



# SAFA | COLLEGE OF ARTS AND SCIENCE

Affiliated to University of Calicut | ISO 9001-2015 Certified

## PROGRAMME OUTCOMES PROGRAMME SPECIFIC OUTCOMES COURSE OUTCOMES

BACHELOR OF BUSINESS ADMINISTRATION



| <b>NO</b> | <b>PROGRAM OUTCOME</b>   |
|-----------|--|
| PO 01     | The students will get new ideas, insights and thoughts regarding management education, which helps students to face challenges with confidence and succeed in life.  |
| PO 02     | The students will be prepared to exploit opportunities being newly created in the management profession  |
| PO 03     | The students will be focused on holistic development with conceptual clarity, analytical ability , critical thinking and communication skills  |
| PO 04     | To develop appropriate skills in the students so as to make them competent and provide themselves self employed  |
| PO 05     | to train the students to be competent entry level management professionals   |
| PO 06     | To impart basic and operational knowledge on all functional areas of management  |
| PO 07     | In depth understanding of Accounting principles and practices coupled with interdisciplinary learning will help to create newer ideas in accounting and will bring in innovative and creative professionals in Finance, Cost and Management. |
| PO 08     | The knowledge of direct taxation will open up a new area of living by students. Information on both direct and indirect taxation systems will cut open a wider area of employment and professionalism.                                       |
| PO 09     | To inculcate entrepreneurial skills among the management graduates to turn to successful entrepreneurs   |
| PO 10     | Students become more confident, self-reliant, competent and Competitive with practical insights and thorough learning.   |

| <b>NO</b> | <b>PROGRAM SPECIAL OUTCOME</b>  |
|-----------|---|
| PSO 01    | Development of analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives , and make effective decisions |
| PSO 02    | Development of ability to apply appropriate quantitative and qualitative techniques in solving business problems  |
| PSO 03    | Development of skill to formulate viable alternatives and make effective decisions relating to business ethics and social responsibility                  |
| PSO 04    | Development of positive attitude and interest towards the concept of entrepreneurship and administration  |
| PSO 05    | Development of ethical and value based leadership ability   |

**SEMESTER I**

| <b>SL. NO.</b> | <b>NAME OF COURSE</b>                   | <b>COURSE OUTCOME</b> |   |
|----------------|---|-----------------------|---|
| 1              | BBA1B01 Management Theory and Practices | CO1                   | Understand the concept of Management  |
|                |   | CO2                   | Understand the importance of Management in a global perspective   |
|                |   | CO3                   | Analyze the concept of corporate social responsibility towards various stake holders  |
|                |   | CO4                   | Understand about the most modern techniques of management practiced in developed countries.   |
| 2              | BBA1C01 Managerial Economics            | CO1                   | Understand Macro & Micro economics & its role in managerial decision making.  |
|                |   | CO2                   | Understand the concept of law of diminishing marginal utility theory  |
|                |   | CO3                   | Understand the structure and importance of different types of markets   |
|                |   | CO4                   | Understand the role played by government in regulating Indian economy   |
|                |   | CO5                   | Understand a conceptual knowledge regarding India's foreign trade and the application of this knowledge in securing business opportunities. |

**SEMESTER II**

| <b>SL. NO.</b> | <b>NAME OF COURSE</b>        | <b>COURSE OUTCOME</b> |   |
|----------------|------------------------------|-----------------------|---|
| 1              | BBA2B02 Financial Accounting | CO1                   | Students learn to prepare accounts sole proprietor                                    |
|                |                              | CO2                   | The learner learns to prepare Company accounts  |
|                |                              | CO3                   | Understands the concept of debentures and learns to account for debentures.           |
|                |                              | CO4                   | To understand about hire purchase and instalment                                      |
|                |                              | CO5                   | understand concepts of bonus shares and right shares                                  |
| 2              | BBA2B03 Marketing Management | CO1                   | The learner understands the core marketing concepts and consumer buying behaviour     |
|                |                              | CO2                   | The Scholar learns the concept of creating and capturing value.                       |
|                |                              | CO3                   | Understand the concept of marketing channels in the competitive environment.          |
|                |                              | CO4                   | Learns to enrich the firm's competitive strength.                                     |
|                |                              | CO5                   | Understand and develop an idea about the latest trends in e-commerce and e-marketing. |

