



YENEPOYA

(DEEMED TO BE UNIVERSITY)

Recognized under Sec 3(A) of the UGC Act 1956

Accredited by NAAC with 'A' Grade

YENEPOYA INSTITUTE OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT

PROGRAM OUTCOMES AND COURSE OUTCOMES

UNDERGRADUATE PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION

ATTESTED

Dr. Gangadhara Somayaji
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University Road,
Mangalore - 575 018, Karnataka

PROGRAM OUTCOMES

UNDERGRADUATE PROGRAM

BBA (AVIATION, TRAVEL AND TOURISM)

(K=Knowledge, S=Skill, A=Attitude)

- PO 1 To provide a strong foundation and understanding of the functioning of commercial organisations in aviation, travel and tourism (K)
- PO 2 To develop competency in students to pursue higher level programmes such as MBA, PhD or other Master Programmes in Tourism, Travel and Aviation. (K,S)
- PO 3 To enhance employability and to be able to take up challenging job assignments.(K,S,A)
- PO 4 To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Tourism, Aviation and Management. (K,S)
- PO 5 To help understand methods and processes of hospitality, tourism and aviation in every area of activity. (K,S)
- PO 6 To expose them to the areas of application of knowledge in business firms and service sector organizations. (K,S)
- PO 7 To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Tourism and Aviation subjects with the sole purpose of making them self-dependent and easily employable. (K,S)
- PO 8 To provide adequate basic understanding about Management Education among the students and To develop language abilities of students to inculcate writing skills and Business correspondence (K,S)
- PO 9 To evaluate different business problems using analytical and creative, and integrative abilities and to solve business problems in an ethical manner. (K,S)
- PO 10 To understand finance and other core business content and new venture development.(K,S)
- PO 11 To develop and implement functional and general management skills to make strategic decision in real – era (K,S,A)
- PO 12 To build and Demonstrate Leadership, Teamwork, Social skills and Communicate effectively in different contexts. (S,A)
- PO13 To facilitate the students to go for professional courses and to develop ethical reasoning, professional behavior and entrepreneurial skills. (S,A)
- PO14 To prepare professional quality business documents and deliver a professional quality business presentation and to develop a global perspective towards various legal issues.(S,A)
- PO15 Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making (K,S,A)
- PO16 Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels. (S,A)

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COURSE OUTCOME
UNDERGRADUATE PROGRAM
BBA (AVIATION, TRAVEL AND TOURISM

I SEMESTER

Name of CO

Principles of Management

- | | |
|------|--|
| CO 1 | Discuss and communicate the management evolution and how it will affect future managers |
| CO 2 | Observe and evaluate the influence of historical forces on the current practice of management |
| CO 3 | Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues. |

Name of CO

Marketing Management

- | | |
|------|--|
| CO 1 | Understand various concepts and theories of Marketing management to apply them in marketing context |
| CO 2 | Demonstrate a sound knowledge of conventional and latest marketing ideas, and of the theories on which these ideas are based |
| CO 3 | Able to understand and find the market segments |

Name of CO

English-I

- | | |
|------|--|
| CO 1 | Master communication skills in English and speak the language with fluency and accuracy. |
| CO 2 | Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively. |
| CO 3 | Make academic presentations precisely, logically and effectively and master the skills of academic writing. |

Name of CO

Hindi-I

- | | |
|------|---|
| CO 1 | Students will be aware of Hindi literature. Hindi is useful for communication. It helps students to understand Hindi language easily |
| CO 2 | Students acquire the skills of Reading and writing |
| CO 3 | It teaches students about human values, literary elements, confidence, health and environmental compatibility. Helps students to read, write and understand Hindi. students get acquainted with Hindi poets and authors |

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Name of CO	Kannada-I
CO 1	The students will be aware of Kannada literature. Kannada is useful for daily transactions. It helps to understand Kannada language easily.
CO 2	Students have the habit of reading Kannada. Also useful for writing. It is helpful to understand the hard sounds of Kannada.
CO 3	It teaches students about human values, literary elements, confidence, health and environmental compatibility. Helps students to read, write and understand Kannada. Kannada language is useful for business. Helps students to face some competitive exams. It is helpful to know Kannada land and literature. Get acquainted with Kannada poets and authors.

Name of CO	Human Rights, Gender and Environmental Studies
CO 1	It explain the rights of a citizen and various policies of gender equality
CO 2	Define and state the importance of the concepts of Environmental Studies to address complex environmental issues from a problem-oriented, interdisciplinary perspective
CO 3	to have an understanding of the main interests and concerns relating to the human rights

Name of CO	Managerial Economics
CO 1	Develop the conceptual foundations and analytical methods used in micro economics
CO 2	Be familiar with the basic consumer behaviour, behaviour of firms, and market equilibrium.
CO 3	Understanding pricing policy with various market structures and its types.

