



MES COLLEGE ERUMELY

PO, PSO & CO



BBA

Programme Specific Outcome (PSO) & Course Outcome (CO)

Department Name: BUSINESS ADMINISTRATION

Programme Name: BACHELOR of BUSINESS ADMINISTRATION

Programme Specific Outcomes (PSO)

PSO 1: Understand basic functions of management and different functional areas of management

PSO 2: Understand different laws relating to business

PSO3: Understand the process of research and know its applicability

PSO 4: Acquire skills to communicate effectively.

PSO 5: Understand basic behavioural aspects and apply it in real life.

Course Outcome.

Course Code	Course Name	Course Outcome
BA1CRT01	Principles and Methodology of Management	CO1:Understand the basic concepts of management and Identify the importance of different functions CO2:Understand the development of management thought CO3:Understand the different aspects of planning and identify the planning needs at different situation CO4:Understand the concepts of decision making and aware about different types of business decision CO5: Understand the different ways of organising and dispersal of authority. CO6: Understand the basic concepts of staffing and directing. CO7: Aware about coordination. CO8:Identify the concept of Control and identify different control techniques
BA1CRT02	Business Accounting	CO1: Understand the basics of accounting CO2: Identify the basics principles of accounting CO3: Understand the systems /process for recording transactions. CO4:Apply the concepts and principles of accounting in final account preparation of a sole trader CO5:understand the basics of depreciation accounting CO6:Understand the concept of bill of exchange in business

BA1CMT03	Fundamentals of Business Mathematics	<p>CO 1. Understand types of sets and set operations.</p> <p>CO 2. Understand cartesian product of sets.</p> <p>CO 3. Explain the basic idea of the number system.</p> <p>CO 4. Understand and solve ratio, proportion and variation.</p> <p>CO 5. Solve word problems using permutations and combinations.</p> <p>CO 6. Understand logarithms and use it in multiplication, division and powers.</p> <p>CO 7. Understand the concept of operations, inverse and rank of matrices.</p> <p>CO 8. Solve the system of linear equations using matrices.</p>
BA1CMT04	Fundamentals of Business Statistics	<p>CO1. Define and use the basic terminology of statistics</p> <p>CO2. Understand different steps of Statistical investigation.</p> <p>CO3. Present the data using diagrams and graph</p> <p>CO4. Analyze statistical data using measures of central tendency, and measures of dispersion.</p> <p>CO5. Calculate and interpret the correlation between two variables.</p> <p>CO6. Calculate the simple linear regression equation for a set of data.</p> <p>CO7. Understand Time series and its components.</p> <p>CO8. Calculate Trend values and seasonal indices.</p>

BA1CCT05	English Paper –I	<p>CO1: Understand the basic rules in English grammar</p> <p>CO2: Understand the use of English in both written and verbal form.</p> <p>CO3: Conceive the ideas of subject-verb agreement in English</p> <p>CO4: Develop the ability to write formal and informal letters</p> <p>CO5: Understand the importance of effective usage of English</p> <p>CO6: Understand puns and idioms in the English language.</p>
BA2CRT06	Cost and Management Accounting	<p>CO1: Understand cost concept, methods and techniques of cost accounting</p> <p>CO 2: Prepare a cost sheet and Reconciliation Statement</p> <p>CO3: Solve different methods of pricing on issue of materials</p> <p>CO4: Classify the overheads under different heads</p> <p>CO5: Analyze the techniques used in standard costing</p> <p>CO6: Know the use of different types of budgets</p> <p>CO6: Understand the use of CVP analysis in decision making</p> <p>CO7: Outline the importance of Management Accounting</p>
BA2CRT07	Business Communication	<p>CO1: Know the fundamentals of business communication.</p> <p>CO2: Recognize various barriers of communication and understand how to overcome it.</p> <p>CO3: Aware about the various types of communication.</p> <p>CO4: Understand different official business Communications.</p> <p>CO5: Identify new trends in business communication.</p>

BA2CMT08	Mathematics for Management	<p>CO.1 Understand the concept of plane analytic geometry.</p> <p>CO.2 Evaluate Mathematical problems in analytic geometry ,area of triangle different equations of straight lines, collinearity and concurrency.</p> <p>CO.3 Develop the concept of arithmetic progression and sum of the series.</p> <p>CO.4 Develop the concept of geometric progression and sum of the series.</p> <p>CO.5 Compare between arithmetic progression and geometric progression.</p> <p>CO.6 Understand the concept of interests and present values.</p> <p>CO.7 Evaluate the interest, discount, annuity and present value.</p>
BA2CMT09	Statistics for Management	<p>CO.1 Use the basic probability rules like additive and multiplicative laws.</p> <p>CO.2 Develop an idea about the probability distributions, mean and variance.</p> <p>CO.3 Understand the Binomial, Poisson and Normal distributions.</p> <p>CO.4 Develop the concept of sampling and sampling distributions.</p> <p>CO.5 Formulate hypothesis about various population parameters.</p> <p>CO.6 Conduct statistical tests of mean and proportion.</p> <p>CO.7 Conduct Chi-square statistical test of goodness of fit and independence</p>

