



DON BOSCO ARTS AND SCIENCE COLLEGE

Angadikadavu P.O., Kannur Dt., Kerala - 670 706

Web: www.donbosco.ac.in, E-mail: dbasoffice@gmail.com

Ph: 0490 - 2426014, 2426557 Mob: 09961200787

Attainment of Course Outcomes and Program Outcomes in Outcome Based Education (OBE)

Department Name: Management

Program Name: BBA

PO:

PO STATEMENTS

PO 1 ACADEMIC PURSUIT

Capacitating one's potentials to acquire knowledge through critical thinking, creative and innovative methods, and interventions.

Learning career management skills to find solutions to problems in the present and future.

PO 2 MORALLY UPRIGHT CITIZENSHIP

Honing individuals with sound character built on moral values and spirituality.

PO 3 EFFECTIVE COMMUNICATORS

Articulating oneself through oral and written modern languages.

Mastering English Language as a passport to global citizenship.

PO 4 SOCIALLY RESPONSIBLE

Moulding individuals committed to the service of the needy.

Cultivating interdependency through inclusive relationship, gender equality and mutual accountability.

PO 5 ENVIRONMENTALLY COMMITTED

Shaping environmentally conscious citizens to contribute towards the well-being of society and humanity at large.

PSO:

PSO STATEMENTS

1. Perform professionally in the corporate sector with social, cultural and ethical responsibility as an individual and as a team with positive attitude and communication proficiency.

2. Multi-disciplinary knowledge through projects and industrial training and provide competitive edge in meeting the industry needs.

3. Acquire ability to decide on future course of study and research in the same field.

4. Be acquainted with the contemporary issues, latest trends and innovative ideas to solve problems.

5. Innovative pedagogical, technical group activities and presentations, discussions, debates and e-learning in the class.

CO/Semester: Semester I

Semester 1			
Statements		Activities	Assessment mechanism
1 A01 ENG Communicative English	1. Ensuring a strong base in grammar. 2. Increased storehouse of Vocabulary 3. Correcting the Pronunciation. 4. Learning the art of good writing and rhetoric. 5. Enabling proficiency in English	1. Assignments 2. Learning five new words everyday 3. Phonetic transcription & Language Lab 4. Competitions 5. Proficiency Courses	Class Test Language Games Phonetic transcription practice test
1 A02 ENG Readings on Kerala	1. Introducing the cultural heritage of the state through the native reforms and related works. 2. Creating awareness about the struggle in forming contemporary Kerala. 3. Getting to know more about the renaissance leaders. 4. Understanding the genealogy of the motherland. 5. Bringing closer to the tastes, value- system, beliefs and ideology of native culture.	Book Reviews Seminars Debates Assignments Writing competitions	Internal assessment tests Viva Class Tests

1A07-1HIN Kavitha Aur Kahani	1. Understand Hindi poetry. Understand Hindi Short Stories	Home work Assignment	Viva Internal examination
	2. Understand the style and trends in Hindi poetry and short story from the ancient to post modernism period.	Assignment	Class test
	3. Develop creative thinking	Group work	Internal examination
1A07MAL- Sahithya Roopangal)	1. Poems and stories can be used to make a point	1. Essay writings	1. Class test
	2. Reading and studying the literary works will make them appreciate life with other's view point. 3. Knowledge about different authors and their works 4. To study the history of a particular time 5. Improve social behavior.	2. Assignment 3. Assignment 4. Seminar 5. Seminar	2. Internal examination 3. Internal examination 4. Seminar 5. Seminar
1BO1BBA-Principles & Practice of Management	1. Familiarize the current management practices and evolution of management thoughts.	1. Presentation on schools of management	1. Observation (Method) organization, content, subject knowledge, style (ppt), communication, time management.
	2. Illustrate leadership and motivation theories for developing managerial skills.	2. Case Study	2. Understanding of problem, communication skill, way of presentations, method adopted for resolution, answering to the questions.
	3. Understand the principles and practices of general management.	3. Summarizing the topic	3. Way of summarizing, communication skill, presentation skill.
	4. Describe Process and functions of management	4. Drawing the process chart	4. Clarity of the chart.
	5. Understand different control techniques adopted by organizations	5. Assignment on traditional and modern control techniques	5. Introduction, focus, sequence, conclusion, citations and reference, spelling and grammar, APA formatting
	1. Provide in-depth knowledge of statistical	1. Problem solving	1. Tests and exams & Review of class room records.

