



Yogoda Satsanga Mahavidyalaya

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(NACC Accredited, Grade: B++, CGPA: 2.89)

COURSE OUTCOME OF BBA DEPARTMENT

Semester	Course Code	Course Name	Course Outcome
I	C1	Organizational Behavior I	<ol style="list-style-type: none"> To understand the concept of individual and group behavior To understand how employees behavior influence the organizational performance.
	C2	Financial Accounting & Analysis	<ol style="list-style-type: none"> To study the basic principles of accounting. To apply principles for formulating books of accounting.
	GE1A	Micro Economics	<ol style="list-style-type: none"> To understand the basic principles of economics. To study the application of basic economic principles for analyzing consumer behavior.
	GE1B	Business Organization	<ol style="list-style-type: none"> To understand the organizational set up of business. To understand the different types of ownership, scale and size of business organization.
	AECC	Language Communication	<ol style="list-style-type: none"> To understand the importance of communication business organization. To learn how to draft formal business letters/emails/report etc.
II	C3	Organizational Behavior II	<ol style="list-style-type: none"> To understand the different models of OB To study the principles of OB and its application in reality.
	C4	Cost and Management Accounting	<ol style="list-style-type: none"> To explain the concept of cost & management accounting. Explain the relationship between cost, financial and managerial accounting.
	GE2A	Business Statistics	<ol style="list-style-type: none"> To emphasize the statistical literacy.

			2. To enable students to understand and analyze data.
	GE2B	Business Management	1. To understand the concepts of business management. 2. To be able to understand the applicability of management in general organizational set up.
	AECC	EVS	1. To understand core concept of environmental issues. 2. To understand the environmental problems and ways of addressing them.
III	C5	Principle of Economics	1. To learn output & pricing decision of firm. 2. To learn the behavior of small groups, family & firm.
	C6	Principles of Marketing	1. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization. 2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
	C7	Indian Economy and Sectorial Issues	1. To Grasp the importance of planning undertaken by the government of India. 2. To have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.
	GE3A	Macro Economics	1. Understanding about macro economics variables. 2. To learn how open economy functions.
	GE3B	Monetary Economics	1. Explain and discuss why people hold money and why it is used in the trading process 2. Describe and explain the main channels of the monetary transmission mechanism, through which monetary policy can have real

			effects on the economy
	SEC 1	Elementary Computer Application Software	<ol style="list-style-type: none"> 1. Demonstrate a basic understanding of computer hardware and software. 2. Demonstrate problem-solving skills. 3. Apply logical skills to programming in a variety of languages.
IV	C8	Management of Human Resource I	<ol style="list-style-type: none"> 1. To understand the concepts and principles of HRM 2. To identify the significance of HRM in an organization.
	C9	Advertising & Sales Promotion	<ol style="list-style-type: none"> 1. It teaches the basics of advertising and sales promotion. 2. To understand marketing communication, branding, sales promotion etc.
	C10	Financial Management	<ol style="list-style-type: none"> 1. Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure. 2. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems 3. Analyse the complexities associated with management of cost of funds in the capital Structure.
	GE4A	Indian Economy – Performance and Policies	<ol style="list-style-type: none"> 1. To Grasp the importance of planning undertaken by the government of India. 2. To have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government
	GE4B	Indian Banking System	<ol style="list-style-type: none"> 1. To enable the students to get an insight of the banking system and its functioning. 2. To impart knowledge about role of banking in Indian economy.
	SEC 2	Entrepreneurship	<ol style="list-style-type: none"> 1. To understand the basic concepts of entrepreneurship. 2. To impart essential knowledge to start venture and formulate their

			functioning.
V	C11	Research Methodology	<ol style="list-style-type: none"> 1. To understand the aims and objectives of research 2. To understand the different methods ,limitations and significance of research.
	C12	Management of Human Resource II	<ol style="list-style-type: none"> 1. To demonstrate the competence in development and problem solving in HRM. 2. To be able to evaluate HRM related social ,cultural and ethical issues.
	DSE 1	Investment Banking & Finance	<ol style="list-style-type: none"> 1. To describe the investment management process. 2. Orientation about banking and financial concepts covered Managing investment in primary market and secondary market.
		Rural Marketing	<ol style="list-style-type: none"> 1. To develop understanding of issues of rural markets. 2. To analyze marketing environment and consumer behavior.
		Industrial Relations	<ol style="list-style-type: none"> 1. To get the knowledge of the basics of IR. 2. To know the influence of different actors in industry.
	DSE 2	Forensic Analysis & Fraud Investigation	<ol style="list-style-type: none"> 1. Recognize the definition of forensic accounting Pinpoint the term that became commonplace after financial statement fraud schemes occurred in the early part of this century 2. Identify what bankruptcy fraud is? 3. Recognize the definition of occupational fraud. 4. Recognize what white collar fraud involves 5. Determine when a forensic investigation may be undertaken
		Retail Management	<ol style="list-style-type: none"> 1. To understand the concepts of RM 2. To summarize the key challenges faced by retailers 3. To identify the key roles within retail business.
		Labour Development in India	<ol style="list-style-type: none"> 1. To understand the concepts of different forms of labour. 2. To understand the contribution of labour from different perspectives.
	VI	C13	E Commerce

			2. To acquire knowledge about the building an e commerce presence in business.
C14	Operation Research for Managers		1. To understand the management of resources 2. Development and application of advanced, analytical methods to improve decision-making. 3. develop linear programming (LP) models for shortest path, maximum flow, minimal spanning tree, critical path, minimum cost flow, and transshipment problems.
DSE3	Tax Planning		1. Students of the course will able to explain different types of incomes and their taxability and expenses and their deductibility. 2. To collect the basic concepts and definitions of Income Tax Act 1961 3. To know the residential status of assessee and incomes exempted from tax
	International Business Markets		1. Explain business expansion abroad and key issues related to their operations in other countries. 2. Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
	Legislative Labour Welfare		1. To understand the development and judicial set up of labour laws. 2. To understand the concepts and principles of labor welfare.
DSE4	Project Work(Finance+HR+Marketing)		To enable students to get the practical exposure of their classroom learnings.