

M.E.S. Vasant Joshi College of Arts and Commerce, Zuarinagar-Goa

Academic Year 2025-26

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOMES

B.B.A. SEMESTER I

Management Process & Organizational Behaviour Core Course

Course Code: MNA-100

The students will be able to:

CO-1: Understand the functions and responsibilities of managers and their role in decision making

CO-2: Get an insight into Organization Structure and Design and its impact on Individual and interpersonal behaviour

CO-3: Analysing Individual Behaviour, and its implications for organizational behaviour.

CO-4: Analysing Group behaviour, and its implications for organizational behaviour.

Human Resource Management Core Course

Course Code: MNA- 101

The students will be able to:

CO-1: Define the concept of HR and its integration with business performance.

CO-2: Derive a deep insight into Human Resource planning and its linkage to an effective recruitment process.

CO-3: Understand of Training needs assessment and the training process.

CO-4: Get an in depth understanding of a good Performance Management System.

CO-5: Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.

CO-6: Assess Industrial Disputes and methods of settlement of the same.

IT Skills for Business - Core Course

Course Code: MNA- 101

The students will be able to:

CO-1: To appreciate the use of Information Technology in business

CO-2: To prepare professional documents using Word processing Application

CO-3: To organize, analyse and visualize data using Spreadsheet Application

CO-4: To design slide presentations effectively and efficiently using Presentation Software

Communication English: Spoken & Written AEC

Course Code: ENG-151

The students will be able to:

CO-1: Elicit and show respect for the views of others as well as be culturally sensitive.

CO2: Display emotional stability and self-confidence.

CO-3: Apply critical thinking skills through decision- making and problem solving.

CO-4: Demonstrate effective written communication for an intended purpose and audience that follows genre/disciplinary conventions that reflect creation, organization, precision, and revision.

Digital Content Creation in English AEC

Course Code: ENG 152

The students will be able to:

CO-1: Create and deliver individual presentations using a variety of digital software.

CO-2: Compose and present a digital story.

CO-3: Identify and distinguish between different genres of writing.

CO-4: Write a book/ film review.

CO-5: Interpret graphic data to arrive at an informed conclusion.

Cultural Heritage of Goa -I MDE

Course Code: MNA-

121

CO-1: Demonstrate a thorough grasp of the basic topography of Goa, the social assets of Goa, state identities, modes of transportation and housing, and the architecture of historic places in Goa.

CO-2: Gain insight and practical knowledge into the pre-Portuguese and Portuguese eras and the customs and traditions in Goa.

CO-3: Understand the traditional systems of land ownerships and the intangible heritage of Goa.

CO-4: Understand the liberation movements and Post Portuguese era.

Environmental Studies I VAC

Course Code: VAC- 100

To students will be able to:

CO.1 Distinguish between renewable and non-renewable resources

CO.2 Understand different ways to manage resources sustainability

CO.3 Appreciate the value of biodiversity and its management.

B.B.A. SEMESTER II

Marketing Management Core Course

Course Code: MNA- 103

The students will be able to:

CO-1: Take decisions based on the Marketing Mix.

CO-2: Divide the market into segments, check attractiveness and accordingly take decisions. CO-

3: Rationalize decisions based on segmentation, targeting and positioning analysis.

CO-4: Take decisions related to the product based on the life cycle stage and decide which channel will be appropriate for distribution.

CO-5: Identify the factors affecting promotion mix and come up with alternatives and take advertising related decisions.

Financial Statement Analysis Core Course

Course Code: MNA-

104

The students will be able to:

CO-1: Interpret financial statements from annual report of a company.

CO-2: Analyse financial statements to assess financial strength of a company using tools like comparative statement, common size statement, trend analysis and Cash Flow Statement.

CO-3: Compute and analyse different financial ratios and their interpretation and application in decision making.

CO-4: Compare firms based on financial ratios and other parameters for effective inter – firm analysis.

Business Environment Core Course

Course Code: MNA-

105

The students will be able to:

CO-1: To identify the constituents of business environment and their impact on business.

CO-2: To demonstrate the range and complexity of the external influences on business activity.

CO-3: To integrate the various financial and economic concepts in the business environment.

CO-4: To analyze various components of national and international business and its implications on the business environment.

Critical Thinking – MDE
129

Course Code: MNA-

The students will be able to:

CO-1: Understand how effective critical thinking is.

CO-2: Practice the same professionally and in everyday life.

CO-3: Process and analysing information more logically to take practical decisions.

CO-4: Hone their problem-solving ability along with awakening of a curious mind.