**SEMESTER III**

| SL. NO. | NAME OF COURSE                       | COURSE OUTCOME |  |
|---------|--------------------------------------|----------------|--|
| 1       | BBA3A12 Professional Business Skills | CO1            | Improved knowledge of E-learning resources and its delivery broadens vision and insight of management.   |
|         |                                      | CO2            | Knowledge of artificial intelligence and data analysis helps to diversify and grow business cutting across obstacles   |
|         |                                      | CO3            | Knowledge of existing national and international cyber laws makes communication and business easier.   |
|         |                                      | CO4            | Digital marketing and its application of social media channels and advertisements enhances changes and horizon of business.  |
|         |                                      | CO5            | Improved knowledge of E-learning resources and its delivery broadens vision and insight of management.   |
| 2       | BBA3C02 Business Regulations         | CO1            | Helps to establish and run business as directed by the government  |
|         |                                      | CO2            | Knowledge of Indian Contract Act 1872 helps to enter into valid contracts in life and business   |
|         |                                      | CO3            | Learning of Sale of Goods Act helps to do business keeping all legal formalities.  |
|         |                                      | CO4            | Understanding of the privileges and rights of consumers helps to do legally standing business admitting the status of the customers; increases business and relationships in the long run. |
|         |                                      | CO5            | Able to create LLP business with sound legal knowledge.  |
| 3       | BBA3B04 Corporate Accounting         | CO1            | Becomes competent to prepare accounts related with redemption of preference shares, bonus shares, right issue of shares and buy back of shares.  |
|         |                                      | CO2            | Realizes the concept of preparation of final accounts of banking companies.  |
|         |                                      | CO3            | Develop the skill of preparation of final accounts of life insurance companies.  |
|         |                                      | CO4            | Able to prepare the final accounts of group companies  |
|         |                                      | CO5            | Understand the concept of disclosure based accounting standard and interim reporting.  |

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| 4 | BBA3B05 Financial Management | CO1 | understand and develop insights and knowledge base of various concepts of finance |
|   |                              | CO2 | Develop skills for effective Financial, Investment and Dividend decisions making, |
|   |                              | CO3 | Understand the structure and importance of different types of finance             |

#### SEMESTER IV

| SL. NO. | NAME OF COURSE                       | COURSE OUTCOME |   |
|---------|--------------------------------------|----------------|---|
| 1       | BBA4A13 Entrepreneurship Development | CO1            | It motivates the learner to become an entrepreneur                                      |
|         |                                      | CO2            | Knowledge of supports available helps to reap the benefits of easily                    |
|         |                                      | CO3            | It is intended to trigger the mind set of youth to establish and run MSMEs in life      |
|         |                                      | CO4            | Knowledge of establishing industrial units helps to start with business units easily.   |
|         |                                      | CO5            | The learner can draft and finalise project report without external helps and supports   |
| 2       | BCM4A14 Banking and Insurance        | CO1            | Candidates get clear picture of the banking business India and he can plan accordingly. |
|         |                                      | CO2            | Knowledge of negotiable instruments, features & formalities helps to deal with care     |
|         |                                      | CO3            | This helps the candidate to be up-to-date in banking formalities and fund transfer.     |
|         |                                      | CO4            | Knowledge of insurance business helps to hedge, avoid, and reduce risk in business.     |
|         |                                      | CO5            | Knowledge of LIC and IRDA helps to move with Insurance people with confidence.          |
| 3       | BBA4B06 Cost & Management Accounting | CO1            | The learner gets insights into the costing and cost accounting tools and techniques     |
|         |                                      | CO2            | The learner understands the scientific material cost control measures in use.           |
|         |                                      | CO3            | The scholar gets used to the scientific labour and overhead cost control measures       |
|         |                                      | CO4            | Knowledge of various methods of costing helps the learner to practice in life.          |
|         |                                      | CO5            | Variance analysis helps to identify its causes and take corrective actions              |

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| 4 | BBA4C03 Corporate Regulations                | CO1 | Knowledge of Indian Companies Act gives the legislative backgrounds of a company                                |
|   |  | CO2 | The candidate knows the formalities for formation of a company which will help to form more corporates in life. |
|   |  | CO3 | The knowledge of raising funds will help the candidate to choose between debt and equity easily                 |
|   |  | CO4 | The candidate can easily manage a company as he knows the rights, duties and powers of all positions.           |
|   |  | CO5 | Knowledge of situations when a company may go for liquidation helps to run the business effectively.            |
| 5 | BBA4C04 Quantitative Techniques for Business | CO1 | Knowledge of QT broadens vision and outlook of the candidate to face business problems                          |
|   |  | CO2 | Understanding of correlation and regression analysis helps to predict with greater degree of accuracy           |
|   |  | CO3 | Awareness of probability and other theories helps to have critical thinking and rational decisions.             |
|   |  | CO4 | Familiarity with theoretical distributions helps to correlate issues with standard theories and take decisions  |
|   |  | CO5 | Knowledge of LPP and modelling will be of great help in decision making.  |

