

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



**UNDER GRADUATE DEGREE PROGRAMME**

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

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
(CORE, OPEN & COMPLEMENTARY COURSES)**

Course Outcome  
(2019Admn Onwards)

# COURSE OUTCOMES

## Core Courses

### SEMESTER I

#### GBBA1B01T – MANAGEMENT THEORY AND PRACTICES

**Credits: 4**

**Contact Hours: 96 Hrs (6 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Discuss different schools of management thought
CO2	Understand apply the concepts of planning, organizing, staffing and controlling for effective management
CO3	Aware and apply the ethically and socially responsible behaviour in Management.
CO4	Aware and pursue the modern management practices in business

### SEMESTER II

#### GBBA2B02T – FINANCIAL ACCOUNTING

**Credits: 4**

**Contact Hours: 96 Hrs (6 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Discuss and apply fundamental accounting concepts, principles and conventions
CO2	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
CO3	Record accounting transactions in respect of hire purchase and instalment system and branches.

**SEMESTER II**  
**GBBA2B03T – MARKETING MANAGEMENT**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
CO2	Develop skills in organizing for effective marketing and in implementing the market planning process

**SEMESTER III**  
**GBBA3B04T – CORPORATE ACCOUNTING**

**Credits: 4**

**Contact Hours: 96 Hrs (6 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
CO2	Prepare annual financial statements for companies and compute accounting ratios.
CO3	Record accounting transactions in respect of redemption of preference shares and debentures

**SEMESTER III**  
**GBBA3B05T – FINANCIAL MANAGEMENT**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and develop insights and knowledge base of various concepts of finance
CO2	Develop skills for effective Financial, Investment and Dividend decisions making,

## SEMESTER IV

### GBBA4B06T – COST AND MANAGEMENT ACCOUNTING

**Credits: 4**

**Contact Hours: 96 Hrs (6 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand cost and management accounting concepts and its application for decision making.
CO2	Aware as to cost consciousness and the various methods and techniques of costing

## SEMESTER V

### GBBA5B07T – BUSINESS RESEARCH METHODS

**Credits: 3**

**Contact Hours: 64 Hrs (4 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and develop insights and knowledge base of various concepts in Research.
CO2	Develop skills for conducting business research

## SEMESTER V

### GBBA5B08T – HUMAN RESOURCES MANAGEMENT

**Credits: 4**

**Contact Hours: 64 Hrs (4 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and develop insights and knowledge base of various concepts and Functions of Human Resource Management
CO2	Learn the latest trends in Human Resource Management

**SEMESTER V**  
**GBBA5B09T – OPERATIONS MANAGEMENT**

**Credits: 4**

**Contact Hours: 64 Hrs (4 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand the different concepts of operation Management.
CO2	Acquire the knowledge to make plans at the operational level of an industry

**SEMESTER V**  
**Specialization 1**  
**GBBA5B10T –INCOME TAX**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand the latest provisions of Income Tax Act Law
CO2	Compute different heads of income as well as total income and tax liability

**SEMESTER V**  
**Specialization 2**  
**GBBA5B11T – FINANCIAL MARKETS AND INSTITUTIONS**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand different aspects and components of financial Institutions and financial markets
CO2	This will enable the students to take rational decisions on financial market and institutions.

**SEMESTER VI**  
**GBBA6B12T – ORGANISATIONAL BEHAVIOUR**

**Credits: 4**

**Contact Hours: 96 Hrs (6 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand the different concepts of Organisational Behaviour
CO2	Analyse individual and group behaviour
CO3	Understand and deal with organisational change, development and stress

**SEMESTER VI**  
**GBBA6B13T – MANAGEMENT SCIENCE**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.

**SEMESTER VI**  
**GBBA6B14T – PROJECT MANAGEMENT**

**Credits: 2**

**Contact Hours: 48 Hrs (3 Hrs/Week)**

**Course Evaluation: 75 (Internal 15 & External 60)**

COs	COURSE OUTCOMES
CO1	Understand the different concepts of managing a project
CO2	Analyse the viability of a project

**SEMESTER VI**  
**Specialization 3**  
**GBBA6B15T – FINANCIAL SERVICES**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Aware of various financial services available in Indian financial system

**SEMESTER VI**  
**Specialization 4**  
**GBBA6B16T – INVESTMENT MANAGEMENT**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Aware of various investment opportunities from an investor's perspective of maximizing return on investment.

