

V. S. M. COLLEGE (A): RAMACHANDRAPURAM

BBA -COURSE OUTCOMES

MANAGERIAL ECONOMICS

CO1:Nature and Scope of Managerial Economics

CO2:Demand- Supply; Calculate the elements of the problem Demand Analysis and it's Estimation, Production and Cost Analysis

CO3:Performance and Strategy in Perfect market and imperfect competition market

CO4:Analyzing the Demand Forecast and decision making

MANAGEMENT PROCESS

CO1:Develop new or improved innovative business processes from gap analysis through process design in support of a company's strategic objectives in a socially responsible manner.

CO2:Develop business models that support a company's strategic objectives.

CO3:Articulate the interdependence between financial and operational metrics used in value chain analysis to key decision makers.

CO4:Appraise the impact on financial and operational performance of specific business processes/models.

INFORMATION TECHNOLOGY FOR MANAGERS

CO1:Complete all work in compliance with relevant policies, practices, processes and procedures.

CO2:Participate as an effective individual and member of a team

CO3:Identify and implement strategies to improve job performance and promote personal and professional growth

QUANTATIVE METHODS FOR MANAGERS

CO1:Solve real-life problems requiring interpretation and comparison of complex numeric summaries which extend beyond simple measures of centre.

CO2:Solve real-life problems requiring interpretation and comparison of various representations of ratios (i.e., fractions, decimals, rates, and percentages).

CO3:Distinguish between proportional and nonproportional situations and, when appropriate, apply proportional reasoning

ACCOUNTING FOR MANAGERS

CO1:Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements (e.g. accrual accounting vs. cash accounting, definition, measurement and disclosure of assets, liabilities, revenues, expenses).

CO2: Ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company.

CO3: Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

BUSINESS ENVIRONMENT

CO1: Familiarize with the nature of business environment and its components.

CO2: The students will be able to demonstrate and develop conceptual framework of business

OPERATIONS MANAGEMENT

CO1: Define operations management and describe its application within manufacturing and services organizations

CO2: Explain today's partnership approach to supply chain management

CO3: Summarize considerations in designing facilities layout

CO4: Discuss new technologies used for manufacturing and service operations and explain what is meant by lean manufacturing

DSC 2C : HUMAN RESOURCE MANAGEMENT

CO1: Functions of human resource management

CO2: Explain how globalization is influencing human resources management

CO3: Role of human resource manager

CO4: Increasing significance of human resource management

ORGANIZATIONAL BEHAVIOUR

CO1: Explain the goals and forces of organizational behaviour

CO2: Understand the evolution and fundamental concepts of organizational behaviour

CO3: Explain the distinction between the theories of organizational behaviour

CO4: Understand the major approaches of organizational behavior

DSC 1D: FINANCIAL MANAGEMENT

CO1: Describe "financial management" in terms of the three major decisions areas that confront the financial manager

CO2: Understand the potential problems arising when management of the corporation and ownership are separated

CO3: Identify the goal of the firm and understand why shareholders wealth maximization is

CO4: Demonstrate an understanding of corporate governance

DSC 2D: MARKETING MANAGEMENT

CO1: To gain an understanding of core business functions including marketing, operations, Accounting, Finance and strategy

CO2: To visualize a business as an interactive system of these components

CO3: To learn how to analyze company data in a live case study

CO4: To make management decisions and experience the results of those decision

BUSINESS ETHICS AND CORPORATE GOVERNANCE

CO1: Define business ethics and describe the factors that shape a managers ethical decision making

CO2: Describe the principles of good corporate governance

CO3: Define corporate social responsibility and explain how to evaluate it along economic, legal, ethical and discretionary criteria.

BUSINESS LEADERSHIP

CO1:This course helps in the enrichment of professional development among students.

CO2:It is designed to provide the students with the experience in decision-making, conflict resolution and management.

