

DEPARTMENT OF MANAGEMENT AND BUSINESS STUDIES
ACADEMIC YEAR 2023-24
SEMESTER I

MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR
(BMB 101)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Developing understanding of managerial practices and their perspectives.	K2,K1
(CO2)	Understanding and Applying the concepts of organizational behavior	K2,K4
(CO3)	Applying the concepts of management and analyze organizational behaviors in real world situations	K4.K5
(CO4)	Comprehend and practice contemporary issues in management.	K3
(CO5)	Applying managerial and leadership skills among students	K4

MANAGERIAL ECONOMICS (BMB 102)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	K2,K1
(CO2)	The students would be able to understand the law of demand & supply & their elasticities , evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.	K2,K4,K6
(CO3)	The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world.	K3,K4,K5
(CO4)	The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic	K4,K5,K6
(CO5)	The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy..	K2,K3

FINANCIAL ACCOUNTING AND ANALYSIS (BMB 103)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Understand and apply accounting concepts, principles and conventions for routine monetary transaction.	K2, K3
(CO2)	Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.	K2,K6
(CO3)	Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles.	K1
(CO4)	Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	K4
(CO5)	Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	K2,K4

BUSINESS STATISTICS & ANALYTICS (BMB 104)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Gaining Knowledge of basic concept / Fundamentals of business statistics.	K2
(CO2)	To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance	K1,K4
(CO3)	Evaluating basic concepts of probability and perform probability theoretical distributions	K3,K4
(CO4)	To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	K5,K6
(CO5)	To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	K4

MARKETING MANAGEMENT (BMB 105)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Remember and Comprehend basic marketing concepts.	K1,K2
(CO2)	Understand marketing Insights on application of basic marketing concepts.	K6.K3
(CO3)	Able to Apply and develop Marketing Strategies and Plans	K4
(CO4)	Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	K5
(CO5)	Develop skills to understand the current global and digital aspect of marketing.	K6

CREATIVITY, INNOVATION AND ENTREPRENEURSHIP (BMB 106)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Remember and comprehend basic concepts of creativity, innovation and entrepreneurship	K1,K2,K3
(CO2)	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	K4,K5
(CO3)	Develop understanding of Converting an Idea to an opportunity and develop understanding of various funding sources	K5
(CO4)	Gain in depth knowledge of innovation and its various sources	K1,K2,K5
(CO5)	Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup	K2,K6

BUSINESS COMMUNICATION (BMB 107)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	K4
(CO2)	Analyse ethical, legal, cultural, and global issues affecting business Communication.	K5
(CO3)	Develop an understanding of appropriate organizational formats and channels used in business communications.	K2
(CO4)	Gaining an understanding of emerging electronic modes of communication	K3
(CO5)	Developing effective verbal and non verbal communication skills.	K1,K4

IT SKILLS-1 (BMB 151)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Gain in depth knowledge about the functioning of computers and its uses for managers	K2
(CO2)	Learn to use Internet and its applications	K4
(CO3)	Understand and implement Word processing software	K6
(CO4)	Formulate and propose a plan for creating a solution for the research plan identified.	K4,K2
(CO5)	To report and present the findings of the study conducted in the preferred domain	K5

MINI PROJECT -1 (BMB 152)

Course Outcome (CO)	Details of Course Outcomes	Bloom's Knowledge Level (KL)
(CO1)	Gain in depth knowledge on innovative idea for product or services in form of a project report	K2
(CO2)	To apply innovative idea, its feasibilities and detail descriptions	K4