1CO1BBA- Statistics for Business Decisions	tool to make statistical analysis in business/industry		
	2. Appraise the need for data analysis and formulate statistical problem and solve it.	2. Problem solving	2. Tests and exams & Review of class room records.
	3. Classify the measure of trends.	3. Problem solving	3. Tests and exams & Review of class room records.
	4. Describe the uses and significance of statistical tool such as averages, correlation, regression etc.	4. Assignment	4. Interview with the student to measure their understanding of the subject material. Checking of content
	5. Describe the construction of index numbers	5. Problem Solving	5. Tests and exams & Review of class room records.
1CO2BBA- Managerial Economics	1. Develop an understanding of the basic managerial economics concepts.	1. Seminar	1. Voice modulation, knowledge in subject, kind of explanation given...etc.
	2. Relate the concept of price-output relationship in various market structures.	2. Market structure poster along with graph.	2. Colorful postures describing 4 Economic Market structures along with graphs.
	3. Explain the demand conditions and the various elasticity of demand.	3. Search and find out the various goods that have elastic and inelastic demands.	3. Examples of creative explanations will be given marks.
	4. Describe the relationship of economics with other discipline.	Search and find out the from a company how economics (demand, price and supply) are related with the other departments in the same company.	4. Students with adequate and correct explanation will be awarded good marks.
Semester II			
Statements	Activities	Assessment mechanism	

<p>2A03 ENG Readings on Life and Nature</p>	<p>1. Introduced to a new field of studies; ecological readings. 2. Realizing the importance of maintaining environmental balance. 3. Understanding the importance of becoming ecologically responsible individuals. 4. Feeling the strong and close bond that humans share with mother nature. 5. Getting to know relevant and famous environmental activists, nature poets, & writers and their concern towards life and nature</p>	<p>Book Reviews Debates Seminars Eco Club Reading, assignments, watching interviews</p>	<p>Viva Class Test Internal Assessment</p>
<p>2A04 ENG Readings on Gender</p>	<p>1. Erasing away the pseudo bias against gender discriminations. 2. Understating the fact that gender is a “Social Construct” 3. Reinforcing the idea that man, woman and the third gender are equally important in creating a balance in the society. 4. The hardships and agonies portrayed in the work stands as an eye-opener to the sufferings of the other. 5. Creating mentally and socially stable society with zero gender discriminations.</p>	<p>Talks from famous people eg: Ted Talks Debates Seminars Readings Assignments</p>	<p>Class Test Viva Cass test</p>
<p>2A08-</p>	<p>1. Understand the basic grammar of</p>	<p>Classwork Assignment</p>	<p>Classt est Viva</p>

1HIN Vyavaharik Hindi	Hindi language. 2. Understand the technique of letter writing and translation of Hindi 3. Develop communicative skill in Hindi 4. Develop vocabulary in Hindi	Homework Group work	Internal examination
2A081MAL-Gadhya roopangal	1. To help behave morally 2. To open the eyes to a new reality through Historic fiction. 3. To appreciate life with ebbs and flows 4. To know various books and authors who write proses in Malayalam 5. To improve the reading habit	1. Book reviews 2. Assignment 3. Seminar 4. Essay writing	1. Class test 2. Internal examination
2B02BBA-Business Environment	1. Analyze the business environment from legal and regulatory, macro-economic, cultural political and natural perspectives.	1. Diagrammatic representation of business environment	1. Clarity and sequence of micro and macro environment.
	2. Identify the strategies to cope with changes in the environment.	2. Case Study.	2. Understanding of problem, communication skill, way of presentation, method adopted for resolution, answering to the questions.
	3. Understand Indian and international business environment.	3. Presentation.	3. Presentation, language, content, knowledge.
	4. Understand economic environment.	4. Review of economic policy, budget and economic survey.	4. Analyzing skill, well written summary.
	5. To understand ecological concerns related to Indian and international environment.	5. Case analysis of recent and old rules and regulations related to ecology and business.	5. Context, sources and evidence, way of presentation (individual or team)
2B03BBA-Entrepreneurship Development	1. Identify the various stages of business.	1. Prepare a business plan (your own business- finance,	1. More innovative ideas, optimized finance and other resource utilization.

