ap, An, E, C
CO5	Understand the differences between holding & subsidiary companies and preparation of financial statements in the books of holding companies	PSO4, PSO5	R, U, Ap, An, E, C

Course Outcome (CO)

Name of the Course:3.3 Corporate Communication skill

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	The students understand the importance of communication in a corporate.	PSO1, PSO3	R, U
CO2	The students understand public speech and its composition.	PSO3, PSO4	R,U, Ap
CO3	The students understand the importance of interview and its various types of interview	PSO1, PSO3, PSO5	R,U, Ap,
CO4	The students learn the essentials of valid meetings	PSO1, PSO4	R, U, Ap
CO5	The students understand about corporate communication to draft various business letters	PSO3, PSO5	U, Ap, C

Course Outcome (CO)

Name of the Course: 3.4 Customer Relationship Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	To understand Airline challenges, deregulation policy, Customer service and significance of customer service in Airlines sector	PSO1, PSO5	R, U, An
CO2	To learn new trends in customer service and Airport customer service	PSO1, PSO5, PSO6	R, U, Ap
CO3	To learn Presentation, email , telephone etiquettes, Role of social media in the Aviation sector	PSO1, PSO5, PSO6	R, U, Ap
CO4	To learn about customer complaints and the ways to handle customer complaints	PSO1, PSO5	R, U, Ap An
CO5	To learn how to manage stress and pressure and work life balance in connection to Airlines sector	PSO1, PSO5, PSO6	R, U, Ap An

Course Outcome (CO)

Name of the Course:3.5 Elements and Methods of costing

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	The students learn and understand the elements of cost and its classification of overheads to prepare cost sheet and tender and Quotations.	PSO1, PSO2	R, U, E
CO2	The students learn and understand to analyse material cost with purchase procedure techniques for inventory control along with the preparation of LIFO, FIFO and Average pricing method.	PSO1, PSO2, PSO4	R,U, Ap, E
CO3	To enable student to understand the labour cost with Methods of labour remuneration and its different rates and plan system.	PSO1, PSO2, PSO4, PSO6	R,U, Ap,E
CO4	To enable student to evaluate the procedure for accounting and control of overheads with allocation , apportionment of overheads and Machine hour rate.	PSO1, PSO2, PSO4, PSO6	R, U, Ap, E
CO5	The student learn and understand reconciliation of cost and Financial accounts comparison and preparation of reconciliation statement and Memorandum Accounts	PSO1, PSO2, PSO4, PSO6	U, Ap, E

Course Outcome (CO)

Name of the Course:3.6 ENVIRONMENT POLICIES AND REGULATIONS

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	CO1 - The students learn and understand the types of emissions in Aviation industry.	PSO2, PSO5,	R, U,
CO2	CO2 - The students learn the Aviation development and the Vision 2020 set by the Government.	PSO1, PSO4	R, U, An
CO3	CO3 -The students learn about the Effects of Global warming and the measures taken in the aviation sector to control global warming	PSO1, PSO6	R, U, An
CO4	CO4 -The students learn about weather management, receptor location	PSO1, PSO3	R, U, Ap An

	and emission calculation		
CO5	CO5 -The students learn the environmental aspects of Air transport and the vision of air transport beyond 2020	PSO1, PSO6	R, U, Ap An

Course Outcome (CO)

Name of the Course:3.7 Financial Institutions

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	The students get acquainted with the meaning,concept of Financial system,markets and institutions	PSO1,PSO3	R, U,
CO2	The students will be familiar with role of banking institutions and types of banks	PSO2,PSO4	R, U, An, E
CO3	The students understand and learn the non-banking institutions and types,	PSO4	U, An, E
CO4	The students understand the importance of Developmental institutions fo the growth of economy.	PSO4,PSO5	U, An, E,
CO5	The students learn the regulatory bodies in India and the trends using artificial Intelligence	PSO4,PSO6	R, U, An,

Course Outcome (CO)

