



# **KOSHYS INSTITUTE OF MANAGEMENT STUDIES**

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Course outcome**

#### **ODD SEMESTER**

#### **I SEMESTER:**

<b><u>Sl. No</u></b>	<b><u>Course</u></b>	<b><u>Course code</u></b>	<b><u>No of hours</u></b>	<b><u>Faculty Name</u></b>
1	Management Process	BMPC1S	<u>56</u>	Prof.Suravi Das
2	Fundamentals of Accounting	BFAC1S	<u>56</u>	Prof.Chandpasha
3	Business Organization and Environment	BBEC1S	<u>56</u>	Prof.Milana Naidu
4	Quantitative Methods for Business - I	BQMC1S	<u>56</u>	Prof.Deenu

**Course : Management process**

**At the end of the course student will be able to**

1. **Explain** the functional areas of management in the organizations with the help of the organizational structure of any three companies.
2. **Identify** the corporate social responsibilities of major players and their impact on the goodwill of the company
3. **Design** the mission, vision, objectives and strategies for a company Adopting SMART principle

4. **Explain** the, process and importance of the management functions- POSDCORB.
5. Analyze the importance of the application of 14 principles of management in the organization.
6. Design the staffing procedure for the organization.
7. Identify the factors for motivating employees in the organization.

**Course : FUNDAMENTALS OF ACCOUNTING.**

At the end of the course students should be able to

1. Understand the basic concepts of accounting and the golden rules of accounting
2. Differentiate between single entry and double entry system of accounting
3. Explain significance and all types of subsidiary books.
4. Pass journal entries and posting them to ledger accounts
5. Solve problems on final accounts
6. Convert single entry to double entry system of accounting
7. Prepare Bank reconciliation statement.

**Course: Quantitative Methods for Business - I**

1. Understand the number system.
2. Differentiate and solve theory of equations.
3. Explain and understand the concept of progressions.
4. Solve the theory of equations
5. Solve the commercial arithmetic.

**Course : Business Organization & Environment**

**AT the end of the course student will be able To**

1. **Design** the Forms of organization Structure for the organization at all the levels
2. **Explain** the behavior of employers at individual, group and organizational level.
3. **Identify** the determinants of personality and the traits which an employers should possess in the organizational environment.
4. **Implement** the principles and theories of learning in the joint stock company
5. **Design** the group formation process, group goals, roles and responsibilities for achieving the objectives of Business Environment

6. **Analyze** the need and importance for adopting the change and developing the organization considering the famous case studies on organizational change, re-structuring and development.
7. **Understand** the relationship between Business and Government

### **III SEMESTER:**

<u>Sl. No</u>	<u>Course</u>	<u>Course code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	Soft Skills for Business	BSC3SB	<u>56</u>	Prof.Hariprasad .R
2	Corporate Accounting	BCAC3S	<u>56</u>	Prof.Juby James
3	Human Resource Management	BHRC3S	<u>56</u>	Prof.Smitha Biji
4	Business Regulations	BBRC3S	<u>56</u>	Prof.Amala Sen
5	Corporate Environment	BCEC3S	<u>56</u>	Prof.Milana Naidu
6	Business Ethics	BBEC3S	<u>56</u>	Prof.Suresh.N.V

#### **Course : Soft Skills for Business**

**At the end of the course student will be able to**

1. Understand the elements of communication.
2. Apply public speaking skills.
3. Understand and apply the art of conducting and giving interviews.
4. Participate and conduct group discussions. Brain storming, e– meetings, preparing agenda and minutes of the meeting.
5. Understand business communication
6. Make Bio-data, covering letter, interview letters, letter of reference. Memos, minutes, circulars & notices.

#### **Course : Corporate Accounting**

**At the end of the course student will be able to**

1. Discriminate between Financial accounting and Cost Accounting.
2. Compute the difference between marginal costing and absorption costing.
3. Estimates the Economic Order quantity .
4. Understand the methods of pricing materials issues – FIFO, LIFO.
5. Compute labour remuneration.
6. Evaluate the reconciliation of cost and financial accounts.

