

**ST. JOSEPH'S COLLEGE, DEVAGIRI, CALICUT
(AUTONOMOUS)**



UNDER GRADUATE DEGREE PROGRAMME

**ST. JOSEPH'S CHOICE BASED CREDIT SEMESTER SYSTEM
(SJCBCSSUG)**

BBA HONOURS
(CORE, OPEN & COMPLEMENTARY COURSES)

Course Outcome
(2020 Admn Onwards)

COURSE OUTCOMES

COMMON COURSE

SEMESTER I

GENG1A07T- DEVELOPING FLUENCY AND CLARITY IN ENGLISH

Credits: 3

Contact Hours: 64 Hrs (3 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES At the completion of this course, the students would be able to:
CO1	Display a comprehensive understanding of the English language in classroom debates and discussions
CO2	Devise business presentations, product pitches, business emails etc.
CO3	Locate the intricacies of successful communication.
CO4	Construct complex arguments in various writing assignments.

CORE COURSES

SEMESTER I

GBAH1B01T- PRINCIPLES OF ACCOUNTING - I

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Explain various principles of Accounting.
CO2	Use of accounting information by different stakeholders.
CO3	Prepare the financials statements of a merchandiser
CO4	Know the process of inventory valuation in a manufacturing company.
CO5	How to accelerate the cash flows
CO6	How the operating assets affects the cash flows
CO7	Identifying the different costs in the financial statements

SEMESTER I

GBAH1B02T- INTRODUCTION TO END USER COMPUTING

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	The students will get an overall idea about the applications of Computers in Business

SEMESTER I

GBAH1B03T- INTRODUCTION TO GLOBAL BUSINESS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	After completion of the Course students will be able to have an awareness about the foundations of basis of trade and gains from trade, opportunities and challenges involved, and support and strategy parameters of International Business from an Indian perspective.

SEMESTER I

GBAH1B04T- BUSINESS ENTERPRISES

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Its main aim is to give an understanding of the business aspects of our society both from an occupational perspective and from a consumer perspective
CO2	An understanding of business can assist in the promotion of the small business concept and aid in the transition of occupations especially in rural / urban areas to set up as small businesses
CO3	To understand the relationship between the society and business world by applying problem solving skills to the business world situations

SEMESTER II
GBAH2B05T- FINITE MATHEMATICS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	The student will be able to understand basic concepts in Mathematics and will be able to appreciate wide applications in business.
CO2	To be able to calculate present worth of money spent and annuity in real life situations.

SEMESTER II
GBAH2B06T: PRINCIPLES OF MICRO ECONOMICS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
	At the end of the course students will be able to:
CO1	Understand that economics is about the allocation of scarce resources and how that results in tradeoffs.
CO2	Understand the role of price in allocating scarce resources in market economies and explain the consequences of government policies in the form of price controls.
CO3	Appreciate positive as well as normative view points on concepts of market failure and the need for government intervention.

SEMESTER II
GBAH2B07T- INTERNATIONAL MARKETING

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	On successful completion of this course, students will be able to:
CO2	Apply basic international marketing theories and concepts to understand the environment.
CO3	Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies.
CO4	Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world.
CO5	Communicate, clarify, and present to peer audiences in a professional setting and work in a team reflected in assessment activities.
CO6	Produce a report considering the marketing of a business to consumers or business customers in different cultural contexts

SEMESTER II
GBAH2B08T- PRINCIPLES OF ACCOUNTING - II

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To enable the students to Design different capital structures.
CO2	To assess the effect of owner's equity and long term liabilities on the cash flows.
CO3	To enable the students to present the different elements in the financial statements.
CO4	To read the income statement.
CO5	To analyse the financial statements by using different methods.

CO6	To prepare the Cash Flow Statement and to use the information given in the cash flow
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SEMESTER II

GBAH2B09T- INTERPERSONAL COMMUNICATION

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES After completing this class students will be able to:
CO1	Describe the nature of communication including a specific definition of interpersonal communication;
CO2	Identify, explain and analyze the psychological, social, cultural and linguistic factors which affect the interpersonal communication of humans;
CO3	Describe and apply specific skills to the following areas of the human communication process: perception, empathy, listening, and conflict management.

