

DON BOSCO COLLEGE, SULTHAN BATTERY

A NAAC Accredited & ISO 9001: 2015 Certified Institution

Affiliated to the University of Calicut

Department of Management studies

Program Outcomes

- PO 1. **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.
- PO 2. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO 3. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO 4. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- PO 5. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- PO 6. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- PO 7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

Programme Specific Outcomes (PSO)

On completion of BBA programme, the students are expected to

- PO 1. **conceptual foundation:** Illustrate the role of business in the society and functions of Business Management (Marketing, Product development, Finance, HR Management, Strategy, Operations and Logistics).
- PO 2. **Business Knowledge:** An ability to apply conceptual foundations to solve practical problems in Business.
- PO 3. **Entrepreneurship and Innovation :** Analyze a problem, and use the appropriate managerial and innovation skills for obtaining its solution and new business development,

- PO 4. **Critical Thinking** : Apply and create the knowledge in the real world business scenario.
- PO 5. **Technology skills**: Adapt modern information system and technology for decision making

COURSE OUTCOME

I SEMESTER

BBA1B01 MANAGEMENT THEORY AND PRACTICES

Course Outcomes:

This course intends to develop conceptual knowledge of Business Management. The study approach also enables students to understand and analyse practical aspects of management to become skilled manager in a corporate business set up.

CO1	Understand the concepts related to Business	Understand
CO2	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities	Understand
CO3	Understand and apply the concepts of planning, organizing, staffing and controlling for effective management	Apply
CO4	Aware and apply the ethically and socially responsible behaviour in Management.	Apply
CO5	Aware and pursue the modern management practices in business	Apply

BBA1CO1 MANAGERIAL ECONOMICS

Course Outcomes:

On completing the course the students will be able to gain an understanding of managerial economics and application for decision making.

CO1	Define the economic concepts applicable in managerial decisions	Remembering
CO2	Construct competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets	Creating

CO3	Appraise the optimal business decisions by integrating the concepts of economics	Analyze
CO4	Apply the economic principles in business management	Apply

II SEMESTER

BBIVB05 MARKETING MANAGEMENT

COURSE OUTCOME

CO1	<ul style="list-style-type: none"> Apply the theoretical marketing concepts to the practical situations 	Analyze
CO2	<ul style="list-style-type: none"> Discusses the fundamental marketing concepts, theories and principles in areas of marketing policy, of market and consumer behavior, of product, distribution, promotion and pricing decisions. 	Remembering
CO3	<ul style="list-style-type: none"> Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces 	Creating
CO4	<ul style="list-style-type: none"> Develop and communicate unique marketing mixes and selling propositions for specific products 	Remembering

BBIVB06 FINANCIAL ACCOUNTING

COURSE OUTCOME

On completing the course students will be able to:

CO1	Analyze the accounts of sole trading concerns, Introduction of company accounts and final accounts of companies	Analyze
CO2	Recall issue of shares and debentures	Remembering

CO3	Interpret the single entry system of accounting	Creating
CO4	Explain share forfeiture	Understanding

III SEMESTER

BBA3BO4 - CORPORATE ACCOUNTING

Course Outcomes:

The course acquaints the students with the knowledge about corporate accounting. The modules introduce the fundamental Indian accounting standard and equip the students with skills for preparing corporate accounts.

CO1	Understand the concepts related to Corporate accounting	Understand
CO2	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets	Understand
CO3	Prepare annual financial statements for companies	Apply
CO4	compute accounting ratios.	Apply
CO5	Record accounting transactions in respect of redemption of preference shares and debentures	Apply

BBIVB06 FINANCIAL MANAGEMENT

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to Financial Management

CO1	Define financial management and explain compounding and discounting techniques.	Understand
CO2	Create suitable technique for capital budgeting.	Create
CO3	Choose suitable sources of finance for optimum capital structure.	Apply
CO4	Apply dividend theories in formulating dividend policy.	Apply
CO5	Define working capital management and determine working capital requirements.	understand

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BB3B03 BUSINESS REGULATORY FRAMEWORK

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to business, rules and regulations of business, method of formation

CO1	define and compare data and information	Understand
CO2	explain different types management information systems	Understand
CO3	analyse various models of database.	Apply
CO4	evaluate the issues and problems of Business Process Reengineering.	Apply
CO5	propose how ERP can be implemented in a business.	Apply

BBIV BASIC NUMERICAL METHODS

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to business, rules and regulations of business, method of formation

CO1	define and compare data and information	Understand
CO2	explain different types management information systems	Understand
CO3	analyse various models of database.	Apply
CO4	evaluate the issues and problems of Business Process Reengineering.	Apply
CO5	propose how ERP can be implemented in a business.	Apply

IV SEMESTER

BBIV CORPORATE REGULATIONS

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to mathematics and statistics.

CO1	To understand the numerical expressions and equations	Understand
CO2	To understand the basic types of matrices.	Understand
CO3	To understand the concept of sequence, series and progression	Understand
CO4	Develop various concept of interest and time values	Apply
CO5	To understand descriptive statistics	Understand

BBA4B06 COST AND MANAGEMENT ACCOUNTING

Course Outcomes:

On completing the course the students will be able to gain an understanding of the cost and management accounting concepts and application for decision making. aware as to cost consciousness and the various methods and techniques of costing.

