

Co-operative Arts and Science College, Madayi

Payangadi RS (PO), Kannur, Kerala

PROGRAMME OUTCOMES AND COURSE OUTCOMES

PROGRAMME NAME: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

PROGRAMME OUTCOMES

PO 1	Critical Thinking
1.1	Acquire the ability to apply the basic tenants of logic and science to thoughts, actions and interventions
1.2	Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions
1.3	Develop self- critical abilities and also the ability to view positions, problems and social issues from plural perspectives
PO 2	Effective Citizenship
2.1	Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2.2	Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
2.3	Internalise certain highlights of the nations and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.
PO 3	Effective Communication
3.1	Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in on modern Indian Language
3.2	Learn to articulate, analyse, synthesise, and evaluate ideas and situations in a well-informed manner.
3.3	Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

PO 4	Interdisciplinarity:
4.1	Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
4.2	Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines
4.3	Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective

COURSE OUTCOMES

CORE COURSE I	PRINCIPLES AND PRACTICES OF MANAGEMENT
CO 1	Acquaint with the basics of management.
CO 2	Understand the process and functions of management
CO 3	Familiarize the students with the current management practices
CO 4	Develops administrative skills
COMPLEMENTARY ELECTIVE COURSE I	STATISTICS FOR BUSINESS DECISIONS
CO 1	Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business
CO 2	Classify, tabulate and represent the statistical data in appropriate manner using statistical methods
CO 3	Analysis trend and seasonality in a time series data
CO 4	Construct index numbers and enable to compare the price movements of commodities over different time periods.
CO 5	Identify the correlation between variables
CO 6	Problem solving and fit the regression line which enable to draw conclusion about data distribution.
COMPLEMENTARY ELECTIVE COURSE II	MANAGERIAL ECONOMICS
CO 1	Understand basic managerial economic concepts
CO 2	Understands economics and related disciplines and relationships
CO 3	Apply economic analysis in the formulation of business policies
CO 4	Use economic reasoning to problems of business
CORE COURSE II	BUSINESS ENVIRONMENT
CO 1	Acquire in-depth knowledge about different environment in business climate.
CO 2	Understand the minor and major factors affecting the business in various streams
CO 3	Familiarize the role of socio-cultural factors on development of economy and business.
CO 4	Develop good business policies.

COMPLEMENTARY ELECTIVE COURSE III	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS
CO 1	Understands concepts of quantitative techniques
CO 2	Develops analytical thinking and logical reasoning for effective decision making
CO 3	Apply probability theories in real life situations
CO 4	Understands theoretical distributions and hypothesis testing and its applications in live situations
CORE COURSE III	ENTREPRENEURSHIP DEVELOPMENT
CO 1	Understand different stages of business and create innovative thinkers to take forward new initiatives.
CO 2	Acquaint them with the challenges faced by the entrepreneur
CO 3	Familiarize the students the entrepreneurship opportunities available in the society.
CO 4	Develop the motivation to enhance entrepreneurial competency.
CORE COURSE IV	FINANCIAL ACCOUNTING
CO 1	Understands accounting concepts and principles
CO 2	Apply knowledge regarding concepts in the preparation of final accounts of sole traders
CO 3	Understands the basic concepts of company, shares and share capital
CO 4	Demonstrates skills in preparation of final accounts of companies
CORE COURSE V	MARKETING MANAGEMENT
CO 1	Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.
CO 2	Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination
CO 3	Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.
CO 4	Understand the new market realities, direct marketing, online marketing and customer relationship marketing.
CO 5	Identify the key characteristics of customer relationship marketing and common draw back
CO 6	Develop idea on branding and strategies of branding
CO 7	Acquire skill in preparing advertisement copy very effectively
SKILL ENHANCEMENT COURSE I	NUMERICAL SKILL
CO 1	Understand common numerical methods
CO 2	Apply numerical methods to obtain approximate solutions to mathematical problems
CO 3	Analyses and evaluate the accuracy of common numerical methods
CO 4	Derive numerical methods for various mathematical operations and tasks

