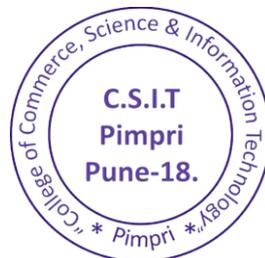


Program Outcomes

BBA(IB)

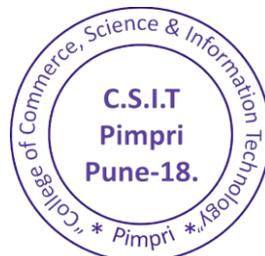
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Program Outcomes - BBA-IB

PO	Program Outcomes
PO1	Students should have a strong foundation in international business concepts and theories
PO2	Students should be able to understand and apply these concepts in a global business context, considering cultural, political, and economic factors
PO3	Apply international business theories to real-world situations, such as market entry strategies and analyze the global market data and trends to make informed decisions related to international trade and investment.
PO4	Students can critically assess the impact of trade policies, trade agreements, and international regulations on global business operations. Analyze international business case studies to identify the challenges and opportunities in different global markets.
PO5	Students can develop comprehensive international business plans, considering market analysis, risk assessment, and entry strategies.
PO6	Students should be able to critically evaluate the ethical, social, and financial implications of international business decisions and assess their impact on a company's global success

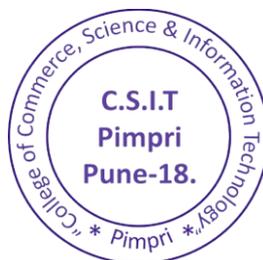



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Course Outcomes - BBA-IB

Course Outcome: - 101 Principles of Management

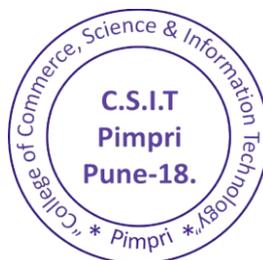
CO	Course Outcomes
CO1	Students should have a solid foundation in management concepts and theories
CO2	Summarize the major management challenges and opportunities in today's business environment.
CO3	Students should be capable of analyzing management situations, making informed decisions, and creating management strategies
CO4	Evaluate the impact of organizational culture and structure on management decision-making.
CO5	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of management decisions
CO6	Create a management training program that includes leadership development, conflict resolution, and team building.



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Course Outcome: - 102 Business Communication

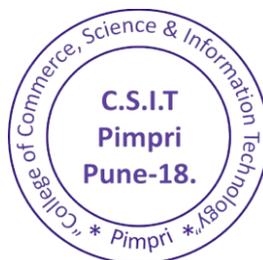
CO	Course Outcomes
CO1	Students should have a strong foundation in business communication concepts and theories
CO2	Students can understand and be able to apply these concepts in various business communication scenarios
CO3	Students able to apply the principles of effective business writing to create professional documents and also Utilize appropriate communication channels for different business situations
CO4	Students should be capable of analyzing business communication situations, making informed communication decisions, and creating effective communication strategies
CO5	Students can develop a comprehensive business communication plan for a specific business scenario or organization and Design a crisis communication plan for handling unexpected business challenges.
CO6	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of communication decisions



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Course Outcome :- 103 Business Accounting

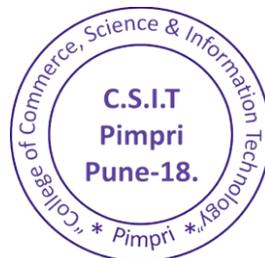
CO	Course Outcomes
CO1	Students can Recall fundamental accounting principles and concepts.
CO2	Students can they should understand and be able to apply these concepts in various accounting scenarios, from recording transactions to preparing financial statements
CO3	Students able to apply the principles of effective business writing to create professional documents and also Utilize appropriate communication channels for different business situations
CO4	Students should be capable of analyzing financial statements, identifying accounting errors, and making financial assessments
CO5	Students can be able to create financial statements, forecasts, and internal controls
CO6	Students can be able critically evaluate the ethical and practical aspects of accounting



