

ST. JOSEPH'S COLLEGE, MOOLAMATTOM

Arakulam P O, Idukki 685591

Outcome Based Education (OBE)

Programme Specific Outcomes, Programme Outcomes (PO) and Course Outcomes (CO)

BACHELOR OF BUSINESS ADMINISTRATION

Programme Outcomes – Domain Specific (PSO)

At the end of the UG programme in BBA, the students will be able to:

PO1: Solving Ability

Apply knowledge of commerce and related finance fundamentals to the solution of complex problems arising in various fields and create the ability to engage in competitive exams like CA, CS, ICWA, and other courses.

PO2: Analysis Ability

Analyze practical exposures which would equip the students to face modern day challenges in commerce and business, the advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organizational level.

PO3: Creating Awareness

Creating awareness about basic concepts of income tax regime in India, its recent updates and make students able to calculate income tax in their life and career related aspects.

PO4: Evaluation

Able to recognize and evaluate features and roles of businessmen, entrepreneurs, managers, consultants, which will help learners to possess the knowledge and other soft skills and to react aptly when confronted with critical decision making.

PO5: Practical skills

Create and acquire practical skills to work as tax consultants, audit assistants and other financial supporting services. Create relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business

Domain Independent Outcomes (PO)

PO6: Critical Thinking

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO7: Effective Communication

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language and Communicate effectively on various activities with the community and with society at large, such as being able to comprehend and write effective reports and design documentation make effective presentations, and give and receive clear instructions.

PO8: Social Interaction

Elicit views of others, mediate disagreements and help reach conclusions in group settings. and demonstrate understanding of the societal, health, safety, legal and cultural issues and the consequent responsibilities.

PO9: Ethics

Understand and commit to professional ethics and responsibilities and norms of relevant to one's field of study, work and practice.

PO10: Environment and Sustainability

Understand the issues of environmental contexts and demonstrate knowledge of and need for sustainable development through mandatory environmental studies.

PO11: Effective Citizenship

Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering and awareness of human rights.

PO12: Self-directed and Life-long Learning

Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

COURSE OUTCOMES

Semester I - BA1CRT01: Principles and Methodology of Management

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

CO1: Determine Methodological Perspective of Management as a discipline.

CO2: Identify Principles and functions of Management.

CO3: Explain Process of decision making.

CO4: Interpret Modern trends in management process.

Semester I - BA1CRT02: Business Accounting

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

CO1: Identify the basics of accounting.

CO2: Arrange the basics principles of accounting.

CO3: Determine the systems /process for recording transactions.

CO4: Find Modern trends in management process.

CO5: Analyse a general awareness about depreciation accounting.

CO6: Acquire the concept of bill of exchange in business.

Semester II - BA2CRT06: Cost and Management Accounting

At the end of the course *Cost and Management Accounting*, the students will be able to: -

CO1: Identify the basic concepts and processes used to determine product cost.

CO2: Interpret cost accounting statement

CO3: Evaluate and analyse and information for cost ascertainment, planning, control and decision making.

Semester II - BA2CRT07: Business Communication

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

CO1: Explain the nuances of business communication.

CO2: Equip students to group discussion and seminars.

Semester III - BA3CRT11: Human Resource Management

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

CO1: Contribute to the development, implementation and evaluation of employee's recruitment, selection, and retention plans and processes.

CO2: Develop implement and **evaluate** organizational development strategies aimed at promoting organizational effectiveness.

Semester III - BA3CRT12: Marketing Management

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

CO1: Awareness on market, market segments and consumer behaviour

CO2: Know the meaning and importance of product mix.

CO3: Explain the pricing policies and the applicability of different pricing strategies.

CO4: Outline the scope of advertising and sales promotion.

CO5: Identify and develop salesmanship in them.

Semester III - BA3CRT13: Research Methodology

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

CO1: Appraise some basic concepts of research and its methodologies.

CO2: Identify appropriate research topic.

CO3: Prepare project proposal.

CO4: Write a research report and thesis.

Semester III - BA3CMT14: Business Laws

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

CO1: Explain the principles behind law of contract.

CO2: Identify the validity of contracts.

CO3: Create awareness about various special contracts.

