

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Outcomes

After successfully completing **BBA(IB) (BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS)** Programme students will be able to:

BBA IB

PO1: To understand basic concepts regarding org. Business Administration

PO2: To develop logical Thinking towards analytical approach data, To develop rational understanding regarding the concept of cost expenditure in business.

PO3: Awareness of law and legislation related to business and their implementations.

PO4: Understand the Business environment through knowledge of Economics, Business Demography and Financial Services.

PO5: Develop entrepreneurship through knowledge of idea generation, business planning, activity, product development awareness of intellectual property rights and media.

PO6: To develop proficiency in how to write business letters and other communications required in business

PO7: To develop the right understanding regarding the role and importance of monetary and financial transactions in business. To study how population and structure changes affecting quality of life and business

PO8: To collect total information and then take decisions accordingly, To provide an understanding of the concepts of Global business and Trade. To acquaint the students with the knowledge of Industrial resources of the world

PO9: Analyse the tools and techniques of data

PO10: Understand the nature and type of customer and consumer, To develop appropriate conceptual understanding as to develop basic marketing concept

PSO1: To provide a right understanding about the present scenario of and international trade and relationship of domestic trade with international trade.

PSO2: To explain modalities, functions and activities related with various aspects of international trade

PSO3: To provide knowledge and understanding as to how business decisions are taken while conducting international trade transactions.

PSO4: To give knowledge about institutional and regulatory framework governing international trade.

PSO5: To inculcate skills useful to analyze various international business situations.

101 Principles of Management:

CO 1 : Ability to understand and learn the concept,importance and functions of Management.Develop ability of managerial thinking and cultivate business acumen.

CO 2-To understand different approaches to management thought and philosophy.Understand the role of Management thinkers in development of the modern management process.

CO 3 -To understand the importance of functions of management and their roles. Describe the Effective plans coordinate the organizational work and eliminate unproductive effort.Identify to ensure successful implementation of decision making through follow up procedures.

CO 4-To develop and analyze understanding regarding new systems of management.To learn about new systems and trends in modern management.how to introduce change.

102 Business Communication Skills:

CO 1 - To understand the basic purpose of communication & Ability to understand and comprehend the meaning of different forms of communication.

CO 2 - Ability to write meaningful, concise and effective messages and To understand how to write effective messages and different types of communication.

CO 3 -To understand how to make effective Business Correspondence & to learn the ability to write precise business letters and understanding about business correspondence

CO 4- To learn the ability to use different formats of social communication and technology based communication effectively and to understand how media based communication is working in the present context.

103 Business Accounting

CO 1 : To Understand role and importance of accounting in Business and how accounting concept can be implemented in business and Computation ability in business ability to distinguish between various accounting concepts and practices

CO 2- To understand how to record different financials and their financial implications and ability to write different accounting transactions and prepare basic financial statements.

CO 3 - To understand the kind of accounting relationship between customer and bank ability to write a necessary set of entries in books of accounts and in cash books and compare them with bank statements to understand their implications and effect.

CO 4-Ability to understand growing importance of software and to know how to use software and to write books of accounts and ability to use software like tally for writing of accounts

104 Business Economics

CO:1 To understand the concept of Business Economics.

CO:2 To analyse the dynamics of market forces.

CO:3 To discuss the concepts of cost & revenue.

CO:4 To examine various aspects concerning price output determination under different market structures.

105 Business mathematics

CO:1 Ability to understand the concepts of number system, fraction, indices, ratio proportion and percentage and their use in commercial activities.

CO2: Student's able to understand how to solve the problems of time work and distance, the difference between effective and nominal rate of interest. To enable to calculate EMI.

CO3: To understand applications of matrices and permutation and combinations in business.

CO4: Students are able to develop the skills for data interpretation and inferences, To formulate the problem as L.P.P. to obtain the best solution using graphical methods.

106 Business Demography:

CO1: Ability to understand the components of demography. Factors governing a particular economics and government. Socio economic changes as a outcome of demographic changes

CO2: Ability to examine how demographic changes - influences different aspects of policy formulation and social development

CO3:To learn about implications of changes in population and structure of population on economy and society

CO4: Equal and unequal Distribution of resources and factors of production and its impact on society

Add on Course Communication skills for Managers:

CO : To understand and adopt various skills related to Business communication.

201 Basics of cost accounting:

CO1 - Ability to understand the importance of costing in decision making and the importance of costing and the role of costing.

