

**NIRMALA ARTS & SCIENCE COLLEGE, MULANTHURUTHY**  
*(Affiliated to MG University, Kottayam)*

**DEPARTMENT OF MANAGEMENT STUDIES**

*OUTCOME BASED EDUCATION*

PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME, COURSE OUTCOMES

---

*PROGRAMME OUTCOMES*

---

<b>PO No.</b>	<b><i>Expected Programme Outcomes</i></b> <i>Upon completion of BBA, the students will be able to:</i>	<b>Cognitive Level</b>
1	To understand conceptual knowledge with an integrated approach to various functions and management	U
2	To develop leadership and communication skills to become successful business leaders and managers	Ap
3	Attain problem-solving, decision making and critical thinking skills to provide viable solutions for business problems.	Ap
4	Ability to work effectively and respectfully with diversified teams	AP
5	Have a broad knowledge in global business environment and emerging technologies to support sustainable development	U

---

*PROGRAMME SPECIFIC OUTCOMES*

---

<b>PSO No.</b>	<b><i>Expected Programme Specific Outcomes</i></b> <i>Upon completion of BBA, the students will be able to:</i>	<b>Cognitive Level</b>	<b>PO</b>
1	Explain the concepts, principles and practices in the administrative and functional areas of business management, understand the basic concepts of financial management, Identify the legal framework of business in India.	U	1
2	Apply the basic mathematical and statistical tools in various decision areas of business management.	Ap	3
3	Develop communication skills to become competent professionals in the managerial and administrative level.	Ap	2,4
4	Analyse business problems by using business research competencies & develop awareness about Entrepreneurship	An	3
5	Understand the basics of business and cost accounting for management.	U	1
6	Understanding the concept of business and sustainable development	U	5

---

*COURSE OUTCOMES*

---

## SEMESTER 1

COURSE: BA1CRT01- PRINCIPLES AND METHODOLOGY OF MANAGEMENT			
Category: Core	Lecture Hours: 6 Hrs.	Type: Theory	Credits: 4
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Discuss the core concepts of management and the various functional areas of management, review the process of planning and decision making in management	U	1
2	Review the process of planning and decision making in management	U	1
3	Describe the various types of organisation structures	U	1,3
4	Develop optimal managerial decisions	Ap	1,3
5	Interpret the different types of control methods and coordination in management.	U	1,3

COURSE: BA1CRT02- BUSINESS ACCOUNTING			
Category: Core	Lecture Hours: 6 Hrs.	Type: Theory	Credits: 4
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Discuss the role of accounting in business world	U	1,2
2	Explain the principles of accounting and book keeping	U	1,2
3	Apply accounting rules in determining financial results and preparation of financial statement	Ap	1,2,3,4,5
4	Practice the concept of bill of exchange in business	Ap	1,2,3,4,5
5	Prepare bank reconciliation statement for business	Ap	

## SEMESTER 2

**COURSE: BA2CRT06- COST AND MANAGEMENT ACCOUNTING**

Category: Core		Lecture Hours: 6 Hrs	Type: Theory	Credits: 4	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level		PSO	
1	Understand the basic theory, concepts and practice of cost and management accounting	U		1	
2	Determine the elements of cost	U		1	
3	Examine the overhead cost and preparation of reconciliation statement of cost and management accounting	Analyse		1,2,3	
4	Discuss the scope and objectives of management accounting by using various tools of financial statement analysis	U		1,2,3	
5	Explain cost Volume Profit Analysis	Analyse		1,2,3	

**COURSE: BA2CRT07- BUSINESS COMMUNICATION**

Category: Core		Lecture Hours: 6 Hrs	Type: Theory	Credits: 4	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level		PSO	
1	Relate to the various concepts and processes of managerial communication.	U		1	
2	Distinguish verbal and non-verbal communication and channels of communication	U		1	
3	Develop essential listening skills required for effective communication	U		1	
4	Draft effective business correspondence with brevity and clarity	U		1	
5	Understand the new trends in business communication for modern business	U		1,3	

## SEMESTER 3

**COURSE: BA3CRT11- HUMAN RESOURCE MANAGEMENT**

Category: Core		Lecture Hours: 5 Hrs	Type: Theory	Credits: 4	
CO No.	<b><i>Expected Course Outcomes</i></b> <i>Upon completion of this course, the students will be able to:</i>			Cognitive Level	PSO
1	Develop the understanding of the concept of human resource management and its relevance in organizations.			U	1
2	Analyse the strategic issues and strategies required to select and develop manpower resources.			Ap	1,3
3	Distinguish between Traditional and modern method of performance appraisal system in the context of career planning and development			U	1,3
4	Justify the Design of Compensation and rewards in alignment with job evaluation.			U	1,3
5	Observe the legal enactments in aid to maintain human resource in the organisation			U	1,3

COURSE: BA3CRT12- MARKETING MANAGEMENT				
Category: Core		Lecture Hours: 5 Hrs	Type: Theory	Credits: 4
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>		Cognitive Level	PSO
1	Discuss different marketing Concepts		U	1
2	Identify factors affecting consumer behaviour		U	1
3	Develop marketing mix for products or brands		Apply	1
4	Identify various pricing policies and the applicability of different pricing strategies		U	1
5	Identify and develop salesmanship among students.		U&Applying	1

COURSE: BA3CRT13– RESEARCH METHODOLOGY					
Category: Core		Lecture Hours: 5 Hrs	Type: Practical	Credits: 4	
CO	Expected Course Outcomes			Cognitive	PSO

No.	Upon completion of this course, the students will be able to:	Level	
1	Discuss the basics in different types of research.	U	1,2,3,4
2	Explain techniques involved in defining research problem	U	1,2,3,4
3	Discuss the concepts and procedures of sampling	U	1,2,3,4
4	Explain different types of data in research	APPLY	
5	Describe the concepts in research report writing	U	