CO3:Students will be able to understand and develop critical thinking skills and learn the organizational culture.

CO4:It helps the students in integration of the experiences of prominent leaders into their leadership development processes.

E-Commerce

CO1:The E-Commerce course is designed to understand the basic concepts and technologies used in the field of e-commerce.

CO2:It enables the skills to analyze the impact of E-commerce on business models and strategy.

CO3:Students could be equipped with the skills required for integration of theoretical frameworks with the business strategies.

CO4:It explains the infrastructure of the Internet used for e-commerce applications, also explains the developmental solutions for implementing an ecommerce site.

DSC 2E: Business Laws

CO1:On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

CO2:Identify the fundamental legal principles behind contractual agreements.

CO3:This course intends to provide a basic understanding of the mechanism of business contract. With reference to various provisions of the related Acts the course gives the knowledge regarding Contingent Contract, Quasi Contract, Contract of Indemnity, Contract of Guarantee, Contract of Bailment, Contract of Pledge, Provisions related to Contract of Sale and other relevant acts.

DSC 3E: Taxation

CO1:It enables the students to insights the basics of Income Tax Act and its implications in computing tax liability of an individual.

CO2:To understand the provisions and procedure to compute total income under five heads of income i.e. salaries, house property, profits & gains from business & profession, capital gains and other sources.

CO3:Enables the students in understanding the role of income tax authorities, learning the assessment procedure, collection and refund of taxes.

CO4:It enables students to identify, define, and resolve tax issues through their understanding, knowledge and application.

DSC 1F (EB): E-Commerce Applications

CO1:It enables the skills to analyze the impact of E-commerce on business models and strategy.

CO2:Students could be equipped with the skills required for integration of theoretical frameworks with the business strategies.

CO3:It explains the infrastructure of the Internet used for e-commerce applications, also explains the developmental solutions for implementing an ecommerce site.

DSC 2F (EB): BUSINESS NETWORKS

CO1:We will look at ways to identify networking opportunities by doing research, understanding different networking objectives and evaluating our best opportunities.

CO2:Look at different network strategies and approaches and learn how to write a report to explain the costs and benefits of new networking opportunities.

CO3:Look at how to measure and monitor the effectiveness of your networking relationships using different tools and feedback.

DSC 1F (FM): Financial Markets

CO1:This course will let the students understand the complex structure of financial markets in India.

CO2:Understand primary and secondary markets

CO3:Understand SEBI and its role in capital markets

CO4:Understand the role of financial institutions in supporting the economy

DSC 2F (FM)/(IB): Foreign Exchange Management

CO1:This course provides the understanding of the operations of foreign exchange market.

CO2:Understand the principles of currency valuation.

CO3:Explain techniques that can be used to hedge foreign exchange risk.

CO4:Create an understanding on foreign exchange Management in India.

DSC 1F (HR): Talent Management

CO1:This course enables students to recognise the business case for talent management and succession planning.

CO2:Identify various methodologies organizations can use to accelerate and improve individual, team and organizational performance.

CO3:Develop and promote leadership competencies that will frame the behaviors expected for organisational success.

CO4:Pinpoint the components of the performance management system to maximize people's potential and performance.

DSC 2F (HR): Industrial Relations

CO1:This course offers a broad perspective of industrial relations and their influence on organizational success and performance.

CO2:Students could be aware of the present state of Industrial relations in India.

CO3:They are made acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.

CO4: Understand the various processes and procedures of handling Employee Relations.

DSC 1F (IB)/(MM): Global Marketing

CO1: Have developed an understanding of major issues related to international marketing.

CO2: Have developed skills in researching and analyzing trends in global markets and in modern marketing practice.

CO3: Be able to assess an organization's ability to enter and compete in international markets.

CO4: Create a strategy for increasing survey response rates.

DSC 2F (MM): Advertising and Media Management

CO1: Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

CO2: Perform a market segmentation analysis, determine the organization's target market/audience and define the consumer behavior of each segment.

