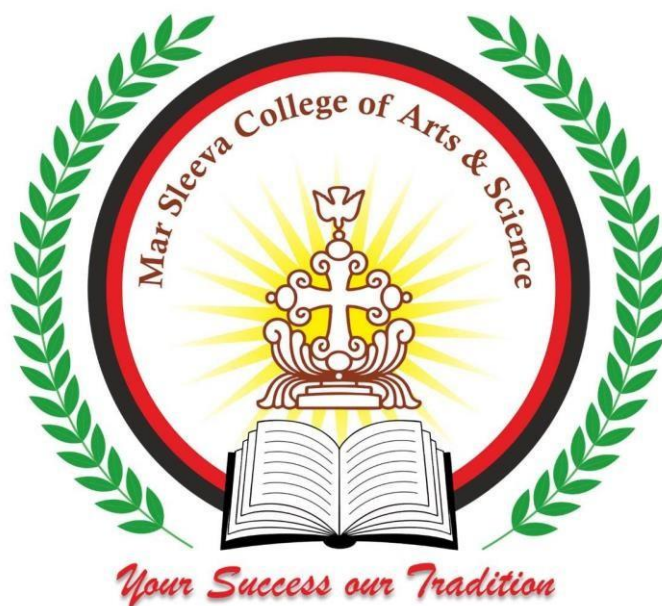


**MAR SLEEVA COLLEGE OF ARTS AND SCIENCE**  
**MURICKASSERY, RAJAMUDY P O**

(Affiliated To Mahatma Gandhi University, Kottayam)



**PROGRAMME OUTCOMES**  
**PROGRAMME SPECIFIC OUTCOMES**  
**&**  
**COURSE OUTCOMES**

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **PROGRAMME OUTCOME (P O)**

PO-1 Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context

PO 2 Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate entrepreneurship for their employer organizations

P O 3 Acquire critical business skills and competencies required for effective management in modern business

P O 4 Inculcate a positive attitude towards ethical business decisions and social dimensions

## **PROGRAM SPECIFIC OUTCOMES (PSO)**

### **Programme Specific Outcomes (PSO)**

PSO 1: Apply basic knowledge of Management theories and practices for business decisionmaking. (Apply)

PSO 2: Demonstrate the fundamentals of creating and managing innovation and entrepreneurship.(Create)

PSO 3: Develop high quality education in management. (Create)

PSO 4: Enable the students to become competitive by providing innovative pedagogical techniques, computer applications, group activities and presentations, class discussions and e- learning within the classroom. .(Create)

PSO 5: Provide a solid foundation for the students to pursue professional careers and take up higher learning courses. . (Create)

PSO 6 : Prepare the students to get foundation in management, entrepreneurship and accounting.(Understand)

## **COURSE OUTCOMES**

**SEMSTER 1**

<b>Course code</b>	<b>Course title</b>		<b>Course outcomes</b>
<b>BA1CRT01</b>	Principles And Methodology Of Management	CO1	Understand the basic concepts of management and identify the importance of different functions(Understand)
		CO2	Understand the development of management thought(Understand)
		CO3	Understand the different aspects of planning and identify the planning needs at different situation(Understand)
		CO4	Understand the concepts of decision making and aware about different types of Business decision(Understand)
		CO5	Understand the different ways of organising and dispersal of authority.(Understand)
<b>BA1CRT02</b>	Business Accounting	CO1	understand the basics of accounting(Understand)
		CO2	Identify the basics principles of accounting(Remember)
		CO3	Understand the systems /process for recording transactions.(Understand)
		CO4	Apply the concepts and principles of accounting in final account preparation of a sole trader( Apply)
		CO5	Understand the basics of depreciation accounting.(Understand)
<b>BA1CMT03</b>	Fundamentals Of Business Mathematics	CO1	Understand types of sets and set operations, Understand Cartesian product of sets (Understand)
		CO2	Explain the basic idea of the number system.(Understand)
		CO3	Understand and solve ratio, proportion and variation.(Understand)( Apply)
		CO4	Solve word problems using permutations and combinations Solve the system of linear equations using matrices. ( Apply)
		CO5	Understand the concept of operations, inverse and rank of matrices, Solve the system of linear equations using matrices, Logarithms and use it in multiplication, division and powers..(Understand)( Apply)
<b>BA1CMT04</b>	Fundamentals Of Business Statistics	CO1	Define and use the basic terminology of statistics(Remember)