CO2-To understand how to prepare a cost statement and analyze implication of elements of cost on total cost.Ability to examine different aspects of cost as they influence total cost structure and sales price. Ability to prepare a comprehensive cost sheet.

CO3-Ability to understand the concept of overhead as it contributes to total cost of a product or service and to ascertain ability to distinguish different types of overheads as it influences the total cost in a given situation.

CO4 -To understand the role of contract costing in ascertaining cost of a particular project or activity and know how cost is ascertained for different types of processes.

202 Origin and Development of Global Business:

CO1. To understand the concept of globalization and the growth of Industries in the modern era.

CO2. To understand various facets of National and International trade and its significance

CO3. To understand various commercial policies adopted by the nations to facilitate trade between them.

CO4. To study the contribution made by International organizations and International unions for facilitating effective trade among countries.

203 Commercial Geography:

CO1:To acquaint the students of commercial geography with its bases regarding commercial activities in different environments, referring to world resources in general and India in particular.

CO2 :To acquaint the students with the knowledge of Industrial resources of the world

CO3 :To know about the determination and location of various industries in the world and its commercial prospects.

CO4 :To acquaint students with the knowledge of home trade, means of transportation and International markets through the study of commercial geography.

204 Principles of Marketing:

CO1 To understand the Indian and International Marketing Management and various tasks performed by the marketing managers in different environments.

CO2 To learn various factors that affect the marketing system and market segmentation.

CO3 To get acquainted with the concept of marketing mix that affects the success of the market.

CO4 To know the types and role of the market and its contribution in developing the economy and society.

205 Business Statistics :

CO1: Describe and discuss the role of Statistics in various business situations. Organize, manage and present data with the help of frequency distribution tables as well as graphically.

Analyze statistical data and put proper interpretations from different graphical and diagrammatic representations, frequency distributions and cumulative frequency distributions of data.

CO2 : Understand basics of central tendency - Mean, Median, Mode, their features, advantages and limitations.

Draw measures of central tendency graphically and analyze statistical data using measures of central tendency.

CO3 : Understand basics of measures of dispersion, their features, advantages and limitations.

Analyze statistical data using measures of dispersion.:

CO4 : Define the Concept of correlation, and derive the Karl Pearson's correlation coefficient as well as Spearman's Rank correlation. Also discuss the concept of Principle of least squares for curve fitting and regression lines

CO5 : Understand measures of Index number, and its types.

206 Fundamentals of Computers:

CO1:To understand the Need,role and importance of computers in business processes.

CO2:To develop understanding regarding usage,functionality and services provided by operating systems in business processes.

CO3:To learn the process for usage of different computer applications in business processes & develop skills and ability to handle different applications in business processes.

CO4:To understand cautions and stapes to be taken and net based services & Ability to handle various software and programmes with due cautions and care.

301 Elements of Human Resource Management

CO1. To have an understanding of the basic concepts, functions and processes of human resource management

CO2. To be aware of the role, functions and functioning of the human resource department of the organizations.

CO3. To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development,Performance appraisals and rReward Systems, Compensation Plans and Ethical Behaviour.

CO4. Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy

CO5. Evaluate the developing role of human resources in the global arena.

302 Global Competencies & Personality Development

CO1. To understand complex personalities and what forms them and to study the Factors that build up the personality.

CO2. Students will be able to get a clear idea of their own personality type and the areas of improvement to work upon with lot of practical exposure

CO3. Building smart and presentable personalities while enhancing their employability skills.

CO4. To make students aware about the global culture, so that in future students can adapt and fit in the professional set-up globally.

303 International Economics:

CO1 :To analyse the role & importance of International Trade.

CO2: To understand & compare the alternative theories of International Trade.

CO3: To identify the gains from International Trade.

CO4 :To examine various aspects concerning price output determination under different market structures.

304 Production and Operation Management:

CO1 To learn production management, types of automation and how industry handles the waste.

CO2 To know how to select plant location, and its factors affecting plant layout.

CO3 To understand the method of handling material, know different standards and types of maintenance systems in business.

CO4 To learn the production planning process and types of production control system.

305 German:

CO1 An elementary level course designed to help students acquire basic proficiency in communication within culturally significant contexts. An integrated approach to teaching language skills with emphasis on vocabulary acquisition and basic grammatical structures.

CO2 Greater emphasis is placed upon oral and written expression. Reading and discussions are designed to increase comprehension of more linguistically complex texts and more conceptually complex cultural issues.