Name of the Course: 3.8 Modern Marketing

CO	COURSE OUTCOME <i>THE LEARNER WILL BE ABLE TO</i>	PSOs Addressed	Cognitive Level
CO1	The students will learn and understand what is marketing, difference between services and goods and the basic concepts of marketing.	PSO3, PSO6	R, U
CO2	The students learn about the micro and macro factors affecting the marketing.	PSO1, PSO2, PSO5	R, U, An
CO3	The students will be able to analyze the marketing mix of both product and services,	PSO1, PSO2	R, U, An
CO4	The students learn what is market segmentation and market behaviour	PSO1, PSO2, PSO6	R, U, An
CO5	The students will be able to understand the recent trends in marketing and analyze how crm is important	PSO1, PSO3, PSO5, PSO6	R, U

Course Outcome (CO)

Name of the Course: 3.9 Business Finance

CO	COURSE OUTCOME <i>THE LEARNER WILL BE ABLE TO</i>	PSOs Addressed	Cognitive Level
CO1	To remember the basic concepts of business finance	PSO1, PSO4	R, U
CO2	To analyse the capital structure and EPS	PSO1, PSO2, PSO3, PSO4, PSO5,	R, U, Ap, An
CO3	To evaluate the investment decision	PSO1, PSO2, PSO4, PSO5, PSO6	R, U, Ap, An
CO4	To understand the determinants of Dividend Policy and its types	PSO1, PSO2, PSO4, PSO6	R, U, Ap, An

CO5	To examine the sources and determinants of working capital	PSO1, PSO2, PSO5, PSO6	R, U, Ap, An
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Course Outcome (CO)

Name of the Course: 3.10 corporate skills

CO	COURSE OUTCOME <i>THE LEARNER WILL BE ABLE TO</i>	PSOs Addressed	Cognitive Level
	CO1-The students understand the importance of communication in a corporate .	PSO1, PSO3,PSO6	R,An,C
	CO2 -The students understand about public speech and its composition.	PSO3,PSO6	Ap,C
	CO3 -The students understand about meetings and the procedures to be followed regarding that.	PSO2,PSO3	U,Ap
	CO4 -The students understand about corporate communication and its importance	PSO2,PSO4	U,An
	CO5 -The students understand to draft various business letters	PSO2,PSO3,PSO5	U,An,E

Course Outcome (CO)

Name of the Course: 2.1 Business Environment

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understanding of components of the business environment.	PSO1	U, E
CO2	Analyze the environmental factors influencing business organizations.	PSO1,PSO2	U, An, E
CO3	Demonstrate Competitive structure analysis for select industries.	PSO4	U, Ap, An, E
CO4	Explain the impact of fiscal policy and monetary policy on business.	PSO5,PSO7	R, U, Ap, An, E
CO5	Analyze the impact of economic environmental factors on business.	PSO5,PSO7	R, U, An, E

Course Outcome (CO)

Name of the Course: 2.2 Financial Accounting and Reporting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Exercise the accounting treatments for departmental undertaking, and the accounting treatments in inter departmental transfers.	PSO1, PSO4	U, Ap, An, E
CO2	Demonstrate various accounting treatments for dependant branches	PSO1, PSO4, PSO6	U, Ap, An, E
CO3	Learn various methods of accounting for hire purchase transactions.	PSO1, PSO4, PSO3	R, U, Ap, An, E

CO4	Learn the methods and accounting procedures for fire insurance claims	PSO1, PSO4	R, U, Ap, An, E
CO5	Understand the basic concepts of International reporting standards.	PSO1, PSO7	R, U, An

Course Outcome (CO)

Name of the Course: 2.3 Human capital management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understanding Human resource management and its functions, role and responsibilities of human resources manager	PSO1, PSO2,	R, U, E,
CO2	Understanding manpower planning, job enlargement and enrichment, recruitment process and selection	PSO1, PSO 2, PSO8	U, An, R
CO3	Understanding induction process, training and its methods, compensation and remuneration	PSO1, PSO3, PSO8	U, Ap, An, E
CO4	Understanding Performance appraisal, promotion, transfer and attrition.	PSO1, PSO3, PSO8	R, U, Ap, An, E
CO5	Understanding Employee engagement and its challenges Deloitte model and zinger model	PSO1, PSO3 POS8	R, U, An, E

Course Outcome (CO)

Name of the Course: 2.4 Business Environment

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understanding of components of the business environment.	PSO1	U, E
CO2	Analyze the environmental factors influencing business organizations.	PSO1,PSO2	U, An, E
CO3	Demonstrate Competitive structure analysis for select industries.	PSO4	U, Ap, An, E
CO4	Explain the impact of fiscal policy and monetary policy on business.	PSO5,PSO7	R, U, Ap, An, E
CO5	Analyze the impact of economic environmental factors on business.	PSO5,PSO7	R, U, An, E

Course Outcome (CO)

Name of the Course: 2.5 Management of N.G.O.