		CO2	understand different steps of statistical investigation, present the data using diagrams and graph,(Understand)
		CO3	Analyse statistical data using measures of central tendency, and measures of dispersion.( Analyse)
		CO4	Calculate and interpret the correlation between two variables( Apply)
		CO5	Understand time series and its components. Calculate trend values and seasonal indices.( Apply)
BA1CCT05	Fine Tune YourEnglish	CO1	Understand the basic rules in English grammar ( Understand)
		CO2	Understand the use of English in both written and verbal form. Understand
		CO3	Conceive the ideas of subject-verb agreement in English Understand
		CO4	Develop the ability to write formal and informal letters Understand
		CO5	Understand the importance of effective usage of English, understand puns and idioms in the English language Understand
<b>SEMSTER 2</b>			
<b>Course code</b>	<b>Course title</b>		<b>Course outcomes</b>
BA2CRT06	Cost and management accounting	CO1	Understand cost concept, methods and techniques of cost accounting, prepare a cost sheet and reconciliation statement (Understand)
		CO2	Solve different methods of pricing on issue of materials, classify the overheads under different heads( Apply)
		CO3	Analyse the techniques used in standard costing( Analyse)
		CO4	Understand the use of cap analysis in decision making( Understand)
		CO5	Outline the importance of management accounting, know the use of different types of budgets( Understand)
BA2CRT07	Business communication	CO1	Demonstrate the communication skills required in the workplace.( Understand)
		CO2	Compose and revise accurate business documents using computer technology and communicate via electronic mail, internet, and other( Understand)
		CO3	Deliver an effective oral business presentation.( Apply)

		CO4	Utilize analytical and problem solving skills appropriate to business communication.( Apply)
		CO5	Apply business communication strategies and principles to prepare effective communication for domestic And international business situations( Apply)
<b>BA2CMT08</b>	Mathematics For Management	CO1	Evaluate plane analytic geometry(Evaluate)
		CO2	Analyse straight line properties ( Analyse)
		CO3	Solve arithmetic progression (Evaluate)
		CO4	Analyse geometric progression( Analyse)
		CO5	Solve annuities(Evaluate)
<b>BA2CMT09</b>	Statistics For Management	CO1	Use the basic probability rules like additive and multiplicative laws.( Apply)
		CO2	Develop an idea about the probability distributions, mean and variance.(Evaluate)
		CO3	Understand the binomial, Poisson and normal distributions.( Understand)
		CO4	Develop the concept of sampling and sampling distributions, formulate hypothesis about various population parameters.( Apply)
		CO5	Conduct chi-square statistical test of goodness of fit and Independence ( Apply)
<b>BA2CCT10</b>	Issues That Matter	CO1	To understand about war and its aftermath.( Understand)
		CO2	To know about the consequences of dissension.( Understand)
		CO3	To understand about culture ,identity & tradition.( Understand)
		CO4	To describe environment matters.( Remember)
		CO5	To understand about refugees.( Understand)
<b>SEMSTER 3</b>			
<b>Course code</b>	<b>Course title</b>	<b>Course outcomes</b>	
<b>BA3CRT11</b>	Human Resource Management	CO1	Understanding of various functions, concepts and practices of hrm.( Understand)
		CO2	Aware about the organizational structure and functions of personnel departments..( Understand)
		CO3	Identify the procedures of various human resource aspects (Remember).

		CO4	Attain an idea on performance appraisal methods; recognize the framework for good understanding of job analysis.( Understand)
		CO5	Learn how to maintain human resource records in the organisations.( Apply)
<b>BA3CRT12</b>	Marketing Management	CO1	Aware on market ,marketing ,market segmentation and consumer behaviour.( Understand)
		CO2	understand the micro and macro marketing environment' know the meaning and importance of product mix.( Understand)
		CO3	understand the importance of branding packaging and labeling, understand pricing policies and applicability of different pricing strategies.( Understand)
		CO4	Know about the channels of distribution and its importance, know the objectives and functions of advertising , sales promotion and personal selling .( Understand)
		CO5	Identify the scope of marketing research and understand the concept of marketing risk ok and Marketing audit
<b>BA3CRT13</b>	Research Methodology	CO1	Understand the basic concept of research and research methodology
		CO2	Aware about different types of research
		CO3	Understand how a problem be defined
		CO4	Aware about research design and sampling design
		CO5	Identify different sources of data and its application in different situations; understand about interpretation and reporting of research.( Remember)
<b>BA3CMT14</b>	Business Laws	CO1	Explain the basic elements of forming an enforceable contract and agreement(Understand)
		CO2	Identify the special types of contract.( Remember)
		CO3	Point out role of an agent, principal and surety while forming the contract of agency(Understand)
		CO4	Understand the general principles underlying in the contracts of bailment and pledge(Understand)
		CO5	Recognize the object and significance of the sale of goods act, (Understand)
<b>BA3PRP15</b>	Personality Development	CO1	The student will have the opportunity to explore