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Course Outcome :- 104 Business Economics (Micro)

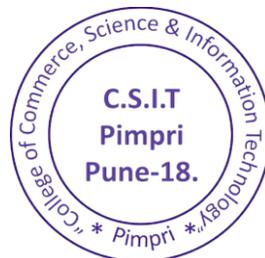
CO	Course Outcomes
CO1	Students should have a strong foundation in microeconomic concepts and theories
CO2	Students can understand and be able to apply these concepts in various microeconomic scenarios, from analyzing market behavior to evaluating government policies and business strategies
CO3	Students can apply the principles of supply and demand to analyze changes in market equilibrium and utilize elasticity concepts to assess the responsiveness of quantity demanded to price changes.
CO4	Students should be capable of analyzing and synthesizing microeconomic situations, making informed decisions, and designing strategies based on microeconomic principles
CO5	Students can create a market strategy based on an understanding of consumer behavior and market structures.
CO6	Additionally, they should be able to critically evaluate the ethical, social, and practical implications of microeconomic decisions



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Course Outcome :- 105 Business Mathematics

CO	Course Outcomes
CO1	Recall and memorize fundamental mathematical concepts and formulas used in business mathematics
CO2	They should understand and be able to apply these concepts in various business scenarios, from basic calculations to financial modeling and analysis
CO3	Students can apply the Apply statistical methods to analyze and interpret data
CO4	Students should be capable of analyzing business data, making informed decisions, and designing mathematical models for business purposes
CO5	Propose innovative mathematical solutions to address complex business challenges
CO6	Evaluate the accuracy and reliability of data and mathematical models used in business decision-making.



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Course Outcome :- 106 Business Demography

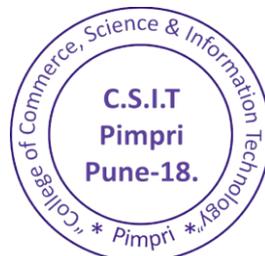
CO	Course Outcomes
CO1	Students should have a strong foundation in demographic concepts and their applications in business and economics
CO2	Students should understand and be able to apply these concepts in various business scenarios, from consumer targeting to workforce planning and strategy development
CO3	Students can apply demographic analysis techniques to interpret and forecast population trends and Utilize demographic data to target specific consumer segments in marketing campaigns.
CO4	Students should be capable of analyzing demographic data, making informed business decisions, and designing strategies that consider demographic trends
CO5	Develop demographic profiles for target customer segments to inform product development and marketing strategies.
CO6	Additionally, they should be able to critically evaluate the results of demographic analysis and judge the ethical and social implications of business decisions influenced by demographic factors

Course Outcome :- 201 Business Organization and Systems

CO	Course Outcomes
CO1	Students should have a solid foundation in organizational concepts and their applications in business
CO2	Students should understand and be able to apply these concepts in various organizational scenarios, from design and culture to management and information systems
CO3	Utilize management tools and techniques for effective decision-making and problem-solving and Demonstrate the use of information systems to support business operations and management processes.
CO4	Students Students should be capable of analyzing organizations, making informed decisions, and designing strategies and systems to enhance business operations
CO5	Students can create a management strategy to address organizational challenges and improve performance.
CO6	Students should be able to critically evaluate the ethical, social, and practical implications of organizational and management decisions

Course Outcome :- 202 Principles of Marketing

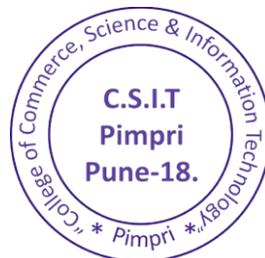
CO	Course Outcomes
CO1	Define and explain core marketing concepts
CO2	To apply marketing concepts in various marketing scenario
CO3	Apply market segmentation techniques to identify target markets for specific products
CO4	Students should be capable of analyzing marketing strategies, making informed marketing decisions, and designing comprehensive marketing plans
CO5	Generate innovative marketing strategies for addressing specific challenges or opportunities within a given market.
CO6	To Assess the ethical and social responsibility aspects of marketing decisions




