



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	
Program outcomes	<p>PO 01: After the completion of BBA Program, students will have general idea about business and professionalism</p> <p>PO 02: After the completion of BBA Program, the students will have specialized skills in different areas.</p> <p>PO 03: Demonstrate responsibility, maturity in performing managerial roles</p> <p>PO 04: The ability to identify, formulate and solve managerial problems</p> <p>PO 05: Develop leadership and communication skills to become successful business leaders and managers</p> <p>PO 06: Develop entrepreneurship insight among students</p>
Program specific outcomes	<p>PSO 01 : Understand disciplines like Management, Marketing, Accounting and Business Laws</p> <p>PSO 02 : Develop knowledge base in various functional areas of management</p> <p>PSO 03 : Develop ethical decision making skills among students</p> <p>PSO 04 : Develop the knowledge of how global issues affects business</p> <p>PSO 05 : Understand the Micro and Macro marketing environment</p> <p>PSO 06 : Understand the dynamics and complex working environment of business</p> <p>PSO 07 : Understand various problems faced by business sector</p> <p>PSO 08 : Understand the hasty changes in banking and insurance sector</p> <p>PSO 09 : The ability to analyse the various financial and accounting concepts</p>

	<p>PSO 10 : The ability to analyse the various aspects of business research in areas of Human resource, Finance and Marketing</p> <p>PSO 11 : Understand the factor influence consumer buying behaviour</p>
SEMESTER - 1	
Course outcomes	
BBA1B01: Management Theory and Practices	<p>CO 01: Recognize the roles and responsibilities of managers in different organizational settings</p> <p>CO 02: Apply management concepts to real-world scenarios and case studies</p> <p>CO 03: Identify and address organizational challenges and opportunities</p> <p>CO 03: Develop skills in planning, decision-making, and problem-solving.</p> <p>CO 04: Demonstrate effective communication, leadership, and teamwork skills.</p> <p>CO 05: Develop skills in critical thinking, communication, and teamwork.</p>
BBA1C01: Managerial Economics	<p>CO 01: Analyze the economic environment and its impact on business decisions.</p> <p>CO 02: Evaluate the implications of economic theories on managerial decision-making.</p> <p>CO 03: Acquire knowledge regarding relevant economic concepts applicable in managerial decisions</p> <p>CO 04: Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets</p> <p>CO 05: Make optimal business decisions by integrating the concepts of economics</p>

SEMESTER -2**Course Outcomes****BBA2B02- Financial Accounting**

CO 01: Discuss and apply fundamental accounting concepts, principles and conventions

CO 02: Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business

CO 03: Record accounting transactions in respect of hire purchase and instalment system and branches

CO 04: The students will be able to identify and managing financial process in business firms

CO 05: Understand the way of raising capital, different sources and their respective advantages and disadvantages in financial situations.

BBA2B03- Marketing Management

CO 01: Understand and develop insights and knowledge base of various concepts that driving marketing strategies.

CO 02: Develop skills in organizing for effective marketing and in implementing the market planning process

CO 03: Understand and develop ideas about the latest trends in e-commerce and e-marketing

CO 04: Understand the concept of marketing channels in the competitive environment

SEMESTER -3**Course Outcomes****BBA3A11- Basic Numerical Methods**

CO 01: Able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

CO 02: Understand different interest calculations and the concept of time value

BBA3A12- Professional Business Skills

CO 01: Understand the concept of professionalism

CO 02: Understand the concept of e-learning and different e-learning platforms

	<p>CO 03: Knowledge about business data analysis and its ethical and legal considerations</p> <p>CO 04: Insight on socio-cyber informatics and understand the recent e-governance initiatives</p> <p>CO 05: Understand the concept of Digital marketing</p>
BBA3B04- Corporate Accounting	<p>CO 01: Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets</p> <p>CO 02: Prepare annual financial statements for companies and compute accounting ratios.</p> <p>CO 03: Record accounting transactions in respect of redemption of preference shares and debentures</p>
BBA3B05- Financial Management	<p>CO 01: Understand and develop insights and knowledge base of various concepts of finance</p> <p>CO 02: Develop skills for effective Financial, Investment and Dividend decisions making</p> <p>CO 03: Understand the way of raising capital, the different sources and their respective advantages and disadvantages in different financial situations</p> <p>CO 04: Able to identify and managing the financial proceeds in business firms</p>
BBA3C02- Business Regulations	<p>CO 01: Analyse statutory provisions and the core concepts in business laws</p> <p>CO 02: Analyse legal issues arising in day-to-day business operations prevalent in India</p> <p>CO 03: Discuss possible solutions to issues in organisations in the frame work of business laws</p> <p>CO 03: An acceptable attitude and viewpoint with respect to business policies and social responsibilities</p>

