

# NOBLE WOMEN'S COLLEGE, MANJERI

PG DEPARTMENT OF COMMERCE & MANAGEMENT

**BBA**

## PROGRAMME OUTCOME

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| <b>PO 1</b>                        | <b>Critical Thinking:</b> 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. |
| <b>PO 2</b>                        | <b>Effective Communication:</b> 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.  |
| <b>PO 3</b>                        | <b>Social Interaction:</b> Elicit views of others, mediate disagreements and help reach conclusions in group settings.   |
| <b>PO 4</b>                        | <b>Effective Citizenship:</b> Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.  |
| <b>PO 5</b>                        | <b>Ethics:</b> Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.  |
| <b>PO 6</b>                        | <b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development.  |
| <b>Programme Specific Outcomes</b> |  |
| <b>PSO1</b>                        | <b>Conceptual foundation:</b> Illustrate the role of business in the society and functions of Business Management (Marketing, Product development, Finance, HR Management, Strategy, Operations and Logistics).  |
| <b>PSO2</b>                        | <b>Business Knowledge:</b> An ability to apply conceptual foundations to solve practical problems in Business.   |
| <b>PSO3</b>                        | <b>Entrepreneurship and Innovation:</b> Analyze a problem, and use the appropriate managerial and innovation skills for obtaining its solution and new business development.   |
| <b>PSO4</b>                        | <b>Critical Thinking:</b> Apply and create the knowledge in the real-world business scenario.  |

## COURSE OUTCOME

### **SEMESTER I**

| Course Code | Course                          | Course Outcome  |
|-------------|---------------------------------|---|
| BBA1B01     | Management theory and practices | <b>CO1:</b> Discuss different schools of management thought.<br><b>CO2:</b> Understand and apply the concepts of planning, organizing, staffing and controlling for effective management.<br><b>CO3:</b> Aware and apply the ethically and socially responsible behaviour in Management.<br><b>CO4:</b> Aware and pursue the modern management practices in business                            |
| BBA1C01     | Managerial Economics            | <b>CO1:</b> Acquire knowledge regarding relevant economic concepts applicable in managerial decisions<br><b>CO2:</b> Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets.<br><b>CO3:</b> Make optimal business decisions by integrating the concepts of economics. |

### **SEMESTER II**

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| BBA2B02 | Financial Accounting | <b>CO1:</b> Discuss and apply fundamental accounting concepts, principles and conventions<br><b>CO2:</b> Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business<br><b>CO3:</b> Record accounting transactions in respect of hire purchase and installment system and branches. |
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| BBA2B03 | Marketing Management | <p><b>CO1:</b> Understand and develop insights and knowledge base of various concepts that drive marketing strategies.</p> <p><b>CO2:</b> Develop skills in organizing for effective marketing and in implementing the market planning process.</p> <p><b>CO3:</b> Evaluate the significance of marketing.</p> <p><b>CO4:</b> Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.</p> <p><b>CO5:</b> Identify the role and significance of various elements of marketing mix.</p> <p><b>CO6:</b> To evaluate the role and relevance of a marketing organization in current marketing conditions.</p> <p><b>CO7:</b> Understanding the marketing concepts in the global environment. and its relevance.</p> |
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### SEMESTER III

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| BBA3A11 | Basic Numerical Methods      | <p><b>CO1:</b> Acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics.</p> <p><b>CO2:</b> Do calculation of arithmetic mean, median and mode and partition values.</p> <p><b>CO3:</b> Understand correlation regression analysis and their applications.</p> <p><b>CO4:</b> Understand statistical testing and their applications</p> |
| BBA3A12 | Professional Business Skills | <p><b>CO1:</b> To update and expand basic Informatics skills of the students.</p> <p><b>CO2:</b> To equip the students to effectively utilize the digital knowledge resources for their study.</p> <p><b>CO3:</b> To understand the basics of Business Data Analysis.</p> <p><b>CO4:</b> update about Socio-Cyber Informatics.</p>   |
| BBA3B04 | Corporate Accounting         | <p><b>CO1:</b> 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.</p> <p><b>CO2:</b> Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets.</p>          |

