

# MAR AUGUSTHINOSE COLLEGE RAMAPURAM

## Department of Management Studies

### POs, PSOs and COs of Under Graduate BBA Programme

#### PROGRAMME OUTCOMES (POs)

Upon completion of the BBA Degree Programme, the Undergraduate will be able to

<b>PO1</b>	Equip students with foundational knowledge on different aspects of the administration of a business concern.
<b>PO2</b>	Students will recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of Environmental changes.
<b>PO3</b>	Students will have ample scope for practical exposure to the problems and opportunities of real business.
<b>PO4</b>	Develop Critical and Analytical Thinking Abilities
<b>PO5</b>	Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
<b>PO6</b>	Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments

#### PROGRAMME SPECIFIC OUTCOMES (PSOs)

<b>PSO1</b>	To train the students to be competent entry level management professionals.
<b>PSO2</b>	To encourage young BBA'S to turn in to entrepreneurs.
<b>PSO3</b>	To make young BBA'S a change agents in the society by fostering values which self-proclaim that " <i>Turn to enterprising serve the society and the nation</i> ".
<b>PSO4</b>	To understand the dynamic and complex working environment of Business.
<b>PSO5</b>	To understand the problems faced by the business sector in the Current scenario.
<b>PSO6</b>	To prepare the students to get foundation in management, entrepreneurship and accounting
<b>PSO7</b>	To enable students to become competitive by providing innovative pedagogical techniques, computer applications, group activities and presentations, class discussions and e-learning within the classroom.
<b>PSO8</b>	To foster a solid foundation to the students to pursue professional careers and take up higher learning courses

<b>First Semester</b>	
<b>1.1 Principles of Methodology of Management</b>	
<b>CO1</b>	Introduce to various areas of management.
<b>CO2</b>	Make the students aware of the modern management approaches..
<b>CO3</b>	Exposed to historical development of management thought
<b>CO4</b>	Develop planning and decision making strategies
<b>CO5</b>	Describe Management principles and functions
<b>1.2 Business Accounting</b>	
<b>CO1</b>	Equip with business accounting skills
<b>CO2</b>	Analyze the principles of accounting and book keeping
<b>CO3</b>	Compare the processes for recording transactions
<b>CO4</b>	Evaluate financial position
<b>CO5</b>	Enable them with the ability to prepare financial statements.
<b>1.3 Fundamentals of Business Mathematics</b>	
<b>CO 1</b>	Develop scientific ability.
<b>CO 2</b>	Evaluate mathematical problems
<b>CO 3</b>	Equip them with mathematical techniques in management
<b>CO 4</b>	Determine permutation and combination matrix
<b>CO 5</b>	Solve the system of linear equations using matrices
<b>1.4 Fundamental of Business Statistics</b>	
<b>CO 1</b>	Describe the characteristics of data set.
<b>CO 2</b>	Use various forecasting techniques.

<b>CO 3</b>	Equip themselves with the statistical tools to analyze data, draw conclusions, and make predictions of the future
<b>CO 4</b>	Analyze the relationship between variables
<b>CO 5</b>	Enable to organize a statistical survey
<b>Second Semester</b>	
<b>2.1 Cost and Management Accounting</b>	
<b>CO 1</b>	Decision making and performance appraisal through cost management techniques.
<b>CO 2</b>	Recognize tools in standard costing
<b>CO 3</b>	Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle.
<b>CO 4</b>	Assess the cost sheet for the firm and develop insights on the use of budgets and cost control.
<b>CO 5</b>	Recognize the various cost control techniques for profit maximization in the organization
<b>2.2 Business Communication</b>	
<b>CO 1</b>	Design formal letters for business contexts
<b>CO 2</b>	Demonstrate communication skills both verbal and written
<b>CO 3</b>	New trends in business communication
<b>CO 4</b>	Identify different channels of written communication in business
<b>CO 5</b>	Draft effective business correspondence
<b>2.3 Mathematics for Management</b>	
<b>CO 1</b>	Develop scientific ability
<b>CO 2</b>	Apply modern trends in business
<b>CO 3</b>	Evaluate plane analytic geometry
<b>CO 4</b>	Develop mathematical knowledge through problem solving in a way that increases student's interest and confidence.