BA2CCT10	English Paper –II Issues that Matter	<p>CO1: To understand about War and its aftermath</p> <p>CO2: To know about the consequences of Dissension</p> <p>CO3: To understand about culture ,identity & Tradition</p> <p>CO4: To Describe environment matters</p> <p>CO5: To understand about Refugeeism.</p>
BA3CRT11	Human Resource Management	<p>CO1: Acquire the knowledge of basic concepts of Human Resource Management.</p> <p>CO2: Aware about the organizational structure and functions of personnel departments.</p> <p>CO3: Identify the procedures of various human resource aspects.</p> <p>CO4: Attain an idea on performance appraisal methods.</p> <p>CO5: Recognize the Framework for good understanding of job analysis.</p> <p>CO6: Learn how to maintain human resource records in the organisations.</p>

BA3CRT12	Marketing Management	<p>CO1 Aware on market ,marketing ,market segmentation and consumer behavior</p> <p>CO2: Understand the micro and macro marketing environment</p> <p>CO3: Know the meaning and importance of product mix</p> <p>CO4: Understand the importance of branding packaging and labelling</p> <p>CO5: Understand pricing policies and applicability of different pricing strategies</p> <p>CO6: Know about the channels of distribution and its importance</p> <p>CO7: Know the objectives and functions of advertising , sales promotion and personal selling</p> <p>CO8: identify the scope of marketing research and understand the concept of marketing risk ok and marketing audit</p>
BA3CRT13	Research Methodology	<p>CO1:Understand the basic concept of research and Research Methodology</p> <p>CO2: Aware about different types of research</p> <p>CO3: Understand how a problem be defined</p> <p>CO4: Aware about research design and sampling design</p> <p>CO5: Identify different sources of data and its application in different situations.</p> <p>CO6: Understand about interpretation and reporting of research.</p> <p>:</p>
BA3CMT14	Business Laws	<p>CO1: Explain the basic elements of forming an enforceable contract and agreement</p>

		<p>CO2:Identify the special types of contract C03:Point out role of an agent, principal and surety while forming the contract of agency</p> <p>CO4:Understand the general principles underlying in the contracts of bailment and pledge</p> <p>CO5:Recognize the object and significance of the Sale of Goods Act, 1936</p>
BA3PRP15	Personality Development and Management Skills (Minor Project)	The student will have the opportunity to explore 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.
BA4CRT16	Financial Management	<p>CO1:Understand the basic concept finance function</p> <p>CO2: Identify different sources of finance & its implications in business.</p> <p>CO3: Understand the concept of working capital Management.</p> <p>CO4: Understand cost of capital and calculate different sources of capital.</p> <p>CO5: Understand the capital structure and different theories of capital structure.</p> <p>CO6: Aware about dividend decision and .various approaches relating to dividend.</p> <p>CO7:Understand Corporate dividend practices in India</p> <p>CO8:</p>
BA4CRT17	Managerial Economics	<p>CO1: Know the basic concepts of managerial economics and traditional economics.</p> <p>CO2: Understand the impact of cyclical fluctuations on the working of Business.</p> <p>CO3: Identify the various economic system followed by different countries.</p> <p>CO4: Recognise the importance and uses of demand in a business firm.</p>

		<p>CO5: Understand the theoretical framework of laws of production function and pricing policies relating manufacturing units.</p> <p>CO6: Identify different types of market and understand its salient features.</p>
BA4CRT18	Entrepreneurship	<p>CO1: Understand the concept of entrepreneurs and entrepreneurship and types entrepreneurs</p> <p>CO2: Understand the role of entrepreneurs in India</p> <p>CO3: Aware about EDP and its activities.</p> <p>CO4: Understand the factors affect the emergence and growth of entrepreneurship</p> <p>CO5: Aware about sources of project financing of new enterprises.</p> <p>CO6: Aware about formalities for setting up of a small Business enterprise</p> <p>CO7: Understand the various institutions conducting entrepreneurial development Programme</p> <p>CO8: Understand how to prepare a project report relating to a small scale business unit.</p>
BA4CMT19	Basic informatics for Management	<p>CO1: Have thorough knowledge in Excel.</p> <p>CO2: Impart the knowledge in Excel to use it in their Research Work.</p> <p>CO3: Acquire the skills for analyse business data with Excel</p> <p>CO4: Get enough knowledge in Computerized Accounting.</p> <p>CO5: Shall be able to scientifically analyse the financial position of a firm</p> <p>CO6: Understand about report making in computerised accounting.</p>