	And Management Skills		current management literature so as to develop an Individual style and sharpen their skills in the area of leadership, communication, decision making, Motivation and conflict management.(Apply & Create)
<b>SEMSTER 4</b>			
<b>Course code</b>	<b>Course title</b>		<b>Course outcomes</b>
<b>BA4CRT16</b>	Financial Management	CO1	Understand the basic concept finance function(Understand)
		CO2	Identify different sources of finance & its implications in business.(Remember)
		CO3	Understand the concept of working capital management.(Understand)
		CO4	Understand cost of capital and calculate different theories of capital structure(Apply)
		CO5	Aware about dividend decision and .various approaches relating to dividend, understand corporate dividend practices in India(Understand)
<b>BA4CRT17</b>	Managerial Economics	CO1	Know the basic concepts of managerial economics and traditional economics (Understand).
		CO2	Understand the impact of cyclical fluctuations on the working of business.(Understand)
		CO3	Identify the various economic system followed by different countries.(Understand)
		CO4	Understand the theoretical framework of laws of production function and pricing policies relating to(Understand)
		CO5	Identify different types of market and understand its salient features.(Remember)
<b>BA4CRT18</b>	Entrepreneurship	CO1	Understand the concept of entrepreneurs and entrepreneurship and types entrepreneurs(Understand)
		CO2	Understand the role of entrepreneurs in India(Understand)
		CO3	aware about EDP and its activities, understand the factors affect the emergence and growth of entrepreneurship(Understand)
		CO4	Aware about sources of project financing of new enterprises, aware about formalities for setting up of a small business enterprise,(Understand)
		CO5	Understand the various institutions conducting entrepreneurial development programme; understand

			how to prepare a project report relating to a small scale business unit.(Understand)
<b>BA4CMT19</b>	Basic Informatics For Management	CO1	Have thorough knowledge in excel. (Understand)
		CO2	Impart the knowledge in excel to use it in their research work.(Understand)
		CO3	Acquire the skills for analyse business data with excel Apply)
		CO4	Get enough knowledge in computerized accounting. Apply)
		CO5	Shall be able to scientifically analyse the financial position of a firm, understand about report making in computerised accounting (Apply)
<b>BA4CMT20</b>	Corporate Laws	CO1	Identify various steps in the formation of a company and the documents required by the company.(Remember)
		CO2	Outline the management of a company and assess the validity of company meetings.(Understand)
		CO3	Describe the different modes and process of winding up of a company(Remember)
		CO4	Understand the partnership business and recognise the rights and duties of partners(Understand)
		CO5	Understand the basic features of limited liability partnership, practice pollution control measures in our daily life(Understand)
<b>SEMSTER 5</b>			
<b>Course code</b>	<b>Course title</b>		<b>Course outcomes</b>
<b>BA5CRT21</b>	Organizational Behaviour	CO1	Understand the concept of organizational behaviour, understand the implication of individual and group behaviour in organisational context(Understand)
		CO2	Understand personality types perception and its determinants and learning process on human Behaviour(Understand)
		CO3	Understand the various theories of motivation and impact of motivation in the workplace(Understand)
		CO4	Understand the group ,stages of group development and group dynamics within the organisation and know the types of conflict in the organization, recognise good or poor leadership and the varieties of leadership styles and understand(Understand)
		CO5	Power and politics in organisation Identify common



