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NAAC ACCREDITED COLLEGE

Dr.V.Rama Rao, M.A.,Ph.D., Secretary & Correspondent Dr.A.Balakrishna,M.Sc.,Ph.D., Principal

Department of Management Bachelor of Business Administration W.e.f.2015-16

Course Out Comes(COs):

Course	Title of the paper	Out Comes
Code		
DSC1A	Management Process	This course gives an overall knowledge on management functions starting with planning and ending with controlling CO1:Definition, meaning, need and function of management CO2: Planning concepts, features, and types of plans. CO3: Organization concepts, structures, types of organization, departments, centralization and decentralization methods CO4: Need of staff in the organization, staffing functions, recruitment, selection, interviews and induction. CO5: Controlling functions, Necessity of controlling
		function in Organization and techniques of controlling.
DSC2A	Managerial Economics	At the end of the course students will be gaining knowledge in the following. CO1:Definition, scope of managerial economics, micro, macroeconomics, application of managerial economics, basic principles CO2:Law of demand, factors of demand, elasticity of demand CO3:Law of marginal utility, indifferences curves CO4: Concept of production, factors of production, productivity, market structures, pricing methods, law of variable proportions. CO5: National income concept, Keynesian Theory of Employment, circular flow of incomes.
DSC3A	Information	This course lets the students learn new technologies
	Technology for	and IT skills that are quintessential for the mangers
	Managers	of today.
	19*MVA	CO1: Concepts of information systems, classification

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		Principal
	litical and legal enviro not ey	of digital computer systems. CO2: Computer components/hardware including
	id Elements, cultural elem	input devices and output devices.
	mt, research and develop a	CO3: Software, types of software, applications and
	stral environment, deme	programming languages. CO4: Types of signals, networks, telecommunication
	cessivi completion of cou	systems, media
	клом	CO5: Data warehousing, Data Mining, ERP Supply
nog derrudoù.	cration management met wipes of operations	chain management, Customer Relationship Management
DSC1B	Quantitative Methods	Upon successful completion of course, students will
	For Managers	be able to know
	apacity planning, carm	CO1: Definition of statistics, need, nature, functions,
	or meaning, types of wed	data collection, questionnaire preparation.
	named planning country	CO2: Measures of central tendency like mean,
	neratury plans.	median and mode.
	al of operation control, a	0, 11
	ad techniques of operation	and its need.
	of its gonelemos lefavos	CO4: Set theory, types of sets.
Dagan	Baro Know	CO5:Matrix, types, calculation of different matrices.
DSC2B	Accounting for Managers	Upon Successful completion of this course student will be able to know
	ne rate of HRD in N	CO1: Accounting basic concepts, definition, essentials, and functions, accounting rules,
	nan resource planning. for	classification of accounts, journals, and ledger
	gmatalq somozot nem d	preparation.
	mirment concept factor	CO2:Preparation of subsidiary books including
	raming concept, trpe	cashbooks, types of cash books preparation of BRS. CO3: Preparation of trial balance, need of trial
	sate advages Suggest	balance methods, and preparation of financial
	es shil completion this co	statements of sole traders
	bnatashar	CO4:Consignment basic concepts, documents
	integral to nothinted as error	required, journal entries, calculation of profits
	egosz Lus	CO5: Depreciation concepts, need, methods and
anders of leaders	code videncered to nothing	problems.
DSC3B		Upon successful completion this course students will
	or reprior, theories of mo	be able to understand
	ar cznienal structure, type	CO1: What is business environment, it's nature, scope, elements.
estatistics of leadarship	get gullerebeel to reson	CO2: Economic planning in India, industrial policy,
	29(7)(3/1)	fiscal policy, economic reforms.
	C LAU	ponej, conomic reforms.