**SEMESTER V**

| <b>SL. NO.</b> | <b>NAME OF COURSE</b>              | <b>COURSE OUTCOME</b> |   |
|----------------|------------------------------------|-----------------------|---|
| 1              | BBA5B09 Operations Management      | CO1                   | Understand the different concepts of operation Management.  |
|                |                                    | CO2                   | Acquire the knowledge to make plans at the operational level of an industry   |
| 2              | BBA5B08 Business Research Methods  | CO1                   | The learner knows the primary matters of business research  |
|                |                                    | CO2                   | The student know how to fix a research design, scaling checking validity etc  |
|                |                                    | CO3                   | The candidate knows the method of data collection and its processing and validation   |
|                |                                    | CO4                   | The learner knows to process collected data, test hypothesis and arrive at conclusions  |
|                |                                    | CO5                   | The student knows well how to write an academic report and present it   |
| 3              | BBA5B10 income tax                 | CO1                   | To understand the method and methodology of taxation on income in India   |
|                |                                    | CO2                   | To learn the provisions related to computation of Taxable Salary Income   |
|                |                                    | CO3                   | Knowledge of taxing income from house property helps the learner to compute taxable income under the head House Property correctly.                 |
|                |                                    | CO4                   | Knowledge of computing income under the head profits and gains of business or profession helps the learner to do it effectively in life.            |
|                |                                    | CO5                   | Knowledge of computing income under the head Capital Gains and other sources makes the learner self-confident and competent to practice income tax. |
| 4              | BBA5B07 Human resources Management | CO1                   | Knowledge of human resource management helps to run business effectively  |
|                |                                    | CO2                   | Understand the necessary skills required for the employment in an organization.   |
|                |                                    | CO3                   | Familiarity with the induction and organizational training practices helps to have effective trained work force in the organisation                 |



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|   |  | CO4 | Understand the concept of career planning and performance appraisal.  |
|   |  | CO5 | Insight on compensation and grievance management practices helps to take effective and appropriate decisions on time.   |
| 5 | BBA5B11 financial markets and institutions | CO1 | To provide basic knowledge about the structure, organisation and working of financial system in India   |
|   |  | CO2 | The course helps to understand different aspects and components of financial Institutions and financial markets. This will enable the students to take rational decisions on financial market and institutions. |
| 6 | BBA5D01: E-COMMERCE                        | CO1 | Understand the basics of E-Commerce and the various Business Models of E-Commerce   |
|   |  | CO2 | This enhances the students' skills for designing and developing websites  |
|   |  | CO3 | It helps them to use the emerging modes of E-payment  |
|   |  | CO4 | Identify the security issues on electronic payment system and solutions to various security issues relating to E-payment.   |

### SEMESTER VI

| SL. NO. | NAME OF COURSE                   | COURSE OUTCOME |   |
|---------|----------------------------------|----------------|---|
| 1       | BBA6B12 Organisational Behaviour | CO1            | To familiarize the students with the basic concepts of individual behaviour and organizational behaviour  |
|         |                                  | CO2            | To enable the students to catch an idea about inter-personal and group behaviour  |
|         |                                  | CO3            | To acquire knowledge regarding the organizational change and organizational development   |
|         |                                  | CO4            | Understand the different concepts of Organisational Behaviour   |
|         |                                  | CO5            | Analyse individual and group behaviour  |
| 2       | BBA6B13 Management Science       | CO1            | To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations. |
|         |                                  | CO2            | On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.  |
| 3       | BBA6B14.Project Management       | CO1            | To enable the students to acquire basic knowledge of different facets of Project Management   |
|         |                                  | CO2            | Understand the different concepts of managing a project   |
|         |                                  | CO3            | Analyse the viability of a project.   |
| 4       | BBA6B15 Financial services       | CO1            | The students with an understanding of the various financial services and investment opportunities available in the country  |
|         |                                  | CO2            | On completion of the course students will be able to aware of various financial services available in Indian financial system   |
| 5       | BBA6B16 Investment management    | CO1            | To familiarise the students with the world of investments and to provide a theoretical framework for the analysis and valuation of investments                                |
|         |                                  | CO2            | By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.                |
| 7       | BBA6B16 Investment management    | CO1            | To familiarise the students with the world of investments and to provide a  |

|   |   |     |   |
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|   |   |     | theoretical framework for the analysis and valuation of investments   |
|   |   | CO2 | By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.  |
| 8 | BBA6B17 (PR) Three Weeks Project and Viva- Voce | CO1 | Students get clear idea on idea generation, topic selection, factors to be considered before selection of a topic, drafting methodology, sampling, etc.         |
|   |   | CO2 | Gets insight on collection, tabulation, processing, analysis and interpretation of data clearly   |
|   |   | CO3 | Students get clarity of expressions and judgments   |
|   |   | CO4 | Students get acquitted with the forms, formalities and methodology of presenting an academic document   |
|   |   | CO5 | It improves skill, enthusiasm and a spirit of inquisitiveness among younger generations to look further and further and elicit hidden facts before the academia |