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Course Outcome :- 203 Principles of Finance

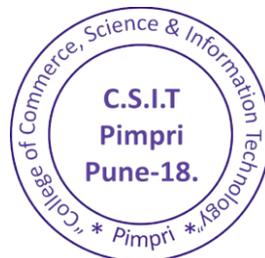
CO	Course Outcomes
CO1	Define key financial terms and concepts
CO2	They should able to apply these concepts in various financial scenarios, from time value of money calculations to financial statement analysis and investment strategies
CO3	Develop and evaluate a financial plan
CO4	Students should be capable of analyzing financial situations, making informed financial decisions, and designing financial models and plans
CO5	Generate investment strategies
CO6	they should be able to critically evaluate the results of financial analysis and judge the ethical, social, and practical implications of financial decisions



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Course Outcome :- 204 Basics of Cost Accounting

CO	Course Outcomes
CO1	Foundation in cost accounting concepts and their applications
CO2	Able to apply these concepts in various cost accounting scenarios, from cost allocation to budgeting and cost analysis
CO3	Demonstrate the application
CO4	Students should be capable of analyzing cost accounting data
CO5	Generate cost forecasts and projections for business planning and decision-making.
CO6	Evaluate the financial impact of cost management decisions on a company's profitability and competitiveness.



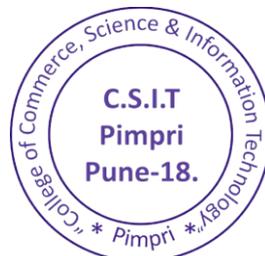
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Course Outcome :- 205 Business Statistics

CO	Course Outcomes
CO1	Define key statistical terms and concepts
CO2	Students should understand and be able to apply these concepts in various business statistics scenarios
CO3	Students should be capable of analyzing business data, making informed decisions, and designing statistical models and research studies
CO4	Create and interpret a variety of graphical displays to effectively communicate statistical findings.
CO5	Assess the validity and reliability of statistical analyses and conclusions, considering factors like sample size and study design.
CO6	Students should be able to critically evaluate the results of statistical analysis and judge the ethical, social, and practical implications of statistical decisions in business

Course Outcome :- 206 Fundamentals of Computers

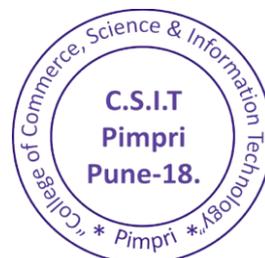
CO	Course Outcomes
CO1	Students should have a foundational understanding of computer concepts and their practical applications
CO2	They should understand and be able to apply these concepts in various computer-related scenarios, from troubleshooting hardware issues to software usage and basic programming
CO3	Interpret the purpose and functions of an operating system in managing computer resources and executing software
CO4	Apply basic computer troubleshooting techniques to identify and resolve common hardware and software issues.
CO5	Analyze the functions and performance of computer systems.
CO6	evaluate the ethical, social, and practical implications of computer use and judge the impact of technological advancements



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Course Outcome :- 301 Elements of Human Resource Management.

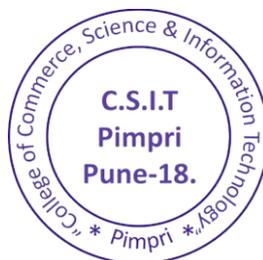
CO	Course Outcomes
CO1	Define key HRM concepts and terminology and recall various laws and regulations related to HRM.
CO2	Explain the significance of HRM in organizational success and Interpret the impact of HRM policies on employee motivation and performance.
CO3	Apply and develop HRM theories to analyze and solve workplace scenarios..
CO4	Evaluate and Compare the effectiveness of different HRM strategies in various industries.
CO5	Critique HRM practices within different organizational contexts.
CO6	Develop innovative HRM strategies to address emerging workplace trends.