Name of CO	Business Communication & Personal Development
CO 1	Engage in activities related to verbal and written communication that are required in a professional business environment.
CO 2	Participate in critical conversations and prepare, organize, and deliver their work to the public.
CO 3	Applying the concept for career advancement through presenting oneself in interviews and group discussions

II SEMESTER

Name of CO	Management Accounting
CO 1	Develop the ability to use accounting concepts, principles, and

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	frameworks to analyse and effectively communicate information to a variety of audiences.
CO 2	Develop the ability to use accounting information to solve a variety of business problems
CO 3	Develop the ability to interact well with team members
Name of CO	Human Resources Management
CO 1	Identify the key skills that are required by HR Professionals to effectively contribute towards managing employees in dynamic organization
CO 2	Analyse current issues, trends, practices and process in HRM
CO 3	Students will demonstrate strong conceptual knowledge of management & its functional areas.
Name of CO	English-II
CO 1	Master communication skills in English and speak the language with fluency and accuracy
CO 2	Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
CO 3	Make academic presentations precisely, logically and effectively and master the skills of academic writing
Name of CO	Hindi-II
CO 1	Students will be aware of Hindi literature. Hindi is useful for communication. It helps students to understand Hindi language easily
CO 2	Students acquire the skills of Reading and writing
CO 3	It teaches students about human values, literary elements, confidence, health and environmental compatibility. Helps students to read, write and understand Hindi. students get acquainted with Hindi poets and authors
Name of CO	Kannada-II
CO 1	The students will be aware of Kannada literature. Kannada is useful for daily transactions. It helps to understand Kannada language easily.
CO 2	Students have the habit of reading Kannada. Also useful for writing. It is helpful to understand the hard sounds of Kannada.
CO 3	It teaches students about human values, literary elements, confidence, health and environmental compatibility. Helps students to read, write and understand Kannada. Kannada language is useful for business. Helps students to face some competitive exams. It is helpful to know Kannada land and literature. Get acquainted with Kannada poets and

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authors.

Name of CO	Computer Application in Business
CO 1	Illustrate the principles of good spreadsheet design
CO 2	Demonstrate proficiency the acquisition and analysis of organizational data from a variety of data sources common in the business environment
CO 3	Exhibit proficiency in the creation of analyses to aid in data-centric decision making
Name of CO	Constitution of India
CO 1	State and explain the constitution of India and its Constituent Assembly
CO 2	Explain fundamental rights and duties of citizen
CO 3	Identify union, state and federalism of India
Name of CO	Business Law
CO 1	Impart essential knowledge about relevant laws concerning and effecting business organizations in operation
CO 2	Familiarize the student with certain statutes that may apply in business context
CO 3	Demonstrate an understanding of the Legal Environment of Business.

III SEMESTER

Name of CO	Aviation and Hospitality Management
CO 1	Perform operations involved in the Airport
CO 2	Know and interpret the Meteorological data's and to calculate the Airport fees, Rates and Charges
CO 3	Understand and adhere to the various Regulations involved Aviation Industry
Name of CO	Introduction to Tourism and Travel Industry
CO 1	Define travel and tourism products
CO 2	It explain various transportation modes in the tourism network
CO 3	Identify methods of tourism marketing
Name of CO	Airfare, Ticketing Practices and Commercial Geography
CO 1	Construct fares to various traffic conferences
CO 2	Demonstrate the ability to issue tickets
CO 3	Apply the practical knowledge in the travel agency
Name of CO	Consumer Behaviour
CO 1	Understand concepts, models and applications of consumers

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- CO 2 Describe consumer perception, its elements and study about learning theories, attitudes and motivation
- CO 3 Illustrate the influence of culture, subculture and cross culture on consumer behaviour

- Name of CO** **Research Methodology**
- CO 1 Provide an overview of the research process
- CO 2 Identify the methods and techniques of research
- CO 3 State clearly their research problem and associated research questions arising, including both descriptive and either explanatory or exploratory questions

- Name of CO** **Enterprise Resource Planning**
- CO 1 Make basic use of Enterprise software, and its role in integrating business functions
- CO 2 Analyse the strategic options for ERP identification and adoption
- CO 3 Design the ERP implementation strategies

- Name of CO** **Elements of Port and Shipping Management**
- CO 1 Get knowledge in Shipping Markets and its legal aspects
- CO 2 Know about the basic shipping operations
- CO 3 Describe the various shipping accounting concepts which enables them to fetch global placements