		raw material, target markets etc.).	
	2. Examine the challenges and problems faced by an entrepreneur.	2. Write about a successful entrepreneur and the problems and challenges that they face at the different stages of their business.	2. Successful entrepreneur, way of presentation.
	3. Develop the understanding of various roles of an entrepreneur in the society.	3. Seminar.	3. Presentation of clarity, facts, manner of presentation.
	4. Analyze the various assistance provided by the government to entrepreneurs.	4. Presentation on various schemes of the government towards the entrepreneurs.	4. Design of slides, way of delivery, clarity, voice modulation.
	5. Explain the concept women entrepreneurship.	5. Identify one successful women entrepreneur and their challenges and the phases of their development.	5. Way of presentation, design of the slides, reason behind their success.
2C03BBA- Quantitative Techniques for Business Decisions	1. Focus on the basic concepts and techniques applied in business organizations for decision making.	1. Problem solving	1. Tests and exams & Review of class room records.
	2. Develop the capability to apply relevant quantitative tool for decision making.	2. Problem solving	2. Tests and exams & Review of class room records.

	3. Develop analytical thinking and logical reasoning for effective decision making.	3. Assignment	3. Interview with the student to measure his/her understanding of the subject material. Checking of content.
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Semester III

Statements		Activities	Assessment mechanism
3A11COM/BBA-IT in Business	1. Summarize the history, classification and basic terms in Information Technology (Hardware, software, Input, output, LAN, WAN).	1. Assignment	1. Way of presentation, fluency in English, Slides prepared.
	2. Understand about the various uses of internet facilities.	2. Assignment	2. Handwriting, cleanliness, way of presentation.
	3. Develop the understanding of Database Management System.	3. Find out and present the management requirement for database.	3. Way of presentation
	4. Understand the various shortcut keys for the fast functioning of the computer.	4. Quiz on basic computer and shortcut keys	4. Way of answering, knowledge in subject
3A12COM/BBA-Numerical Skills	1. Solve a range of problems using the equations covered.	1. Seminar and Assignment	1. Class tests
	2. Update and expand basic numeric skills.	2. Seminar and Assignment	2. graded homework.
	3. Provide a basic knowledge in numerical methods.	3. Seminar and Assignment	3. Class tests, short quizzes, graded homework, cumulative final exam and viva voice.
	4. Understand set operations, matrix, and mathematics of finance.	4. Seminar and Assignment	4. Class tests, short quizzes, graded homework.
	5. Increase the ability to apply proper mathematical tools to specific mathematic situation.	5. Seminar and assignment	5. Class tests, short quizzes, graded homework, cumulative final exam and viva voice.
3B04BBA-Financial	1. Acquire conceptual knowledge of basics of accounting,	1. Lectures and Assignment	1. Question & answer session, Briefing of the

Accounting	accounting concepts and principles.		session by one or two students, Contents in the assignment and its way of presentation.
	2. To recognize commonly used financial statements, their components and how information from business transactions flow into these statements.	2. Case discussion and Problem solving	2. Communication skill and way of presentation, Class test.
	3. Demonstrate skills and apply knowledge regarding concepts in the preparation of final accounts of sole traders in accordance with generally accepted accounting principles.	3. Seminar and Problem solving	3. Presentation of the topic, Communication skill, subject knowledge and answering to the questions.
	4. To know the assets and liabilities of the business firms.	4. Case discussion and Problem solving	4. Class test.
	5. Prepare financial accounts for partnership firms in different situations of admission, retirement, and death of the partners.	5. Assignment and Problem solving	5. Presentation and contents in the assignment, Handwriting, Class tests and ability of the students to solve the problem.
	6. Understand the basic concepts of company, the various types of capital structure of the company and their representation in the balance sheet.	6. Case discussion and Problem solving	6. Class test.
	7. Evaluate the different situations of capital issue to public like issue at premium, issue at discount, forfeiture of shares etc.	7. Problem solving	7. Class tests and Review of class room records.
3B05BBA-Operations Management	1. Describe various aspects of production and operations, management of industrial undertaking and the benefits of automation to develop the relevant skill with decision making in planning, scheduling, controlling, and improvement in production.	1. Assignments	1. Interview with the student to measure their understanding of the subject material. Checking of content. Lack of grammatical and spelling errors.
	2. To develop an insight into the strategic aspects of operations management.	2. Seminar	2. Presentation quality, appropriateness of the level of material.
	3. Aware of various tools used to improve quality.	3. Assignments	3. Interview with the student to measure their understanding of the