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Course Outcome :- 302 Global Competencies and Personality Development

CO	Course Outcomes
CO1	Memorize key concepts related to personality development and remember cultural dimensions and their impact on global interactions.
CO2	Comprehend the influence of cultural differences on communication styles.
CO3	Utilize personality development techniques for personal growth and career advancement.
CO4	Analyze case studies involving cross-cultural conflicts and propose solutions & evaluate the relationship between personality types and leadership styles.
CO5	Assess the effectiveness of different approaches to developing global competencies.
CO6	Develop a training program to enhance global competencies within an organization and create a personalized plan for professional and personal development based on personality assessments.



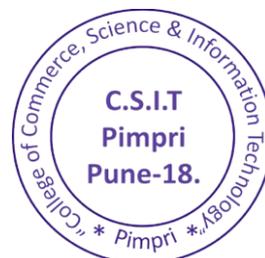
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Course Outcome :- 303 International Economics

CO	Course Outcomes
CO1	Remember major international economic institutions and their functions
CO2	Understand the impact of tariffs, quotas, and non-tariff barriers on global trade. & comprehend the relationship between exchange rate fluctuations and trade balances.
CO3	Apply trade theories to analyze real-world international trade scenarios.
CO4	Analyze the implications of trade policies on global markets and economies & evaluate the effects of trade agreements on various industries and economies.
CO5	Assess the impact of global economic events (e.g., financial crises) on international trade and judge the effectiveness of international economic policies in promoting global economic stability.
CO6	Develop strategies for countries to enhance their participation in global trade.

Course Outcome :- 304 Production and Operations Management

CO	Course Outcomes
CO1	Remember different production processes such as lean manufacturing and Six Sigma.
CO2	Understand the role of technology in optimizing production and operations.
CO3	Apply principles of process optimization to improve production efficiency
CO4	Evaluate the performance of supply chains and propose enhancements.
CO5	Assess the effectiveness of different production planning models in various industries and critique the impact of technological advancements on production and operations.
CO6	Design a system for continuous improvement in production processes and create strategies for integrating sustainability practices into production and operations.



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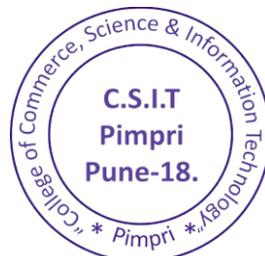
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Course Outcome :- 305 German -I

CO	Course Outcomes
CO1	Recall basic vocabulary related to everyday situations: greetings, numbers, colors, and common objects and remember essential grammatical structures like verb conjugations
CO2	Understand simple spoken and written texts in German related to routine activities, personal information, and familiar topics.
CO3	Use language skills to describe personal preferences, daily routines, and simple past experiences.
CO4	Analyze and differentiate between various verb forms and sentence structures in context.
CO5	Assess the effectiveness of different language learning strategies in acquiring vocabulary and grammatical concepts.
CO6	Create simple written and spoken compositions about familiar topics, such as personal experiences or interests also develop dialogues or role-plays to simulate everyday scenarios using learned language skills.

Course Outcome :- 306 Supply Chain Management

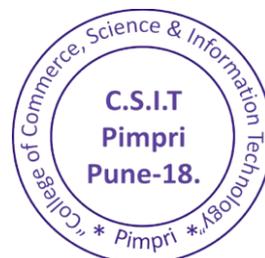
CO	Course Outcomes
CO1	Remember different types of supply chain networks
CO2	Explain the interdependence of various supply chain components to understand the importance of demand forecasting and inventory management in supply chains.
CO3	Apply different supply chain strategies to specific industry scenarios
CO4	Analyze the impact of information technology on supply chain integration and management.
CO5	Judge the efficiency of supply chain sustainability practices and their impact on brand reputation.
CO6	Develop contingency plans for supply chain resilience in the face of unforeseen disruptions as well as create strategies for implementing sustainable practices throughout the supply chain.