Functional English I: Communicative English 1.1 AEC
251

Course Code: ENG-

The students will be able to:

CO-1: Confident with advanced communicative skills in oral and written communication

CO-2: Familiar with improved comprehension skills

CO-3: Able to analyse and interpret texts

CO-4: Write short narratives and summaries with appropriate use of paragraphing and punctuation

Public Speaking and Presentation Skills SEC
141

Course Code: MNA-

The students will be able to:

CO-1: Demonstrate confidence and competence in public speaking.

CO-2: Write and structure impactful speeches and presentations.

CO-3: Deliver content using appropriate vocal and physical techniques.

CO-4: Use digital tools and visual aids to enhance presentations.

CO-5: Provide and receive constructive feedback for improvement.

English VAC - Life Skills

Course Code: VAC 116

The students will be able to:

CO-1: Students will be introduced to important life skills: emotional, social, critical thinking, and creative thinking.

CO-2: Understand the connection between emotional, social and thinking skills.

CO-3: Understand the use of these skills and be able to use them in their own personal lives as well as in the helping profession.

CO-4: Develop their critical and creative thinking skills.

SEMESTER III

Financial Management - Major

Course Code: MGA-200

The students will be able to:

CO-1. Understand the cost of capital and working capital management.

CO-2. Evaluate capital investment decisions

CO-3. Take decisions with respect to accepting/rejecting projects for firms, and to arrive at an efficient capital structure.

CO-4. Calculate the operating cycle, determine the working capital requirements for a firm and employ techniques of inventory management.

Business Environment Major

Course Code: MGA-201

The students will be able to:

CO-1: To identify the constituents of business environment and their impact on business.

CO-2: To demonstrate the range and complexity of the external influences on business activity.

CO-3: To integrate the various financial and economic concepts in the business environment.

CO-4: To analyse various components of national and international business and its implications on the business environment.

Business Maths and Statistics Minor

Course Code: MGA-211

The students will be able to:

CO-1: Make managerial decisions using set theory.

CO-2: Make managerial decisions using basic calculus.

CO-3: Make managerial decisions using linear algebra. 4. Use probability for arriving at decisions.

Contemporary Global Issues MC

Course Code: POL-231

The students will be able to:

CO-1: will be able to develop a functional understanding of Contemporary Global Issues.

CO-2: to assess various dimensions of global concerns critically.

CO-3: develop the interrelation between global and national issues.

CO-4: learn how global issues affect individuals and society.

Sampreshan Kaushal AEC

Course Code: HIN-251

The students will be able to:

CO-1: छात्र संप्रेषण कौशल और नेतृत्व की क्षमता का विकास होगा।

CO-2: छात्र रोजगार के अच्छे अवसर प्राप्त कर सकेंगे।

CO-3: छात्र भाषा में प्रभावशाली ढंग से विचारों का आदान-प्रदान कर सकेंगे।

CO-4: छात्रों में सामुहिक संघ की भावना बढेगी।

Interview Facing Skills & Mock Interviews SEC

Course Code: MGA-241

The students will be able to:

CO-1: Conduct a self-assessment.

CO-2: Analyse the job market and job search efficiently.

CO-3: Developing effective resumes and cover letters.

CO-4: Participate in selection processes of organizations and interviews confidently.

B.B.A. SEMESTER IV

Business Research Methods Major

Course Code: MGA-202

The students will be able to:

CO-1: Understand the relevance and role of research in business and formulate the research problem.

CO-2: Develop the framework/design and a well -designed questionnaire with appropriate use of measurement scaling

CO-3: Develop an appropriate sampling design.

CO-4: Analyse and interpret the results for decision making.

Consumer Behaviour Major

Course Code: MGA-203

The students will be able to:

CO-1: Understand the consumer decision-making process.

CO-2: Describe and analyse the stages of the process.

CO-3: Understand the role of perception and learning in shaping consumer behaviour.

CO-4: Develop research skills to gather and analyse the data related to consumer behaviour.

Talent Acquisition and Employee Engagement Major

Course Code: MGA-204

The students will be able to:

CO-1: Apply retail skills in strategic retail planning.

CO-2: Employ effective and efficient techniques in retail merchandising.

CO-3: Develop a sales plan to optimize sales force efficiency and productivity.

CO-4: Recommend suitable channels for distribution management.

Retail, Sales & Distribution Management Major

Course Code: MGA-206

The students will be able to:

CO-1: Apply retail skills in strategic retail planning.

CO-2: Employ effective and efficient techniques in retail merchandising.

