

NIZAM COLLEGE
DEPARTMENT OF BUSINESS MANAGEMENT
BBA - COURSE OUTCOME
CBCS
FIRST SEMESTER

Subject: Business Organization and Management

1. To understand the nature and purpose of different types of organization.
2. To describe the different ways in which organization may be structured.
3. To understand basic concept of sources of business finance.
4. Explain the various forms of business organization.
5. To describe the functions of management.

Subject: Basics of Marketing

1. Demonstrate understanding of the strategic marketing environment.
2. Successfully identify viable segmentation and targeting approaches for markets.
3. Demonstrate understanding of the role of market intermediaries in introducing products to markets.
4. Develop framework for the product life cycle and pricing decision.
5. Demonstrate understanding the role of marketing intermediaries in introducing products to market.

Subject: Business Economics

1. To facilitate the students to learn the concepts of economics and apply them in real situations.
2. To understand the concepts of demand and various types of demand and concepts of supply.
3. To make the student to understand the theory of production function.
4. To understand the different type of cost concepts and economic scope.
5. To understand the market structure and pricing.

SECOND SEMESTER

Subject: organizational Behavior

1. Analyze individual and group behavior and understand the implications of organizational behavior on the process of management.
2. Identify different motivational theories and evaluate motivational strategies used in variety of organizational setting.
3. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
4. Describe and access the basic design elements of organizational structure of evaluate their impact in employee.
5. Explain how organizational change and culture affect working relationship within organizations.

Subject: Business Statistics

1. Explain probability theory and probability distributions in relation to general statistics analysis.
2. Analysis and contrast techniques and basic of quantitative methods within the context they are to be applied.
3. Evaluate sampling methodologies and their associated analysis.
4. Design, evaluate and apply regressions analysis.
5. Critically evaluate statistical results.

Subject: Business Law

1. Demonstrate an understanding of the legal environment of business.
2. Demonstrate recognition of the requirement of the contract, agreement.
3. Demonstrate understanding of the legality and statute of frauds in contracts.
4. Demonstrate understanding of the competition and consumer laws.
5. Demonstrate how the criminal law is relates to business.

THIRD SEMESTER**Subject: Financial Accounting**

1. Explain the book keeping and accounting and purposes and functions of accounting.
2. Explain the difference between management and financial accounting.
3. Describe the main elements of financial accounting information.
4. Identify the main financial statement and their purposes.
5. Demonstrate an understanding on IAS and IFRS.

Subject: Human Resources Management (HRM)

1. To provide the students with analytical skills to utilize human resources metrics and technological application to enhance the effectiveness of recruitment training development and relation of human resource.
2. Formulate human resource policies and practices that help promote the organizations strategic goals.
3. Develop an understanding of the challenges of human resources management and successfully manage and resolve conflict.
4. Remonstrate as commitment to lifelong learning by participation in profession development activities.
5. Evaluate legal and ethical issues as they apply to human resource management locally and globally

Subject: Introduction to Information Technology

1. Be able to use current technique, skills and tools necessary for computing practice.
2. Demonstrate proficiency in Microsoft Office and windows file management.
3. Integrate HTML, CSS, Visual Basic.net and Java Script into stand alone and design web pages.
4. Understand best practices and standard and their applications.
5. Use current computing techniques, skills or technologies.

Fourth Semester**Subject: Financial Management**

1. Demonstrate an understanding of the overall Role and importance of the finance function.
2. Demonstrate understanding of the goals of the finance manager.
3. Identify finding source, instruments and markets.
4. Demonstrate knowledge of the value of money over time and its uses.
5. Prepare and evaluate operating as well as capital budgets.

Subject: Marketing Research

1. To enhance the students understanding of the marketing research industry.
2. To develop skills required by the researcher and understand different applications of marketing research.
3. To explore different approaches of marketing research.
4. To be able to expat marketing research data for management decision making.
5. To analysis and interpret both qualitative and quantitative data.