CO3 Expansion of cultural knowledge and functional vocabulary through intermediate-level readings and discussions. Increased emphasis on written communication.- enhanced listening and reading comprehension, speaking, writing, and cultural literacy

CO4 Introduces students to the basic social, philosophical, and cultural concepts that formed the cornerstones of the European Enlightenment and its legacy, with a focus on German-speaking countries and Germany. Enhanced critical thinking skills, deeper understanding of contemporary issues in German culture and society enhanced discussion skills broader understanding of research skills in literature and culture studies

A 306(1) Supply Chain Management:

CO1 To know the function of Supply Chain Management and understand the Bull-Whip Effect.

CO2 To learn the workflow automation, space management and different strategies of warehousing.

CO3 To learn Logistic Planning and the role of Inventory management in Customer Service.

CO4 To understand the Supply Chain Network Design, Role of distributors in SCM and relationship management with customers and employees.

CO5 Project through various Supply Chain Management.

B 306 : Logistics Management (I)

CO1: To understand the importance of Logistics Management.

CO2: To know the Issues and Problems of Global Sourcing.

CO3: To study the importance of inventory in the Supply Chain

CO4: To understand the Role and importance of Material Handling Systems

Add on course on Environment Awareness:

CO1 : To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment

CO2. Understand Various Environmental Pollution, Causes & effects on human beings & also Describe what is being done and what we all can do to help prevent harm to the environment.

CO3 To develop consciousness towards a cleaner and better managed environment & Promote green practices at home and at work.

401 Import Export Procedure:

CO1. To understand the basic concept of import and export and its functions and to understand categories of export

CO2. To help understand export procedure in detail CO3.To

understand the import procedure in detail. CO4.To

understand various Import export schemes

402 Research Methodology:

CO1 To understand the concept of Research, its types and its importance. CO2 To

learn research design and its essentials also the research process.

CO3 To know the data collection process through different methods and sampling types.

CO4 To understand how data is processed and analyzed and to how to write a report.

403 Business Ethics:

CO1 -Understand the Role and Scope of Business Ethics. To study the Role and Importance of Ethics at National and International Level in business and the role and Importance of Ethics at Individual level

CO 2- Ability to Understand the concepts and role of Business and Stakeholder ethics. and modern Organization role and responsibility towards stakeholder ethics

CO3- Ability to Understand concept of business, government and societal ethics, various factors affecting the government. and to Understand the Government policies and various Interest groups affecting the business operations.

CO4- Ability to understand the role of Environmental rules and regulations in protecting the environment. and Initiatives taken towards building sustainable role models. Also students should be able to Understand the need of ethics and laws in consumer protection.

404 Management Information System:

CO1: To understand and illustrate the concept of Information System, MIS, its significance and competitive advantage.

CO2: To learn the system building approaches for system analysis and design using various models

CO3: To understand various models of decision making within support systems and expert systems

CO4: To know various issues in MIS including information security and intellectual property rights.

405 Foreign Language II German (II):

CO1 - Deeper understanding of the history of German-language literature before 1900. To understand literature as a reflection on societal and political conditions at a given time , better understanding of literature as a mode of collective memory.

CO2 - Enhanced reading skills through familiarization with different genres and time periods. Enhanced writing skills through writing about literary genres.

CO3- Enhanced oral fluency of contemporary spoken German. Enhanced reading and writing skills through an exploration of relevant subject matters providing access to contemporary questions in German culture, society and economics.

CO4 - Further enhanced communication skills. Attainment of proficiency in reading, speaking, writing, and listening.

406A : International Warehouse & Supply Chain Management:

CO1 : To understand in depth about warehousing and its importance in supply chain.

CO2 : To understand modern and upcoming trends with respect to global warehousing.

CO3: To know the challenges associated with the global supply chain CO4: To familiarise students with SCM Softwares.

406 B: International Logistics & Port Management (II)

CO1: To understand the scope of International Logistics

CO2: To understand Road-Multi-Modal Transportation

CO3: To learn Phases of Port Development

CO4: To study Facilities for Cargo.

CO5: To understand Port Time, Ship Time in Port

501 International Relations:

CO1: To understand the basic concept of international relations

CO2: To gain in depth knowledge of various practices and achievements of these regional groupings

CO3: know about the various dispute settlement machineries involved in international relations.

CO4: To know the socio-cultural background of India and its effect on international relations.

CO5: To understand the role and functions of culture, culture sensitivity on the creation of a global culture

502 : International Business Law

CO1: To understand the basic concept of international economic laws.

CO2: To understand role, functions of various international institutions with respect to international economic laws.

CO3 : To know about the various dispute settlement machineries involved in international trade.

