

**Outcome Based Education (OBE)**  
**Programme Specific Outcomes (PSO)**  
**& Programme Outcomes (PO)**

**DEPARTMENT OF MANAGEMENT STUDIES (BBA)**

**St. Joseph's College, Moolamattom**

**Bachelor of Business Administration**

**Domain Specific Outcomes (PSO)**

At the end of the *Programme* in **BBA**, the students will be able to: -

**PO1: Knowledge Management** - Create a thorough knowledge on investment portfolio and financial system

**PO2: Analysis Ability** - Analyze the tax regime system and its impact on the organization

**PO3: Entrepreneurial Skill** - Assess the organizational and market behavior to make appropriate decisions

**PO4: Team & Leadership Ability** - Apply interpersonal skills to improve stakeholder relationships

**PO5: Practical Skills** – Acquire necessary practical skills with the business environment

**Domain Independent Outcomes (PO)**

At the end of the *Programme* in **BBA**, the students will be able to: -

**PO6: Critical Thinking** – critically think, innovate & communicate prudent decisions.

**PO7: Effective Communication** - Communicate effectively with others and with society.

**PO8: Social Interaction** - Elicit views of others and formulate solutions to social issues.

**PO9: Ethics** – Learn & commit to ethics in one's own field of activity

**PO10: Environment & Sustainability**– Employ sustainable development goals in environmental aspects.

**PO11: Effective Citizenship** - Maintain equity-centered national development & empathetic social concerns

**PO12: Self-directed and Life-long Learning** - engage in independent and life-long learning

## **Programme Name: BBM**

### **Course Outcomes**

#### **Semester I - Management Methodology**

At the end of the course on *Management Methodology*, the students will be able to:-

- CO1:** Identify the primary functions of management, roles of managers
- CO2:** Illustrate the work of major management scientists and their contribution to the field of management.
- CO3:** Explain how managers align the planning process with company mission, vision, and values.
- CO4:** Describe the nature and purpose of organization, common organizational structures and the advantages and disadvantages of each.
- CO5:** Understand various styles and qualities of efficient leadership, and their application in an organizational setup.

#### **Semester I - : Soft Skill Management**

At the end of the course on *Soft Skill Management*, the students will be able to:-

- CO1:** Develop awareness about basic soft skills and hard skills and find new ways of thinking and problem solving.
- CO2:** Discover the various barriers in communication and bridge the gap between individuals and groups through flow of information and understanding between them.
- CO3:** Elucidate the importance of public speaking in personal development and career advancement, overcome the speech anxiety and fine tune the verbal and non-verbal communication skills.
- CO4:** Identify the interview techniques and identify the various tips to perform and excel in an interview as a job selection process.
- CO5:** Develop the thinking, listening and speaking skills through group discussions and find out its role in problem solving, decision making and personality assessment.

#### **Semester II - : Financial Accounting**

At the end of the course on *Financial Accounting*, the students will be able to:-

- CO1:** Assess the accounting equation and understand the effect of transactions on the accounting equation.

**CO2:** Describe fundamental concepts of Generally Accepted Accounting Principles and rules that govern accounting.

**CO3:** Acquire a thorough understanding of the basic reporting structure of accounting information.

**CO4:** Identify the need for preparing journal, ledger, trial balance.

**CO5:** Develop an awareness regarding the final accounts of a sole trader.

### **Semester II - : Entrepreneurship Development**

At the end of the course on *Entrepreneurship Development*, the students will be able to:-

**CO1:** Develop the entrepreneurial abilities, cultivate unique skills and think outside the box.

**CO2:** Acquire an opportunity to explore their business ideas and establish own ventures.

**CO3:** Develop an awareness regarding Entrepreneurship Development Programmes and different institutions conducting EDPs in India.

**CO4:** Acquire a thorough understanding of the various entrepreneurial functions and elements involved in business environment.

