

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

Course Outcomes (COs)

B.B.A. Part – I

101: Business and Management

CO 1.	To be acquainted with the key elements of business formats
CO 2.	To be able to differentiate between trade, commerce and industry
CO 3.	To build an understanding of the management principles and schools of thought
CO 4.	To be able to learn the concept, process and techniques of planning
CO 5.	To be able to explore the organization concept and classify the organization structure
CO 6.	Analyse the motivation concept, theories and techniques
CO 7.	To be able to comprehend the conceptual framework of control and techniques of control

102: Business Communication

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

Course Outcomes (COs)

B.B.A. Part – I

103: Legal Aspects on Indian Business

CO 1.	To explore the global legal environment in which business operates
CO 2.	To develop an approach to managing and maximising the value of the corporate legal function and analyse the dynamic nature of law
CO 3.	To address current issues in the law of agency, indemnity and guarantee contracts and assess the impact of these laws on business
CO 4.	Knowledge of special provisions of the Indian Contract Act
CO 5.	Understanding of the Sale of Goods Act and its contribution to the regulation of the Indian economy
CO 6.	Legal perspective of the method of payment in business transactions
CO 7.	Basic understanding of knowledge of company act

104: Business Economics

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

Course Outcomes (COs)

B.B.A. Part – I

105: Financial Accounting

CO 1.	To learn the basics of bookkeeping and accounting
CO 2.	To analyse the generally accepted accounting principles and functions of accounting
CO 3.	To describe the accounting procedure for the issue of shares and debentures
CO 4.	To evaluate the methods of valuation of goodwill and shares
CO 5.	To understand the nature and scope of hire purchase transactions and instalment sale transactions
CO 6.	To classify the methods of valuation of inventory as per FIFO, LIFO and weighted average

106: Fundamentals of Computer

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

Course Outcomes (COs)

B.B.A. Part – II

201: Strategic Management

CO 1.	Identification of the forces impacting corporate and business strategies
CO 2.	Students will be critically aware of factors involved in strategy-making
CO 3.	Students will be able to understand on assess the resources and constraints for strategy-making in a business context
CO 4.	To explain the importance of social, economic and political forces; and technological forces shaping the business strategies
CO 5.	To investigate the impact of internationalization on strategy making

202: Marketing Management

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

Course Outcomes (COs)

B.B.A. Part – II

203: Human Resource Management

CO 1.	To introduce the importance of Human Resources and their effective Management
CO 2.	To be able to describe the meaning and usage of different tools and processes used in planning and forecasting human resource needs
CO 3.	To analyse the key issues related to administering the human elements such as motivation, appraisal career planning and development
CO 4.	To be able to understand the importance of a performance management system in enhancing employee performance
CO 5.	To be able to identify the traits and styles of effective leaders

204: Business Finance

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

Course Outcomes (COs)

B.B.A. Part – II

205: Quantitative Techniques

CO 1.	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
CO 2.	To determine the most efficient use of limited resources in maximizing some measure of benefits through various models like PERT/CPM etc
CO 3.	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
CO 4.	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
CO 5.	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

206: Management Information System

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

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

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

Course Outcomes (COs)

B.B.A. Part – III

303: International Business

CO 1.	To explicate the basic mechanism of international business
CO 2.	To be able to elucidate the cultural norms of different cultures and theories associated with the culture
CO 3.	To explicate the legal framework of different legal environments
CO 4.	To trace the economic environment of different economies and constituents of different economies
CO 5.	To learn the structures, significance and schemes of WTO
CO 6.	To explore the building blocks for managing global operations and supply chain management
CO 7.	To be able to explain the conceptual framework of international human resource management

304: Cost and Management Accounting

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

Course Outcomes (COs)

B.B.A. Part – III

305: E-Commerce

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

Course Outcomes (COs)

B.B.A. Part – III

306: Comprehensive Viva-Voce

CO 1.	To expose students to the 'real' working environment and get acquainted with the organization structure, business operations and administrative functions
CO 2.	To have hands-on experience in the students' related field so that they can relate and reinforce what has been taught at the University
CO 3.	To promote cooperation and to develop collaboration between industry and the institute in promoting a knowledgeable society
CO 4.	To set the stage for future recruitment by potential employers
CO 5.	An ability to write technical documents and give oral presentations related to the work completed