CO3: Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

CO4: Develop creative solutions to address advertising and marketing communications challenges

DSC 1F (OM): E-Procurement and Purchase Management

CO1: Identify the roles and responsibilities of operations managers in different organisational contexts

CO2: Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organisation

CO3: Describe the boundaries of an operations system, and recognise its interfaces with other functional areas within the organisation and with its external environment.

CO4: Apply the decision models to various real time problems

DSC 2F (OM): Warehouse Management

CO1: Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.

CO2: Formulate and implement Warehouse Best Practices and Strategies

CO3: Plan Warehouse and Logistics operations for optimum utilization of resources

SBS 6.1 Event Management-FC

CO1: obtain a sense of responsibility for the multi-disciplinary nature of event management.

CO2: gain confidence and **enjoyment** from involvement in the dynamic industry of event management.

CO3: identify best practice in the development and delivery of successful conferences and corporate gatherings.

DSC 1G: Business Strategy

CO1: Understand the basic concepts and principles of strategic management and analyze the internal and external environment of business.

CO2: Develop and prepare organisational strategies that will be effective for the current business environment.

CO3:Develop strategic approaches to managing a business successfully in a global context.

CO4:Work independently and as a team member to collect and analyse information to guide your problem solving and decision making

DSE 2G: Medium and Small Enterprises Management

CO1:Understand different methods to assess the attractiveness of business opportunities.

CO2:Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.

CO3:Understand the key risks and the most effective processes in bringing different types of products or services to market.

CO4:Able to detect weaknesses and strengths within a business opportunity, and give suggestions of how to improve these weaknesses and utilize these strengths.

DSC-3G: Project Evaluation & Management

CO1: Analyze competing demands for scope, schedule, cost, risk, and quality.

CO2:Analyze the environment in which projects operate.

CO3:Evaluate project proposals using cost-benefit and business case analysis tools.

CO4:Evaluate relevant information and its sources. (CT)

DSC 1H (EB): E-Payments System

CO1:Understand the shifts that are occurring with regard to online payments.

CO2:Discuss the players and processes involved in using credit cards online.

CO3:Discuss the different categories and potential uses of smart cards.

CO4:Discuss stored-value cards and identify under what circumstances they are best used

DSC 2H (EB): Social Media and e-Marketing

CO1:Understand what social media is, the various channels through which it operates, and its role in marketing strategy

CO2:Use principles of consumer and social psychology to develop social media content and campaigns that • engage consumers

CO3:Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating • ideas, messages, products, and behaviors across social networks

CO4:Measure the impact of a social media campaign in terms of a specific marketing objective.

DSC 1H (FM): Financial Services

CO1:The basic tradeoff between risk and (expected) return, and how it applies to various types of financial instruments: stocks, bonds, futures, options.

CO2:The time value of money (TVM) and net present value (NPV), and their connection to the discount rate (cost of capital), and the risk premium of a financial asset.

CO3:The two main models of asset pricing: the Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Theory (APT). How do we compute the cost of capital/risk premium?

CO4:Financial instruments: bonds, stocks, currencies, and derivatives (futures, options, swaps). How are these related to interest rates, risk hedging, speculation, or volatility?

DSC 2H (FM): Investment Management

CO1:Students will have the knowledge and skills to select and employ base level tools for financial analysis.

CO2:Students will have the knowledge and skills to analyze companies for investment purposes.

CO3:Students will have the knowledge and skills to develop portfolio strategies for individual and institutional investors

CO4:Students will have the knowledge and to operate ethically as investment management professionals.