<b>CO 5</b>	Research in Managerial Sciences.
<b>2.4 Statistics for Management</b>	
<b>CO 1</b>	Develop probability and probability distributions
<b>CO 2</b>	Formulate hypothesis about various population parameters.
<b>CO 3</b>	Effectively conduct research
<b>CO 4</b>	Analyze past performance, predict future business practices and lead organizations effectively
<b>CO 5</b>	Use a limited sample to make intelligent and accurate conclusions
<b>Third Semester</b>	
<b>3.1 Human Resource Management</b>	
<b>CO 1</b>	Describe the role and functions of HRM in business.
<b>CO 2</b>	Equip themselves with the competency to recruit, train, and appraise the performance of employees
<b>CO 3</b>	Develop a rational design of compensation and salary administration
<b>CO 4</b>	Identify the human resource needs of an organization and plan accordingly.
<b>CO 5</b>	Develop relevant skills necessary for application in HR related issues
<b>3.2 Marketing Management</b>	
<b>CO 1</b>	Apply different marketing concepts and tools of marketing as applicable to business decision making.
<b>CO 2</b>	Provide the knowledge ,skill and abilities to understand the marketing environment with in which the business operate
<b>CO 3</b>	Apply marketing concepts, build marketing plans, and develop salesmanship
<b>CO 4</b>	Comparison of different marketing concepts, plans strategies, policies and markets
<b>CO 5</b>	Capable of formulating the best marketing plan and marketing mix.
<b>3.3 Research Methodology</b>	

<b>CO 1</b>	Identify and discuss the issues and concepts salient to the research process.
<b>CO 2</b>	Identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.
<b>CO 3</b>	Discuss the concepts and procedures of sampling, data collection, analysis and reporting.
<b>CO 4</b>	Understanding of various research designs and techniques.
<b>CO 5</b>	Discuss the various sources of information for literature review and data collection.
<b>3.4 BA3CMT14 BUSINESS LAWS</b>	
<b>CO 1</b>	Recognize the fundamental aspects of Indian Contract Act and Sale of Goods Act
<b>CO 2</b>	Identify the principles and elements related to law of contract
<b>CO 3</b>	Gains a thorough knowledge on Bailment and Pledge, Indemnity and Guarantee
<b>CO 4</b>	Capable to describe the provisions of agency
<b>CO5</b>	Explain Contract of sale
<b>3.5 Personality Development and Management Skills</b>	
<b>CO 1</b>	Review current management literature
<b>CO 2</b>	Apply the principles of research methodology
<b>CO 3</b>	Develop business management skills
<b>CO 4</b>	Discover the departments in an organization
<b>CO 5</b>	Create quality business document
<b>Fourth Semester</b>	
<b>4.1 Financial Management</b>	
<b>CO 1</b>	Foster an in-depth view of objective of financial management

<b>CO 2</b>	Explore various sources of finance for the fund acquisition
<b>CO 3</b>	Evaluate capital structure
<b>CO 4</b>	Dividend decisions taken in a company
<b>CO 5</b>	Analyze various cash flow management techniques
<b>4.2 Managerial Economics</b>	
<b>CO 1</b>	Analyze the demand and supply conditions and assess the position of a company
<b>CO 2</b>	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
<b>CO 3</b>	Analyze real-world business problems with a systematic theoretical framework.
<b>CO 4</b>	Evaluate the relationship between demand and price
<b>CO 5</b>	Apply the concepts and techniques used in economics and enable them to apply the knowledge in business decision making
<b>4.3 Entrepreneurship</b>	
<b>CO 1</b>	Gain the ability to choose financing options for a project
<b>CO 2</b>	Develop personal creativity and entrepreneurial initiative
<b>CO 3</b>	Capable to identify and explore opportunities in small scale business
<b>CO 4</b>	Comprehend the concept and evaluate the business environment, economic trends and role of government in the economic development and growth.
<b>CO 5</b>	Learn about the challenges faced by entrepreneurs and solutions to them.
<b>4.4 Basic Informatics for Management</b>	
<b>CO 1</b>	Capable to use all the components of Excel Spreadsheet
<b>CO 2</b>	Apply the basics of automated accounting in business practices