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	o, M.A.,Ph.D.,	Dr.A.Balakrishna, M.Sc., Ph.D.,
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	Omphilar systems.	CO3: Political and legal environment, FEMA,
	parent-quenchedo parent-	licensing policy.
	tes and output devices.	CO4: Social Elements, cultural elements, technology
	system to software,	environment, research and development.
	englangnel and	CO5: Industrial environment, elements, MNCs, IMF,
попаснинительно	es of signads networks to	WTO etc
DSC1C	Operation Management	Upon successful completion of course, students will
est ERP Supply	a watchousing. Data Mitta	be able to know
	namagement. Contemp.	CO1: Operation management meaning, definition,
	tie	features, types of operations
	completion of cour	CO2: Facilities planning plant location, layout
	know	process, product lay out.
	mition of statistics, need, p	CO3: Capacity planning, capital requirements,
	tion, questionnaire prepar	maintenance meaning, types of work study.
	essens of central tender	CO4: Operation planning, controlling, objectives
	a mode.	types of operating plans.
	aming types and calculate	CO5: Need of operation control, areas of operation
	100	control, and techniques of operation control.
DSC2C	Human Resource	Upon Successful completion of this course student
Terent manerces.	Management	will be able to know
mebris sandeni	cossin completion of the	CO1: Meaning of human resource management and
	о то клом	its functions.
ors, definition,	communic busic copen	CO2: The role of HRD in India, impact on
ounting raios.	and innerious, act	globalization.
le and ledges	ion of accounts, journa	CO3: Human resource planning, forecast techniques,
	.0	successful human resource planning.
guibalan sko	carron of subsidies	CO4: Recruitment, concept, factors for recruitment,
ration of BRS.	ngay allood dasa lo asgvi	selection process, interviews, placement, induction.
lem to toon.	paretton of trat balance	CO5: Training concept, types of training,
initiation of financial	nothods, and proparatio	
DSC3C	Organization Behavior	Upon successful completion this course students will
	egames basic concep	be able to understand
aid010 ft	outhal entries, calculation o	이 얼마나 있다면 어느 아이들은 아이들이 가지 않는데 그렇게 되었다면 하는데 하는데 아이들은 아이들이 아이들이 되었다면 하는데
bae shodioin ,	preciation concepts, need	
		CO2. Definition of personality, types of leaders.
it of amobute of	sessful completion this cou	
	understand	
onstant all the	at is business environmen	
	neats.	
vodog ismedemo	nomic plansing in toda, is	
	cy, economic reforms.	



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	on reballment may the	Upon successful completion of course,
		students will be able to know
		CO1: Meaning, definition, of financial
To alsburn to		management, significance, FM functions,
DCCID	Financial	objectives
DSC1D	Management	CO2: Meaning of capital budgeting, decisions,
	sacs, strategics, electron	methods/techniques of capital budgeting like
	efinition, models	NPV, IRR, payback period.
, Perubación de la composición dela composición de la composición de la composición de la composición dela composición de la composición dela composición dela composición de la composición de la composición del composición del composición del composición dela composición del composición del composición dela composición dela composición del composición del composición de		CO3: Meaning, definition, types, sources of
		working capital, importance of working capital.
editive that savidons		CO4: Meaning of capital structure, various
		theories of capital structure, components of
meane		capital structure
		CO5: Meaning, definition, types of dividends,
council devision		determinants of dividend, company law
		guidelines, dividend policies
	orcanne sample web ong	and theories.
this course student		Upon Successful completion of this course
		student will be able to know
entifo elemens	Marketing	CO1:Marketing definitions, need, marketing
Daggap	Management	concepts, market segmentation
DSC2D		CO2: Product lines, product characteristics, product
r of contract.		life cycle.
		CO3: Product pricing, factors, types of product
softwareign in to spice.		pricing
		CO4:Meaning of marketing, channels, various
		CO5:Promotion of product or services,
	groement to sale, rights o	advertisements, types of advertisements.
	toe dedoctore remains.	Upon successful completion this course students
o) idef	Business Ethics	will be able to understand
	and Corporate	CO1:Meaning of business ethics, importance in
DSC3D	Governance	business, corporate governance
SHOOMS SERIO		CO2:Framework of corporate governance, good
	blic to enderstand	corporate governance, elements, insider trading
		CO3:Major corporate governance failures in the
wak month		world, problems for failure of corporate governance
		CO4:Regulatory framework of corporate
CORP (INDEX 18 D)		governance in India like SEBI
		CO5:Corporate social responsibility (CSR),
		environmental
ad incords	otazatoro amunacora ya	on a monitoritar