IV SEMESTER

- Name of CO** **Regional Tourism in India**
- CO 1 To enable the students to identify the importance of the background elements of tourism resources of India and how they are promoted regionally
- CO 2 Will get an overview of basic understanding in tourism and its education
- CO 3 To learn modern and early tourism

- Name of CO** **Geography and International Heritage Tourism**
- CO 1 Identify tourist flows and movements, types and forms of tourist areas and destinations, traditional and recent destinations, Tourism demand & supply, tourist motivations
- CO 2 Study about major and minor tourism generating countries, and their tourism policies, tourism development

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CO 3 Explore tourism opportunities

Name of CO Innovative practices in Tourism

CO 1 Define Mice tourism, voyage tourism, health tourism

CO 2 Identify global tourism fairs, intercontinental sea tour and space tourism

CO 3 Analyse the impact of globalization on tourism and travel

Name of CO Purchasing and Inventory Management

CO 1 Explains the important theories of purchasing in manufacturing and service sector

CO 2 Identify the best practices and quality control in inventory management

CO 3 Describes the processes for continuous improvement in purchasing and vendor management

Name of CO Taxation Law & Practice

CO 1 Distinguish sources of income

CO 2 Calculate tax for natural and legal persons

CO 3 Complete printed matter tax declarations

Name of CO Organizational Behaviour

CO 1 Analyse individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations.

CO 2 Outline the elements of group behaviour including group dynamics, communication, leadership, power & politics and conflict & negotiation

CO 3 Identify your own management style as it relates to influencing and managing behaviour in the organization systems

V SEMESTER

Name of CO Medical Tourism and Hospital Administration

CO 1 Identify the concepts of medical tourism

CO 2 Define hospital planning and health entrepreneurship

CO 3 State concepts like health, society and ethics

Name of CO Tour guiding and Interpretation

CO 1 Explain tour guiding concepts, conduct, rules for personnel hygiene and tour guiding skills

CO 2 Enact simulated commentary in use of micro phones

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CO 3	Demonstrate sense of humour in tour guiding role plays
Name of CO	Introduction to Supply Chain Management
CO 1	Describes the processes of SCM
CO 2	Identify the key supply chain business processes
CO 3	Describes the technology integrated in supply chain coordination
Name of CO	Corporate Governance and Ethics
CO 1	Identify the moral issues involved in the management of specific problem areas in business
CO 2	Define ethical concepts that are relevant to resolving moral issues in business
CO 3	Examine the social and natural environments within which moral issues in business arise
Name of CO	Production & Operations Management
CO 1	Define 'operations' and 'operations management'
CO 2	Identify the roles and responsibilities of operations managers in different organisational contexts
CO 3	Identify operational and administrative processes
Name of CO	E Commerce
CO 1	Define principles of e-commerce from a business perspective providing an overview of business and technology topics
CO 2	Identify business models, virtual value chains and social innovation and marketing strategies
CO 3	Explains some of the major issues associated with e-commerce— security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored

VI SEMESTER

Name of CO	Creating tour packages and travel documentation
CO 1	Describes the tour itinerary concept
CO 2	Discuss various types of itineraries and Explain the scope of tour itinerary
CO 3	Discuss the significance of tour itinerary, Information and research input required in Preparation of Tour Itineraries

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Name of CO **Immigration and Customs Duty Regulations**
CO 1 Exhibit knowledge and terms of reference related to custom duty
CO 2 Identify, define and resolve tax issues through their understanding and knowledge

CO 3 State the custom duty laws, regulations and procedures

Name of CO **Business Statistics**
CO 1 Define various statistical tools
CO 2 Explain the role of statistical tools in decision making
CO 3 Apply the concepts of statistics in business decision making

Name of CO **Digital Marketing**
CO 1 Define the concepts of Digital marketing
CO 2 Identify market offerings on digital channel
CO 3 Create and build brands online

Name of CO **Entrepreneurship**
CO 1 Demonstrate the ability to communicate effectively both orally and in writing

CO 2 Explain the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions

CO 3 State the importance of the impact of globalization and diversity in modern organizations

Name of CO **Event Management**
CO 1 Explains the basic concepts of marketing, various orientations that guide marketing and its key concepts

CO 2 Able to organize events and manage teams

CO 3 Gain the knowledge of legal and ethical issues involved in event management

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Name of CO	Total Quality Management
CO 1	Understand quality concepts and philosophies of TQM
CO 2	Apply TQM principles and concepts of continuous improvement
CO 3	Apply and analyse the quality tools, management tools and statistical fundamentals to improve quality

