



# ST. ALOYSIUS' COLLEGE

**AUTONOMOUS**  
**JABALPUR- 482001**  
**MADHYA PRADESH, INDIA**

## CRITERION-1

### CURRICULAR ASPECTS



**Key Indicator – 1.1**



**Curriculum Design and Development**

**Metric No.: 1.1.1**

**Curricula have relevance to the Local, Regional, National and Global developmental needs which is reflected in Programme outcomes (POs), Programme Specific outcomes (PSOs) and Course Outcomes (COs) of the Programmes offered by the Institution**

**Document Name**

**Mapping Faculty of Management**



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## Faculty of Management

### Programme Outcomes

PO No.	Programme Outcome
	Upon completion of three years BBA programme the student would achieve the following outcomes
PO1	Develop holistic management education which leads to effective corporate and entrepreneurial skills contributing to the growth at national and international context.
PO2	Develop whole person corporate learning inculcating citizenship, life skills and ethical leadership.
PO3	Develop deep understanding of economic, legal and ethical aspects of business to enhance prospects of national and international employability.
PO4	Attain creative, demonstrative analytical, and critical skills which promotes an effective managerial and entrepreneurial thought process.
PO5	Acquire the conceptual knowledge of management education to pursue higher professional careers.



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## Program Specific Outcomes

PSO No.	Programme Specific Outcomes
	Upon completion of these courses the student would
PSO-1	Acquire holistic management education with an understanding of all the allied disciplines contributing to the field of management.
PSO-2	Understand and develop new knowledge through core elective areas of management and information technology.
PSO-3	Demonstrate knowledge with an integrated approach to various operational domains of management.
PSO-4	Understand and demonstrate new domains of knowledge through new electives catering to industry requirements.
PSO-5	Acquire through internships, projects and industry exposure.



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## Course Outcomes

**Bachelor of Business Administration (B.B.A.)**

**BBA Semester I & II Semester**

**Group A - Human Resource**

**Paper I : Business Management**

CO No.	Course Outcomes
CO-1	Identify the key contributors and their contributions in the development of management thoughts.
CO-2	Explain the significance and stages of the planning Process.
CO-3	Describe common organizational structures and their advantages and disadvantages.
CO-4	Elaborate the importance of employee motivation in an organization.
CO-5	Describe the method and significance of Leadership and Strategic Management



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## Paper II : Communication Skills

CO No.	Course Outcomes
CO-1	Interpret the concept of business communication and illustrate the nature, channels, barriers and types of communication.
CO-2	Understand and demonstrate the necessity of public speech and negotiation skills for business. Also, the importance of audience analysis.
CO-3	Elaborate the necessity of non-verbal communication and demonstrate its applicability.
CO-4	Illustrate the importance of office and corporate communication via written and oral.
CO-5	Explain the concept of global business correspondence and write business meetings, agendas, and job applications.



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## Group B : Marketing Paper I : Micro Economics

CO No.	Course Outcomes
CO-1	Explain the nature and importance of the study of Economics and its relevance in business.
CO-2	Understand and demonstrate the concept of demand, supply, laws of demand and supply and concept of elasticity.
CO-3	Analyse utility and recall the cardinal and ordinal analysis of utility.
CO-4	Understand the concept and types of cost, factors of production and state modern theories of rent, profit and interest.
CO-5	Understand the concept of national income, and the various types of market structures and trade cycle.



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## Paper II : Business Statistics

CO No.	Course Outcomes
CO-1	Understand and implement the basic concept of statistics.
CO-2	Illustrate the concept and application of measures of central tendencies.
CO-3	Understand the process of collection and presentation of data.
CO-4	Utilize various measures of variation and time series analysis in practical problems of business and management.
Co-5	Infer the applicability of correlation and regression analysis and interpret index numbers.



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## Group C : Finance

### Paper I : Financial Accounting

CO No.	Course Outcomes
CO-1	Understand the concepts and principles of basics of accounting , Use and applicability of various accounting standards
CO-2	Understand and describe various preliminary books of accounts. Construct, illustrate and also summarize them.
CO-3	Define and Tabulate the financial statement of a business and analyze and interpret it
CO-4	Enumerate the procedure of making Branch and departmental a/cs
CO-5	Prepare and Compute the hire purchase sale and also demonstrate the royalty a/c.

### Paper I : Business Mathematics

CO No.	Course Outcomes
CO-1	Illustrate the concepts of sets and its operations
CO-2	Understand the concept of linear equations and formulation in different area
CO-3	Illustrate the concepts of Matrix , inverse matrix and its applications
CO-4	Understand the construction of rule and calculate its derivatives
CO-5	Understand to calculate anti derivatives and profit & loss and brokerages.





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## B.B.A. III Sem & IV Sem

### Paper- I: Major

CO No.	Course Outcomes
CO-1	Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.
CO-2	Students will understand how organizations link training programs to organizational needs
CO-3	Students will learn how organizations evaluate jobs and design salary structure based on that.
CO-4	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

### Paper- II: Minor (Marketing Management)

CO No.	Course Outcomes
CO-1	Student will be able to identify the marketing process and its applicability in business operations. List best practices for responsible marketing and how to manage marketing efforts.
CO-2	Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.



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## Paper- III: Elective (Financial Markets & Financial Services)

CO No.	Course Outcomes
CO-1	To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.
CO-2	They will be able to know various money market and capital market instruments.
CO-3	They will be able to understand the functions and the organisations of capital market and money market in India.
CO-4	They will be able to understand various financial institutions and their role in financing of business.
CO-5	They will be able to know about various financial services provided in the financial market.

## BBA IV Sem

### Group A ( Human Resource)

#### Paper- I: Major (Organization Behaviour)

CO No.	Course Outcomes
CO-1	Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior.
CO-2	Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively
CO-3	Analyze various Stress management and coping strategies.