Subject: Ethics and Corporate Environment

1. Explain how ethics relates to the business and the individual.

2. Explain the role managers in setting standards for ethical behavior.
3. Explain the concept of corporate governance, why governance is important for corporations as well as for society at large.
4. understand how the market environment and regulations impact corporate governance
5. Explain the importance of regulation, markets and information in corporate governance.

Fifth Semester

Subject: Business Correspondences

1. State the meaning of business correspondence.
2. Explain the report writing techniques.
3. Describe the essential qualities of good business letter.
4. Explain how to write applications for job, preparing CV, preparing for interviews.
5. Describe the importance of business meeting and developing agenda and writing minutes.

Subject: Management Science

1. To understand the cote concept of management science and operations management.
2. To use mathematical tools and techniques to aid decision making and planning.
3. To use different inventory control models, forecasting techniques and queuing models in business.
4. To enhance the level of critical thinking.
5. To use spread sheets to formulate and use simple models.

Subject: Cost Accounting

1. To understand the basic concepts and importance, classification of costs.
2. To be able to interpret cost accounting statements.
3. To understand the joint products and by products and distinguish between join product and by product.
4. To be able to analyze and evaluate information for cost ascertainment, planning control and decision making.
5. To be able to solve simple cases.

Subject: Logistics Management

1. Explain the concepts of logistics management.
2. Understand the principles of procurement and out sourcing.
3. Apply the principles of inventory management.
4. Use the principle of ware housing to implore their ware housing operations.
5. Recognize the requirement for transportation and international logistics.

Subject: Financial Markets and services

1. To understand the characteristics of different financial assets.
2. To understand the benefit of diversification of holding a portfolio of assets.
3. How to apply different valuation model to evaluate fixed income securities stock.
4. Explain how to use different derivative securities to manage their investment risk.
5. To understand the advantage and disadvantages of mutual friends.

Subject: Service Marketing

1. Demonstrate a knowledge of the extended marketing mix services.
2. Specify, analyze and select market, specific service product.
3. Conduct an investigation of service delivery system, collecting, analyzing data and synthesizing information to provide valid conclusions.

4. Demonstrate integrative knowledge of marketing issues associated with services productivity perceived quality, customer satisfaction and loyalty.
5. To understand service marketing in e-commerce.

Six Semester

Subject: Start up Management

1. To understand the concept of entrepreneur and opportunities for an entrepreneurial.
2. How to develop the role of entrepreneurship in economic system.
3. To make student to understand the entry strategies.
4. To understand and awareness of intuitional finance to entrepreneurs.
5. Demonstrate the objective as scope of small enterprises and MSME act.

Subject: Business Policy and Strategy

1. To acquaint the students with understanding the business environment.
2. To design strategies to meet challenges.
3. It focuses on designing plans and policies.
4. Demonstrate the alternative strategy development.
5. To understand how to re designing organizational structure.

Subject: Business Analysis

1. To understand the business analysis and overview of using big data.
2. Explain the description analytics by using statistical techniques.
3. To understand the regulation analysis.
4. To describe the linear and nonlinear programming and decision analysis.
5. Explain a programming using R.

Subject: Advertising and Sales Promotion

1. Developing advertising, websites, social media accounts and bland strategies.
2. Developing and implementing promotional and publicity campaigns.
3. Handling public relation campaigns and targeted community outreach initiatives.
4. Describe the role and importance of personal selling and theories.
5. To describe about the sales promotion types, trade oriented sales promotion VS consumer oriented sales promotion and tools.

Subject: Employee Relations

1. Apply the principles of employee relations in an organizational contact.
2. Determines appropriate advice relating to rights, duties and obligations of the employment relationship.
3. Evaluate the broader impact of negative and positive employee relationships.
4. Describe the functions and problems of trade unions, ILO, WPM.V
5. Explain the needs for wage legislation payment of bonus act 1956 and managing the work environment.