DSC 1H (HR)/(IB): Global Human Resource Management

CO1:Demonstrate an understanding of key terms, theories/concepts and practices within the field of IHRM

CO2:Obtain, through elective courses, an in-depth knowledge of specific IHRM-related theories, skills and practices

CO3:Appreciate the implications of increasing globalization for the management of human resources, with particular reference to IHRM in multinational corporations

CO4:Develop and ability to undertake qualitative and quantitative research and apply this knowledge in the context of an independently constructed work (i.e., dissertation)

DSC 2H (HR): Training and Development

CO1:Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

CO2:Administer and contribute to the design and evaluation of the performance management program.

CO3:Develop, implement, and evaluate employee orientation, training, and development programs.

CO4:Facilitate and support effective employee and labour relations in both non-union and union environments.

DSC 2H (IB)/(OM): Export and Import: Procedures and Documentation

CO1:Explain the concepts in custom clearance in international business with respect to foreign trade

CO2:Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects

CO3:Analyze the principle of international business and strategies adopted by firms to for exporting products globally

CO4:Integrate concept in custom clearance concepts with functioning of global trade

DSC 1H (MM): Marketing of Services

CO1:Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner;

CO2:Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence;

CO3:Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way;

CO4:Identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications;

DSC 2H (MM): Retail Management

CO1:Explain the central role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts.

CO2:Identify the key stakeholders and the roles/responsibilities of retail towards these stakeholders.

CO3:Interpret retail problems and be capable of critically evaluating and applying appropriate retail management models and theories to generate strategic and tactical solutions.

CO4:Analyze how retail managers can make informed strategic choices in relation to managing channel partners, retail form (online vs. bricks and mortar), global sourcing, and managing staff to improve strategic outcomes.

DSC 1H (OM): Logistics and Supply chain Management

CO1:Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.

CO2:Formulate and implement Warehouse Best Practices and Strategies

CO3:Plan Warehouse and Logistics operations for optimum utilization of resources

V. S. M. COLLEGE (A): RAMACHANDRAPURAM

B.COM (GENERAL & COMPUTER APPLICATION)

COURSE OUTCOMES

TITLE: ACCOUNTING - I

CO1: Define bookkeeping and accounting.

CO2: Explain the general purposes and functions of accounting.

CO3: Explain the differences between management and financial accounting.

CO4: Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses.

TITLE: BUSINESS ORGANIZATION AND MANAGEMENT

CO1: Understand the concepts related to Business.

CO2: Demonstrate the roles, skills and functions of management.

CO3: Analyse effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CO4: Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

TITLE: BUSINESS ECONOMICS

CO1: Describe the nature of economics in dealing with the issue of scarcity. Perform supply and demand analysis to analyse the impact of economic events on Markets.

CO2: Analyse the behaviour of consumers in terms of the demand for products. Evaluate the factors affecting firm behaviour, such as production and costs

CO3: Analyse the performance of firms under different market structures, Recognize market failure and the role of government in dealing with those failures.

CO4: Understand the dynamics of how the markets work.

TITLE: ACCOUNTING - II

CO1: Equip with the knowledge of accounting process and preparation of final accounts of sole trader

CO2: Identify and analyse the reasons for the difference between cash book and pass book balances

CO3: Recognize circumstances providing for increased exposure to errors and frauds.

CO4: Determine the useful life and value of the depreciable assets

TITLE: BUSINESS ENVIRONMENT

CO 1: Discuss the supply and demand theory and its impact on insurance.

CO 2: Explain the effects of government policy on the economic environment and insurance industry.

CO3: Outline how an entity operates in a business environment.

CO4: Describe how financial information is utilized in business.

TITLE: BANKING THEORY AND PRACTICE

- CO1:** To elucidate the broad functions of banks
- CO2:** To understand the working of the Reserve Bank of India
- CO3:** To grasp the conduct of monetary policy and its effect on the interest rate, credit availability, prices, and the inflation rate
- CO4:** To express opinions about banking in written and oral form, based on the basic knowledge and skills acquired
- CO5:** To learn the importance to be updated on the developments of the banking sector and practice the same.