CO1	Explain the basic concept and elements of cost	Understand
CO2	Describe cost of material and material cost control	Apply
CO3	Describe cost of labour, labour cost management and wage payment system	Apply
CO4	Describe overhead, allocation and absorption of overhead	Apply
CO5	Learn about marginal costing and its application and are introduced to the concept of break even analysis.	Understand
CO6	Analyze cost-volume-profit techniques to determine optimal managerial decisions. Evaluate breakeven point, contribution margin, profit volume ratio to take managerial decision.	Apply

BBA4C04- QUANTITATIVE TECHNIQUES FOR BUSINESS**Course Outcomes:**

On completing the course the students will be able to gain an understanding of the concepts, related to various quantitative techniques which helps to possess a career in Company Sector.

CO1	To understand the concept of Quantitative Techniques	Understand
CO2	To Analyze the components of time series	Understand
CO3	To examine the various Quantitative Techniques	Apply
CO4	To understand correlation and regression analysis	Understand
CO5	Facilitate the most effective Theoretical distribution	Apply

BBIVA14 ENTREPRENEURSHIP DEVELOPMENT**Course Outcomes:**

On completing the course the students will be able to gain an understanding of the concepts, related to entrepreneurship development which helps to possess skills and talents as entrepreneurs.

CO1	Define the concept of entrepreneurships and identify how to	Remember
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	strengthen their skills	
CO2	Discuss the auxiliaries to entrepreneur development	Understand
CO3	Create an awareness regarding the systematic process to select and screen a business idea	Create
CO4	Assemble the basic skills in operations, finance, marketing and human resource management	Create

V SEMESTER

BBV B07 ACCOUNTING FOR MANAGEMENT

Course Outcomes:

The course acquaints the students with the knowledge about Management accounting.

CO1	Learn the fundamentals of management accounting and its application and also pros and cons of different types of accounting.	Understand
CO2	Critically analyze and provide recommendations to improve the operations of organizations through the accounting ratios (liquidity ratios, profitability ratio, activity ratio, market test ratio).	Apply
CO3	Practice the preparation of Fund flow and Cash flow statement, this helps in planning for intermediate and long-term finances	Apply
CO4	Analyze cost-volume-profit techniques to determine optimal managerial decisions.	Apply
CO5	Evaluate breakeven point, contribution margin, profit volume ratio to take managerial decision	Apply

BBVD01 E-COMMERCE

Course Outcomes:

On completing the course the students will be able Outline a basic model of the internet technology infrastructure. Assess e-commerce strategies and applications, including online marketing, e-government, e-learning and global e-commerce

CO1	To demonstrate an understanding of the foundations and importance of E-commerce	Understand
CO2	To analyze the impact of E-commerce on business models and strategy	Understand
CO3	To understand Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.	Understand
CO4	Consider ethical and legal issues related to e-commerce technologies such as manipulation of graphic and sound information, privacy and control of electronic media; and solve these with various solutions	Apply
CO5	Find and assess e-commerce web sites for quality, reliability and effectiveness;	Apply
CO6	To assess electronic Payment system s and its issues and solutions	Understand

BBVB 10 EMERGING TRENDS IN MANAGEMENT

Course Outcomes:

On completing the course the students will be able to gain an understanding of the emerging trends of new management concepts.

CO1	To understand the emerging trends of new management concepts.	Understand
CO2	To understand the various management concepts.	Understand
CO3	To examine the various integration of information technology as the platform for the application	Apply

BBVB10 HUMAN RESOURCES PLANNING AND DEVELOPMENT

Course Outcomes:

On completing the course the students will be able to an understanding about the need and importance of human resource planning and development in application for decision making.

CO1	Define the process of Human Resource Planning	Remembering
CO2	create an awareness regarding human resource audit	Creating
CO3	Develop an awareness on various concepts relating to HR planning and development	creating
CO4	Appraise the knowledge about performance appraisal and different methods	Evaluation

BBVB08 BUSINESS RESEARCH METHODS

Course Outcomes:

On completing the course the students will be able to gain an understanding about how to do the research

CO1	Define and compare various types of research	Remember
CO2	Explain various data collection tools	Understand
CO3	Analyse and interpret the data.	Analyse
CO4	Construct a project report	Apply

VI SEMESTER

BBVIB15 MANAGEMENT TRAINING AND DEVELOPMENT

Course Outcomes:

On completing the course the students will be able to gain an understanding of the concepts, related to Training and Development which helps to possess a career in Company Sector.

CO1	To understand the concept of Management Training	Understand
CO2	To Analyze the tools of Management training	Understand
CO3	To examine the various Techniques of Management Training	Apply
CO4	Develop various design and uses of management Training	Apply
CO5	Facilitate the most effective Training methods	Apply

BBV1B14 INDUSTRIAL RELATIONS

Course Outcomes:

On completing the course the students will be able to gain an understanding of the labour – management relations, concepts and application for Industrial democratic decision in the Indian scenario.

CO1	.Generalise the concept of Industrial Relations	Apply
CO2	Illustrate the role of trade union in the industrial setup. · ·	Understand
CO3	Outline the important causes & impact of industrial disputes.	Analyse
CO4	Explain Industrial Dispute settlement procedures	Analyse

BBVIB10 ORGANISATIONAL BEHAVIOR**Course Outcomes:**

On completing the course the students will be able to gain an understanding of the Organizational behavior and application for decision making.

CO1	Analyze and compare different models used to explain individual behaviour related to motivation and rewards	Analyze
CO2	Identify the processes used in developing communication and resolving conflicts	Remembering
CO3	Develop an awareness about group dynamics and demonstrate skills required for working in groups (team building)	Creating
CO4	Define the role of leaders in a decision making process.	Remembering
CO5	Illustrate the importance of organizational culture and to implementation of organizational change	Understanding