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|                    |                              | <p><b>CO3:</b> Prepare annual financial statements for companies and compute accounting ratios.</p> <p><b>CO4:</b> Record accounting transactions in respect of redemption of preference shares and debentures.</p>  |
| BBA3B05            | Financial Management         | <p><b>CO1:</b> This course aims to enable students to understand the basic concepts of financial Management and make them aware of major decisional areas of financial management.</p> <p><b>CO2:</b> Understand and develop insights and knowledge base of various concepts of finance.</p> <p><b>CO3:</b> Develop skills for effective Financial, Investment and Dividend decision making.</p>   |
| BBA3C02            | Business Regulations         | <p><b>CO1:</b> This course aims to familiarise the students with major statutes affecting the operations of business organizations.</p> <p><b>CO2:</b> Interpret statutory provisions related to business laws.</p> <p><b>CO3:</b> Analyse legal issues arising in day-to-day business operations prevalent in India.</p> <p><b>CO4:</b> Evaluate the core concepts in the legal structure of business organisations.</p> <p><b>CO5:</b> Discuss possible solutions to issues in organisations in the framework of business laws.</p>                          |
| <b>SEMESTER IV</b> |                              |  |
| BBA4A13            | Entrepreneurship Development | <p><b>CO1:</b> To familiarize the students with the concept of entrepreneurship.</p> <p><b>CO2:</b> .To identify and develop the entrepreneurial talents of the students.</p> <p><b>CO3:</b> To generate innovative business ideas in the emerging industrial scenario.</p> <p><b>CO4:</b> Become aware of entrepreneurship opportunities available in the society for the entrepreneur.</p> <p><b>CO5:</b> .Acquaint them with the challenges faced by the entrepreneur.</p> <p><b>CO6:</b> Develop the motivation to enhance entrepreneurial competency.</p> |

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| BBA4A14 | Banking and Insurance          | <p><b>CO1:</b> To enable the students to acquire knowledge about the basics of Banking and Insurance.</p> <p><b>CO2:</b> To familiarize the students with the modern trends in banking.</p> <p><b>CO3:</b> Have an exposure of the techniques &amp; application of contemporary banking.</p> <p><b>CO4:</b> .Understand the Structure of Indian Banking System.</p> <p><b>CO5:</b> Gain specialist legal knowledge and an understanding of the theoretical underpinnings of Insurance Law within a practical context, whilst developing expertise in these areas</p> <p><b>CO6:</b> .Create valuable insights into the key principles and practices that regulate the insurance industry.</p> <p><b>CO7:</b> .Provide knowledge about approaches to risk management and other essential issues.</p> |
| BBA4B06 | Cost and Management Accounting | <p><b>CO1:</b> .The objective of the course is to acquaint the students with the basic Concepts and tools of cost and Management Accounting.</p> <p><b>CO2:</b> Understand cost and management accounting concepts and its application for decision making.</p> <p><b>CO3:</b> Aware as to cost consciousness and the various methods and techniques of costing.</p> <p><b>CO4:</b> Analyse implications of cost in managerial decisions.</p> <p><b>CO5:</b> Prepare different budgets.</p> <p><b>CO6:</b> .Understand Break Even concept.</p> <p><b>CO7:</b> Understand Standard costing and analysis of deviation.</p>  |
| BBA4C03 | Corporate Regulations          | <p><b>CO1:</b> To familiarise the students with corporate law and to make them aware of the applications of importance of company law in the management of organisations.</p> <p><b>CO2:</b> Understand the features and different types of companies.</p> <p><b>CO3:</b> Aware as to the formation of companies and also as to different documents of companies.</p> <p><b>CO4:</b> Understand the share capital and other relevant provisions of the same.</p>  |

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|         |                                      | <p><b>CO5:</b> Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI.</p> <p><b>CO6:</b> Understand the provisions of conducting meetings and also the winding up procedure of companies.</p>   |
| BBA4C04 | Quantitative Techniques for Business | <p><b>CO1:</b> To familiarise students with the use quantitative techniques in managerial decision making.</p> <p><b>CO2:</b> Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.</p> <p><b>CO3:</b> Develop skills for effectively analyzing and applying Quantitative Techniques in decision making.</p> |

## SEMESTER V

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| BBA5B07 | Human Resources Management | <p><b>CO1:</b> To give a conceptual understanding of human resource practices in organizations.</p> <p><b>CO2:</b> Understand and develop insights and knowledge base of various concepts and Functions of Human Resource Management.</p> <p><b>CO3:</b> Learn the latest trends in Human Resource Management.</p>  |
| BBA5B08 | Business Research Methods  | <p><b>CO1:</b> .To provide an insight into the fundamentals of business research and to acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners.</p> <p><b>CO2:</b> Understand and develop insights and knowledge base of various concepts in Research.</p> <p><b>CO3:</b> Develop skills for conducting business research.</p> <p><b>CO4:</b> Judge the reliability and validity of experiments and perform exploratory data analysis.</p> <p><b>CO5:</b> Use parametric and non parametric hypothesis tests (and interpreting their results).</p> <p><b>CO6:</b> Use computers - intensive methods for data analysis.</p> |