			subject material. Checking of content.
	4. To develop creative ideas about new products.	4. New Product Development	4. Active participation of students, presentation quality, clarity of voice projection and appropriate volume. Completion of the presentation within the allotted time frame.
	5. To identify eco-friendly design of product and its features	5. PPT Presentation & Product demonstration	5. Clarity of speech, focus of the presentation, effective use of facts, statistics and details of logic and coherence of material. Design of the slide. Effective use of image.
3B06BBA- Managerial Skill Development Course (MSDC)	1. The all-round development focusing on soft skill	1. Write about a company's different sectors like pharmaceuticals, construction, services field and present this in group wise.	1. Way of presentation, way to attract the audience, tone of voice.
	2. Participate in group discussions, quiz and to deliver presentations	2. Group discussion and Quiz	2. Way of presentation, points pointed out, for and against the point
	3. Know the various aspects of teamwork.	3. Debate, Product launch	3. Points distributed, innovative products, Way of presentation, tagline introduced, ad created for the product etc.
3C04BBA-Legal Aspects of Business	1. Provide basic concepts, contemporary knowledge, changing procedures and practices in the field of law.		
	2. Understand and appreciate the laws applicable to contracts and the role of law in the society.		
	3. Acquire knowledge regarding the Companies Act 2013 and the latest amendments in the Act.		
	4. Provide the knowledge about the Sale of Goods Act, GST and		

	its application and challenges.		
	5. Familiarize with the Consumer Protection Act, Rights of Consumers and various redressal agencies under the Act.		
Semester IV			
Statements		Activities	Assessment mechanism
4A13COM/BBA- Entrepreneurship Development and Project Management	1. Understand the various challenges faced and opportunities for the entrepreneurs.	1. Write about challenges faced at the different stages of business.	1. Way of presentation
	2. Know the role of entrepreneur in economic development.	2. Presentation on the topic, the role and importance of entrepreneur in economic activity.	2. Points considered – job creation, wealth creation, regional development, standard of living, reduced concentration of economic power, increase in GDP and per capita income.
	3. Identify the stages of growth of entrepreneurial ventures.	3. Imagine yourself as an entrepreneur and enumerate the various stages that you may go through while developing a business.	3. Presentation style, innovative steps in business, new ideas etc.
	4. Understand the role of government in promoting entrepreneurship.	4. Presentation on various schemes of the government towards the entrepreneurs	4. Design of slides, way of delivery, clarity, voice modulation
4A14COM/BBA- Business Ethics and CSR	1. Understand the ethical components for managerial decision making.	1. Summary	1. Way of presenting, observation, answering questions.
	2. Apply knowledge in ethics in managerial decision making.	2. Case study	2. Understanding of problem, communication skill, way of presentation, method adopted for resolution, answering to the questions.
	3. Understand the concept of CSR in business management.	3. Examples of CSR presentation	3. Observation (method) organization, content, subject knowledge, style (ppt), communication, Time