TITLE: ADVANCED ACCOUNTING

- CO 1:** Prepare financial accounts for partnership firms in different situations of admission, retirement, death and insolvency of the partners.
- CO 2:** Prepare financial statements for partnership firm on dissolution of the firm.
- CO 3:** Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.
- CO 4:** Understand the various types of capital structure of the company and their representation in the balance sheet.

TITLE: BUSINESS STATISTICS

- CO 1:** Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data
- CO 2:** Calculate measures of central tendency, dispersion and asymmetry, correlation, regression analysis
- CO3:** Apply knowledge to solve simple tasks using computer
- CO 4:** Independently calculate basic statistical parameters viz- mean, measures of dispersion, correlation coefficient, indexes). Based on the acquired knowledge to interpret the meaning of the calculated statistical indicators .

TITLE: INCOME TAX

- CO 1:** Acquire the complete knowledge of basic concepts of income tax.
- CO 2:** Understand the concept of exempted incomes.
- CO 3:** Understand the provisions of agricultural income. Calculate Residential status of a person.
- CO 4:** Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals

TITLE: BUSINESS LAW

- CO1 :** Explain the basic elements of forming an enforceable contract and agreement.
- CO 2:** Classify various negotiable instruments and reason of its dishonor.
- CO 3:** Enumerate the types of companies its management and its rules of corporate governance.
- CO 4:** Law Theory and Practice Differences.

TITLE: MARKETING

- CO 1:** Mastery of Marketing Content: Understand fundamental marketing concepts, theories, and principles in areas of marketing.
- CO2:** Application: Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
- CO3:** Creative Problem Solving: Develop creative solutions to marketing problems.
- CO4:** Marketing of consumer products and variants.

ENGLISH

GENERAL ENGLISH-1

CO1-The students attain a good knowledge on viewing society in inspirational way.

CO2-This also inspires the student to know the colonizing nature of developed countries.

CO3-Regarding poetry the philosophy of Robert frost and Nissim Ezekiel observation on society and his own life chances are shown as mirror to himself.

CO4-Regarding short stories the Lost child of Mulkaraj Anand and Loaded Dog of Henry Lawson gives a picture on respect of parents and affectionate lively The one act play of William Shakespeare's: The Merchant of Venice (Court Scene) provides good analyzing skills. The one act play of William Shakespeare's: The Merchant of Venice (Court Scene) provides good analyzing skills.

GENERAL ENGLISH-2

CO1-The students should attain good scientific point of view and their own hygienic idea on self.

CO2-Regarding poetry the music of autumn season and kishwar Naheed Poetry gives an excellent impression on their own Aesthetic sense.

CO3-The short stories of Ruskin Bond and R.K.Narayan's provide students a good idea on personalities in culture and civilization.

CO4-The one act play of Anton Chekhov: The Proposal present good humour for the students.

GENERAL ENGLISH-3

CO1-Regarding prose the students attain good idea on technology and how to improve public speaking.

CO2-Regarding poetry the students develop a good idea and respect for elders and their culture.

CO3-The short stories of Shashi Deshpande and Jhumpa Lahiri evaluate our own thoughts and dreams in reality.

CO4-The one act play Kanyasulkam provides how our culture prevailed in ancient times.

COMMUNICATION AND SOFT SKILLS-1

Co1- Attains a common level in Prefixes and Suffixes, compounding words, analogy, Synonyms and Antonyms and Phrasal verbs.

Co2-They could manage the Subject –verb agreement and could get knowledge on the Types of verbs.

Co3-Student could get command on Articles and Prepositions and can do number of exercises on Tense present and past aspects.

Co4-The Student will have a keen observation on Importance of Listening, Types of Listening Obstacles and strategies for effective listening.

COMMUNICATION AND SOFT SKILLS-2

Co1-Students attain a good level of understanding on the sounds of English.

Co2-Students could manage good intonation with beautiful word accent.

Co3-The speaking skills will be improved with good conversation, interview, presentation and public speaking.