CO4 : To know at length about the role of various Indian government bodies in international trade law

503 : Business Reporting and Analysis

CO1. To introduce the concept of business reporting, its scope and factors affecting Reporting

CO2. To understand categorization and segmentation

CO3. To know and understand areas of business reporting and analysis.

CO4. To know and understand about Business Analysis, its tools and techniques

504: Foreign Exchange Management

CO 1: To introduce foreign Exchange, its structure, basic of transactions and limitations

CO 2: To get the knowledge about Exchange rates, convertibility of rupees

CO3: To understand how foreign exchange market functions, to know about payment systems

CO4: To study and understand methods of exchange control.

505 A : International Marketing Management (I)

CO1: To understand the scope in International Marketing

CO2: To know how to select International Market

CO3: To know what is Product Standardization and how products are positioned Internationally.

CO4: To understand the role of Branding in International Market

CO5 : To study International Promotional decisions

505 B: International Financial Management

CO1 : To gain basic understanding of international financial management, understanding of global financial institutions.

CO2: To understand the evolution of the international monetary system

CO3: To have a fundamental understanding exchange rate system and its cohesion with international monetary organizations.

CO4: To know about equities market and bond market in detail.

CO5: To know about International Financial Reporting Standards

506 A: Legal Dimensions in International Marketing (II)

CO1: To make the students aware of complexities of International trade law

CO2: To understand Principles of International Business Contract

CO3: To know different guidelines and agreements relating to International Marketing.

CO4: To learn Concepts Relating to International Business

506 B: Legal Dimensions in Financial Management (II)

CO1: To understand the fundamentals of The Contract Act, 1872 and the essentials to a contract.

CO2: To know about the discharge of a contract and the consequences of a breach of contract.

CO3: To know about the concepts associated with company formation and operations

CO4: To understand the fundamentals with regards to foreign investments and taxation of foreign income

CO5: To understand about various regional groupings and technical standards of international finance.

601 : New Venture Creation and Start-ups

CO1: To understand basic concepts related to entrepreneurship.

CO2: To understand the role, responsibilities and opportunities of an entrepreneur.

CO3: To understand the fundamentals of how to manage a new venture.

CO4: To know in detail about the various types of feasibility analyses required in new venture creation.

CO5: To know at length about the role of various Indian institutes offering assistance to new ventures and start-ups

602: International Project Management

CO1: To understand the basic concept of international project management.

CO2: To understand role, functions of project manager

CO3: To help understand role of strategic planning in project management.

CO4: To gain in depth knowledge of various concepts involved in project planning and initiation

CO5: To understand the need for a control system in project management.

603 : Decision Making and Risk Management

CO1: To understand the role and scope of Decision making and Risk management in organizations.

CO2: To understand the importance of Decisionmaking tools and models in business.

CO3: To understand the role of leadership and its allied aspects while making decisions.

CO4: To understand the role and importance of organizational values in Decision making and Risk Management

604: Management of Agribusiness and Agri Exports

CO1: To understand the structure of Agribusiness

CO2: To understand Agricultural Marketing.

CO3: To understand the role of cooperative institutions.

CO4: To learn how to make Marketing Plan of Agri Export

CO5: To know the export documents required for Agri export.

605 A: International Service Management (I)

CO1: To understand the Classification in International Service Sector

CO2: To get acquainted with Internal and external serviceMarketing

CO3: To understand the Service Life Cycle.

CO4: To learn what are is Blueprinting and Service Mapping.

CO5: To study the Service Failures and Recovery Strategies.

605 B: International Human Resource Management (I)

CO1: To understand the basic concept of international human resource management.

CO2: To underline the difference between domestic and international HRM and note its challenges.

CO3: To understand the key aspects of international recruitment and selection standards.

CO4: To understand performance management from a global dimension along with the issues and challenges associated with it.

CO5: To know about cultural diversity and how to manage it from the organisation's perspective.

606 A : Brand Management (II)

CO1: To understand Branding Challenges and Opportunities

CO2: To know Competitive Advantage through Strategic Positioning of Brands

CO3: To know the different image Dimensions

CO4: To study global branding Strategies

606 B: Cross Cultural Relationship (II)

CO1: To understand the basic understanding of culture.

CO2: To understand the role of diversity in cultures and how they differ and their impact work relations.

CO3: To study the role of communication in managing cross cultural relations.

CO4: To understand the various elements of a cultural environment and challenges associated with them.

CO5: To understand the management of cultural teams and transitions.