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CO-4	Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.
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## Paper- II : Minor(Marketing Research)

CO No.	Course Outcomes
CO-1	Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
CO-2	Provide a detailed overview of the stages in the market research process.
CO-3	Develop an appropriate market research design for the clients.
CO-4	The data collection process uses contemporary statistical packages to calculate and report descriptive statistics from quantitative data.
CO 5	Communicating research results in written report and oral presentation formats

## Paper- III: Elective (Financial management)

CO No.	Course Outcomes
CO-1	Students will have an understanding of basic of Finance and analysis and interpretation
CO-2	The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CO-3	The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.



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## Subject: Group A -Human Resource

**B.B.A. III Year**

**Paper- I: DSE I**

### Subject – Human Resource Development

CO No.	Course Outcomes
CO-1	To understand the concept of Human Resource Management.
CO-2	To understand the Human Resource Planning.
CO-3	To understand the Human Resource Development Process.
CO-4	To understand the importance of Learning and Human Resource Development.
CO-5	To understand the Process of Human Resource Development Activities.

## Paper : DSE II

### Subject – Employee Relation & Compensation Management

CO No.	Course Outcomes
CO-1	Understand the Concept and Importance of Employee Relation
CO-2	Understand the Strategies and Policies of Employee Relation.
CO-3	Understand the Strategies and Policies of Employee Relation.
CO-4	Understand the Compensation Planning



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## Subject – Functional Management

### Paper – Minor

CO No.	Course Outcomes
CO-1	Understand the concept of Financial Management .
CO-2	Understand the concept of Personnel Management .
CO-3	Understand the concept of Production Management .
CO-4	Understand the concept of Marketing Management
CO-5	Understand the concept of Digital Marketing .
CO-6	Understand the need of Business Ethics in Management .

## Subject – Retail Management

### Paper – Elective

CO No.	Course Outcomes
CO-1	Understand the Fundamental Concept of Retail management .
CO-2	The students will be able to Understand the shopper's behaviour .
CO-3	The students will be able to Understand the consumer's behaviour .
CO-4	The students will be able to understand merchandise Management .
CO-5	The student will able to analysis the visual merchandising .
CO-6	The students will aware about the concept the E- Retailing system .



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## Group B-Marketing

### Paper- DSE 1

#### Subject – Consumer Behaviour

CO No.	Course Outcomes	Cognitive Level
CO-1	To create understanding about Consumers.	R, U
CO-2	The students will be able: to impart knowledge regarding process of decision making motivation and cultural influence.	An, E
CO-3	The students will be able: to familiarize students influence.	C, App
CO-4	The students will be able,Opinion leadership and consumer protection.	E, App

## Group B – Marketing

### Subject – International Marketing

#### Paper – DSE II

CO No.	Course Outcomes
CO-1	The students will become Proficient in import-Export procedure
CO-2	The students will be able to Student able to know about international marketing strategy
CO-3	The students will be able to understand the components and process of logistics global marketing.
CO-4	The students will be able to learn role of government policies and challenges faced to international competition.



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## Group B – Marketing

### Subject – Retail Management

#### Paper – Minor

CO No.	Course Outcomes
CO-1	The students will be able to understand the Fundamental Concept of Retail Management.
CO-2	The students will be able to Understand the shopper's behaviour in LRNG.
CO-3	The students will be able to analyse the merchandise Management, visual merchandising.
CO-4	The students will be able to understand E- Retailing system E- Payment system.

## Group B – Marketing

### Paper - Elective

#### Subject – Functional Management

CO No.	Course Outcomes
CO-1	Understand the concept of Financial Management.
CO-2	The students will be able to Understand the concept of Personnel Management .
CO-3	The student will understand the concept of Production Management.
CO-4	Understand the concept of Marketing Management.
CO-5	The students will be able to Understand the concept of Digital Marketing.
CO-6	Understand the need of Business Ethics in Management.



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## Group C – Finance

### Subject – Security Analysis And Portfolio Management

#### Paper – DSE I

CO No.	Course Outcomes
CO-1	Understand the Concept of Security and various kinds of investment.
CO-2	The students will be able to develop understanding regarding Indian Capital , Saving patterns and Indian stock market.
CO-3	The students will be able to understand the role of various market intermediaries.
CO-4	The students will be able to Learn the concepts of fundamental analysis and efficient market theory.
CO-5	The students will understand the fundamental concepts of derivative market.

## Subject –International Finance

#### Paper – DSE II

CO No.	Course Outcomes
CO-1	Understand the most widely used international business terms and concepts.
CO-2	The students will be able to identify the role and impact of political, economic, social and cultural variables in international business
CO-3	The students will be able to Analyse international business from a multi-centric perspective, avoiding ethnocentrism.





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## Subject – Working Capital Management

### Paper – Minor

CO No.	Course Outcomes
CO-1	The students will be Equipped the knowledge of management of Working Capital.
CO-2	The students will be able to understand the importance of cash management.
CO-3	The students will be able to Acquaint themselves with the concept of credit policy and credit management.
CO-4	The students will be able to Learn to apply sound techniques for managing inventory.
CO-5	Acquaint themselves with various tools of short-term financing, debt financing and bank financing.

## Group C – Finance

### Subject – Functional Management

#### Paper – Elective

CO No.	Course Outcomes
CO-1	Understand the concept of Financial Management.
CO-2	The students will be able Understand the concept of Personnel Management.
CO-3	The student will understand the concept of Production Management.
CO-4	Understand the concept of Marketing Management.
CO-5	The students will be able to Understand the concept of Digital Marketing.
CO-6	Understand the need of Business Ethics in Management.