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Secretary &	Cor	respondent	

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Secretary & Correspondent	Principal
recessful completion of comes,	
word or side ed his	
E-Commerce	
DSC1 mon and 1/1 our colling is sto	Commerce transactions on internet, models of
	E- markets.
ting of capital Endgeting clerisions.	CO2:Supply chain definition, goals, functions,
chargues of cannal badgeting like	
payback period	그리는 사람들이 가는 사람들이 되었다. 이 교육에 가장 하는 사람들이 되었다면 하는 것이 되었다면 하는데
ning, defration, types, sources of	
gital, rasportance of weeting capital	제 [2001년 : 10] 전 10 [2017] 이 10 [2017] [2017] [2017] [2017] [2017] [2017] [2017] [2017] [2017] [2017]
ning of capital stracture, larrous	
capital structure, comportents of	
98(4)0	
wing definitions, twices of dividends,	
ds-of dividend, company law	
dividend policies	
25	
consider consideration of the contract	Upon Successful completion of this course student
	will be able to know
	CO1: Definition of contract, essentials of the
Darkel segmentation	
Business Law	[20] [20] [20] [20] [20] [20] [20] [20]
DSC2E	Discharge of contract, breach of contract,
luct pricing factors, types of product	
and the second s	CO3: Special contracts like contact of guarantee,
ning of marketing changes enough	Bailment, and agency.
notion of product or set yield.	
nonis, types of advertise penis	
cossibl completion this course students	
le to understand	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
ung of business ethics, it mortanee in	
concentration of the process	DSCID Coverage business of
swork of combrate covernance, coul-	Upon successful completion this course students
Overnance, elements, in idea trading	ill be able to understand
r corporate governant e follores in the	COL Pagia concents of income tay like
standard government in the	income essesses previous year current year
neuss of tantor of capping governance	and regidential status
이 사람들은 사람들이 되었다. 그런 그렇게 하는 것이 없는 것이다.	('(')'): Hoods of income income from calary and
DSC3 Taxation	income from house property.
DSC3	CO3:Business income computation as per the
TEST.	income tax procedures, professional income
26.2	computation.
LOVIN A	A) M CA

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Or.V.Rama Rao, M. Secretary & Corres	A.,Ph.D., pondent	Dr.A.Balakrishna,M.Sc.,Ph.D., Principal
		CO4:Meaning of capital asset, types of capital asset, types of capital gains, computation of capital gains.
reational		그 프로그램 기계
		The computation moraling sci
non exchange	O2: Meaning of lore	C
59 nedovo re		the reality will be able
biii 200		
		management incaming, significance.
alligang		
Pagnization,		CO2:Competency mapping definition, features, business strategies, developing
	alent Management	competency models.
	arent ivianagement	CO3: Performance Management meaning,
need for international		definition, personal development models, career
sport bus ness, lettor		planning, promotion policy, reward system.
	credit, incentives i	
		conceptual framework, parameters for measurement
on of the course,		of employee's engagement.
knowledge at the		CO5: Succession planning, managerial
		position, in critical Situation, secondary line
membaly be	Oldtole of Small a	readership identifying their
Footput-Problems		capabilities.
a in promoting Small		At the end of this course, the learner will be able
		to understand the following.
		CO1:Meaning nature and scope of
	dustrial Relations	industrial relations, successful industrial
	ADE to slow along	relations
		CO2: Meaning and types of industrial disputes,
		machinery for industrial disputes settlement.
		CO3: Trade union meaning, objectives,
		functions, growth of trade unions.
ggondoix it gost	104: Sick ranks - Ca	CO4: Participative management meaning,
		forms, levels of participation management.
		CO5: Meaning and features of
		collective bargaining, significance
		and principles of collective bargaining.
	SEDC SEEDIC PL	1
		As per the instructions of the university guidelines
Project Pr	oject and Viva	the students of third year BBA have to undergo a
	-J	project and submit to the college.

