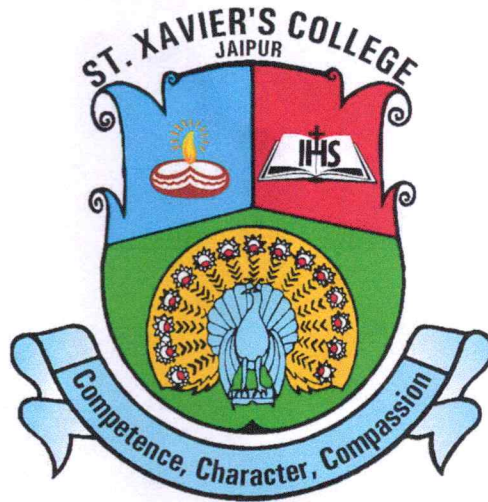


# ST. XAVIER'S COLLEGE JAIPUR

Nevta - Mahapura Road, Jaipur - 302029, Rajasthan, India

*Affiliated to the University of Rajasthan*

*Approved under Section 2(f) & 12(B) of the UGC Act, 1956*



## COURSE OUTCOMES

**B.B.A.**

**(Bachelor of Business Administration)**

**Department of Business Administration**

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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – I</b>	
<b>101: Business and Management</b>	
<b>CO 1.</b>	To be acquainted with the key elements of business formats
<b>CO 2.</b>	To be able to differentiate between trade, commerce and industry
<b>CO 3.</b>	To build an understanding of the management principles and schools of thought
<b>CO 4.</b>	To be able to learn the concept, process and techniques of planning
<b>CO 5.</b>	To be able to explore the organization concept and classify the organization structure
<b>CO 6.</b>	Analyse the motivation concept, theories and techniques
<b>CO 7.</b>	To be able to comprehend the conceptual framework of control and techniques of control

<b>102: Business Communication</b>	
<b>CO 1.</b>	To learn the basics of communication and describe its process
<b>CO 2.</b>	Understand the objectives of Business Communication
<b>CO 3.</b>	Comprehend and learn the types of business communication based on the formal and informal, flow of information, the medium used, and the use of language
<b>CO 4.</b>	Acquire an understanding of the principles of effective communication (oral and written)
<b>CO 5.</b>	To examine the barriers to communication and ways to overcome those barriers
<b>CO 6.</b>	Understand basic concepts of English Grammar and construct grammatically correct sentences
<b>CO 7.</b>	Understand the basics of effective public speaking in face-to-face situations such as seminars, interviews and presentations
<b>CO 8.</b>	Enumerate the purpose and s of a report
<b>CO 9.</b>	Comprehend the format, layout and types of business letters
<b>CO 10.</b>	Draft letters for business purposes

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – I</b>	
<b>103: Legal Aspects on Indian Business</b>	
<b>CO 1.</b>	To explore the global legal environment in which business operates
<b>CO 2.</b>	To develop an approach to managing and maximizing the value of the corporate legal function and analyze the dynamic nature of law
<b>CO 3.</b>	To address current issues in the law of agency, indemnity and guarantee contracts and assess the impact of these laws on business
<b>CO 4.</b>	Knowledge of special provisions of the Indian Contract Act
<b>CO 5.</b>	Understanding of the Sale of Goods Act and its contribution to the regulation of the Indian economy
<b>CO 6.</b>	Legal perspective of the method of payment in business transactions
<b>CO 7.</b>	Basic understanding of knowledge of company act

<b>104: Business Economics</b>	
<b>CO 1.</b>	Gain basic knowledge of the operation of business economics
<b>CO 2.</b>	Analysis of Consumer Behavior (Demand and elasticity of demand, Cardinal, Ordinal and Consumer Surplus)
<b>CO 3.</b>	Study of Production function (Supply, Laws, Returns to Scale & Expansion Path)
<b>CO 4.</b>	Analysis of Cost and Revenue Concepts
<b>CO 5.</b>	Introduction to the Different Types of Market (Perfect Competition, Monopoly, Monopolistic and oligopoly competition)
<b>CO 6.</b>	Knowledge about the determination of Factor pricing
<b>CO 7.</b>	Study of National Income Analysis
<b>CO 8.</b>	Introduction to concept and theories of Growth and development
<b>CO 9.</b>	Introduction to Keynes and Classicism
<b>CO 10.</b>	Apply an ethical understanding and perspective to business situations