			management.
	4. Realize the importance of values and ethics in business.	4. Case study	3. Understanding of problem, communication skill, way of presentation, method adopted for resolution, answering to the questions.
	5. Apply ethics in real and current challenges in the business	4. Recent issues in business group discussion	4. Clarity of speech, use of body language, believability of the role, accuracy of the role.
4B07BBA-Marketing Management	1. Understand and learn the concepts of marketing and its applications and the recent trends in marketing.	1. Brand name game & quiz competitions	1. Team involvement, time schedule, discipline.
	2. Develop the basic essential skill related to marketing	2. Advertisement making	2. Presentation quality, appropriateness of the level of material. Completion of the presentation within the allotted time frame.
	3. To improve and create marketing employability opportunities which are essential for industries.	3. Logo making	3. Design, involvement of students, completion of logo within the allotted time frame.
	4. Analyze the business environment and recommend appropriate market segmentation, targeting and positioning strategy	4. Case study Correctly identify the problem to be solved, Identify the most important facts surrounding the case. Specify alternative course of action. Recommend the best course of action.	
4B08BBA-Corporate Accounting	1. Preparation of financial accounts with profits before incorporation.	1. Case discussion and Problem solving	1. Class test.
	2. Understand about amalgamation, absorption and external reconstruction.	2. Seminar, Case discussion and Problem solving	2. Class test.
	3. Exposure to the company's final accounts.	3. Assignment & Problem solving	3. Presentation and contents in the assignment Class tests
	4. Get an idea about internal reconstruction.	4. Assignment & Problem solving	4. Class tests

4B09BBA-Financial Management	1. An understanding of the role of financial management in business firms.	1. Seminar	1. Presentation of the topic, Communication skill, subject knowledge.
	2. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders.	2. Group Discussion	2. Active participation of the members in the group, Communication skills.
	3. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate.	3. Seminar	3. Presentation of the topic.
	4. Calculate common investment criteria and project cash flows associated with corporate project evaluation and assess the risk and return of investment projects.	4. Assignment and Problem solving	4. Presentation and contents and ability to solve the problem.
	5. Analyze the complexities associated with management of cost of funds in the capital structure.	5. Case study	5. Identify the most important facts surrounding the case, Communication skill and way of presentation.
	6. Apply measures of cost of capital and financial leverage to form long-term financial policies for business	6. Problem Solving	6. Class test and ability of the students to solve the problems
4B10BBA-Industrial Visit Report (Study Tour)	1. Acquire hands on experience of how industry operations are executed.	1. Every student shall prepare and submit a report based on industrial visit.	1. Punctuality, Organization of report and Viva voce.
	2. Analyses real life environment of business.	2. Every student shall prepare and submit a report based on industrial visit.	2. Punctuality, Organisation of report and Viva voce.
	3. Enhance interpersonal skills and communication techniques.	3. Every student shall prepare and submit a report based on industrial visit.	3. Punctuality, Organisation of report and Viva voce.
	4. Acquire practical knowledge of industry practices and regulations.	4. Every student shall prepare and submit a report based on industrial visit.	4. Punctuality, Organisation of report and Viva voce.
4C05BBA-Business Research Methods	1. Basic knowledge in business research.	1. Summary of topics.	1. Way of presentation, communication, answering questions.

	2. How to do different types of research.	2. Sample research.	2. The way of doing research, and collecting data, questionnaire making.
	3. Acquire skill of data processing in terms of tabulation and classification.	3. Tabulation of data collected and analysis using different methods.	3. Tabulation of data collected and the method for evaluation.
	4. The understanding of research design and scaling methods.	4. Assignment	4. Introduction, focus, sequence, conclusion, citations and reference, spelling and grammar, APA formatting.
	5. How to draft a report.	5. Model report.	5. APA format, quality.

Semester V

Statements		Activities	Assessment mechanism
5B11BBA-Cost Accounting	1. Understand the concepts of cost and costing system etc.	1. Lectures and Assignment	1. Question & answer session.
	2. Evaluate the costs and benefits of different conventional and contemporary costing systems.	2. Case discussion and Problem solving.	2. Class test.
	3. Prepare cost sheet of an organization.	3. Seminar and Problem solving.	3. Class test.
	4. Identify the specifics of different costing methods.	4. Case discussion and Problem solving	4. Communication skill and way of presentation. Class test.
	5. Analyze and provide recommendations to improve the operations of the organizations through the application of cost accounting techniques.	5. Case discussion and Problem solving	5. Class test.
	6. Differentiate methods of calculating stock consumption.	6. Assignment and Problem solving	6. Presentation and contents in the assignment. Class tests
5B12BBA- Human Resource Management	1. Develop an overview on various functions of human resource management.	1. Seminar	1. Presentation quality, appropriateness of the level of material