**CO5:** Identify different avenues of project financing and various ways to manage the same.

**CO6:** Comprehend the need for project management and gain an idea about project report and its preparation.

### **Semester III - : Corporate Accounting**

At the end of the course on *Corporate Accounting*, the students will be able to:-

**CO1:** Identify the procedures of raising Share capital, forfeiture of shares etc of a company.

**CO2:** Assess in detail about the redemption of shares and debentures.

**CO3:** Prepare the final accounts of companies.

**CO4:** Identify the importance of human resources and various provisions regarding Human Resource Accounting.

**CO5:** Discover the new trends in accounting and reporting.

### **Semester III - : Corporate Laws**

At the end of the course on *Corporate Laws*, the students will be able to:-

- CO1:** Produce an insight into the historical background and formation of company
- CO2:** Develop awareness about the liabilities, rights and duties of promoters and directors.
- CO3:** Develop an idea about requirements for registration and incorporation of a company
- CO4:** Explain the types of meeting and its essential requirements
- CO5:** Illustrate about the procedure of winding up of company

**Semester III - : Human Resource Management**

At the end of the course on *Human Resource Management*, the students will be able to:-

- CO1:** Identify the concept of human resource management, recent trends, and how it relates to management process.
- CO2:** Illustrate the techniques for forecasting an organization's future human resource needs and to understand, the various aspects needed to perform a job effectively.
- CO3:** Elucidate the general recruitment practices and selection procedures followed.
- CO4:** Identify various training methods, needs assessment, and employee development strategies to enhance skills, knowledge, and abilities within the workforce.
- CO5:** Explain the need and techniques to improve managerial performance.

**Semester III - : Retail Management**

At the end of the course on *Retail Management*, the students will be able to:-

- CO1:** Explain the concept of Channel of Distribution, retail management and retailing process.
- CO2:** Identify the different retail formats and focus on the need for attracting customers to different store forms and online sales.
- CO3:** Comprehend the significance of retail management in the success of any retail store.
- CO4:** Illustrate the merchandising techniques which retailers use to influence customer intent and reach their sales goals
- CO5:** Elucidate the significance of Human resource in retail and evaluating the consumer's buying habits.

**Semester III - : Business Informatics**

At the end of the course on *Business Informatics*, the students will be able to: -

- CO1:** Identify characteristics of certain structures of document and explain how structure governs function
- CO2:** Develop, select, and apply appropriate formatting techniques and PageMaker tools including modelling to desktop publishing activities.
- CO3:** Recognize the need for slides, and have the preparation and ability to engage in the context of presentation package.
- CO4:** Acquire the Knowledge of mathematics, excel fundamentals, to the solution of complex spreadsheets problems.
- CO5:** Discover PowerPoint technologies, equipment's in the creation of works of slides and implement network topologies.

#### **Semester IV - : Cost Accounting**

At the end of the course on *Business Informatics*, the students will be able to: -

- CO1:** Analyse the concepts of Cost Accounting and Financial Accounting and to prepare Cost Sheet.
- CO2:** Comprehend the cost of material issues based on LIFO, FIFO and to know in detail about purchase procedure.
- CO3:** Grasp about labour cost and different methods of wage payment.
- CO4:** Conceive overheads, absorption and to reconcile cost and financial accounts.
- CO5:** Explain an introduction to Marginal Costing, Construction of breakeven chart, profit volume analysis.

#### **Semester IV - : Commercial Laws**

At the end of the course on *Commercial Laws*, the students will be able to:-

- CO1:** Discover the sources and significance of commercial law, the nature and classification of contracts and the elements of contract.
- CO2:** Familiarize with the modes of discharge of the contract, remedies for breach of contract, as well about contingent and quasi contracts.
- CO3:** Recognize the contract of indemnity, the contract of guarantee, its elements, rights and duties of parties to both contracts.
- CO4:** Determine the contract of bailment, rights and duties of parties to the contract, contract of pledge, its nature and elements.