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NON-CBCS
FIRST SEMESTER

Subject: business organization and management

1. To understand the nature and purpose of different types of organizations.
2. To describe the different ways in which organization may be structured.
3. To understand basic concept and sources of business finance
4. Explain the various format of business organizations
5. To describe the function of management

Subject: financial accounting

1. State the uses of accounting information
2. Explain and apply accounting concept, principles of connections.
3. Record basic accounting transactions prepare annual financial statement
4. Analysis, interpret and communicate the information contained in basic financial statement and explain the limitation of such statement.
5. Students are required to prepare answer to numerical answers.

Subject: business mathematics

1. To prepare students to use basic mathematics in sallying monetary promotions in business and personal finance.
2. Use order of operations in the solution of arithmetic application of problems.
3. Identify unknown in business oriented applications.
4. Solve equations for unknowns.
5. To understand and be able to communicate the underlying business concept and mathematics involved to help another person gain insight into the solution.

Subject: fundamental of information technology

1. Be able to apply knowledge of computing and mathematics application to the discipline.
2. Be able to analyze a problem, identify and define the computing requirements apply pliate to its solution.

3. Be able to design, implement and evaluate a computer based system, process , component or program to meet designed needs.
4. To identify and analyze computer hardware, software and network components.
5. To install, configure and remove software and hardware.

SECOND SEMESTER

Subject: business environment and economics

1. To understand the theoretical frame work of **BE** its concepts, significations and changing dimensions.
2. **BE** needs to be studied by analyzing the macro environment factors in depth such as theories, practical and legal socio-cultured of endurational environment.
3. to facilitate the student to understand the macro honomi and macro homo of the country.
4. To analyze the market, with the help of different homo tools .
5. To understand the demand forecasting technique and demand estimation.

Subject: cost and management accounting

1. To understand the basic concept of process used to determine product cost.
2. To be able to interpret cost accounting statement.
3. To be analyze and evaluate information for cost ascertainment, planning, control and decision making.
4. To understand the need of ratio analysis.
5. Students are required to prepare a practical problems which are based on marginal costing.

Subject: business statistics

1. Data gathering basics: experimentation, survey, primary vs secondary sources.
2. Basic types of data presentation , qualitative and quantitative data.
3. To evaluate a problem on mean, median and mode.
4. Obtain a point estimate for the variance, standard deviation of the condition distributions of the response variable gives a value for the predictors.

5. To understand the correlation analysis which are based on Karl Pearson's and Spearman co-variation.

Subject: E-commerce and internet

1. The fundamental principle of e-commerce and role of management.
2. The underlying used technologies that emphasizes on internet technologies.
3. Use tools and services of the internet in the development of a virtual e-commerce site.
4. To understand the electronic payment system and how to operate it.
5. To understand the security uses of e-commerce and how to operate it.

THIRD SEMESTER

Subject: business organization and management

1. To understand the nature and purpose of different types of organizations.
2. To describe the different ways in which organization may be structured.
3. To understand basic concept and sources of business finance
4. Explain the various format of business organizations
5. To describe the function of management

Subject: financial management

1. Demonstrate on understanding of the overall role and importance of the finance function.
2. Demonstrate understanding of the goods of the time manager.
3. Identify funding sources, instruments and markets.
4. Demonstrate knowledge of the value of money overtime and its uses.
5. Prepare and evaluate operating as capital budget.

Subject: marketing management

1. Identify core concept of marketing and the role of marketing in the business and society.
2. Knowledge of social, legal, ethical and technological forces on marketing decision making.
3. Ability to develop marketing strategies based on product, price, place and promotion objectives.

4. Design a marketing research study that will act as a key resource in the development of a marketing plan.
5. Monitor the performance of new firm.

Subject: management information system

1. Describe the role of information technology and information system in business.
2. Understand and apply core knowledge in management information system.
3. Understand and apply core an application of management in information system
4. Understand and apply principles in management information system
5. Understand what are the lessons for cybercrime and mode and manner of committing cybercrime.