Co4-The students possess good speaking skills with Role play, Debate and Group Discussion.

COMMUNICATION AND SOFT SKILLS-3

CO1-Students attain good soft skills with positive attitude, good body language and their own SWOT analysis. They develop good emotional intelligence with netiquette manners.

CO2-Students develop good paragraph writing with development of ideas and coherence with structure of paragraph.

CO3-Students develop a material idea on paraphrasing and Summarizing.

CO4-They learn techniques of paraphrasing and stages of Summarizing.

SANSKRIT

SANSKRIT POETRY

CO1: To identify and describe distinct characteristics of literary texts.

CO2: To analyze poetic works for their structure and meaning, using correct terminology.

CO3: To display a working knowledge of the genres of poetry by various writers from various cultures and historical eras.

CO4: To gain knowledge on effectively communicate ideas related to the poetic works during class and group activities.

SANSKRIT PROSE

CO1: To gain knowledge it is an important to know the prose forms from the Aranyakas and ancient Upanishads.

CO2: To gain ethical values by reading stories in Sanskrit prose like Panchatanta and Hitopadesa.

CO3: To Improve the knowledge and spoken skill.

CO4: To know the different varieties of people in conversation and in turn improve their knowledge and communication skill.

SANSKRIT GRAMMAR

CO1: By learning Sanskrit grammar one can write and speak correctly and effectively.

CO2: Communication skills and vocabulary is developed while reading Sanskrit Grammar.

CO3: Able to read and write Devanagari script correctly.

DRAMA

CO1: To gain knowledge on the origin and development of Sanskrit drama .

CO2: To have Skill on conversational language(dialogue)

CO3: By reading Characters in dramas one can gain knowledge on character building.

UPANISHADS

CO1: Importance of memory power through ancient oral teachings is recognised.

LITERATURE

CO1: By reading Sanskrit literature one can know the different types of literary aspects.

TELUGU

PAPER –I

OLD POETRY –

CO1: Students by studying read the old poetry, they got knowledge of gathering ethical values and improves the spoken skills.

CO2: To know how to write poems in Telugu

MODERN POETRY-

CO1: It improves creativity and imagination in writing poems and new trends in Modern Literature.

CO2: In poetry like Hiku, Mini kavita, and in prose to develop short stories in contemporary issues.

PROSE-

CO1: It improves story writing skills by reading of prose lessons the students will know the differences between old and new stories of telugu literature.

CO2: It helps to develop the sentence constructions in drafting.

GRAMMAR –

CO1: The Grammar knowledge improves the student's ability to understand Telugu language and Texts properly.

CO2: The Students have the better opportunities in the fields as Lyric writers, Script writers , Anchors, Oraters, in both Print and Electronic media.

HINDI

HINDI-1

- CO1 To develop sensitivity towards use of Hindi in the process of communication
- CO2 To have knowledge on grammatical aspects and punctuation marks for proper written communication
- CO3 To Utilize digital literacy tools to develop grammar skills.
- CO4 To Produce appropriate vocabulary and correct word forms to improve spoken and written communication in Hindi.

HINDI-2

- CO1 To improve the language skills further - Listening, Speaking, Reading & Writing
- CO2 To understand the moral values and life skills taught indirectly through the lessons - Poems, short stories, and essays
- CO3 To equip oneself with the improved communicative Hindi skills - with practice in writing and speaking
- CO4 To develop creative thinking by going through the poetry, short stories, plays, etc.

HINDI-3

- CO1 To gain the ability to Produce appropriate vocabulary and correct word forms
- CO2 To Demonstrate ability to think critically by analysing the prescribed lessons from socio-cultural perspective
- CO3 To develop creative thinking by analysing the prescribed texts and attempting writing general essays in Hindi
- CO4 To develop interest in Hindi Literature by appreciating the prescribed as well as external works of literature through regular reading