CO-3: Develop a sales plan to optimize sales force efficiency and productivity.

CO-4: Recommend suitable channels for distribution management.

Case Analysis Major

Course Code: MGA-209

The students will be able to:

CO-1: Identify the core and peripheral problems in the given case.

CO-2: Identify relevant theoretical concepts to be applied to the case.

CO-3: List down alternative solutions

CO-4: Evaluate alternatives and recommend optimal solution.

Sambhashan Kala AEC

Course Code: HIN 252

The students will be able to:

CO-1: छात्र संभाषण के स्वरूप से अवगत होंगे।

CO-2: छात्र संभाषण कला के विभिन्न रूपों से परिचित होंगे।

CO-3: छात्र संभाषण कला की उपयोगिता को समझेंगे।

CO-4: छात्र संभाषण कला संवर्धन करेंगे।

Internship

Course Code: MGA-262

SEMESTER V

Economics for Management Major

Course Code: MGA -

The students will be able to:

CO-1: Understand fundamental principles of economics in the business context

CO-2: Analyse how a firm can achieve its objectives, subject to constraints, most efficiently

CO-3: Use appropriate data on macroeconomic indicators for strategic business decision making

CO-4: Apply economic concepts for decision-making, strategy formulation, and overall business performance.

**Services Marketing Major
301**

Course Code: MGA -

The students will be able to:

CO-1: Identify the service products, markets and customers.

CO-2: Build the service model,

CO-3: Manage the customer interface

CO-4: Develop a Service Blue Print

Integrated Marketing and Communications Major

Course Code: MGA -304

The students will be able to:

CO-1: Apply the key terms, definitions, and concepts used in integrated marketing communications. CO-2: Evaluate, select and schedule media for IMC campaign plan.

CO-3: Create IMC campaign plan

CO-4: Evaluate the effectiveness of the IMC campaign Plan.

**Performance Management and Competency Mapping Major
305**

Course Code: MGA -

The students will be able to:

CO-1: Define SMART objectives and conduct effective appraisal interviews

CO-2: Create an effective performance management system

CO-3: Identify and develop competency frameworks

CO-4: Map Competencies as per Organisational role

**Production and Operations Management Major
308**

Course Code: MGA -

The students will be able to:

CO-1: Forecast for production

CO-2: Select the best location and design a layout

CO-3: Sequencing of jobs at a machine

CO-4: Develop the ability to use QC techniques

CO-5: Optimize inventory levels

Strategic Management Major Course Code: MGA -309

The students will be able to:

CO-1: Analyse the firm's Internal environment using Internal analysis tool and techniques.

CO-2: Analyse the firm's External environment using External analysis tools and techniques

CO-3: Identify and indicate sustainable strategies for firms for competitive advantage.

CO-4: Integrate and apply knowledge to formulate and implement strategy from holistic and multi-functional perspectives.

SEMESTER VI

Entrepreneurship Major Course Code: MGA -307

The students will be able to:

CO-1: To conduct market research and analysis to identify viable business ideas

CO-2: To create of a well-structured plan that outlines product/service offerings, marketing strategy and financial projections

CO-3: To develop a comprehensive business plan identifying and securing funding through various sources

CO-4: To understand legal and regulatory framework to effectively to support business goals.

Legal Aspects of Business Major Course Code: MGA -310

The students will be able to:

CO-1: To analyse about the framework of Indian Business and Industrial Laws.

CO-2: To identify and apply legal concepts applicable to Business transactions and Industrial areas.

CO-3: To enter into various contracts and know the formation of the Company.

CO-4: To develop strategies for compliance of various Business, Company and Industrial Laws.

Production and Brand Management Major Course Code: MGA -311

The students will be able to:

CO-1: Use market data to create effective launch strategies for product success.

CO-2: Develop and oversee new products and make informed decisions about their future.

CO-3: Define brand values, create competitive advantages and utilize digital tools for impactful branding.

CO-4: Design effective product portfolios and adapt to emerging branding trends.

Labour Laws and Compensation Management Major Course Code: MGA -312

The students will be able to:

CO-1: Understand the importance and applicability of various labour laws.

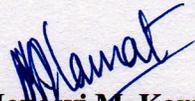
CO-2: Interpret the contents of the relevant Labour Laws and take managerial decisions based on the applicable act.

CO-3: Understand how pay decisions help the organization achieve a competitive advantage

CO-4: Prepare compensation structure, benefits & reward system for general employees and special groups

Internship




Dr. Manasvi M. Kamat
Professor and Principal