	2. Facilitate greater understanding of the importance of systematic planning for optimal deployment and utilization of human resources	2. Group discussion	2. Clarity of speech, use of body language, believability of the role, accuracy of the role.
	3. Familiarize with current human resource practices in the organization through the phases of acquisition, development and retention.	3. Assignment	3. Interview with the student to measure their understanding of the subject material. Checking of content.
	4. Applicability of training and development, personal record reports and audit.	4. Case study	4. Correctly identify the problem to be solved, Identify the most important facts surrounding the case. Specify alternative course of action. Recommend the best course of action.
	5. Identify the human resources requirement of an organization and plan accordingly.	5. Role playing	5. Assess the student's engagement, involvement and understanding of the role during the role play.
5B13BBA- Banking Law, Theory and Practice	1. Disseminate knowledge among the students to inculcate with the basics and theoretical structures about banking.	1. Seminar	1. Identify the most important facts surrounding the case, Communication skill and way of presentation.
	2. Explain banking and describe the different types of banks and the functions of commercial bank.	2. Group discussion	2. Subject knowledge and presentation of the topic, Active participation of the members in the group.
	3. Narrate the role of RBI in the credit control, promotion and regulation monetary system.	3. Assignment	3. Presentation and contents in the assignment.
	4. Understand the law and practices of banking.	4. Case study	4. Communication skill and way of presentation.
	5. Create awareness about modern banking services like e-banking, m-banking and internet banking.	5. Group Discussion	5. Class Test
514BBA- Organizational Behaviour	1. Describe the way individuals interact in the organization.	1. Case study.	1. Understanding of problem, communication skill, way of presentation, method adopted for resolution, answering to the questions.
	2. Analyzing the basic psychological process of human beings.	2. Personality tests.	2. Score and analysis of personality and giving feedback.
	3. Motivation theories and its	3. Assignment -	3. Introduction, focus, sequence,

	application in the organizational context.	Diagram	conclusion, citations and reference, spelling and grammar, APA formatting.
	4. Understanding group dynamics and leadership.	4. Group discussion	4. Way of presentation, communication skills, subject knowledge, track setting, initiation, conclusion.
	5. Manage change and stress in the organizational context.	5. Presentation on different stress management techniques.	5. Observation (method) organization, content, subject knowledge, style (ppt), communication, time management
5B15BBA-Retail Management	1. Understand Customer Relationship Management in Retailing.	1. Explain the key areas of developing a customer relationship management.	1. Class Test
	2. Describe the various strategies used for effective retail business.	2. Present innovative marketing strategies used by the retailers	2. Innovative preparation marketing strategy, voice modulation.
	3. Analyze how to utilize resources (time, money and human resource) effectively for the success of retail business.	3. Prepare the outline of a retail shop, the places where products are kept, different departments etc.	3. Effective and innovative presentation of various items and departments.
	4. To know about the importance of merchandise planning, it's sourcing and pricing.	4. Assignment on merchandise planning, its importance, various sources of availability of merchandise, strategies for retail pricing	4. Class Test
5D01BBA-Open Course	1. Acquire conceptual knowledge of the basics of accounting, accounting concepts and principles, subsidiary books.	1. Lectures and Assignment	1. Question & answer session, Briefing of the session by one or two students, Contents in the assignment and its way of presentation.
	2. To recognize commonly used financial statements, their components and how information from business transactions flow into these statements.	2. Case discussion and Problem solving	2. Identify the most important facts surrounding the case, Communication skill and way of presentation, Class test.

	3. Demonstrate skills and apply knowledge regarding concepts in the preparation of final accounts of sole traders in accordance with generally accepted accounting principles.	3. Seminar and Problem solving	3. Presentation of the topic, Communication skill, subject knowledge and answering to the questions.
	4. Know the assets and liabilities of business firms.	4. Case discussion and Problem solving	4. Identify the most important facts surrounding the case, Communication skill and way of presentation, Class test.