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Course Outcome :-401 Import Export Procedure

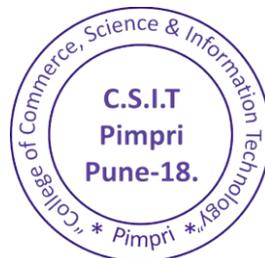
CO	Course Outcomes
CO1	Remember the documentation required for import/export processes, including invoices, packing lists, and certificates of origin.
CO2	Understand the key steps and legal requirements involved in import/export procedures.
CO3	Apply understanding of shipping methods and Incoterms to create effective trade contracts and shipping arrangements.
CO4	Analyze the implications of trade barriers and tariffs on international business operations.
CO5	Assess the impact of trade policies and international agreements on global supply chains and businesses.
CO6	Create strategies for mitigating risks and optimizing efficiency in international trade operations.



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Course Outcome :- 402 Research Methodology

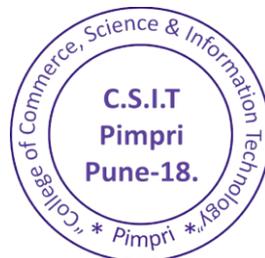
CO	Course Outcomes
CO1	To Recall key terminology and concepts in research methodology, such as variables, hypotheses, and sampling techniques.
CO2	Understand the principles behind different research methods and their appropriate applications.
CO3	Apply various research methodologies to formulate research questions and hypotheses and also apply sampling techniques and data collection methods suitable for different research designs.
CO4	Analyze the strengths and limitations of different research methodologies.
CO5	Assess ethical considerations in research design and implementation.
CO6	Develop a research plan outlining the steps from data collection to analysis for a specific research problem.



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Course Outcome :- 403 Business Ethics

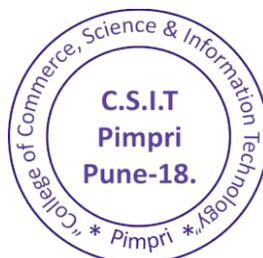
CO	Course Outcomes
CO1	To remember key ethical issues faced in business, like conflicts of interest or corporate social responsibility
CO2	Understand the relevance and importance of ethics in the business context.
CO3	Apply ethical principles to assess the ethical implications of business practices.
CO4	Analyze the ethical implications of corporate policies and decision-making processes.
CO5	Evaluate the ethical dimensions of corporate governance and leadership.
CO6	Develop ethical guidelines for a hypothetical company considering diverse stakeholder interests.



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Course Outcome :- 404 Management Information Systems

CO	Course Outcomes
CO1	To Remember different types of information systems
CO2	To Understand the role of MIS in organizational decision-making and strategic planning.
CO3	Apply knowledge of MIS to analyze business problems and propose technological solutions.
CO4	Analyze the requirements for implementing and managing information systems within an organization.
CO5	Evaluate the effectiveness of different information system architectures in meeting organizational needs.
CO6	Design an information system strategy aligned with the goals of a specific organization.



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Course Outcome :- 405 German.(II)

CO	Course Outcomes
CO1	To recall and memorize an expanded vocabulary beyond basic words, including phrases and expressions related to various everyday situations.
CO2	Understand longer and more complex spoken or written texts in German, such as short stories, articles, or simple dialogues.
CO3	To Use language skills to request information, express opinions, and discuss familiar topics in German.
CO4	Analyze and differentiate between different verb forms, sentence structures, and idiomatic expressions in context.
CO5	Evaluate personal language proficiency and areas for improvement, setting language learning goals for further advancement and also assess different learning strategies and resources for their effectiveness in language acquisition.
CO6	Create more extended written compositions in German, such as short essays or reports, on various subjects and develop role-plays or presentations in German that involve more complex language usage and a variety of vocabulary.

