# III Year BBA Semester V Course 5A: Export and Import Management

### **Learning Outcomes**

At the end of the course, the students will able to;

- Understand the fundamentals of international trade, including the theories and principles underlying export and import activities.
- Analyze the legal and regulatory framework governing international trade, including import/export regulations, tariffs, and trade agreements.
- Identify and evaluate global market opportunities for products and services, including market research and entry strategies.
- Develop skills for managing the export/import process, including documentation, logistics, and customs procedures.
- Assess the role of international logistics and supply chain management in export and import operations.
- Understand pricing strategies and payment methods in international trade, including incoterms, letters of credit, and currency considerations.
- Evaluate the risks associated with international trade, including political, economic, and credit risks, and develop risk management strategies.

### CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject : Export And Import Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2

#### Paper 5A

# III Year BBA Semester V Course 5B: Brand Management

### **Learning Outcomes**

At the end of the course, the students will able to;

- Understand core concepts of brand management, including brand identity, brand equity, and brand positioning.
- > Analyze the role and significance of branding in the overall marketing and business strategy.
- > Develop skills for building and sustaining brand equity through strategic marketing activities.
- > Apply brand positioning and differentiation strategies to create a unique market presence.
- > Evaluate brand performance and brand equity using quantitative and qualitative measures.
- Understand the process of brand development and brand extension, including the risks and rewards associated with brand expansion.

### CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject :Brand Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2

#### Paper 5B

## III Year BBA Semester V Course 5C: Talent Management

#### **Learning Outcomes**

At the end of the course, the students will able to;

- Understand the fundamentals of talent management, including workforce planning, talent acquisition, and retention.
- Analyze the importance of aligning talent management with organizational strategy to drive business success.
- Develop skills for effective recruitment and selection, ensuring the best fit for organizational roles.
- Explore strategies for employee engagement and retention, focusing on creating a positive work culture and environment.
- Apply performance management techniques to assess and enhance employee productivity and contribution.
- Examine methods for developing employee skills and competencies, including training, coaching, and career development.
- > Understand succession planning to ensure business continuity and leadership development.
- > Evaluate the role of compensation and benefits in attracting and retaining top talent.

### **CO-PO & PSO Mapping**

## Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject :Talent Management

Paper 5C

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2

# III Year BBA Semester V Course 5D: Leadership

#### **Learning Outcomes**

At the end of the course, the students will able to;

- Understand core leadership theories and styles, including transformational, transactional, and situational leadership.
- Analyze the role of a leader in influencing and motivating teams toward achieving organizational goals.
- Develop self-awareness and emotional intelligence to enhance personal leadership effectiveness.
- > Apply decision-making and problem-solving skills in leadership scenarios.
- Explore techniques for building and leading high-performing teams, fostering collaboration, and managing conflicts.
- > Examine the importance of ethical leadership and integrity in decision-making.
- Understand the impact of organizational culture on leadership effectiveness and employee engagement.
- Develop communication and interpersonal skills necessary for effective leadership and relationship-building.

## CO-PO & PSO Mapping Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject : Leadership

#### Paper 5D

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2

# III Year BBA Semester V Course 5E: Foreign Exchange Management

### **Learning Outcomes**

At the end of the course, the students will able to;

- Understand the fundamentals of foreign exchange markets, including key participants, currency pairs, and exchange rate mechanisms.
- Analyze the factors influencing exchange rates, such as interest rates, inflation, and political stability.
- Understand and apply foreign exchange risk management techniques, including hedging with forwards, futures, options, and swaps.
- Evaluate the role of central banks and government policies in influencing foreign exchange rates and market stability.
- Apply knowledge of exchange rate theories, such as purchasing power parity (PPP) and interest rate parity (IRP), in real-world scenarios.
- > Develop skills for forecasting exchange rate movements and assessing market trends.
- Understand international payment methods and terms, including letters of credit, documentary collections, and open accounts.

### **CO-PO & PSO Mapping**

## Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject : Foreign Exchange Management

### Paper 5E

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2

# III Year BBA Semester V Course 5F: E-Payments System

### **Learning Outcomes**

At the end of the course, the students will able to;

- Analyze different types of e-payment methods, including credit and debit cards, mobile payments, digital wallets, and crypto currencies.
- Evaluate the security protocols and technologies used in e-payments, such as encryption, authentication, and tokenization.
- Understand regulatory and compliance requirements governing e-payment systems, including data privacy laws and anti-money laundering (AML) standards.
- Explore the role of digital payment platforms and gateways in facilitating secure and efficient transactions.
- > Examine the impact of e-payments on consumer behavior and business operations.
- Develop skills to assess and mitigate risks associated with e-payment systems, such as fraud and cyber threats.
- Understand the integration of e-payment systems with e-commerce platforms and mobile applications.
- Analyze global trends in digital payments, including the adoption of contactless payments and the growth of fintech innovations.

### **CO-PO & PSO Mapping**

## Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only. Subject :E-Payments System

#### Paper 5F

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	1	3	2	2	3	2	2
CO 2	3	3	2	3	3	2	2	3	2
CO 3	2	3	3	2	3	3	2	2	2
CO 4	2	3	2	3	3	3	3	3	2
CO 5	3	2	2	3	2	3	3	3	2
CO 6	3	3	3	3	3	3	2	3	2