SEMESTER -4**Course Outcomes**

BBA4A13- Entrepreneurship Development	CO 01: Acquire knowledge on entrepreneurs and entrepreneurship CO 02: Develop skills required to develop best entrepreneurs CO 03: Understand the institution developed by government to support entrepreneurs CO 04: Generate innovative business ideas in the emerging industrial scenario. CO 04: Perfection in project report preparation
BBA4A14- Banking and Insurance	CO 01: Understand the concept of Banking CO 02: Understand the concept of Insurance CO 03: The students will be able to examine the details of banking and insurance CO 04: Able to understand the various trends in banking
BBA4B06- Cost and Management Accounting	CO 01: Understand cost and management accounting concepts and its application for decision making. CO 02: Aware as to cost consciousness and the various methods and techniques of costing
BBA4C03- Corporate Regulations	CO 01: Understand the features and different types of companies CO 02: Aware as to the formation of companies and also as to different documents of companies CO 03: Understand the share capital and other relevant provisions of the same CO 04: Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI CO 05: Understand the provisions of conducting meetings and also the winding up procedure of companies.
BBA4C04- Quantitative Techniques for Business	CO 01: Understand and develop insights and knowledge base of various concepts of Quantitative Techniques CO 02: Develop skills for effectively analyse and apply Quantitative Techniques in decision making.

SEMESTER -5**Course Outcomes**

BBA5B07- Human Resource Management	CO 01: Develop insights on various concepts and Functions of Human Resource Management CO 02: Learn the latest trends in Human Resource Management. CO 03: Able to learn latest trends in HRM CO 04: Able to identify different performance appraisal and compensation methods
BBA5B08- Business Research Methods	CO 01: Understand and develop insights and knowledge base of various concepts in Research. CO 02: Develop skills for conducting business research CO 03: Develop skills in qualitative and quantitative data analysis CO 04: Understand limitations of particular research methods CO 05: Ability to choose methods appropriate to research aims and objectives CO 06: Acquire knowledge in problem solving
BBA5B09- Operations Management	CO 01: Understand the different concepts of operation Management CO 02: Acquire the knowledge to make plans at the operational level of an industry CO 03: Knowledge about quality control and its different charts and diagram
BBA5B10- Consumer Behavior	CO 01: Understand the concept of Consumer Behaviour CO 02: Familiarity with different roles in consumer decisions making CO 03: Understand the concept of purchase process CO 04: Understand the concept of individuals influence of buying behaviour CO 05: Understanding the concept of consumer expectation and marketing information system CO 06: Insights on reasons for the growth of consumerism in India
BBA5B11- Product and Brand Management	CO 01: While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product

	<p>CO 02: Understand how a new product is developed and maintained</p> <p>CO 03: Enhance student's ability to apply creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand and measuring its value</p> <p>CO 04: Understand and analyse company's product portfolio and also enable to map out areas where the firms need brand extension</p>
BBA5D01- Business Organization and Communication	<p>CO 01: Know the conceptual knowledge on various forms of business organisation and also understand the importance of business communication</p> <p>CO 02: Develop their oral and written communication skills needed in business fields</p>
SEMESTER -6	
Course Outcomes	
BBA6B12- Organizational Behavior	<p>CO 01: Understand the different concepts of Organisational Behaviour</p> <p>CO 02: Analyse individual and group behaviour</p> <p>CO 03: Understand and deal with organisational change, development and stress</p>
BBA6B13- Management Science	<p>CO 01: Students will be able to learn different OR techniques useful in managerial decisions</p> <p>CO 02: Can easily find out the duration to complete project with short duration using PERT and CPM</p>
BBA6B15- Project Management	<p>CO 01: Understand the different concepts of managing a project</p> <p>CO 02: Analyse the viability of a project</p> <p>CO 03: Able to understand the different ways from where the finance for the project is generated</p> <p>CO 04: Able to understand the different types of projects and various stages of implementing a project</p>

<p>BBA6B15- Advertisement and Sales Promotion</p>	<p>CO 01: Understand the process of advertisement</p> <p>CO 02: Apply the concepts for developing an effective advertisement copy</p> <p>CO 03: Examine the various sales promotion strategies towards traders and consumers.</p> <p>CO 04: Identify the concept of sales promotion planning and controlling</p>
<p>BBA6B16- Supply Chain and Logistics Management</p>	<p>CO 01: Understand the concept of Supply chain management</p> <p>CO 02: Familiarity with different roles in supply chain</p> <p>CO 03: Understand the concept of Logistics management</p> <p>CO 04: Able to examine the details of planning and control processes in logistics management.</p> <p>CO 05: Able to understand the various logistics operations and their importance in improving the business</p>