Course Outcome :- 406 A International Warehouse and Supply Chain Management

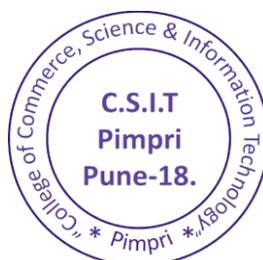
CO	Course Outcomes
CO1	Remember the basic principles and functions of warehousing in global supply chains.
CO2	Understand the role of warehouses in the global supply chain and their impact on logistics and inventory management.
CO3	Apply knowledge of international trade regulations and customs procedures in warehouse operations.
CO4	Analyze the challenges and opportunities of managing warehouses across different global locations and also analyze the effectiveness of various warehouse management systems and technologies in optimizing international supply chains.
CO5	Assess the environmental and sustainability implications of global warehouse operations and supply chain logistics.
CO6	Design an international warehouse and distribution network considering various global market demands and trade regulations and develop strategies for enhancing warehouse efficiency and minimizing costs while ensuring compliance with international standards.

Course Outcome :- 501 – International Relations

CO	Course Outcomes
CO1	To Recall the names of significant international organizations and their functions.
CO2	Understand and explain international relations theories such as realism, liberalism, and constructivism, etc.,
CO3	Apply theoretical frameworks to propose solutions to real-world international problems and also Utilize research methods to investigate specific topics.
CO4	To Analyze international relations policies and decisions made by countries and international organizations, evaluating their effectiveness and ethical implications.
CO5	Evaluate the ethical implications of various foreign policies and actions taken by states.
CO6	Develop simulations or role-playing exercises to simulate international negotiations or crises.

Course Outcome :- 502 International Business Law

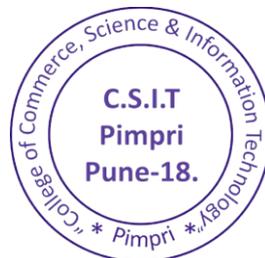
CO	Course Outcomes
CO1	To Define key legal terms relevant to international business and Recall fundamental principles of international trade law.
CO2	Understand and Explain the basic concepts of jurisdiction in international business law.
CO3	To Utilize legal reasoning to evaluate the potential legal implications of international business decisions
CO4	Compare and contrast the legal frameworks of different countries in relation to international trade and Evaluate the effectiveness of dispute resolution mechanisms in international business settings.
CO5	Judge the effectiveness of various legal strategies in mitigating risks associated with international transactions.
CO6	Design a legal compliance framework for multinational corporations operating in diverse legal environments.



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Course Outcome :- 503 Business Reporting and Analysis

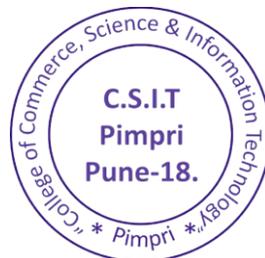
CO	Course Outcomes
CO1	To memorize the components of financial statements
CO2	To describe the relationship between different financial ratios and what they indicate about a company's operations and finances
CO3	Apply financial analysis techniques to evaluate a company's performance relative to its competitors.
CO4	To evaluate the impact of business decisions on financial performance
CO5	To Critically evaluate the quality and reliability of financial information disclosed in company reports and assess the effectiveness of financial reporting practices in communicating relevant information to stakeholders.
CO6	To Formulate strategies for improving financial performance based on analysis and reporting.



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Course Outcome :- 504 Foreign Exchange Management

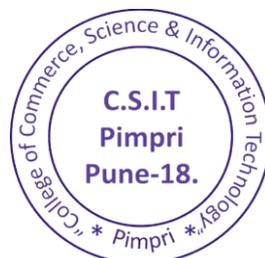
CO	Course Outcomes
CO1	To understand the functions of various participants in the foreign exchange market.
CO2	To Interpret the impact of exchange rate fluctuations on international trade and investment.
CO3	Utilize financial instruments such as forwards, options, and swaps to hedge against currency risk.
CO4	Compare and contrast the advantages and disadvantages of various exchange rate regimes
CO5	Assess the impact of currency fluctuations on macroeconomic variables such as GDP growth, inflation, and employment.
CO6	Develop policies and procedures for managing foreign exchange exposure in a global business environment.



