



KMCT

ARTS & SCIENCE COLLEGE, KUTTIPPURAM

(Affiliated to the University of Calicut, Approved Govt. of Kerala and Recognized by UGC under sec. 2(f) of the UGC Act 1956)

DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION HONOURS

Program outcomes

PO1 : Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.

PO2 Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.

PO3 : Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.

PO4 : Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.

PO5 : Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.

PO6 : Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.

PO7 : Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

Specific outcomes

PSO1 : Demonstrate professional development on fundamentals of management and personal development through engagement in real world business scenario.

	<p>PSO2 : Exhibit critical thinking and managerial competencies through effective communication, teamwork, problem solving, decision making, ICT and project management skills.</p> <p>PSO3 : Create innovative systems and best practices in both domestic and global areas of work that are replicable and feasible.</p> <p>PSO4 : Emerge as intrapreneur/entrepreneur leveraging on opportunities with relevant traits of a visionary leader.</p>
SEMESTER - 1	
Course outcomes	
BBA1CJ101 - Foundations in Business Decision (Core Course 1)	<p>CO1 : Develop an understanding of the importance of decision-making.</p> <p>CO2 : Learn and apply various tools and techniques for decision-making.</p> <p>CO3 : Analyse various decision-making models.</p> <p>CO4 : Acquire knowledge about the roles of managers.</p> <p>CO5 : Apply planning and decision-making skills in the management process.</p> <p>CO6 : Develop ethical considerations in decision-making.</p>
BBA1CJ102 - Marketing Management (Core Course 2)	<p>CO1 : Identify fundamental principles of marketing and the role of marketing in business and society.</p> <p>CO2: Acquire a profound understanding of the most recent advancements in technology and emerging trends within the realm of marketing.</p> <p>CO3 : Capable of formulating marketing plans grounded on product, pricing, distribution, and promotional goals.</p> <p>CO4: Able to develop a comprehensive understanding of marketing principles and strategies by integrating various marketing models.</p> <p>CO5: Relate Marketing Mix as a framework for Marketing Decision making.</p> <p>CO6: Learn and examine the students to the dynamic nature of Marketing Function.</p>
BBA1CJ103 - Communicating with Financial Data (Core Course 3)	<p>CO1 : Enable the learner to explain concepts of expenses, income, and profit of an organisation.</p> <p>CO2 : Enable the learner to apply the accounting principles and standards to record the business transactions.</p> <p>CO3: Develop practical skills in the preparation of financial statements.</p> <p>CO4 : Enable the learner to understand the financial health of a business.</p>

	<p>CO5: Interpret and communicate financial data effectively using appropriate tools and techniques.</p> <p>CO6 : Apply innovative financial strategies to improve business performance and profitability.</p>
<p>BBA1FS111 - Digital Marketing for Business (Skill Enhancement Course 1)</p>	<p>CO1: Develop the capability to establish a foundational understanding of Digital Marketing.</p> <p>CO2 : Acquire the proficiency to apply Digital Marketing tools and strategies effectively.</p> <p>CO3 : Develop the ability to analyse both opportunities and challenges within the realm of Digital Marketing.</p> <p>CO4 : Able to develop the capability to master Social Media marketing skills and expertise.</p> <p>CO5 : Acquire the ability to evaluate SEO and SEM strategies.</p> <p>CO6 : Develop the capability to design and execute impactful Email Marketing Campaigns.</p> <p>CO7 : Equip participants with the skills to develop innovative and captivating content strategies.</p>
<p>BBA1FM105 - Creativity, Innovation & Business Development (MDC/MDE-1)</p>	<p>CO1 : Enable the learner to understand the concept and meaning of creativity, and its importance in various domains, including business</p> <p>CO2 :Enable the learner to identify and develop creativity skills and personal qualities necessary for fostering innovation</p> <p>Enable the learner to use creativity tools and techniques</p> <p>CO3 : Enable the learner to understand the concept and types of innovation, the relationship between creativity and innovation, and the role of innovation in business development.</p> <p>CO4 : Enable the learner to analyse the characteristics of successful entrepreneurs and understand the entrepreneurship process and the concept of a business model.</p> <p>CO5 : Enable the learner to explore and evaluate the role of agencies for innovation in Kerala and their contributions to promoting entrepreneurship and innovation.</p>