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Program Outcomes
BBA (Aviation and Logistics)

Name of PO	Description
PO 1	To provide a strong foundation and theoretical and practical skills of the functioning of commercial organisations in aviation, travel and logistics.
PO 2	To provide the employability competencies required for job profiles of airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organizations also.
PO 3	To develop competency in students to pursue higher level programmes such as MBA, PhD or other Master Programmes in Logistics, Travel and Aviation.
PO 4	To enhance employability and to be able to take up challenging job assignments in service sector.
PO 5	To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Logistics, Aviation and Management.
PO 6	To help understand methods and processes of logistics and aviation in every area of activity.
PO 7	To expose them to the areas of application of knowledge in business firms and service sector organizations.
PO 8	To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Logistics and Aviation subjects with the sole purpose of making them self-dependent and easily employable.
PO 9	The course is best suited for those who are seeking to shape their career in managerial responsibilities. The program equips them with the knowledge to recognize and deal with problems in an industry like aviation which in ever-expanding

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**BBA (Aviation and Logistics)
Course Outcomes (COs).**

Semester I

Principles Of Management	CO 1	Discuss and communicate the management evolution and how it will affect future managers
	CO 2	Observe and evaluate the influence of historical forces on the current practice of management
	CO 3	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
Marketing Management	CO 1	Understand various concepts and theories of Marketing management to apply them in marketing context
	CO 2	Demonstrate a sound knowledge of conventional and latest marketing ideas, and of the theories on which these ideas are based
	CO 3	Able to understand and find the market segments
English-I	CO 1	Master communication skills in English and speak the language with fluency and accuracy.
	CO 2	Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
	CO 3	Make academic presentations precisely, logically and effectively and master the skills of academic writing.
Hindi-I	CO 1	Hindi language is useful for communication. Hindi language is useful for reading, writing, speaking and listening
	CO 2	Useful for understanding the hard words of Hindi. Students will have the habit of reading and gain confidence in speaking also .
	CO 3	It teaches students about literary elements , human values , moral education , self-respect , to eliminate the discrimination and differences in society .
Kannada-I	CO 1	Various genres of Kannada literature are appealing to students. Kannada language is useful for business. Kannada language is useful for reading, writing and listening.
	CO 2	Useful for understanding the hard sounds of Kannada. Students have the habit of reading Kannada.
	CO 3	It teaches students about literary elements, human values, non-violence, moral education, maternal greatness, Japanese hard work, poverty, hunger, selfless service, environment.
Human Rights, Gender And Environmental Studies	CO 1	Explain the rights of a citizen and various policies of gender equality
	CO 2	Define and state the importance of the concepts of Environmental Studies to address complex environmental issues from a problem-oriented, interdisciplinary perspective
Managerial Economics	CO 1	Develop the conceptual foundations and analytical methods used in micro economics
	CO 2	Be familiar with the basic consumer behaviour, behaviour of firms, and market equilibrium.
	CO 3	Understanding pricing policy with various market structures and its types.
Business Communication And Personal Development	CO 1	Engage in activities related to verbal and written communication that are required in a professional business environment.
	CO 2	Participate in critical conversations and prepare, organize, and deliver their work to the public.

SEMESTER II

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Management Accounting	CO 1	Develop the ability to use accounting concepts, principles, and frameworks to analyse and effectively communicate information to a variety of audiences.
	CO 2	Develop the ability to use accounting information to solve a variety of business problems
	CO 3	Develop the ability to interact well with team members
Human Resource Management	CO 1	Identify the key skills that are required by HR Professionals to effectively contribute towards managing employees in dynamic organization
	CO 2	Analyze current issues, trends, practices and process in HRM
English-II	CO 1	Master communication skills in English and speak the language with fluency and accuracy
	CO 2	Approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
	CO 3	Make academic presentations precisely, logically and effectively and master the skills of academic writing
Hindi-II	CO 1	Understand about poetry and its sophistication
	CO 2	Understand about the Hindi literature
Kannada-II	CO 1	The students will be aware of Kannada literature. Kannada is useful for daily transactions. It helps to understand Kannada language easily. Students have the habit of reading Kannada. Also useful for writing. It is helpful to understand the hard sounds of Kannada.
	CO 2	It teaches students about human values, literary elements, confidence, health and environmental compatibility.
	CO 3	
Computer Application In Business)	CO 1	Exhibit proficiency in the creation of analyses to aid in data-centric decision making
	CO 2	Demonstrate proficiency the acquisition and analysis of organizational data from a variety of data sources common in the business environment
	CO 3	Illustrate the principles of good spreadsheet design
Constitution Of India	CO 1	State and explain the constitution of India and its Constituent Assembly
	CO 2	Explain fundamental rights and duties of citizen
	CO 3	Identify union, state and federalism of India
Business Law	CO 1	Impart essential knowledge about relevant laws concerning and effecting business organizations in operation
	CO 2	Familiarize the student with certain statutes that may apply in business context
SEMESTER III		
Introduction To Aviation Industry	CO 1	To achieve the Aviation knowledge
	CO 2	To Know the beneficiary and objective principles and Hospitality management
	CO 3	To know the beneficiary and objective principles expectation in providing services and Hospitality management
Aviation And Hospitality Management	CO 1	To perform simulation involved in the Airport fees, Rates and charges
	CO 2	To provide fruitful insights
	CO 3	Methodological Perspective of Management as a discipline
Air ticketing Practices And Commercial Geography	CO 1	To provide fruitful insights of air ticketing in commercial field
	CO 2	Modern trends in management process
	CO 3	Use various forecasting techniques
Consumer Behaviour	CO 1	To Use various forecasting techniques
	CO 2	To define the foundation of airline operations research.
	CO 3	To provide an overview of airline management decision processes with a focus