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Course Outcome :- 505 A International Marketing Management

CO	Course Outcomes
CO1	Memorize key terms and definitions related to international marketing, such as global market segmentation and cultural differences.
CO2	Interpret the impact of cultural, economic, legal, and political factors on international marketing activities.
CO3	Apply market research techniques to analyze and evaluate potential international markets. Utilize segmentation, targeting, and positioning strategies to develop international marketing plans.
CO4	Analyze international market data to identify opportunities and threats for businesses expanding globally.
CO5	Assess the ethical implications of marketing decisions in different cultural contexts.
CO6	Design innovative marketing strategies tailored to specific international market segments.

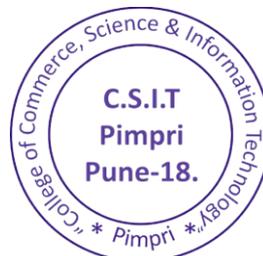


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	Formulate recommendations for adapting marketing campaigns to diverse cultural environments while maintaining brand consistency.
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Course Outcome :- 506 A Legal Dimensions in International Marketing

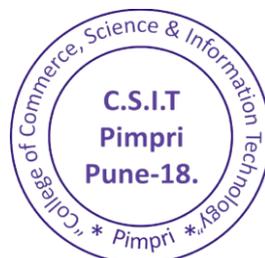
CO	Course Outcomes
CO1	Remember the basic legal requirements for advertising, promotion, and product labeling in different countries.
CO2	Describe the differences in legal systems and cultural norms that affect international marketing practices.
CO3	Apply legal principles to analyze and assess the legality of marketing campaigns and strategies in different countries and utilize knowledge of international trade regulations to develop compliant marketing plans for entering new markets.
CO4	Analyze the legal risks associated with international marketing activities, such as product recalls, deceptive advertising, or infringement claims.
CO5	Assess the effectiveness of legal compliance programs in multinational corporations operating in diverse legal environments.
CO6	Design policies and procedures for ensuring legal compliance in international marketing operations.



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Course Outcome: - 601 New Venture Creation and Start-ups

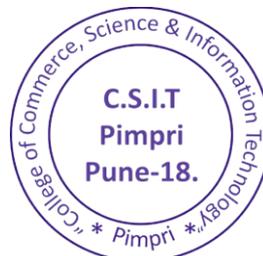
CO	Course Outcomes
CO1	To Recall key terminology related to entrepreneurship, startups, and new venture creation and recognize different types of business models utilized in startups.
CO2	To understand the importance of entrepreneurship in economic development.
CO3	To Apply entrepreneurial theories and concepts to analyze successful startup cases and demonstrate the application of market research techniques for new venture identification.
CO4	To Analyze and compare different funding options available for startups.
CO5	To Critically evaluate the challenges and opportunities for startups in specific industries or markets.
CO6	To Develop an actionable roadmap for launching and growing a new venture.



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Course Outcome :-602 International Project Management

CO	Course Outcomes
CO1	To Recall the key concepts, terminology, and principles of project management.
CO2	To Describe the importance of stakeholder management and communication in international project settings.
CO3	To Apply project management tools and techniques to develop project plans for international initiative and utilize risk management strategies to identify and mitigate potential challenges in international project environments.
CO4	To Evaluate the feasibility of international projects considering factors such as resource availability, market conditions, and regulatory requirements.
CO5	To Assess the ethical implications of project decisions in diverse cultural and social contexts.
CO6	To Develop comprehensive project plans for international ventures, considering factors such as risk, resource allocation, and communication strategies.