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| BBA5B09 | Operations Management             | <p><b>CO1:</b> To familiarize the students with the concepts, tools and practices of operations management and to learn about the decisions and processes of operations management in a business firm.</p> <p><b>CO2:</b> Understand the different concepts of operation Management.</p> <p><b>CO3:</b> Acquire the knowledge to make plans at the operational level of an industry.</p> <p><b>CO4:</b> Gain an in-depth understanding resource utilization of an organization.</p> <p><b>CO5:</b> Understand the ever growing importance of Production and Operations management in an uncertain business environment.</p> <p><b>CO6:</b> Appreciate the unique challenges faced by firms in services and manufacturing.</p> <p><b>CO7:</b> Develop skills to operate competitively in the current business scenario.</p> |
| BBA5B10 | Income Tax                        | <p><b>CO1:</b> To impart basic knowledge and equip students with application of principles and provisions of Income Tax Act, 1961 amended up- to-date.</p> <p><b>CO2:</b> On completing the course the students will be able to understand the latest provisions of Income Tax Act Law and as well as be able to compute different heads of income, Total income and tax liability.</p>  |
| BBA5B11 | Financial Market and Institutions | <p><b>CO1:</b> To provide basic knowledge about the structure, organisation and working of the financial system in India.</p> <p><b>CO2:</b> The course helps to understand different aspects and components of financial Institutions and financial markets.</p> <p><b>CO3:</b> The course enables the students to make rational decisions on the financial market and institutions.</p> <p><b>CO4:</b> Identify roles of financial intermediaries within financial markets.</p>  |

## SEMESTER VI

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| BBA6B12 | Organizational Behaviour | <p><b>CO1:</b> To familiarize the students with the basic concepts of individual behavior and organizational behavior.</p> <p><b>CO2:</b> To enable the students to catch an idea about interpersonal and group behavior.</p> <p><b>CO3:</b> To acquire knowledge regarding organizational change and organizational development.</p> <p><b>CO4:</b> Understand the different concepts of Organisational Behavior.</p> <p><b>CO5:</b> Analyse individual and group behavior.</p> <p><b>CO6:</b> Understand and deal with organisational change, development and stress</p>  |
| BBA6B13 | Management Science       | <p><b>CO1:</b> To provide a basic knowledge about operations research and to acquaint the students with some common operations research tools for various business decision marketing situations.</p> <p><b>CO2:</b> On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.</p>   |
| BBA6B14 | Project Management       | <p><b>CO1:</b> To enable the students to acquire basic knowledge of different facets of Project Management.</p> <p><b>CO2:</b> Understand the different concepts of managing a project.</p> <p><b>CO3:</b> Analyse the viability of a project.</p> <p><b>CO4:</b> Identify and assess risks (including OHS) as well as the economic, social and environmental impacts of engineering activities.</p> <p><b>CO5:</b> Communicate in a various ways to collaborate with other people, including accurate listening, reading and comprehension, based on dialogue when appropriate, taking into account the knowledge, expectations, requirements and terminology.</p> |



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| BBA6B15         | Financial Services    | <p><b>CO1:</b> The students with an understanding of the various financial services and investment opportunities available in the country.</p> <p><b>CO2:</b> On completion of the course students will be able to aware of various financial services available in Indian financial system.</p> <p><b>CO3:</b> Describe operational, business, financial and traditional risk.</p> <p><b>CO4:</b> Distinguish among various financial intermediaries and markets.</p>  |
| BBA6B16         | Investment Management | <p><b>CO1:</b> To familiarise the students with the world of investments and to provide a theoretical framework for the analysis and valuation of investments.</p> <p><b>CO2:</b> By completing the course students will be able to be aware of various investment opportunities from an investor's perspective of maximizing return on investment.</p> <p><b>CO3:</b> Develop the relationship between interests and prices of bonds.</p> <p><b>CO4:</b> Understand the nature of share prices movements.</p> <p><b>CO5:</b> Interpret the evidence relating to market efficiency.</p> |
| BBA6B17<br>(PR) | Project and viva voce | <p><b>CO1:</b> Develop a thorough understanding of the chosen subject area.</p> <p><b>CO2:</b> Demonstrate the ability to collate and critically assess/interpret data.</p> <p><b>CO3:</b> Develop an ability to effectively communicate knowledge in a scientific manner.</p> <p><b>CO4:</b> Provide recommendations based on research findings.</p>   |