		on economic issues and their relationship to operations
Research Methodology	CO 1	The course intends to develop analytical and critical thinking skills in research studies
	CO 2	To analyze Research problems in the light of Analysis and Interpretation
	CO 3	To provide a general outlook of certain statistical test which are useful to researchers in various fields
Enterprise Resource Planning	CO 1	Methodological Perspective of Port and Shipping Management as a discipline
	CO 2	Principles and functions of Port and Shipping Management
	CO 3	To know about modern trends in management and to know about modern trends
Elements Of Port And Shipping Management	CO 1	Present a broad overview to air Cargo Management as a subject
	CO 2	Understand the importance of summary measures to describe the characteristics
	CO 3	Use various forecasting techniques
SEMESTER IV		
Introduction To Logistics	CO 1	To develop the subject knowledge of Logistics
	CO 2	To know about modern trends in mathematics
	CO 3	To have fundamental touch with industrial and commercial problems
Introduction To Air Cargo Management	CO 1	Present a broad overview to air Cargo Management as a subject
	CO 2	Understand the importance of summary measures to describe the characteristics
	CO 3	Use various forecasting techniques
Airport Infrastructure Principles	CO 1	Give a general awareness about Airport infrastructure principles
	CO 2	To provide fruitful insights of airport infrastructure
	CO 3	Understand the systems/process for infrastructure in the Airport
Purchasing And Inventory Management	CO 1	To critically evaluate the purchasing and inventory management
	CO 2	To have fundamental touch with inventory management solution to the problems
	CO 3	Methodological Perspective of inventory Management as a discipline
Taxation Law And Practice	CO 1	Identify the basic principles of taxation Law and practices
	CO 2	Give a general awareness about of maintaining and follow the procedure
	CO 3	Understand the systems/process for recording the taxation records
SEMESTER V		
Airline & Airport Management	CO 1	To understand Terminals, Airport Operators and their functions, duties and responsibilities of ground handling agencies.
	CO 2	To explain the nature and types of business organizations, Principles & functions of Management Process of decision making
Aviation Law, Aircraft rules & regulations	CO 1	To enable the students to familiarize themselves with laws related to aviation and aircraft operations
	CO 2	To enable the Students to learn the legal background of this Aviation World and all the Rules and Regulations connected with Air Transportation.
Introduction to Supply Chain Management	CO 1	To understand the management concepts with a view to prepare them to face emerging challenge of managing business supply chain.
	CO 2	Familiarize students with modern business practices, forms, procedures and functioning of commercial organizations.
	CO 3	Discuss the forecasting systems design, describe the technology integrated in supply chain coordination.