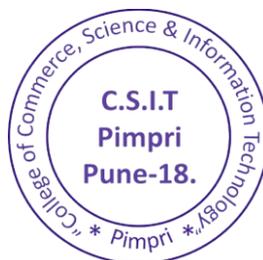

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Course Outcome :- 603 Decision Making and Risk Management

CO	Course Outcomes
CO1	To memorize terminology related to risk management, such as risk identification, assessment, and mitigation.
CO2	To explain the principles of rational decision making and cognitive biases that can influence decisions & Interpret different types of risks faced by organizations, including strategic, operational, financial, and reputational risks.
CO3	To Demonstrate the application of risk mitigation strategies and contingency planning to minimize potential negative outcomes.
CO4	To analyse risk factors and their potential impact on project objectives or organizational performance.
CO5	To Evaluate the effectiveness of risk management strategies in reducing the likelihood and severity of negative events & assess the adequacy of risk responses in addressing identified risks and achieving organizational objectives.
CO6	To develop comprehensive risk management plans that integrate risk identification, assessment, response planning, and monitoring.

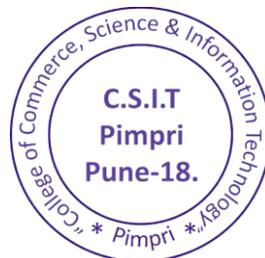
Course Outcome :- 604 Management of Agribusiness and Agri. Exports

CO	Course Outcomes
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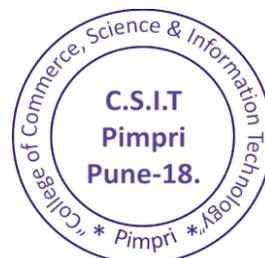
CO 1	To Remember basic agricultural policies and regulations relevant to agribusiness and exports.
CO 2	To Explain the unique characteristics and challenges of managing agribusinesses, including seasonality, perishability, and weather-related risks & Interpret the factors affecting agricultural trade, such as tariffs, quotas, sanitary and phytosanitary regulations, and trade agreements.
CO 3	To Utilize market research techniques to identify export opportunities for agricultural products in domestic and international markets & Demonstrate knowledge of supply chain management practices to optimize agricultural production and distribution processes.
CO 4	To Analyze the competitive landscape of the agribusiness sector, including market trends, competitor strategies, and consumer preferences & Evaluate the economic impact of agricultural exports on local economies and international trade balances.
CO 5	Critique the effectiveness of marketing strategies for promoting agricultural products in domestic and international markets.
CO 6	Develop export marketing plans tailored to specific target markets and consumer segments.



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Course Outcome :- 605-A International Service Management (I)

CO	Course Outcomes
CO1	To Remember basic principles of customer service and satisfaction.
CO2	To Describe the role of technology in shaping service management practices in a globalized economy.
CO3	To Apply service design principles to develop service offerings tailored to specific international markets.
CO4	To Evaluate the effectiveness of service delivery processes and systems in meeting customer needs and expectations.
CO5	To Assess the performance of service operations in achieving organizational objectives and delivering value to stakeholders.
CO6	To Develop service expansion strategies for entering new international markets or expanding existing operations.

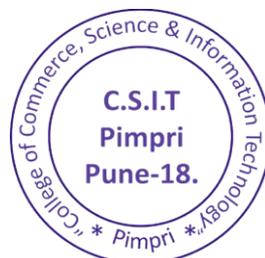



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Course Outcome :- 606 A Brand Management (II)

CO	Course Outcomes
CO1	To Memorize the elements of brand identity, including brand name, logo, and brand positioning.
CO2	To Describe the process of brand building and brand architecture, including brand extension and brand portfolio management.
CO3	To Demonstrate the application of branding principles in developing integrated marketing communication campaigns.
CO4	To Assess the impact of brand management decisions on consumer behavior and brand performance metrics.
CO5	To Assess the financial implications of branding decisions, including return on investment (ROI) and brand valuation.
CO6	To Develop comprehensive brand management plans that outline strategies for brand positioning, brand extension, and brand revitalization.




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