			organisational structures and the advantages and disadvantages of each understand the impact of organisational climate, culture change has on individuals and the Workplace(Understand)
<b>BA5OPT22</b>	Brand Management( Open Course)	CO1	Understand the concept of brand(Understand)
		CO2	Understand the process of brand building(Understand)
		CO3	Learn how to promote a brand (Remember)
		CO4	Understand the importance of logo and tagline in branding.(Understand)
		CO5	Understand the concept of brand positioning,(Understand)
<b>BA5OPT23</b>	Environment Science And Human Rights	CO1	Understand the multidisciplinary nature of environment studies(Understand)
		CO2	Use different ways to preserve biodiversity (Apply)
		CO3	Integrate business with environment(Understand)
		CO4	Develop ideas of green entrepreneurship business(Apply)
		CO5	Be aware about the human rights and its practices(Remember)
<b>BA5CM T24</b>	Intellectual Property Rights & Industrial Laws	CO1	Aware about patent and trademarks.(Remember)
		CO2	Aware about different laws prevailing in industries regarding factories act.(Remember)
		CO3	Understand the solutions for the industrial dispute in the light of industrial dispute act(Understand)
		CO4	Aware about the provisions relating to ESI act and its applications in the organisations(Remember)
		CO5	Know how the consumer rights are protected by laws.
<b>BA5CRT 25</b>	Operation Management	CO1	Identify the elements of operations management and various transformation process to enhance productivity(Remember)
		CO2	Recognise and understand steps of production planning and control.(Remember)
		CO3	Know how the materials are managed by using inventory control techniques.(Remember)
		CO4	Realise the importance of plant layout and location analysis(Understand)

		CO5	Understand and acquire the knowledge of work study. Better understanding of quality control.(Understand)
<b>BA5CRT26</b>	Industrial Relations	CO1	Know how the relations are made in industries between workers and management(Remember)
		CO2	Examine the role of trade union in industries(Evaluate)
		CO3	Recognise the important causes and impact of industrial disputes(Evaluate)
		CO4	Understand various processes and procedures for settling industrial disputes, gain an understanding on the different social security and welfare programmes offered by organizations(Understand)
		CO5	Understand ways to promote industrial peace, acquire skills in handling employer employee relations(Understand)

#### SEMSTER 6

Course code	Course title		Course outcomes
<b>BA6OCT27</b>	Introduction To Retail Management	CO1	clarify the concept and related terms in retailing(Understand)
		CO2	Comprehend the ways retailers use marketing tools and techniques to interact with their customers(Analyse)
		CO3	Understand various formats of retail in the industry. (Understand)
		CO4	Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's economy.(Understand)
		CO5	To understand about customer services(Understand)
<b>BA6OCT28</b>	Advertisement & Salesmanship	CO1	Identify and respond to clients' marketing communications and branding objectives by applying principles of marketing and communications.(Remember)
		CO2	Identify the role accountmanagement, research, creative, and themedia department plays in a full-service advertising agency and the full-time positions available in each.(Remember)

		CO3	Demonstrate skills in creating an ad. In all forms of media.(Apply)
		CO4	Explore and compare the core theories concepts, and frameworks in brand management(Evaluate)
		CO5	Analyse and evaluate the factors which influence brand equity(Analyse)
<b>BA6CRT29</b>	Strategic Management	CO1	Understand basic concepts of strategic management(Understand)
		CO2	Understand the strategic environment and environmental appraisal techniques(Understand)
		CO3	Understand strategic formulation and different levels of strategy.(Understand)
		CO4	Understand the implementation of strategy, organisation structure & corporate culture, understand various strategic control techniques (Understand)
		CO5	Understand the strategic issues relating to small, medium and non-profit organisation(Understand)
<b>BA6CRT30</b>	Communication Skills And Personality Development	CO1	Learn how to deliver speech in formal occasions(Remember)
		CO2	Learn how to make effective presentations by using power points.(Remember)
		CO3	Identify the electronic media for crafting brief business messages, draft an email message using a standard format, draft a resume and job application letter(Remember)
		CO4	Develop communication skills while conducting a group discussion, know how to behave during an interview in an organisation(Create)
		CO5	Discuss different topics related with environment, politics and social problems(Evaluate)
<b>BA6PRP31</b>	Management Project		Students get an opportunity to experience the structure, working culture and managerial functioning of an organisation. Also students acquire the knowledge of analysing data and Theories of research methodology.(Apply&Create)



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