ABILITY ENHANCEMENT COURSE I	PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS
CO 1	Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.
CO 2	Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.
CO 3	Develop inter personal skills and problem solving skills.
CO 4	Understand the role of body language in effective communication
CO 5	Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.
CO 6	Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.
COMPLEMENTARY ELECTIVE COURSE 4	LEGAL ASPECTS OF BUSINESS
CO 1	Understand the conditions and rules that are applicable to a contract and the importance of law in business.
CO 2	Identify the important and relevant documents needed for registering Indian companies.
CO 3	Awareness about the latest amendments in the Indian Companies Act
CO 4	Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities
CO 5	Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.
CORE COURSE VI	HUMAN RESOURCE MANAGEMENT
CO 1	understand basic concept and principles of Human Resource Management
CO 2	sensitize to the training process and methods.
CO 3	equip with the importance of the performance management system in enhancing employee performance.
CO 4	equip with the importance of the performance management system in enhancing employee performance.
CORE COURSE VII	FINANCIAL MANAGEMENT
CO 1	Understand the concept and objective of financial management
CO 2	Develop the ability to select the feasible and viable investment proposal
CO 3	Apply decision making tools in organisational context
CO 4	Ability to assess the risk and return of investment projects
CORE COURSE VIII	OPERATIONS MANAGEMENT
CO 1	Understand the transformation system
CO 2	Identify the components involved in designing effective operations system.
CO 3	Understand the meaning and importance of managing quality.

CO 4	Understand the meaning and importance of productivity and ways to improve productivity.
CO 5	Understand the decisions and process of operations management in business firms.
SKILL ENHANCEMENT COURSE II	IT TOOLS FOR BUSINESS
CO 1	Understand the working on word, PowerPoint, Excel etc.
CO 2	Develop basic computer awareness for letter drafting, Slide making, Payroll preparation
CO 3	Understand the various shortcuts for faster functioning on the computer system
ABILITY ENHANCEMENT II	ENVIRONMENTAL STUDIES
CO 1	Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.
CO 2	Understand the importance of protecting the environment and effect of environmental hazards
CO 3	Analysis the ecosystem and the bio diversity nature of our country
CO 4	Apply the awareness to point our Hot -spot of bio diversity in India and its conservation
CO 5	Identify the effect of environmental Degradation and the role of Government in protecting the environment
CO 6	Formulate some action plan to engage in activities for preventing environmental degradation.
CORE COURSE IX	INDUSTRIAL VISIT AND REPORT
CO 1	acquire hands on experience of how industry operations are executed
CO 2	analyses real life environment of business
CO 3	enhance interpersonal skills and communication techniques.
CO 4	acquire practical knowledge of industry practices and regulations
CORE COURSE X	BUSINESS RESEARCH METHODS
CO 1	Acquire basic concepts of research and its types
CO 2	Gain insight and acquire the ability to apply different research designs
CO 3	Acquire skill of data processing in terms of tabulation and classification.
CO 4	Generate the ability to write research reports based on approved formats.
CORE COURSE XI	ACCOUNTING FOR MANAGEMENT
CO 1	Understand the concepts of cost and management accounting
CO 2	Prepare cost sheet and budgets of an organisation
CO 3	Analyse financial statements of corporate organisations using accounting ratios
CO 4	Apply the concepts of marginal costing and standard costing in decision making

CORE COURSE XIV	ORGANISATION BEHAVIOUR
CO 1	Understand concepts, theories and techniques in the field of human behaviour at individual, group and organization level
CO 2	Understand personality determinants within personal and organizational context
CO 3	Understand concepts of learning and motivation and its context in organizational setting
CO 4	Identify the role and relevance of group dynamics in organizational management.
CORE COURSE XV	BANKING THEORY AND PRACTICE
CO 1	Acquire knowledge about basics of banking
CO 2	Understands the law and practices of banking
CO 3	Understands the various banking terminologies
CO 4	Acquire knowledge of modern banking practices
CORE COURSE XVI	PROJECT REPORT AND VIVA VOCE
CO 1	Analyses real life situations
CO 2	Acquires group dynamic skills by group involvement
CO 3	Develops solutions or inferences on the problem of study
CO 4	Synthesis facts in the form of report
CORE COURSE XII (DSEC)	ADVANCED FINANCIAL MANAGEMENT
CO 1	To familiarize the students with advanced financial analysis and Decisions.
CO 2	To equip the students with knowledge about the financing, dividend and liquidity areas of financial decision making in business organisation.
CO 3	Demonstrate the importance of working capital management and the tools to manage it.
CO 4	Provide the learners with the skills to evaluate complex investment situations.
CORE COURSE XIII (DSEC)	INCOME TAX LAW AND PRACTICE
CO 1	understand the basic concepts and definitions under the Income Tax Act,1961
CO 2	Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act,1961.
CO 3	Acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.
CO 4	Acquire Competency in taking up employment in Tax planning and management.
CORE COURSE XVII (DSEC)	INSURANCE AND RISK MANAGEMENT
CO 1	Demonstrate a working knowledge of the language and procedures associated with risk management.
CO 2	Perform risk management review for individuals and organizations.
CO 3	Apply insurance contracts to address risk management needs of individuals and organizations