FOURTH SEMESTER

Subject: human resource management

1. To provide the students with analytical skills to utilize human resources metrics and technological application to enhance the effectiveness of recruitment, training, development and relation of human resources.
2. Formulate human resources policies and practices that help promote the organization`s strategy goods
3. Develop or understanding of the challenges of human resource management and successfully manage and resolve conflict.
4. Demonstrate a commitment to lifelong learning by participation in professional development activities.
5. Evaluate legal and ethical issues as they apply to human resources management locally and globally.

Subject: investment management

1. Understand what institutional investors and how they operate.
2. Identify and distinguish between variable income securities and fixed income securities.
3. Computation of probabilities of risks and returns.
4. Understand the interaction between fundamental and technological analysis.
5. Explain valuation of securities and bond valuation.

Subject: customer relationship management

1. Explain the needs and layers of customer relationship management.
2. Explain the key stage of customer relationship management.
3. Explain the ground look for effective use of customer relationship management.
4. To demonstrate the CRM process frame work.
5. Explain the use of technology in CRM.

Subject: enterprise resource planning

1. To comprehend the technological aspect of ERP system.
2. To understand concept of re-engineering and how they relate to ERP system implementation.
3. To be able to map business process using process mapping techniques.
4. To understand the concept of post implementation.
5. To understand the key issues on ERP.

FIFTH SEMESTER

Subject: production and material management

1. To understand the definition of production management and relationship of production with other function.
2. To understand the production system through planning and make or buy decision
3. Explain a plant location and layout.
4. To understand how a material demand forecasting.
5. To understand the concept of waste management.

Subject: leadership

1. The students will understand the history of leadership and current leadership theories.
2. To explain what are the qualities leader has
3. To explain the leadership styles.
4. To evaluate a personality types and leadership.
5. To explain a leadership in the term of making decision groups.

Subject: financial services

1. To explain the concept of financial services and broad overview of financial system.
2. To explain the concept of new issues market distinguish between the primary and secondary securities markets.
3. Describe the types of learning and distinguish between the hire purchasing and leasing.
4. Explain the concept of credit rating and factoring how its is used in finance.
5. To understand the role and function of merchant bankers what are the services offered by merchant bank.

Subject: entrepreneurial development

1. Able to identify and develop qualities of an entrepreneur.
2. To explain the role of family and society and other development method.
3. Demonstrate or understanding of business plan preparation.
4. Understand marketing strategies for small business
5. Understand the business decision involvement in starting a new business renture

Subject: research methodology

1. To develop or understanding the basic framework of research process
2. To develop or understanding of various research design and techniques
3. To develop and understanding of the ethical dimension of conducting research
4. To identify various sources of information for literature review and data collection.
5. To develop and understanding how to draft a report.

Subject: business law and taxation

1. Demonstrate or understanding the contract and agreement
2. To explain the overview of industrial laws.
3. Demonstrate or understanding the consumer protection law
4. Explain the concept of taxation and computing of sources of income.
5. How to compute of tax liability of individual assesses

SIXTH SEMESTER

Subject: international business

1. To understand the overview of industrial business , what are the factors leading to growth of IB.
2. To explain the mode of IB.
3. Recognize challenges and opportunities in foreign market.
4. Describe the national regulation of IB.
5. To explain the concept of WID, structure TRIMS-TRIPS

Subject: quality management

1. Explain and introduction to the quality and frame work of quality management system.
2. Explain how the management system that impact the delivery of quality
3. Explain the concept of tools and techniques of quality management.
4. Explain the concept of bench marking.
5. Explain about the ISO, what are the needs and objectives of it.

Subject: supply chain management

1. Explain the concept of supply chain, what are the strategies decision in supply chain.
2. Describe the supply chain management as a management philosophy.
3. Explain about the slags development in supplier relations.
4. To explain the supply chain strategies
5. Explain the role of forecasting in a supply chain

Subject: retail management

1. Explain the definition of retail management and retail management
2. Explain the life cycle and phases in growth and retail market
3. Describe about the merchandise management
4. Explain the concept of store management
5. What are the strategies planning process for global retailing and challenge of it.