**CO5:** Recognise the essentials of contract of sale, classification of goods, condition and warranties, right of unpaid seller and right of buyer of goods against the seller.

#### **Semester IV - : Compensation and Performance Management**

**CO1:** Comprehend the traditional and modern techniques of performance appraisal.

**CO2:** Discover clear idea about basic and supplementary compensation and also on different

types of incentives.

**CO3:** Create awareness about various theories on compensation, wage structure and fixation of wages and DA.

**CO4:** Create and lucid perception about rewards and incentives to sales personnel.

**CO5:** Outline various regulatory bodies for compensation management like wage board and pay commission.

#### **Semester IV - : Managerial Economics**

At the end of the course on *Managerial Economics*, the students will be able to:-

**CO1:** Ellucidate the basic concept of National income, inflation, Business Cycles and related theories, identify the factors that affect the working of a business - ranging from internal matters to external issues.

**CO2:** Develop Awareness with the Indian Economy, various sectors covered and contribution towards GDP.

**CO3:** Identify the two important market forces: Demand and supply, analyse how it helps both consumers and business owners to make better economic choices.

**CO4:** Determine the role of Production in generating value and how it contributes to the utility of the individuals, analyse the achievement of optimum efficiency in production by minimising cost of production.

**CO5:** Explain the meaning of Business economics that helps in establishing relationships between different economic factors, such as income, profits, losses and market structure.

#### **Semester IV - : Computerized Accounting**

At the end of the course on *Computerized Accounting*, the students will be able to:-

**CO1:** Analyze the need for spreadsheet application, and identify different components of excel.

**CO2:** Explain the usefulness of various addressing modes and functions.

**CO3:** Elucidate the concept of Tally fundamentals and processing transactions.

**CO4:** Create awareness about computerized accounting transactions in tally.

**CO5:** Identify the methods for generating and printing accounting reports.

### **Semester V - : Foundations of Individual Behavior**

At the end of the course on *Foundations of Individual Behavior*, the students will be able to:-

**CO1:** Describe the importance of Organizational Behaviour in the context of the contemporary situation.

**CO2:** Recognize the impact of individuals and groups on behavior within organization so that they can identify factors that will improve organization effectiveness.

**CO3:** Create awareness about organizational change and identify the need for organizational development.

**CO4:** Analyze the importance of motivation in management and its role in gaining valued outcomes from employees working in an organization.

**CO5:** Acquire knowledge about different styles of leadership and identify where and when to adapt each leadership style

### **Semester V - : Marketing Management**

At the end of the course on *Marketing Management*, the students will be able to:-

**CO1:** Comprehend the significance, evolution and trends and waves in marketing.

**CO2:** Acquire clear idea about market segmentation, bases of segmentation and consumer buying process.

**CO3:** Acquire clear and lucid idea on marketing mix and product life cycle.

**CO4:** Create awareness about pricing methods, policies and strategies.

**CO5:** Recognize various channels of distribution and its selection.

### **Semester V - : Environment Science and Human Rights**

At the end of the course on *Environment Science and Human Rights*, the students will be able to:-

- CO1:** Analyze the need for environmental protection, and create awareness about environmental problems among peoples.
- CO2:** Describe the usefulness of biodiversity conservation thinking in relation to environmental management in organizations.
- CO3:** Comprehend the concept of business and sustainability, ways in which business responds to environmental issues.
- CO4:** Apply the environment friendly activities to enable improvement of economic and environmental performance of a business firm.
- CO5:** Elucidate human rights and identify how human rights can be translated into social and political reality.

#### **Semester V - : Income Tax- Law & Practice**

At the end of the course on *Income Tax - Law & Practice*, the students will be able to:-

- CO1:** Recognise basic concepts of Income Tax Act, Rates and other important concepts.
- CO2:** Describe the Residential Status and the Incomes exempted from tax.
- CO3:** Signify them to compute Income from Salary.
- CO4:** Develop them to compute House Property Income and the exemptions allowed.
- CO5:** Capable them to compute Profits & Gains from Business or Profession and various deductions allowed in that.