BA4CMT20	Corporate Law	<p>CO 1 :Identify various steps in the formation of a company and the documents required by the company.</p> <p>CO 2: Outline the management of a company and assess the validity of company meetings.</p> <p>CO3: Describe the different modes and process of winding up of a company</p> <p>CO4: Understand the partnership business and recognise the rights and duties of partners</p> <p>CO5: Understand the basic features of limited liability partnership</p> <p>CO6:Practice pollution control measures in our daily life</p>
BA5CRT21	Organisational Behaviour	<p>CO1: understand the concept of organizational behavior</p> <p>CO2: understand the implication of of individual and group behavior in organisational context</p> <p>CO3: understand personality types perception and its determinants and learning process on human behaviour</p> <p>CO4: understand the various theories of motivation and impact of motivation in the workplace</p> <p>CO5: understand the group ,stages of group development and group dynamics within the organisation and know the types of conflict in the organization</p> <p>CO6: Recognise good or poor leadership and the varieties of leadership styles and understand power and politics in organisation</p> <p>CO7: Identify common organisational structures and the advantages and disadvantages of each</p> <p>CO8: understand the impact of organisational climate, culture ,change has on individuals and the workplace</p>

BA5OPT22	Open Course -Brand Management	<p>CO1:Understand the concept of brand</p> <p>CO2:Understand the process of brand building</p> <p>CO3:Learn how to promote a brand</p> <p>CO4: Understand the importance of logo and tagline in branding.</p> <p>CO5:Understand the concept of brand positioning</p> <p>CO6:Understand the concept of brand equity and its importance</p> <p>CO7:Aware about brand extension and cobranding</p> <p>CO8:Discuss brand licensing and its benefits</p>
BA5CRT23	Environment Science and Human Rights	<p>CO1:Understand the multidisciplinary nature of environment studies</p> <p>CO2:Use different ways to preserve biodiversity</p> <p>CO3: Integrate business with environment</p> <p>CO4: Develop ideas of green entrepreneurship business</p> <p>CO5:Be aware about the human rights and its practices</p>
BA5CMT24	Intellectual Property Rights and Industrial Laws	<p>CO1: Aware about patent and trademarks.</p> <p>CO2: Aware about different laws prevailing in Industries regarding Factories Act.</p> <p>CO3:Understand the solutions for the Industrial Dispute in the light of Industrial Dispute Act</p> <p>CO4:Aware about the provisions relating to ESI Act and its applications in the organisations</p> <p>CO5: Know how the consumer rights are protected by laws.</p> <p>:</p>

BA5CRT25	Operations Management	<p>CO1: Identify the elements of operations management and various transformation process to enhance productivity.</p> <p>CO2: Recognise and understand steps of production planning and control.</p> <p>CO3: Know how the materials are managed by using inventory control techniques.</p> <p>CO4: Realise the importance of plant layout and location analysis.</p> <p>CO5: Understand and acquire the knowledge of work study.</p> <p>CO6: Better understanding of quality control.</p>
BA5CRT26	Industrial Relations	<p>C01: Know how the relations are made in industries between workers and management</p> <p>Co2: Examine the role of trade union in industries</p> <p>C03: Recognise the important causes and impact of industrial disputes</p> <p>CO4: Understand various processes and procedures for settling Industrial disputes.</p> <p>C05: Gain an understanding on the different social security and welfare programmes offered by organizations</p> <p>C06: Understand ways to promote Industrial Peace</p> <p>C07: Acquire skills in handling Employer employee relations</p>

BA6OCT27	Optional-I Healthcare Management	CO1: Aware about the role of hospitals in health care and types of hospitals. CO2: Gain the role of government and Private Health Care units. CO3: Know how the hospitals are managed by the executives. CO4: Understand inpatient and outpatient departments working in the hospital. CO5: Recognise various services and departments seen in the hospitals. CO6: Learn how to maintain different medical records in a hospital. CO7: Identify new avenues in the Health Care Management.
BA6OCT28	Optional-II Advertisement and Salesmanship	CO1: understand the concepts and different types of advertising CO2: identify the media alternatives for different marketing messages CO3: understand the functions of advertising agency and know the methods of preparing advertising budget CO4: Identify the ethical issues related to advertisement CO5: understand the various elements of advertising copywriting CO6: understand the concept of salesmanship and develop salesmanship in them CO7: understand the skills and qualities required in salesmanship CO8: Learn the methods of training and motivating to a salesman

BA6CRT29	Strategic Management	<p>CO1:Understand basic concepts of strategic Management</p> <p>CO2:Understand the strategic environment and environmental appraisal techniques</p> <p>CO3: Understand strategic formulation and different levels of strategy.</p> <p>CO4:Understand the implementation of strategy,organisation structure & corporate culture</p> <p>CO5:understand various strategic control techniques</p> <p>CO6:Understand the strategic issues relating to small,medium and nonprofit organisation</p>
BA6CRT30	Communication Skills and Personality development	<p>C01:Learn how to deliver speech in formal occasions</p> <p>C02: Learn how to make effective presentations by using powerpoints.</p> <p>C03:Identify the electronic media for crafting brief business messages</p> <p>C04: Draft an email message using a standard format</p> <p>C05:Draft a Resume and Job application letter</p> <p>C06: Develop communication skills while conducting a Group Discussion</p> <p>C07:Know how to behave during an interview in an organisation</p> <p>C08:Discuss different topics related with environment, politics and social problems</p>
BA6PRP31	Management Project	<p>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.</p>