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the Fundamental concept of NGO.	PSO1, PSO8	U, R, C
CO2	An overview of strategy, structure of NGO.	PSO1, PSO9, PSO8	U, R, C
CO3	Analyse and understand the challenges faced by NGO	PSO1, PSO8,PSO9	U, R, C
CO4	Find career opportunities.	PSO1, PSO7,PSO8	U, R, C

Course Outcome (CO)

Name of the Course: 2.6 Environmental Studies

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Understand the scope and importance of environmental studies, concept of sustainability and sustainable development	PSO1, PSO3	U, E
CO2	Understand the meaning of Ecosystem and types of Eco systems	PSO2, PSO8	U, An, E
CO3	Understand the concept of Natural Resources-Renewable and Non-renewable resources	PS09, PSO1	U, Ap, An, E
CO4	Understand the concept of Bio diversity and Conservation	PS09, PSO3	R, U, Ap, An, E
CO5	Understand the concept of Environmental pollution, types, causes, effects of the same	PSO1, PSO2, PSO9	R, U, An, E
CO6	Understand the Environment policies and practices	PSO8, PSO9	R, U, An,E
CO7	Understand the concept of Human Communities and Environment	PSO1, PS09	U, E

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR NEP SYLLABUS

Programme Outcomes	Graduate Attribute/Program Outcome
PO 1	Disciplinary Knowledge
PO 2	Communication Skills
PO 3	Critical thinking
PO 4	Problem solving
PO 5	Research Related skills
PO 6	Information and Communication Technology (ICT) digital fluency

PO 7	Self -directed learning
PO 8	Moral and Ethical Awareness/Reasoning
PO 9	Life – long learning

Course Outcome (CO)

Name of the Course: 2.1 Financial Accounting and Reporting

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Exercise the accounting treatments for departmental undertaking, and the accounting treatments in inter departmental transfers.	PSO1, PSO4	U, Ap, An, E
CO2	Demonstrate various accounting treatments for dependant branches	PSO1, PSO4, PSO6	U, Ap, An, E
CO3	Learn various methods of accounting for hire purchase transactions.	PSO1, PSO4, PSO3	R, U, Ap, An, E
CO4	Learn the methods and accounting procedures for fire insurance claims	PSO1, PSO4	R, U, Ap, An, E
CO5	Understand the basic concepts of International reporting standards.	PSO1, PSO7	R, U, An

Course Outcome (CO)

Name of the Course: 2.2 Airport Operations Management

CO	Course Outcome	PSOs Addressed	Cognitive Level
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	<i>The learner will be able to</i>		
CO1	Acquire Basic Knowledge of Airport Operations System.	PSO 1	U, E
CO2	Understand the Airline Scheduling Procedures	PSO 1 PSO 3	R, U, Ap, An, E
CO3	Analyze the operations carried out in an Terminal	PSO 1 PSO 3	R, U, Ap, An, E
CO4	Visualize the layout of an Airport.	PSO 1 PSO 3	R, U, Ap, An, E
CO5	Understand various terminal operations carried out for the passengers.	PSO 1 PSO 3	R, U, An, E

Course Outcome (CO)

Name of the Course: 2.3 Airport Safety & Security Management

CO	Course Outcome <i>The learner will be able to</i>	PSOs Addressed	Cognitive Level
CO1	Acquire Basic Knowledge of Safety Management Systems in an Airport.	PSO 1	U, E
CO2	Identify various safety management systems practiced at the aerodromes	PSO 1 PSO 3	U, Ap, An, E
CO3	Understand various elements of security management systems	PSO 3 PSO 4	R, U, Ap, An, E
CO4	Analyze various Security Measures taken at the Airport.	PSO 3 PSO 4	R, U, Ap, An, E