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – I</b>	
<b>105: Financial Accounting</b>	
<b>CO 1.</b>	To learn the basics of bookkeeping and accounting
<b>CO 2.</b>	To analyse the generally accepted accounting principles and functions of accounting
<b>CO 3.</b>	To describe the accounting procedure for the issue of shares and debentures
<b>CO 4.</b>	To evaluate the methods of valuation of goodwill and shares
<b>CO 5.</b>	To understand the nature and scope of hire purchase transactions and instalment sale transactions
<b>CO 6.</b>	To classify the methods of valuation of inventory as per FIFO, LIFO and weighted average

<b>106: Fundamentals of Computer</b>	
<b>CO 1.</b>	To understand and bridge the fundamental concepts of computers with the present level of knowledge of the students
<b>CO 2.</b>	Familiarizing with operating systems, programming languages, peripheral devices, networking, multimedia and the internet
<b>CO 3.</b>	Understanding binary, hexadecimal and octal number systems and their arithmetic
<b>CO 4.</b>	Understanding how logic circuits and Boolean algebra form the basics of digital computers
<b>CO 5.</b>	To demonstrate the building up of Sequential and combinational logic from basic gates

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – II</b>	
<b>201: Strategic Management</b>	
<b>CO 1.</b>	Identification of the forces impacting corporate and business strategies
<b>CO 2.</b>	Students will be critically aware of factors involved in strategy-making
<b>CO 3.</b>	Students will be able to understand on assess the resources and constraints for strategy-making in a business context
<b>CO 4.</b>	To explain the importance of social, economic and political forces; and technological forces shaping the business strategies
<b>CO 5.</b>	To investigate the impact of internationalization on strategy making

<b>202: Marketing Management</b>	
<b>CO 1.</b>	Understanding key marketing concepts, theories and techniques for analyzing a variety of marketing situations
<b>CO 2.</b>	Enrich knowledge regarding the role and functions of marketing and the dynamic nature of the environment in which marketing decisions are taken
<b>CO 3.</b>	Understanding the concept of Marketing Research and the key techniques involved in doing successful research
<b>CO 4.</b>	The course shall enrich the knowledge about the various components of the marketing mix like product, price, place, promotion, distribution, public relations etc.
<b>CO 5.</b>	The course shall develop a better understanding of the control of marketing operations, budgeting & marketing audit

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – II</b>	
<b>203: Human Resource Management</b>	
<b>CO 1.</b>	To introduce the importance of Human Resources and their effective Management
<b>CO 2.</b>	To be able to describe the meaning and usage of different tools and processes used in planning and forecasting human resource needs
<b>CO 3.</b>	To analyse the key issues related to administering the human elements such as motivation, appraisal career planning and development
<b>CO 4.</b>	To be able to understand the importance of a performance management system in enhancing employee performance
<b>CO 5.</b>	To be able to identify the traits and styles of effective leaders

<b>204: Business Finance</b>	
<b>CO 1.</b>	Introduce students to financial management and its importance and its applications in business
<b>CO 2.</b>	Introduce students to financial planning, objectives, and benefits, and the types of areas and stages of financial planning
<b>CO 3.</b>	Introduce students to the methods used in financial planning to assess short-term financial needs
<b>CO 4.</b>	To identify the working capital requirements for any business
<b>CO 5.</b>	To study the purposes and tools of financial analysis and its importance in the financial control process
<b>CO 6.</b>	To introduce the students to the basics of investing in securities

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – II</b>	
<b>205: Quantitative Techniques</b>	
<b>CO 1.</b>	To enable the students to know the scientific approach to decision-making when solving business problems Several methods are introduced in applying mathematics to solve management problems quantitatively
<b>CO 2.</b>	To determine the most efficient use of limited resources in maximizing some measure of benefits through various models like PERT/CPM etc
<b>CO 3.</b>	Identifying the most profitable distribution pattern for transporting products from factories to markets, and determining the best way to assign several objects to several other objects are other major problems handled in this course
<b>CO 4.</b>	Models are presented for making decisions when the payoff to the decision maker depends on the decision made and an event occurs after the decision is made
<b>CO 5.</b>	Understanding the value of mathematical reasoning and analysis in daily life situations Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources

<b>206: Management Information System</b>	
<b>CO 1.</b>	To describe the role of information technology and information systems in business
<b>CO 2.</b>	To record the current issues of information technology and relate those issues to the firm
<b>CO 3.</b>	To have and demonstrate a working knowledge of concepts and terminology related to information technology
<b>CO 4.</b>	To appraise the knowledge of Microsoft Office
<b>CO 5.</b>	To analyse how information technology impacts a firm
<b>CO 6.</b>	To understand how to use information technology to solve business problems
<b>CO 7.</b>	To illustrate the impact of information systems on society

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – III</b>	
<b>301: Organizational Behavior</b>	
<b>CO 1.</b>	To understand the basic organizational behaviour principles and analyse how these influence behaviour in the workplace
<b>CO 2.</b>	To analyse individual human behaviour in the workplace as influenced by personality values, perception and motivation
<b>CO 3.</b>	To explain group dynamics and demonstrate skills required for working in groups
<b>CO 4.</b>	To identify the various leadership styles and the role of leaders in the decision-making process
<b>CO 5.</b>	To understand the main problems about stress power, politics and ethics
<b>CO 6.</b>	To analyse the implementation of organizational change

<b>302: Indian Management Thought and Business Leaders</b>	
<b>CO 1.</b>	To gain knowledge and understanding of the principles and practices of Value Management
<b>CO 2.</b>	To understand the principles of moral decision-making in global business
<b>CO 3.</b>	To identify the trade-offs that face an ethical manager
<b>CO 4.</b>	To gain insights and managerial contribution of business leaders
<b>CO 5.</b>	To gain valuable insights from Famous Epics for learning management lessons

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – III</b>	
<b>303: International Business</b>	
<b>CO 1.</b>	To explicate the basic mechanism of international business
<b>CO 2.</b>	To be able to elucidate the cultural norms of different cultures and theories associated with the culture
<b>CO 3.</b>	To explicate the legal framework of different legal environments
<b>CO 4.</b>	To trace the economic environment of different economies and constituents of different economies
<b>CO 5.</b>	To learn the structures, significance and schemes of WTO
<b>CO 6.</b>	To explore the building blocks for managing global operations and supply chain management
<b>CO 7.</b>	To be able to explain the conceptual framework of international human resource management

<b>304: Cost and Management Accounting</b>	
<b>CO 1.</b>	To understand the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies
<b>CO 2.</b>	To be able to express the place and role of cost accounting in the modern economic environment
<b>CO 3.</b>	To enumerate the selection of the costs according to their impact on business
<b>CO 4.</b>	To differentiate methods of schedule costs per unit of production
<b>CO 5.</b>	To differentiate methods of calculating stock consumption
<b>CO 6.</b>	To interpret the impact of the selected costs method
<b>CO 7.</b>	To be able to identify the specifics of different costing methods

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – III</b>	
<b>305: E-Commerce</b>	
<b>CO 1.</b>	To explain the components and roles of the Electronic Commerce environment
<b>CO 2.</b>	To explain how businesses sell products and services on the Web
<b>CO 3.</b>	To describe the qualities of an effective Web business presence
<b>CO 4.</b>	To describe E-Commerce payment systems
<b>CO 5.</b>	To explain how to meet the needs of Web site visitors
<b>CO 6.</b>	To identify and reach customers on the Web
<b>CO 7.</b>	To understand Web marketing approaches and elements of branding
<b>CO 8.</b>	To explore the client/server infrastructure that supports electronic commerce
<b>CO 9.</b>	To build an understanding of basic electronic commerce functions
<b>CO 10.</b>	To understand legal and ethical issues related to E-Commerce

  
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<b>Course Outcomes (COs)</b>	
<b>B.B.A. Part – III</b>	
<b>306: Comprehensive Viva-Voce</b>	
<b>CO 1.</b>	To expose students to the 'real' working environment and get acquainted with the organization structure, business operations and administrative Functions
<b>CO 2.</b>	To have hands-on experience in the students' related field so that they can relate and reinforce what has been taught at the university
<b>CO 3.</b>	To promote cooperation and to develop synergetic collaboration between industry and the university in promoting a knowledgeable society
<b>CO 4.</b>	To set the stage for future recruitment by potential employers
<b>CO 5.</b>	An ability to write technical documents and give oral presentations related to the work completed



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