### **Course: Human Resource Management**

**At the end of the course student will be able to**

1. Summarize the meaning, objectives, functions and process of HRM; duties and responsibilities of HR manager and recent trends in HRM.
2. Understand the meaning and importance of HRP; meaning and methods of Recruitment; meaning and steps in Selection process; problems involved in Placement.
3. Describe the objective, purpose and need for Training and Induction and on-the-job and off-the-job methods of training.
4. Explain the meaning and objectives of Performance Appraisal; traditional and modern methods with their uses and limitations; meaning and objectives of Compensation.
5. Examine the purpose and basis of Promotion; reasons and types of Transfer; Right sizing of workforce and its importance.
6. Realize the role of HRD; Knowledge management and its resources; impact of globalization on HRM and problems in relation to transnational and multinationals.

### **Course: Business Regulations**

**At the end of the course student will be able to**

1. Prepare a chart showing sources of business law and Indian Constitution Articles having economic significance
2. Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract Understand the concept of law system in India and other countries.
3. Analyze the history of Indian contract act and Indian sale of goods act

4. Draft an application to the Chief Information Officer of any government office seeking information about government spending
5. Get the information from Right to Information and Right to education as provided by Government of India
6. Draft a complaint to District Consumer Forum on the deficiency of service in a reputed corporate hospital for medical negligence
7. Collect leading cyber crimes cases and form groups in the class room and conduct group discussion.
8. Draft a constructive and innovative suggestions note on global warming reduction.

### **Course : Corporate Environment**

#### **At the end of the course student will be able to**

1. At the end of the course, student will be able to understand the importance of corporate social responsibility.
2. Able to know the procedure for liquidation.
3. Categorize different type of meeting to be conducted in the organization.
4. Analyze different forms of capital to be raised to start and run business.
5. Able to draft memorandum of association, articles of association and prospectus of the company.

### **Course : Business Ethics**

#### **At the end of the course student will be able to**

6. Create business planning process .
7. Understand the international entrepreneurship opportunities and challenges .
8. Identify the risk involved and in a venture capital opportunities.
9. Design the CSR activity for various corporate for environmental awareness.
10. Determine the boundaries of social entrepreneurship.
11. Demonstrate an ability to engage in critical thinking by analyzing situations and constructing and selecting viable solutions to solve problems.

12. Understand legal forms and ethics as an entrepreneur and develop a business plan.

### **V SEMESTER:**

<b><u>Sl. No</u></b>	<b><u>Course</u></b>	<b><u>Course code</u></b>	<b><u>No of hours</u></b>	<b><u>Faculty Name</u></b>
1	Entrepreneurial Management	BEMC5S	<u>56</u>	Prof.Sharmila
2	Computer Applications in Business	BCAC5S	<u>56</u>	Prof.Divya
3	Investment Management	BNMC5S	<u>56</u>	Prof.Suresh N.V
4	Management Accounting	BMAC5S	<u>56</u>	Prof.Amala Sen
	<b>Electives : HR</b>			
5	Employee Welfare & Social Security	EWEC5S	<u>56</u>	Prof.Smitha Biji
6	Strategic HRM	HRMC5S	<u>56</u>	Prof.Suravi Das
	<b>Electives : Finance</b>			
5	Advanced Financial Management	AFMC5S	<u>56</u>	Prof.Juby James
6	Financial Markets & Services	FMSC5S	<u>56</u>	Prof. Suresh N.V
	<b>Electives : Marketing</b>			
5	Consumer Behavior	MCBC5S	<u>56</u>	Prof.Hariprasad.R
6	Advertising & Media Management	AMMC5S	<u>56</u>	Prof.Sukanya Sharma

### **Course : Entrepreneurial Management**

**At the end of the course student will be able to**

1. Understand the concept ENTREPRENEURSHIP.
2. Understand and remember about small scale industries - tiny industries - ancillary industries - cottage industries.

3. Analyze Concept of Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies.
4. Evaluate the Business Plan –Its Financial aspects - Marketing aspects - Human Resource aspects - Technical aspects - Social aspects .
5. Understand Implementation of the project.
6. Analyse and evaluate the sick industry - Causes of Industrial Sickness - Preventive and Remedial Measures for Sick Industries

**Course : Entrepreneurial Management**

**At the end of the course student will be able to**

1. Understand information and information system
2. Understand types of information systems- Management Information systems, , Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS), Office Automation system, Process Control systems, Executive Information systems.
3. Apply MS OFFICE.
4. Understand Database management systems.
5. Remember different types of Database Systems
6. Under the accounting software- Tally.