Semester VI

Statements	Activities	Assessment mechanism	
6B16BBA- Strategic Management	1. Paraphrase Theoretical foundation of strategic management.	1. Summarizing the topics.	1. Way of presenting, observation, answering questions.
	2. Applying Various models for analysis.	2. Draw models.	2. Clarity and sequence of models.
	3. Design Strategy formulation process.	3. Strategic plan preparation.	3. Quality of plan. Sequence of plan presentation.
	4. Tools for strategic planning and evaluation.	4. Assignment.	4. Introduction, focus, sequence, conclusion, citations and reference, spelling and grammar, APA formatting.
	5. Models of implementation and control of strategies.	5. Presentation.	5. Observation (method) organization, content, subject knowledge, style (ppt), communication, Time management.
6B17BBA- Capital Market and Investment Management	1. Understand the various concepts in stock and commodity markets.	1. Assignment	1. Class Test
	2. Differentiate between the various investment avenues available.	2. Find out and present at least 20 investment avenues, its advantages and disadvantages	2. Innovative investment avenues and its presentations
	3. Compare the various fundamental analysis done before making an investment.	3. Enumerate the various analysis done by an investor before making.	3. Number of analysis done (points), handwriting, way of presentation etc.
6B18BBA- International Business	1. Understanding about the concepts of global business.	1. Seminar	1. Presentation quality, appropriateness of the level of material.
	2. Understand the role of	2. Quiz	2. Team involvement, time

	international business in economic development.		schedule, discipline.
	3. Know the role and functions of international organizations.	3. Assignments	3. Interview with the student to measure their understanding of the subject material. Checking of content. lack of grammatical and spelling errors
	4. Know foreign exchange rate and its influencing factor.	4. Seminar	4. Presentation quality, appropriateness of the level of material.
	5. Understand three major advantageous and problems of international trade.	5. Debate	5. Checking of content, Clarity of speech
6B19BBA-Event Management	1. Ability to use management skills to plan, develops, organize and market events.	1. Planning fest, birthdays, Onam, Christmas.	1. Planning, making invitation, brochure.
	2. Understand the various types of events.	2. Presentation.	2. Presentation skills, communication, team work
	3. Plan and organize events.	3. Management fest	3. Sports events, management fest, report
	4. Deal with the legal aspects related to hosting an event.	4. Obtaining different permissions for management fest.	4. Police permission, preparing agreements with caterers, security personnel.
	5. Develop finance and according skills.	5. Keep a check on the expenses to host a fest.	5. Balance sheet preparation.
6B20BBA-Management Accounting	1. Learn the relevant managerial accounting career skills, applying both quantitative and qualitative knowledge in business.	1. Group Discussion	1. Clarity of the speech, Subject knowledge and presentation of the topic, Active participation of the members in the group, Communication skills.
	2. Understand the concepts of management accounting and analyze financial statements of corporate organizations using accounting ratios.	2. Case discussion and Problem solving	2. Class test.
	3. Identify the major distinctions between management accounting and financial accounting.	3. Assignment	3. Presentation and contents in the assignment.
	4. Analyze and provide recommendations to improve the operations of organizations through the application of	4. Case discussion and Problem solving	4. Class tests and ability of the students to solve the problem.

	Management accounting techniques.		
	5. Prepare cash flow and funds flow statements in planning for intermediate and long-term finances.	5. Case discussion and Problem solving.	5. Identify the most important facts surrounding the case, Communication skill and way of presentation, Class test.
6B21BBA- Placement Training and Project Report	1. Practically understand Research Process.	1. A maximum of four students as group can take up a topic. The students in consultation and with the consent of the assigned guide may identify a topic and do a study on the topic	1. Relevance of the topic, statement of objectives, Literature Review, Group discussion, Consultation with faculty, Presentation, Punctuality, Organization of report, Viva voce, Use of statistical tools, Analysis and interpretation, major findings etc.
	2. Gain experience and confidence in carrying out a research.		
	3. Acquire the quality to collect data, analyze and interpret.		
	4. Gain experience in writing research reports.		