Semester III - BA3PRP15: Personality Development and Management Skills (Minor Project)

At the end of the course *Personality Development and Management Skills*, the students will be able to: -

CO1: Create opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management.

Semester IV - BA4CRT16: Financial Management

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

CO1: Demonstrate an understanding of the overall role and importance of the finance function.

CO2: Explain the basics of finance management knowledge.

CO3: Communicate effectively using standard business terminology.

Semester IV - BA4CRT17: Managerial Economics

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

CO1: Identify the roles of managers in firms.

CO2: Distinguish between internal and external decisions to be made by managers.

CO3: Analyze real-world business problems with a systematic theoretical framework.

Semester IV - BA4CRT18: Entrepreneurship

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

CO1: Advance in dealing with customer development, customer validation, competitive analysis and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects.

Semester IV - BA4CMT20: Corporate Laws

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

CO1: Identify the various steps in the formation of a company.

CO2: Specify the basic principles of corporate laws.

CO3: Clarify the basic principles of partnership law.

CO4: Document the basic features of limited liability partnership.

Semester V - BA5CRT21: Organisational Behaviour

At the end of the course *Organisational Behaviour*, the students will be able to: -

CO1: Identify conflict amongst groups in business environment

CO2: Compile and **apply** motivational theories in the workplace

CO3: Identify changes within organisations and power and politics in organizations

Semester V - BA5CRT23: Environment Science and Human Rights

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

- CO1: Describe** and **specify** the rich biodiversity of India, which provides various resources for people.
- CO2: Research** and **investigate** how and why things happen in our environment make his/her own decisions about complex environmental issues.
- CO3: Foster** a new generation of informed consumers, workers, as well as policy or decision makers.
- CO4: Explain** how decisions and actions affect the environment, builds concepts and skills necessary to address complex environmental issues.

Semester V - BA5CMT24: Intellectual Property Rights and Industrial Laws

At the end of the course *Intellectual Property Rights and Industrial Laws*, the students will be able to: -

- CO1: Acquaint** with basics of intellectual property rights with special reference to Indian laws and its practice.
- CO2: Encourage** and protect innovations in the form of intellectual property rights.
- CO3: Compare** different forms of intellectual property protection in terms of their key difference and similarities.

Semester V - BA5CRT25: Operation Management

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

- CO1: Describe** the global environment of business.
- CO2: Apply** knowledge of business concepts and functions in an integrated manner.
- CO3: Use** specialized knowledge in operations management to solve business processes.

Semester V - BA5CRT26: Industrial Relations

At the end of the course *Industrial Relations*, the students will be able to: -

- CO1: Acquire** the basic idea regarding industrial relations.

- CO2: Explain** various prospect of workers and employer.
- CO3: Appraise** more about the employee's performance and their carrier planning.
- CO4: Describe** how the workers are participating in Laws making programmes.
- CO5: Reproduce** various welfare facilities of education programmes provided by employers to their employees.

Semester VI - BA6CRT29: Strategic Management

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

- CO1: Explain** various perspectives and concepts in the field of strategic management.
- CO2: Apply** the concepts of strategic management to the solution of business problems.
- CO3: Create** the analytical tools of strategic management.

Semester VI - BA6CRT30: Communication Skills and Personality Development

At the end of the course *Communication Skills and Personality Development*, the students will be able to: -

- CO1: Develop** effective communication skills.
- CO2: Acquire** effective presentation skills.
- CO3: Generate** mature outlook to function effectively in different circumstances.

Semester VI - BA60CT27: Investment & Insurance Management

At the end of the course *Investment & Insurance Management*, the students will be able to:

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- CO1: Explain** key insurance terminology and contract features
- CO2: Identify** and explain features of private and public insurance available to meet each identified needs
- CO3: Evaluate** the structure of financial markets, the different types of securities, and performance of market participants.

Semester VI - BA60CT28: Advertising and Salesmanship

At the end of the course *Advertising and Salesmanship*, the students will be able to: -

- CO1: Acquire** the concepts of different types of advertising.
- CO2: Indicate** the various activities in advertising agencies.
- CO3: Distinguish** between selling and salesmanship.
- CO4: Summarise** the rewards for salesman.