Corporate Governance and Ethics	CO 1	To develop proficiency at evaluating and developing answers to some basic questions about the role and conduct of employees, managers, owners, stockholders, and businesses as a whole.
	CO 2	To Examine the social and natural environments within which moral issues in business arise, and develop the reasoning and analytical skills needed to apply ethical concepts to business decisions
	CO 3	To enable a student to define ethical concepts that are relevant to resolving moral issues in business.
Production & Operations Management	CO 1	To learn the processes which transforms the inputs/resources of an organization into final goods (or services) through a set of defined, controlled and repeatable policies.
	CO 2	Identify the roles and responsibilities of operations managers in different organisational contexts.
	CO 3	To Recognise its interfaces with other functional areas within the organisation and with its external environment
E Commerce	CO 1	This course will provide students an overview of E Commerce;
	CO 2	To define principles of e-commerce from a business perspective
	CO 3	To explain some of the major issues associated with e-commerce—security, privacy, intellectual property rights and authentication will be explored.
SEMESTER VI		
Logistics Information System	CO 1	To enable the students to familiarize themselves with the concepts and role of information technology in logistics management.
	CO 2	The student will be able to define the information technology and its application in logistics,
	CO 3	To State the uses of logistic information and describe the logistics information systems architecture
Immigration and Customs Duty Regulations	CO 1	To familiarize the students with the Legal Provisions and Practical aspects of Customs Duty.
	CO 2	To facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.
	CO 3	To define and resolve tax issues through their understanding and knowledge, state the custom duty laws, regulations and procedures, and familiarize with the various legal proceedings in the Customs Process along with the Port Formalities
Business Statistics	CO 1	This course is to facilitate the students to understand the fundamentals of Statistics
	CO 2	To define various statistical tools explain the role of statistical tools in decision making apply the concepts of statistics in business decision making.
	CO 3	To enable students to apply statistical methods in business contexts and interpret and analyse data for decision making.
Digital Marketing	CO 1	To provide a student's the knowledge about how digital has revolutionized the interactions between firms and consumers along this journey.
	CO 2	To familiarize with the digital offers powerful tools to reach consumers along the funnel:
	CO 3	To define the concepts of Digital marketing, Identify market offerings on digital channel. And create and build brands online
Entrepreneurship	CO 1	To enable the students to acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities.
	CO 2	To develop the ability of analysing and understanding business situations in which entrepreneurs act and master the knowledge necessary to plan entrepreneurial activities.

	CO 3	The student will be able to demonstrate the ability to communicate effectively both orally and in writing, explain the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.
Event Management	CO 1	To understand the essentials of planning an event and to acquaint students with practical aspects of organizing events of various forms.
	CO 2	To provide formal instructions and training to students to be future managers of the Event Industry. So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.
	CO 3	To explain the basic concepts of marketing, various orientation that guide marketing, its key concepts.
Total Quality Management	CO 1	The student will be able to understand quality concepts and philosophies of TQM,
	CO 2	To understand the TQM tools as a means to improve quality, remember and understand the quality systems and procedures.
	CO 3	To understand and apply the concepts of continuous improvement and also will be able analyse the quality tools, management tools and statistical fundamentals to improve quality

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Program Outcomes
Undergraduate Program
BBA (LOGISTICS & PORT MANAGEMNT)

(K=Knowledge,S=Skill,A=Attitude)

PO	Description
PO1	To provide a strong foundation and theoretical and practical skills of the functioning of commercial organizations in port, travel and logistics. (KS, A)
PO2	To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Logistics, Port and Management.(S,A)
PO3	To provide the employability competencies required for job profiles of airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organizations also.(K,S)
PO4	To expose them to the areas of application of knowledge in business firms and service sector organizations.(K,S,A)
PO5	To help understand methods and processes of logistics and port in every area of activity.(K,S)
PO6	To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Logistics and Port subjects with the sole purpose of making them self- dependent and easily employable (K,S,A)
PO7	To enhance employability and to be able to take up challenging job assignments in service sector.(K,S)

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COURSE OUTCOME
UNDERGRADUATE PROGRAM
BBA (LOGISTICS AND PORT MANAGEMENT)

Course Outcomes (COs).

SEMESTER I

	CO	Description
DC01BL-1C1 Introduction To Shipping Operation	CO1	To gain and understanding the operations about the port
	CO2	To study about the stakeholders, development of port
	CO3	Issues and concerns related to the health, safety and environment with respect port
DC01BL-1C2 Foundation Of Information Technology	CO	Description
	CO1	Understanding organization of a computer system and networking.
	CO2	Ability to work on office tools such as word processor, spreadsheet and presentation
DC01BL-1C3 Basics Of Shipping & Shipping Terminology	CO3	Ability to use Indian languages in developing an It application
	CO	Description
	CO1	To get knowledge in Shipping Markets and its legal aspects
	CO2	Learners of this course know about the basic shipping operations
	CO3	Learners will be benefitted with the various shipping accounting concepts which enables them to fetch global placements.
	CO	Description
DC01BL-1A1 English DC01BL-1A2 Hindi DC01BL-1A3 Kannada	CO1	To master communication skills in English, Hindi, Kannada and speak the language with fluency and accuracy
	CO2	To approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively

	CO3	To make academic presentations precisely, logically and effectively and master the skills of academic writing
	CO	Description
DC01BL-1P1 Tally	CO1	The course is designed to provide complete knowledge of Tally