CO 4	Analyse information to determine if a loss exposure may be covered by property insurance contract(s)
COURSE XVIII (DSEC)	STOCK AND COMMODITY MARKETS
CO 1	Acquire knowledge on conceptual framework of Stock Markets and Commodity Market functioning in the economy.
CO 2	Understand different modes of trading.
CO 3	Demonstrate skill in terms of stock and derivative trading.
CORE COURSE XII (DSEC)	HUMAN RESOURCE DEVELOPMENT
CO 1	Understand the HRD Practices in corporates
CO 2	Contribute to the development and improvement of Organisation's systems and strategies leading to an optimal HRD Climate.
CO 3	evaluates the performance management Programme
CO 4	contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans
CORE COURSE XIII (DSEC)	PERFORMANCE AND COMPENSATION MANAGEMENT
CO 1	Understand concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.
CO 2	Describe the process and evaluate the implications of job evaluation
CO 3	Illustrate different ways to strengthen the pay for performance link
CO 4	Understand the legally required employee benefits
CORE COURSE XVII (DSEC)	COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS
CO 1	Understand the behavioural issues at work place
CO 2	Understand basic concepts of counseling and negotiations.
CO 3	Understand the role of negotiations in organisations
CO 4	Acquire negotiation skill to deal organizational issues
CORE COURSE XVIII (DSEC)	ORGANISATIONAL CHANGE AND DEVELOPMENT
CO 1	Understand the significance of innovation and creativity in business
CO 2	Understand the need for Organisational change and development in the modern Organisations.
CO 3	Adapt to changing corporate circumstances and become efficient managers in the modern era.
CO 4	Scale up their path towards career development by means of developing their individual potentialities.
CORE COURSE XII (DSEC)	CONSUMER BEHAVIOUR
CO 1	Understand the relevance of consumer behaviour theories and concepts to marketing decisions.
CO 2	Use appropriate techniques to apply market solutions.
CO 3	Acquire social and ethical implications of marketing actions on consumer behaviour
CO 4	Formulate marketing strategies that influence consumer behaviour

CORE COURSE XIII (DSEC)	ADVERTISING AND BRAND MANAGEMENT
CO 1	Understand the fundamental theories, concepts, and frameworks in advertising and brand management
CO 2	Apply advertising and branding techniques in different situations
CO 3	Understanding ethical challenges related to responsible management advertising and brand strategy
CO 4	Acquires skill in media planning and scheduling
CORE COURSE XVII (DSEC)	LOGISTICS MANAGEMENT
CO 1	Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market
CO 2	Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.
CO 3	Analyse the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value.
CO 4	Distinguish the forces shaping international logistics in a global market.
CO 5	Assess accurately the risks occurred due to loss of focus on the satisfaction of endcustomer demand
CORE COURSE XVIII (DSEC)	RETAIL MANAGEMENT
CO 1	Understand basic marketing theories, principles, practices and terminology related to each functional area of business.
CO 2	Identify the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business.
CO 3	Analyse the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy
CO 4	Understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program.
GENERIC ELECTIVE COURSE I	CUSTOMER RELATIONSHIP MANAGEMENT
CO 1	Understand the concept of CRM in digital era with modern changes in the recent world
CO 2	Identify the dimensions to evaluate customers’ satisfaction
CO 3	Apply various strategies to improve the customer loyalty and maintaining the long-term customer relationships.
CO 4	Analyse the recent initiatives taken by MNCs to improve customers’ satisfaction coping up to their expectations

GENERIC ELECTIVE COURSE II	SERVICE MARKETING
CO 1	Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.
CO 2	Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing
CO 3	Recognise the challenges faced in services delivery as outlined in the services gap model
CO 4	Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.
GENERIC ELECTIVE COURSE III	E-COMMERCE
CO 1	Familiarize the basic concepts and methods of e-commerce
CO 2	Understand how e-commerce affect today's business world
CO 3	Identify the precautionary measures to be followed while entering in online transactions.
CO 4	Analyse factors influencing the success of e-commerce.
GENERIC ELECTIVE COURSE IV	EVENT MANAGEMENT
CO 1	Understand the concept and significance of event management.
CO 2	Familiarize the techniques to improve event finance, sponsorship and cost control.
CO 3	Practice preparing time limits for event
CO 4	Develops skill for conducting an even
GENERIC ELECTIVE COURSE V	DISASTER MANAGEMENT
CO 1	Understand the factors contributing to disaster
CO 2	Acquire knowledge about the various precautionary measures to reduce the disasters
CO 3	Understand the IT techniques in disaster management
CO 4	Identify the role of NGO and Govt. in disaster management