SEMESTER III

GBAH3B10T- PRINCIPLES OF MACRO ECONOMICS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES After completing this class students will be able to:
CO1	It provides the student with a strong foundation in macroeconomics and helps in understanding the policy implications in emerging economies.
CO2	It helps in understanding the contribution of various macroeconomic schools and in evaluating their policy prescriptions.
CO3	It enables the student to evaluate the pros and cons of different macroeconomic policies in real situations.

SEMESTER III
GBAH3B11T- ORGANIZATIONAL BEHAVIOUR

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Students will be able to understand what aspects of individuals, groups and organization as a whole will be evaluated.
CO2	Will help students groom themselves not only to be better individuals but also as good team players for better organizational productivity.
CO3	Entrepreneurs will get to know about the OB issues they will have to tackle.

SEMESTER III
GBAH3B12T- FINANCIAL MARKETS AND SERVICES

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES At the end of this Course students will be able to:
CO1	Understand fundamentals of financial markets
CO2	Identify the different financial instruments and services available in the financial markets
CO3	Understand the functions and operations of banking and insurance sector in India.

SEMESTER III

GBAH3B13T- INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Students will be able to gain comprehensive knowledge on the supply chain activities from both domestic and global perspective.
CO2	Students will be able to prepare themselves for the future job openings in supply chain, e-commerce and allied fields of marketing, operations and international business

SEMESTER III

GBAH3B14T- BUSINESS STATISTICS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To use statistical techniques in decision making.
CO2	To develop skills in structuring and analyzing business problems statistically.
CO3	To understand manufacturing, marketing, financial and other functions of an organization with statistical techniques.
CO4	To use MS Excel for basic Statistical Calculations

SEMESTER III
GAEC3G03T- PUBLIC SPEAKING

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES At the completion of this course, the students would be able to:
CO1	Display a comprehensive understanding of Business English register in their speech.
CO2	Identify the chief attributes of successful speakers and reflect upon it in classroom discussions and activities.
CO3	Formulate strategies for effective public speaking.
CO4	Demonstrate traits of a confident public speaker (body language, extra-linguistic features etc.) in their speeches.

SEMESTER IV
GBAH4B15T- CORPORATE FINANCE

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES At the completion of this course, the students would be able to:
CO1	The course will enable students to analyze corporate financial policy, including capital structure, cost of capital and risk analysis. It will also help the students to analyze modern financial markets from the risk/management and risk measurement perspective.

SEMESTER IV
GBAH4B15T- CORPORATE FINANCE

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Apply different research approaches and methodologies
CO2	Develop data collection instrument according to the underlying theoretical framework
CO3	Explain how to conduct data collection (quantitative and qualitative)
CO4	Analyse quantitative data (e.g., spss)
CO5	Refine research questions to meet high level research objectives/questions
CO6	Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques

SEMESTER IV
GBAH4B17T - BUSINESS ETHICS & SUSTAINABILITY

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Learn about leadership, the importance of succession planning, ethics in BGS, the role of government, consumer interests, stakeholder concerns and corporate governance.
CO2	Analyze a number of topical fields surrounding today's businesses, including the environment, and technological change
CO3	Evaluate corporate governance mechanisms and how they related to different sets of stakeholders

SEMESTER IV
**GBAH4B18T- INTERNATIONAL HUMAN
RESOURCE MANAGEMENT**

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Students will be equipped with the basic theoretical knowledge about IHRM
CO2	Students will get to know the latest trends in the field of IHRM.
CO3	Students will be able to appreciate the role of IHRM for the success of an organization irrespective of the specialization opted

SEMESTER IV
GBAH4B19T- INTERNATIONAL RELATIONS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Students will be able to describe and discuss the nature and important elements of International Relations
CO2	Students will be able to discuss and apply the major international relations concepts and theories to the contemporary international events.
CO3	Students will be able to identify, discuss and/or describe various major historical events that led to the development of present International affairs/world politics.

SEMESTER IV
GAEC4G04T- CRITICAL THINKING IN POLITICS

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Demonstrate skills in elementary inductive and deductive reasoning.
CO2	Identify and understand basic formal and informal fallacies of language and thought.
CO3	Identify assumptions upon which conclusions depend.