SEMESTER 2

	CO	Description
DC01BL-2C1 Soft Skill Training And Personality Development	CO1	To sharpen the communication skills of the student to meet the changing and challenging demands of modern professional environment.
	CO2	To build a strong base for good interpersonal relationship and communication skills
	CO3	To enhance team building and time management skills
	CO4	To reinforce presentation skills and Professionalism

	CO	Description
DC01BL-2C2 Introduction To Logistics Management	CO1	To understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.
	CO2	To understand the role of logistic providers
	CO3	To comprehend the meaning of customers service and understand its importance to logistic management

	CO	Description
DC01BL-2C3 Indian Constitution	CO1	State and explain the constitution of India and its Constituent Assembly
	CO2	Explain fundamental rights and duties of citizen
	CO3	State the basic concepts of Human Rights and its functions and authorities in society.

	CO	Description
DC01BL-2C4 Marine Exim Documentation And Procedure	CO1	To interpret the uses of principal and auxiliary documents for export principal documents
	CO2	To gain and understand about ships, cargo facility
	CO3	To understand the concepts voyage estimation and cost and accounting

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**DC01BL-2C5
Intellectual Property
Rights**

CO	Description
CO1	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
CO2	To illustrate copyrights and its related rights and registration aspects
CO3	To create awareness about current trends in IPR and Govt. steps in fostering IPR

SEMESTER 3

**DC01BL-3C1 Business
Accounting**


CO	Description
CO1	To impart basic accounting knowledge.
CO2	To acquaint students with the accounting concepts, tools and techniques influencing business organizations.
CO3	To provide knowledge about accounting rules, standards etc.

**DC01BL-3C2
Cargo Operations**

CO	Description
CO1	To impart knowledge about cargo operations.
CO2	This paper proposes a new optimization model for ship's cargo handling operations which solution gives the structure of cargo handling resources required, along with attaining the minimum total 'in-port' costs and the minimum of time required for completion of cargo operations.
CO3	Due to complexity of the model which consists of composite multi-objective functions together with several decision variables and constraints, the solution has been sought by utilization of an adapted genetic algorithm combined with a hybrid algorithm

**DC01BL-3C3
Banking Procedure**

CO	Description
CO1	To provide a complete reading on ship financing, mortgage terms, conditions and mortgagee's rights, including a full description of documentation, legislation and registration procedures required.
CO2	To provide knowledge about Financing a new ships and bankers perspectives
CO3	To provide information related to Financial Market Products, sale, renewals, procedure and Ship Mortgage

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**DC01BL-3C4
Shipping
Documentation**

CO	Description
CO1	To get knowledge in documentation of Shipping.
CO2	Learners will be benefitted with the various documentation procedures
CO3	To provide knowledge about shipping dimensions, functions etc.

**DC01BL-3C5
Customs In Shipping
Procedure**

CO	Description
CO1	This paper brings out the interrelationship between the socio economic environment and legal premises in which the maritime business exists and governance of the same through international conventions.
CO2	To provide the ability to identify and anticipate opportunities to promote new projects.
CO3	The ability to promote business development initiatives.

**DC01BL-3C6 Business
Statistics**

CO	Description
CO1	To produce appropriate graphical and numerical descriptive statistics for different types of data.
CO2	To demonstrate knowledge of the importance of the Correlation and Regression and its applications.
CO3	To interpret time series analysis tests to aid decision making in a business context.


SEMESTER4

**DC01BL-4C1
Cruise Management**

CO	Description
CO1	Demonstrate understanding of the elements and scope of the cruise market, and recognize the role of operators and crew members involved in cruise shipping. (Comprehension, Knowledge, Application)
CO2	Assess the impact of geographical factors on cruising and integrate them into itinerary planning. (Evaluation, Synthesis, Application).
CO3	Identify the regulatory framework of cruise shipping and analyze the issues that can affect safety and security for people on board a cruise ship. (Knowledge, Analysis)

DC01BL-4C2

CO	Description
CO1	Gain an international perspective.