<b>CO 3</b>	Build a company in Tally and prepare financial reports.
<b>CO 4</b>	Handle formulas in excel.
<b>CO 5</b>	Enable to create charts in excel.
<b>4.5 CORPORATE LAWS</b>	
<b>CO 1</b>	Familiarize the students with the steps in the formation and incorporation of a company and MOA ,AOA and Prospectus
<b>CO 2</b>	Ascertain company management
<b>CO 3</b>	Analyze the modes of winding up of a company
<b>CO 4</b>	Equip students to identify the law relating to Partnership and LLP
<b>CO 5</b>	Understands on important Pollution Control Acts in India
<b>Fifth Semester</b>	
<b>5.1 Organisational Behaviour</b>	
<b>CO 1</b>	Comprehend the implications of individual and group behaviour in organisational context and manage conflict amongst groups in business environment
<b>CO 2</b>	Application of motivational theories in the workplace
<b>CO 3</b>	Identify changes within organisations and power and politics in organisations
<b>CO 4</b>	Evaluate the scope and importance of Leadership management and its style
<b>CO 5</b>	Well versed with the formation of Organisational Structure and its design
<b>5.2 Environment Science and Human Rights</b>	
<b>CO 1</b>	Formulate strategies to preserve biodiversity
<b>CO 2</b>	Collaborate business and environment

<b>CO 3</b>	Outline sustainable development plans
<b>CO 4</b>	Understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving
<b>CO 5</b>	Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
<b>5.3 Operations Management</b>	
<b>CO 1</b>	Understand the production system and identify 5P's of production.
<b>CO 2</b>	Forecast the production systems.
<b>CO 3</b>	Identify the work measurement methods.
<b>CO 4</b>	Identify 5 P's of production.
<b>CO 5</b>	Understand the importance of quality control.
<b>5.4 Industrial Relations</b>	
<b>CO 1</b>	Characterize industrial relations
<b>CO 2</b>	Sketch an outline on the techniques of industrial relations
<b>CO 3</b>	Project the labour relation issues and its management.



<b>CO 4</b>	Acquire skills in handling employer-employee relations.
<b>CO 5</b>	Familiarize with the role of management and unions in the promotions of industrial relations.
<b>5.5 Intellectual Property Rights and Industrial Laws</b>	
<b>CO 1</b>	Gain an insight into IPR and its need
<b>CO 2</b>	Application of legal provisions in the Factories Act
<b>CO 3</b>	Application of the Employees' State Insurance Act
<b>CO 4</b>	Understand legal provisions in Industrial Disputes Act
<b>CO 5</b>	Gain knowledge of Consumers' Protection Act and know the consumer disputes redressal agencies
<b>5.6 Brand Management</b>	
<b>CO 1</b>	Develop strategies for successful brand management
<b>CO 2</b>	Evaluate the scope of brand management activity across the overall organisational context
<b>CO 3</b>	Formulate and justify brand development decisions

<b>CO 4</b>	Analyse product and brand concepts.
<b>CO 5</b>	Equip the students with the ability to evaluate the brands.
<b>Sixth Semester</b>	
<b>6.1 Strategic Management</b>	
<b>CO 1</b>	Design strategies for business
<b>CO 2</b>	Comparison business environment factors
<b>CO 3</b>	Formulate and implement strategies
<b>CO 4</b>	Master the analytical tools of strategic management
<b>CO 5</b>	Develop skills for applying these concepts to the solution of business problems
<b>6.2 Communication Skills and Personality Development</b>	
<b>CO 1</b>	Develop effective communication skills(spoken and written
<b>CO 2</b>	Develop effective presentation skills.
<b>CO 3</b>	Effective business correspondence and prepare business reports which produce results.

<b>CO 4</b>	Mastering interpersonal skills, team management skills, and leadership skills.
<b>CO 5</b>	Develop knowledge, skill and judgement around human communication
<b>6.3 Management Project</b>	
<b>CO 1</b>	Understand the various managerial functions
<b>CO 2</b>	Application of research methodology theory
<b>CO 3</b>	Present quality business document
<b>CO 4</b>	Develop communication skills
<b>CO 5</b>	Identify, analyze, and solve problems creatively through sustained critical investigation
<b>6.4 Investment and Insurance Management</b>	
<b>CO 1</b>	Develop a clear picture about the Indian financial system
<b>CO 2</b>	Capable to identify the various investment alternatives
<b>CO 3</b>	Understand the stock market & it's regulatory framework
<b>CO 4</b>	Grasp the various terminologies used in insurance contract

<b>CO 5</b>	Gain knowledge of general structure of various financial markets
<b>6.5 Principles of Tourism Management</b>	
<b>CO 1</b>	Projects the motivating factors of tourism
<b>CO 2</b>	Evolve plans for new and existing tourism destinations
<b>CO 3</b>	Explore tourism measurements method
<b>CO 4</b>	Familiarize students with the basic concepts of travel and tourism
<b>CO 5</b>	Gain an insight into how travel and tourism evolved over a period of time and reached the modern stage.