SEMESTER V
GBAH5B20T- COST AND MANAGEMENT ACCOUNTING

Credits: 4

Contact Hours: 96 Hrs (6 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To develop and explore the methodology of Cost Accounting

SEMESTER V
GBAH5E01T- DIRECT TAXES (ELECTIVE)

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	Basic concepts in Income Tax and their meaning
CO2	Significance of residential status of various entities
CO3	How to compute taxable income under five different heads of Income
CO4	Various deductions from taxable income as per the provisions of section 80C to 80U to calculate incometax liability of Individual assesses

SEMESTER V
GBAH5B21T- SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To understand the security valuation of models and decision making process
CO2	To comprehend the portfolio construction, revision and risk return trade off.
CO3	To equip students with the trading knowledge in cash and future market in India.
CO4	To understand the importance of portfolio management.

SEMESTER V
GBAH5E02T- INTERNATIONAL
FINANCIAL MANAGEMENT (ELECTIVE)

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To get an overview of foreign exchange regulations and appreciate the relation between foreign trade and foreign exchange.
CO2	To trace the evolution of exchange rate systems and appreciated the role of IMF in global exchange ratesystems.
CO3	To understand the features and working of foreign exchange markets, quotations and transactions in foreign exchange markets.
CO4	To be aware of the different types of exchange exposures and appreciate the implications on businessenterprises.
CO5	To trace the various international financial crisis and to understand its impact
CO6	To understand the Corporate Strategy in diversified volatile International financial markets

SEMESTER V
GBAH5B22T- PRODUCTION MANAGEMENT

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To give students an overview of various functions of Production management.
CO2	To provide insights on how these theoretical concepts are applied in the business.
CO3	To help budding entrepreneurs in the field of manufacturing by highlighting various issues they have to tackle for effective and smooth operations.

SEMESTER V
GAEC5G05T- MANAGEMENT INFORMATION SYSTEM

Credits: 4

Contact Hours: 64 Hrs (4 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To understand and learn the role of information in competitive environment.
CO2	To introduce the students about managerial issues relating to information systems.
CO3	To understand how Information Technology (IT) support systems such as Enterprise Resource
CO4	Planning (ERP), Decision Support Systems (DSS), Artificial Intelligence (AI) and Expert Systems (ES), can be leveraged to provide business value.

SEMESTER VI
GBAH6E03T- FINANCIAL RISK MANAGEMENT
AND DERIVATIVES (ELECTIVE)

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	By the end of this course, students are able to gain knowledge on the basic foundations to work in a world of finance with risk and arbitrage.
CO2	It will equip students in analytical as well measurement tools of financial risk, and is therefore should be relevant for those looking at a career opportunity in a global institution.

SEMESTER VI
GBAH6B23T- INTERNATIONAL BUSINESS LAW

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	By the time they complete the course they will be confident of the legal requirements of doing business in India.
CO2	They will gain an insight in to the important s laws which matter in business world.

SEMESTER VI
GBAH6E04T- INDIRECT TAXES (ELECTIVE)

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To acquaint with students proper knowledge about collection and administration Excise duty and its importance in public Finance of India Level of Knowledge :Basics of Finance

SEMESTER VI
GBAH6B24T- STRATEGIC MANAGEMENT

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To learn the fundamentals of strategic management using the case method.
CO2	To understand the fundamental principles & interrelationships among business functions such as: R & D, Production, Marketing, Customer Service, finance, human resources and Information Technology
CO3	To understand the interrelationships of business to individuals, other organizations, government and society.

SEMESTER VI
GBAH6B25T- MERGERS AND ACQUISITIONS

Credits: 4

Contact Hours: 80 Hrs (5 Hrs/Week)

Course Evaluation: 100 Marks (Internal: 20 + External: 80)

COs	COURSE OUTCOMES
CO1	To understand Mergers and acquisitions happening in corporate world
CO2	To make the participants understand the M&A process
CO3	Understand different business valuation approaches
CO4	To make the participants understand the legal aspects involved in M&A
CO5	Understand need for and performance of cross border mergers and acquisitions Level of Knowledge (The entry level of knowledge the learner to take up the course)