## SEMESTER 4

COURSE: BA4CRT16 - FINANCIAL MANAGEMENT				
Category: Core		Lecture Hours: 5 Hrs	Type: Theory	Credits: 4
CO No.	Expected Course Outcomes Upon completion of this course, the students will be able to:	Cognitive Level	PSO	
1	Understand the basic concepts of Financial Management- financial, investment and dividend decisions related to business	U	1,2	
2	Identify the various sources of finance available for business management	U	1,2,3	
3	Compute working capital requirements and its role in meeting firm's strategic objectives	An	1,2,3	
4	Apply the concept of cost of capital and assess the capital structure of a firm and state its impact on firm's profitability	U	1,2,3	
5	Discuss dividend decision theories and its significance in business concern.	Ap	1,2,3	

COURSE: BA4CRT17 - MANAGERIAL ECONOMICS				
Category: Core		Lecture Hours: 5 Hrs	Type: Theory	Credits: 4
CO No.	Expected Course Outcomes Upon completion of this course, the students will be able to:	Cognitive Level	PSO	

1	Understand the economic principles and concepts in managerial economics.	U	1
2	Understand the theory of demand and demand forecasting	An	1
3	Analyse how firms can use pricing strategies to maximise profit	U	1
4	Analyse production function, law of diminishing returns with the help of various pricing policies and practices	U	1
5	Illustrate the knowledge of fundamentals of economics by applying theories in critical thinking and business problem solving	Ap	1,3,4

COURSE: BA4CRT18- ENTREPRENEURSHIP			
Category: Core		Lecture Hours: 5 Hrs	Type: Theory
		Credits: 4	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Explain entrepreneurship and different types of entrepreneurs	U	1
2	Develop awareness about Entrepreneurial development programmes	Applying	1,3,4
3	Discuss the process of starting a new project	U	1,2,3,4
4	Discuss opportunities in small scale business	U	1
5	Discuss on project report relating to small scale business	U	1,3

## SEMESTER 5

## COURSE: BA5CRT21- ORGANISATIONAL BEHAVIOUR



Category: Core	Lecture Hours: 6 Hrs	Type: Theory	Credits: 4
CO No.	<b>Expected Course Outcomes</b> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Discuss the implications of individual and group behavior in organizational context	U	1,3
2	Discuss the concepts of Personality, Perception and Learning.	U	1,3
3	Describe motivational theories, values and group dynamics	U	1,3
4	Explain various leadership styles and role of leaders in decision making	U	1,3
5	Describe methods for successfully managing change in organizational climate	Remembering	

COURSE: BA5OPT22- ENVIRONMENT SCIENCE AND HUMAN RIGHTS			
Category: Core	Lecture Hours: 5 Hrs	Type: Theory	Credits: 4
CO No.	<b>Expected Course Outcomes</b> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Discuss the impact of environmental depletion, especially in ecosystem and biodiversity	U	1
2	Identify the factors causing land, water, air and noise pollution	U	1,3
3	Develop keen understanding of non-conventional energy source, solid waste management and technologies for sustainable development	Applying	1,3
4	Discuss the fundamental rights and Indian Constitution	U	1,3
5	Discuss Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities	U	1,3

## COURSE: BA5CRT25- OPERATIONS MANAGEMENT

Category: Core	Lecture Hours: 2 Hrs	Type: Theory	Credits: 2	
CO No.	<b>Expected Course Outcomes</b> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO	
1	Understand Concepts of Operation management	U	1	
2	Comprehend the structure and components of Production & Service management and their underlying need	Ap	1,2,3,4,5	
3	Decide the purchase procedure and analyse and execute store management functions.	U	1,2,3,4	
4	Describe work improvement measures and plant layout.	U	1,2,3,4	
5	Understand the impact of Quality control on Operations	U	1,2,3,4	

COURSE: BA5CRT26 - INDUSTRIAL RELATIONS				
Category: Core	Lecture Hours: 3 Hrs	Type: Practical	Credits: 3	
CO No.	<b>Expected Course Outcomes</b> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO	
1	Describe fundamental concepts, nature of Industrial Relations and features of Indian labour force.	Ap	1,2,3,4	
2	Discuss the nature and role of trade unions for workers and industries.	Ap	1,2,3,4,5	
3	Examine the labour relation issues and its management.	Ap	1,2,3,4	
4	Identify industrial disputes and ways to resolve them.	Ap	1,2,3,4	
5	Discuss relevance of collective bargaining and its impact on employee-management relations.	Ap	1,2,3,4,5	

COURSE: BA6CRT29- STRATEGIC MANAGEMENT			
Category: Core		Lecture Hours: 5Hrs	Type: Practical
		Credits: 4	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Explain the strategic management process that organisations make and have ability to engage in strategic planning	Cr	1,2,3,4, 5
2	Analyse the internal capabilities and external opportunities of companies using various environmental scanning techniques		
3	Describe the process of strategic formulation and levels strategies		
4	Explain the levels of strategic implementation, organisation structure and types of diversification		
5	Identify the evaluation criteria's and the various control process available for business concerns.		

## SEMESTER 6

COURSE: BA6CRT30 - COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT			
Category: Core		Lecture Hours: 5 Hrs	Type: Theory
		Credits: 4	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO
1	Develop knowledge and skills required to conduct speeches and presentations	U	1
2	Formulate messages for electronic media.	U	1
3	Develop skills on resume writing, formal letters and interviews.	U	1
4	Discuss group discussion		

5	Prepare audio-video recording and dialogue session on current topics		
---	--	--	--