#### **Semester V - : Open Course - Modern Banking**

At the end of this course on *Modern Banking*, Students will be able to:-

- CO1:** Identify the relationship between a banker and a customer.
- CO2:** Elucidate different types of bank account like savings a/c, current a/c, recurring a/c, no frill a/c CASA products and many more.
- CO3:** Acquire clear and lucid idea on negotiable instruments and endorsement.
- CO4:** Acquire clear idea about reforms in banking sector including demonetization and cashless payment.
- CO5:** Explain various avenues of financial supermarket.

#### **Semester VI - : Group Dynamics & Organizational Change**



At the end of this course on *Group Dynamics & Organizational Change*, the students will be able to:-

- CO1:** Identify the various types of groups, theories on group formation, stages in group formation and techniques of group decision-making.
- CO2:** Identify the sources of conflict, process of conflict management, job frustration and all about inter-group conflicts in organizations.
- CO3:** Evaluate the organisational structure and elements, stress management and its consequences, organisational power, politics and culture and all about inter-group conflicts in organizations.
- CO4:** Recognise organizational changes, various change models, organizational development and intervention techniques.
- CO5:** Familiarize with the concept of MBO, Quality Wok Life, the process of team building, transactional analysis and the various factors influencing organisational effectiveness.

#### **Semester VI - : Investment Management**

At the end of the course on *Investment Management*, the students will be able to:-

- CO1:** Comprehend the economic and financial meaning of investment and identify the different types of investment opportunities available in India.
- CO2:** Identify the major features and objectives of stock markets in India and evaluate their prominent role in the consolidation of the national economy and development of industrial sector.
- CO3:** Explain the objectives of investment and find answers to the questions of how to invest, where to invest and when to invest.
- CO4:** Acquire the knowledge of numerous Tax saving investment schemes and analyse how to reduce the income tax burden and claim deductions as per Income Tax Act, 1961.
- CO5:** Describe the types of mutual funds and point out their relative merits and demerits as an avenue for investment.

#### **Semester VI - :: Advertisement and Sales Management**

At the end of the course on *Advertisement and Sales Management*, the students will be able to:-

- CO1:** Elucidate advertisement practice and media of advertisement.
- CO2:** Acquire clear idea about sales promotion, its role and objectives.
- CO3:** Acquire clear and lucid idea about marketing research and its scope and procedure of research.
- CO4:** Create awareness about strategy and tactics used in marketing.
- CO5:** Create idea about recruitment, selection, compensation and training of sales management.

### **Semester VI - : Financial Management**

At the end of the course on *Financial Management*, the students will be able to:-

- CO1:** Identify the nature, scope and significance of financial management, along with financial decisions and planning.
- CO2:** Identify different sources of raising finance and determine how the financial resources are to be used and invested effectively and efficiently so that the venture is profitable, sustainable and viable in the long-run.
- CO3:** Estimation of capital requirements of an organization from time to time, determine the capital structure and composition and make the choice of source of funding for the capital needs.
- CO4:** Recognise the planning, organizing, and controlling of financial activities like the procurement and utilization of funds.
- CO5:** Comprehend dividend policies and decide on how the surplus or profits of the organizations must be utilized wherein the value of the firm is maximised.

### **Semester VI - : Income Tax- Assessment & Procedure**

At the end of the course on *Income Tax - Assessment & Procedure*, the students will be able to:-

- CO1:** Identify the provisions regarding profit earned on transfer of capital asset.
- CO2:** Recognise concepts under the head Income from other sources and in computation of income.
- CO3:** Comprehend the provisions with regard to clubbing of income, aggregation of income, deductions under Chapter VI A and to compute total income.
- CO4:** Elucidate Income Tax Authorities, their powers and functions.

**CO5:** Evaluate Assessment procedures, Return of Income, computing tax liability and filing of return of income.