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r.V.Rama Rao, M.A.,Ph.D., ecretary & Correspondent	Dr.A.Balakrishna,M.Sc.,Ph.D., Principal	
ecretary & Correspondent	146100	
of capital gains, comparison of		
	r s lengro	
income computation are uding ser	CO1: Concepts of international	
v forward losses deduction from	business theories, types of	
laconic.	international business, its importance.	
f of this course, the learner will be able	CO2: Meaning of foreign exchange,	
International	factors affecting foreign exchange,	
DSC1G Business	foreign market operations, and	
End measures right same groups work	instruments of euro market.	
A Total Andrews of Street, Str	CO3: Meaning balance of payments,	
etenov marping definition.	foreign exchange Control reasons.	
and the state of t	CO4: World Trade organization,	
ymodels	history, functioning, trade blocks,	
coxence Management accenng	reasons of trade blocks	
personal development models, carper	CO5: Documents required for international	
remetion policy, raying system	business import and export business, letter	
over's engagement memory	of credit, incentives to exports	
framework surgenters for mesons are	Indespites 1	
e s ongagement.	Upon successful completion of the course,	
ession planning, managerial	students will gain in-depth knowledge in the	
orflieat Situation, secondary fine	following	
double their	CO1:Role of Small and Medium	
somlight		
of this course, the learner will be able		
Medium, Small		
and Micro	Marco CO2: Project identification and	
DSC2G Enterprises	formulation, Feasibility Study, Location	
Management	of units, role of KIABD, TEKSOC and	
soludish per at the solution of the solution	registration with DIC.	
for industrial disputes settlement		
curion incaming, objectives crowth of findle unions		
cowin or using manus.		
ponve uninggenem intennie. s of participation mana coment.	그 그 사람들은 그는 그는 그는 그는 그는 그는 그는 그는 그를 가는 것이 되었다. 그는	
the participation mentagement.		
ing end tomores of	[1] 보고 [1] [1] [1] [2] [2] [2] [4] [4] [4] [4] [4] [4] [4] [4] [4] [4	
los of collective bargainna.	그 그 그 그 그는 것 같아 그 나는 것이 그 나를 하는데 하는데 나를 하는데 나를 하는데 하는데 하는데 하는데 되었다.	
	SSIDC, SISI, DIC Prospects for small-	
astructions of the university guidelines		
of third year BRA have to undergo a		
agelloo self	DIC in promoting Rural and	

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secretary & Co		Ancillam Industries
		Ancillary Industries.
		Upon successful completion of course,
		students will be able to know
		CO1:Nature and scope of project
		management, types of projects, idea
	Project	generation, screening of ideas, corporate
DSC3 G		
DSC3 U	A THURSDAY PROGRAMME BUTTER	management.
	g pretnods.	CO2: Analysis of project proposals, technical
		analysis, Marketing analysis, product mix,
	its of third year BIFA hav	1 1
	at submit to the college.	1
		CO3: Methods of project evaluation,
		techniques of PERT and CPM, ROI, Payback
		period, net present value method
		CO4: Human aspects of project
		management, manpower Planning.
		CO5: Termination methods of projects,
		procedures, evaluation.
		Upon successful completion this course
		students will be able to understand
		CO1:Concepts of HRM, domestic
	Global Human	HRM and global HRM, organizational
DSC1H	Resource Manage	dynamic.
	ment	CO2: International selection, recruitment
		procedure,
		recruitment cross National, e-
	ed AVM	recruitment, cross
agar, Gajuwag	A Shuday	National advertisement, selection
nine 3 - MAMT	MARKHAPA	initiatives
		CO3: Performance management practices,
		different models
		CO4: Training and development in international
		content
		CO5:Forms of compensations, key
		factors of international compensation, social
		severity.
		Upon successful completion this course students
		will be able to understand
	Training and	CO1: Definition and meaning of training, it's need
DSC2H	Development	Colinations of training
		of objectives of training.
		CO2:Training policies and programmes, training



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colliery industries	period, training for different employees	
in cessful completion of course,	CO3: Various training methods, training by	
with be able to know	experience workmen, training by sub-divisions,	
Nature and scape of project	group training.	
reument, types of projects idea		
ration, sociening of ideas, corporaic	development, stages in development, programmes	
usals, problems of project		
Mismon	CO5: Coaching meaning, types of coaching,	
: Analysis of project group basis, technical	counseling methods.	
Marketing analysis, product mix	As per the instructions of the university guidelines	
Project and Viva	the students of third year BBA have to undergo a project and submit to the college.	



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