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International Business Management

- CO2 Develop key management skills
- CO3 Boost your employability

DC01BL-4C3 Safety And Security

CO Description

- CO1 To promote a safety culture among the many diverse users of Port
- CO2 To help in the assessment of risk arising in docks operations.
- CO3 To promote an understanding of the requirements of the ISPS Code

DC01BL-4C4 Statutory Authority For Shipping Operations

CO Description

- CO1 To understand the different types of organization structure from all functions in-house, part contracted or fully contracted out
- CO2 To understand the basics of ship design and construction and the suitability of specific ship types for different cargoes and trades..
- CO3 To understand the requirements for international safety convention certification including Safety of Life at Sea (SOLAS) and load line certification and appropriate surveys

DC01BL-4C5 Air And Sea Cargo

CO Description

- CO1 To learn about various IATA areas, country
- CO2 To learn about freight export and import related to air and sea cargo
- CO3 To know and understand about the airfreight operations, services and management

DC01BL-4C6 Taxation And Gst

CO Description

- CO1 The objective of this paper is to familiarize the students with the Legal Provisions and Procedural aspects of Income Tax.
- CO2 The objective of this paper is to familiarize the students with the Legal Provisions and Procedural aspects of Income Tax.

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SEMESTER 5

	CO	Description
DC01BL-5C1 Business Project Development	CO1	To understand the various aspect of projects and key guidelines.
	CO2	Understand the project planning, analysis, financing selection, implementation and review.
	CO3	successful development and implementation of all project's procedures
DC01BL-5O1 Cultural Etiquette	CO	Description
	CO1	Understanding the impact of culture on global business relationship
	CO2	Framework of understanding different cultural activities.
	CO3	Secure a position in the Shipping & Port industry
DC01BL-5O2 Total Quality Management	CO	Description
	CO1	To investigate how TQM can be applied in industry and education
	CO2	To understand the quality and TQM.
	CO3	To understand the General barriers in implementing TQM.
DC01BL-5O3 Economics	CO	Description
	CO1	To impart theoretical and practical knowledge on business decision making using the tools of economic analysis
	CO2	To offer insights into the behavior of microeconomic and macroeconomic units.
	CO3	To understand the markets and other governance structures organize core economic activities
DC01BL-5C2 Immigration	CO	Description
	CO1	Secure a position in the Shipping industry
	CO2	Be eligible for advancement within your company
	CO3	Be confident that you are professionally trained and equipped for the Shipping industry

	CO	Description
DC01BL-5C3 Financial Management	CO1	To understand the basic concepts of Financial Management and the role of Financial Management in decision-making
	CO2	To understand the role of financial manager to give them an input into various concepts like capital structure
	CO3	Planning of cost capital dividend policies and working capital which will be foundation if the go for management studies

	CO	Description
DC01BL-5C4 International Trade	CO1	To get knowledge in international trade
	CO2	Learners will be benefitted with the various principles of international trade
	CO3	This course is designed to teach principals of international trade to students

	CO	Description
DC01BL-5C5 Tourism Management	CO1	To know and understand about the travel and tourism
	CO2	To learn about various tours packaging, tour design and tour plan
	CO3	To learn about ASTA, PATA, TAAI and the travel industry

SEMESTER 6

	CO	Description
DC01BL-6C1 Shipping Transaction	CO1	To bring awareness amongst the students about the origin of ships, the documents used every day in shipping practice and the History of shipping.
	CO	Description

DC01BL-6O1 Marketing Management	CO1	To orient the students towards the significance of marketing tools and market research in order to sustain in a challenging and competitive business environment.
	CO	Description

DC01BL-6O2 Principles Of	CO1	Discuss and communicate the management evolution and how it will affect future managers.
	CO	Description

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Management	CO2	Observe and evaluate the influence of historical forces on the current practice of management
	CO3	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
	CO4	Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
	CO5	Practice the process of management's four functions: planning, organizing, leading, and controlling.
	CO6	Evaluate leadership styles to anticipate the consequences of each leadership style
		CO

DC01BL-6O3 E-Commerce	CO1	To familiarize the students with the basic concepts of internet, e-commerce, E- business and Cyber Security.
	CO	Description

DC01BL-6C2 Corporate Accounting	CO1	The objective of this subject is to enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts
	CO	Description

DC01BL-6C3 Shipping Finance & Insurance	CO1	To provide a complete reading on ship financing, mortgage terms, conditions and mortgagee's rights, including a full description of documentation, legislation and registration procedures required.
	CO	Description

DC01BL-6C4 Marine Traffic Management	CO	Description
	CO1	To gain an insight into the international trade through shipping
	CO2	To understand and learn about the basic concepts related to the Freights, ports, shipping business.

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**DC01BL-6C5
Internship In Domestic
/International Sea
Port – Dissertation
And Viva Voce**

CO	Description
CO1	Explain the detail tools technology and systems, structures, environmental aspects of the organization where the internship was undertaken
CO2	Define the role of professionals in specific industries and companies they are interested in, project their self-potentials, abilities and shortcoming.
CO3	Network and connect with professional and transit to full-time position
CO4	Apply theoretical practice been taught in the previous semesters. thereby closing the gap between academic work and the actual practice

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