**General Courses**

**SEMESTER III**  
**GBCM3A01T – BASIC NUMERICAL METHODS**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	On completing the course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications

**SEMESTER III**  
**GBCM3A02T – PROFESSIONAL BUSINESS SKILLS**

**Credits: 4**

**Contact Hours: 64 Hrs (4 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

<b>COs</b>	<b>COURSE OUTCOMES</b>
CO1	Aids in acquisition of knowledge on basic informatics skills among students
CO2	To effectively utilize the digital repositories available, to enhance their knowledge in different areas
CO3	Helps to familiarize the students with the mechanism of conducting business transactions through electronic media
CO4	Enable the students to understand various types of softwares available in the market for dealing with different needs of the society
CO5	Makes the students aware of Socio-cyber Informatics and Digital Marketing
CO6	Makes them aware of academic websites and the way to access the same

**SEMESTER IV**  
**GBCM4A03T - ENTREPRENEURSHIP DEVELOPMENT**

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

<b>COs</b>	<b>COURSE OUTCOMES</b>
CO1	Aids in developing entrepreneurial talents and skills
CO2	Helps to know how to set up an enterprise
CO3	Helps to identify the institutions which offer Entrepreneurship Development Programme
CO4	Develop interest in the students to attend entrepreneurship development programme
CO5	Helps to know the basic idea behind project management
CO6	Helps to develop skill in preparing and presenting a Project report



CO7	Helps them to Identify the importance and problems faced by women entrepreneurs
CO8	Creates awareness about MSME (Micro Small and Medium enterprises)
CO9	Helps in accumulating knowledge regarding the various assistances available through development and financial institutions for the establishment of entrepreneurship
CO10	Creates a basic awareness about the incubation centres and motivates them to apply for incubation facilities through the development of innovative project ideas

**SEMESTER IV**  
**GBCM4A04T – BANKING AND INSURANCE**

**Credits: 4**

**Contact Hours: 64 Hrs (4 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Knowledge and understanding of central banking
CO2	Knowledge and understanding of role of RBI as central bank
CO3	Comparative study of Central banks in other countries
CO4	Knowledge and understanding of international banking operations
CO5	Knowledge and understanding of various financial services
CO6	Knowledge and understanding of various non-banking services
CO7	Knowledge and understanding of Insurance sectors
CO8	To understand the different policies offered by the insurance companies in India
CO9	To help the students to select good policies from the different choices

## Complimentary Courses

### SEMESTER I

#### GBBA1C01T – MANAGERIAL ECONOMICS

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
CO2	Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets
CO3	Make optimal business decisions by integrating the concepts of economics

### SEMESTER III

#### GBBA3C02T - BUSINESS REGULATIONS

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Interpret statutory provisions related to business laws
CO2	Analyze legal issues arising in day-to-day business operations prevalent in India
CO3	Evaluate the core concepts in the legal structure of business organizations
CO4	Discuss possible solutions to issues in organizations in the frame work of business laws

### SEMESTER IV

#### GBBA4C03T – CORPORATE REGULATIONS

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand the features and different types of companies Aware as to the formation of companies and also as to different documents of companies

CO2	Understand the share capital and other relevant provisions of the same
CO3	Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI
CO4	Understand the provisions of conducting meetings and also the winding up procedure of companies

## SEMESTER IV

### GBBA4C04T – QUANTITATIVE TECHNIQUES FOR BUSINESS

**Credits: 4**

**Contact Hours: 80 Hrs (5 Hrs/Week)**

**Course Evaluation: 100 (Internal 20 & External 80)**

COs	COURSE OUTCOMES
CO1	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
CO2	Develop skills for effectively analyze and apply Quantitative Techniques in decision making

## Open Courses

### SEMESTER V

#### GBBA5D01T – TOURISM MANAGEMENT

**Credits: 3**

**Contact Hours: 48 Hrs (3 Hrs/Week)**

**Course Evaluation: 75 (Internal 15 & External 60)**

COs	COURSE OUTCOMES
CO1	Know about the significance of tourism development and the role of transport, hotel and travel agencies in developing tourism .

### SEMESTER V

#### GBBA5D02T – E- COMMERCE

**Credits: 3**

**Contact Hours: 48 Hrs (3 Hrs/Week)**

**Course Evaluation: 75 (Internal 15 & External 60)**

COs	COURSE OUTCOMES
CO1	Understand the practice of Ecommerce, e payment and also the security issues.

**SEMESTER V**  
**GBBA5D03T – HOSPITALITY MANAGEMENT**

**Credits: 3**

**Contact Hours: 48 Hrs (3 Hrs/Week)**

**Course Evaluation: 75 (Internal 15 & External 60)**

<b>COs</b>	<b>COURSE OUTCOMES</b>
CO1	Understand the environmental dimensions of the Hospitality Industry.
CO2	Assess the regional prospects for tourism industry and to economically utilize the same