**Course : Investment Management**

**At the end of the course student will be able to**

1. Explain the nature and scope of IM.
2. Discuss the different channels or alternatives available to an investor for making investments.
3. Find a pattern of systematic and unsystematic risk.
4. Analysis of variable income securities – fundamental, company and technical analysis.
5. Focus on portfolio theory – Markowitz model, Sharpe’s single index model, efficient frontier with lending and borrowing.
6. Strategies using derivate , hedging , portfolio revision , portfolio evaluation

7. Explain investors life cycle,
8. Describe mutual funds and its type.

### **Course : Management Accounting**

**At the end of the course student will be able to**

1. Understand the concept of management accounting, financial accounting and cost accounting.
2. Collection of financial statements of any one organization for two years and preparing comparative statements
3. Collection of financial statements of any two organization for two years and prepare a common Size Statements
4. Collect statements of an Organization and Calculate Important Accounting Ratio's
5. Draft a report on any crisis in an organization

### **HR ELECTIVE**

#### **Course : EMPLOYEE WELFARE AND SOCIAL SECURITY**

**At the end of the course student will be able to**

After the completion of this course, the student will be able to

1. Understand the concept of Social and Labour Welfare.
2. Enumerate about the planning commission of India and five year plans.
3. Understand the workings of International Labour organization and impact on India.
4. Analyze the statutory and non statutory welfare measures.
5. Understand the roles & responsibilities of welfare officer.
6. Understand the concept of Social security and analyze its importance.
7. Remember the evolution of Machinery for Labour Administration.
8. Analyze the role and responsibilities of Labour administration

#### **Course : STRATEGIC HUMAN RESOURCE MANANGEMENT**

**At the end of the course student will be able to**

9. Understand Strategic Role of HRM.



10. Understand the Investment perspectives of HR which includes Training and Development, Investment Practices for improved retention, Job secure workforce, Nontraditional Investment Approaches.
11. Analyze how managing of strategic organizations can be done.
12. Apply Total Quality Management programmes in organizations.
13. Understand the importance of Establishing Strategic pay plans.
14. Apply better methods of managing Global Human Resources.
15. Remember the Multinational, Global, and Transnational Strategies.

## **FINANCE ELECTIVE**

### **Course : ADVANCED FINANCIAL MANAGEMENT**

#### **At the end of the course student will be able to**

1. Analyse the risks associate with investment decision in business organisations under Risk adjusted technique, discount rate approach, certainty equivalent approach, sensitivity analysis, probability approach, standard deviation, co-efficient if variation and decision tree analysis.
2. Calculate cost of various types of long-term capital
3. Understand the theories of capital structure and solve some problems under theories
4. evaluate how factors affects dividend decision under irrelevance theory, MM model and walter and garden model.
5. Understand the importance and types of working capital
6. Calculate working capital requirement of a company.
7. Calculate value of a firm under DCF method, relative valuation method, net asset method and value based management.

### **Course : FINANCIAL MARKETS & SERVICES**

#### **At the end of the course student will be able to**

1. Understand and analyze the Financial markets.
2. Understand and analyze Non-banking financial intermediaries
3. Understand and analyze SEBI – organization - functions and functioning of sebi - powers of SEBI - role of SEBI in marketing of securities and protection of investor interest.
4. Understand and analyze concept of mutual funds - growth of mutual funds in india.
5. Understand and analyze Recent trends in financial services

## **MARKETING ELECTIVE**

**Course : ADVERTISING AND MEDIA MANAGEMENT**

**At the end of the course student will be able to**

1. **Explain** the types of advertising with examples.
2. **Design** the advertising campaign by Adopting DAGMAR approach.
3. **Classify** the advertisements based on the appeals by considering the profile of major players.
4. **Determine** the advertising budget considering all the factors.
5. **Design** the research process for finalizing the advertising media.
6. **Design** the advertising agency functions with roles and responsibilities.
7. **Design** an advertise considering the 5M's of advertising.

**Course : CONSUMER BEHAVIOR**

**At the end of the course student will be able to**

1. **Explain** the consumer buying decision making process.
2. **Evaluate** the individual and group factors which influence consumer decision making process
3. **Identify** the roles played by consumer while buying the products and services
4. **Explain** the models of consumer buying decision making process.
5. **Design** the strategies for satisfying consumers.

6. **Determine** the influence of electronic media and EWOM on online buying.
7. **Explain** the consumer Rights and the implications of consumer protection Act.