CO5	Understand various methods used at passenger securing scanning	PSO 1 PSO 3	R, U, An, E
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Course Outcomes (CO)

Name of the Course:1.1 Fundamentals of Accounting

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Understand the basic Concepts of Accounting.	PO – 1,4,7,9	U, R, An
CO2	Pass Journal Entries and Prepare Ledger Accounts.	PO -1,4,6,7,9	U, R, An, Ap, C
CO3	Prepare Subsidiary Books.	PO -1,3,4	U, An, Ap, C
CO4	Prepare Trial Balance and Final Accounts of Proprietary concern.	PO -1,3,4,7,9	U, E, An, Ap, C
CO5	Use Accounting Concepts in Spreadsheet.	PO -1,3,6	U, An, Ap

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

Course Outcomes (CO)

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Understand the overview of the emerging technologies like AI,ML, Cloud computing,	PO – 4,5,6,7	U, R, An, Ap,
CO2	Understand the Applications of the emerging technologies.	PO -3,4,6,7	U, R, An, Ap, E, C
CO3	To know the importance of Effective Communication Skills, Creative Problem Solving & Critical Thinking, Collaboration and Teamwork Skills, Innovation & Design Thinking, Use of tools in enhancing skill.	PO -2,4,6,7	U, An, Ap, C

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

Course Outcomes (CO)

Name of the Course: 1.3 Management Innovation

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Enhance their knowledge and skills which are essential for success in management careers,	PO – 1,2,3,8	U, R, An, Ap, C
CO2	Understand the concepts related to Change management.	PO -2,3,6,9	U, R, An, Ap

CO3	Adapt to the changing technology and opportunities in business	PO -1,4,6	U, An, Ap, C
CO4	Gain knowledge on various supporting systems extended by the Government	PO -1,2,3,7,8	U, E, An, Ap
CO5	Understand the role of artificial intelligence in business decisions.	PO -5,6	U, Ap

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

Course Outcomes (CO)

Name of the Course:1.1 Fundamentals of Accounting

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Understand the basic Concepts of Accounting.	PO – 1,4,7,9	U, R, An
CO2	Pass Journal Entries and Prepare Ledger Accounts.	PO -1,4,6,7,9	U, R, An, Ap, C
CO3	Prepare Subsidiary Books.	PO -1,3,4	U, An, Ap, C
CO4	Prepare Trial Balance and Final Accounts of Proprietary concern.	PO -1,3,4,7,9	U, E, An, Ap, C
CO5	Use Accounting Concepts in Spreadsheet.	PO -1,3,6	U, An, Ap

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

Course Outcomes (CO)

Name of the Course: 1.2 Digital Fluency

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Understand the overview of the emerging technologies like AI,ML, Cloud computing,	PO – 4,5,6,7	U, R, An, Ap,
CO2	Understand the Applications of the emerging technologies.	PO -3,4,6,7	U, R, An, Ap, E, C
CO3	To know the importance of Effective Communication Skills, Creative Problem Solving & Critical Thinking, Collaboration and Teamwork Skills, Innovation & Design Thinking, Use of tools in enhancing skill.	PO -2,4,6,7	U, An, Ap, C

R- Remember; U- Understand; Ap- Apply; An – Analyse; E- Evaluate; C – Create

Course Outcomes (CO)

CO	Course Outcomes <i>The learner will be able to</i>	POs Addressed	Cognitive Level
CO1	Understand the Concepts and Functions of Marketing. Analyse Marketing Environment and its Impact on the Business.	PO – 1,2,3,8	U, R, An, Ap, C
CO2	Describe Marketing Mix and also strategize Marketing Mix , Service	PO -1,3 7	U, R, An,

	Marketing Mix, Understand the Various Acts Related to Marketing.		Ap, C
CO3	Understand consumer behaviour, theories and consumer socialisation	PO -1,3,7,8	U, R An
CO4	Understand the concept of market segmentation, market targeting strategies and market positioning	PO -1,2,3,7,8	U, E, An, Ap
CO5	Understand market research , technology in Market Survey and Collection of Data, innovations in marketing	PO -1,3,4,5	U, An, Ap, C