



BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME SPECIFIC OUTCOME

- PSO1:** Students will acquire and demonstrate analytical and problem solving and decision making skills within various disciplines of management, business, accounting, economics, finance, and marketing
- PSO2:** Students will be capable of demonstrating comprehensive knowledge and understanding of finance and accounts.
- PSO3:** Students will be able to recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment
- PSO4:** Students will be capable of effectively manage people and build strong relationships

COURSE OUTCOME

BBA1B01 : MANAGEMENT THEORY AND PRACTICES

BBA1B01.1	Understand different schools of management thought
BBA1B01.2	Understand apply the concepts of planning, organizing, staffing and controlling for effective management
BBA1B01.3	Aware and apply the ethically and socially responsible behaviour in Management
BBA1B01.4	Aware and pursue the modern management practices in business
BBA1B01.5	Understand the ethical issues in business and relevance of CSR

BBA2B02 : FINANCIAL ACCOUNTING

BBA2B02.1	Discuss and apply fundamental accounting concepts, principles and conventions
BBA2B02.2	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
BBA2B02.3	Record accounting transactions in respect of hire purchase and instalment system and branches
BBA2B02.4	Learning the concept of Branch Accounting and Branch Trading and P&L Accounts
BBA2B02.5	Understand the meaning and basic characteristics of shares and debentures

BBA2B03 : MARKETING MANAGEMENT

BBA2B03.1	Understand the concepts of marketing management
BBA2B03.2	Understand and develop insights and knowledge base of various concepts that driving marketing strategies
BBA2B03.3	Determine strategies for developing new products and services that are consistent with evolving market needs
BBA2B03.4	Develop skills in organizing for effective marketing and in implementing the market planning process
BBA2B03.5	Develop strategies for the efficient distribution of products and services.

BBA3B04 : CORPORATE ACCOUNTING

BBA3B04.1	Understand the approach to restate and interpret the financial statements as per IFRS
BBA3B04.2	Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets
BBA3B04.3	Prepare annual financial statements for companies.
BBA3B04.4	Calculate and use a comprehensive set of financial ratios to evaluate a company's performance
BBA3B04.5	Record accounting transactions in respect of redemption of preference shares and debentures

BBA3B05 : FINANCIAL MANAGEMENT

BBA3B05.1	Understand and develop insights and knowledge base of various concepts of finance
BBA3B05.2	Develop skills for effective Financial decisions making
BBA3B05.3	Develop skills for effective Investment decisions making

BBA3B05.4	Understand the need for and importance of adequate working capital
BBA3B05.5	Develop skills for effective Dividend decisions making

BBA4B06 : COST AND MANAGEMENT ACCOUNTING

BBA4B06.1	Understand cost and management accounting concepts and its application for decision making.
BBA4B06.2	Analyze the materials in storage, handling, shipping and distributing.
BBA4B06.3	Aware as to cost consciousness and the various methods and techniques of costing
BBA4B06.4	Describe different product costing scenarios in job-order and process environments
BBA4B06.5	Use marginal costs to prepare budgets for planning and control purposes

BBA5B07 : HUMAN RESOURCES MANAGEMENT

BBA5B07.1	Develop insights on various concepts and Functions of Human Resource Management
BBA5B07.2	Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs and ability to prepare a selection strategy for a specific job
BBA5B07.3	Analysis of training needs importance and methods.
BBA5B07.4	Describe the appraisal process, methods and demonstrate the compensation management as well as grievance redressal
BBA5B07.5	Learn the latest trends in Human Resource Management

BBA5 B08 : BUSINESS RESEARCH METHODS

BBA5 B08.1	Understand and develop insights and knowledge base of various concepts in Research
BBA5 B08.2	Understand a general definition of research design
BBA5 B08.3	Understand the process of quantitative and qualitative data collection
BBA5 B08.4	Identify and select a good instrument to use in a research
BBA5 B08.5	write a research report and thesis

BBA6B13 : MANAGEMENT SCIENCE

BBA6B13.1	Understand the concept and techniques of operation research
BBA6B13.2	Understand the mathematical tools that are needed to solve optimisation problems
BBA6B13.3	Learn different OR techniques useful in managerial decisions
BBA6B13.4	Apply decision theory to a variety of practices of complex decision making in business firms and other organizations
BBA6B13.5	Comprehend the concept of a Transportation Model and develop the initial solution for the same

BBA6B 14 : PROJECT MANAGEMENT

BBA6B 14 .1	Understand the different concepts of managing a project
BBA6B 14 .2	Understand the different methods of financing a project
BBA6B 14 .3	Analyse the viability of a project.

BBA5B09 : OPERATIONS MANAGEMENT

BBA5B09.1	Understand the different concepts of operation Management
BBA5B09.2	Solve facility design problems through analyzing different plant and process layout models
BBA5B09.3	Acquire the knowledge to make plans at the operational level of an industry
BBA5B09.4	Understand MRP systems using in production and inventory control techniques
BBA5B09.5	Explain the different meanings of the quality concept and its techniques

BBA6B12 : ORGANISATIONAL BEHAVIOR

BBA6B12.1	Understand the different concepts of Organisational Behaviour.
BBA6B12.2	Identify the different components of individual behaviour.
BBA6B12.3	Analyze the complexities associated with management of the group behavior in the organization.
BBA6B12.4	Develop and nurture a deep understanding of personal motivation and leadership quality
BBA6B12.5	Understand and deal with organisational change, development and stress

BBA5B10 E1 : INCOME TAX

BBA5B10.1	Understand the latest provisions of Income Tax Act Law
BBA5B10.2	Compute different heads of income as well as total income
BBA5B10.3	Calculate business or professional income
BBA5B10.4	Calculate capital gain from different transactions
BBA5B10.5	Enable to compute tax liability

BBA5B11 E2 : FINANCIAL MARKETS AND INSTITUTIONS

BBA5B11.1	Understand different aspects and components of financial Institutions and financial markets.
BBA5B11.2	Understand the role and importance of money market in India.
BBA5B11.3	Identify the role of capital market in industrial development
BBA5B11.4	Explains the structure of secondary market and stock exchanges in India.
BBA5B11.5	Acquire knowledge regarding derivatives market and its instruments

BBA6B15 E3: FINANCIAL SERVICES

BBA6B15.1	Aware of various financial services available in Indian financial system
BBA6B15.2	Acquire knowledge regarding mutual fund, pension fund and ETFs
BBA6B15.3	Understand the nature and functions of merchant banking
BBA6B15.4	Analyze the role of lease finance and venture capital in Indian financial market
BBA6B15.5	Understand the relevance of credit rating agencies and factoring services in India

BBA6B16 E4 : INVESTMENT MANAGEMENT

BBA6B16.1	Aware of various investment opportunities from an investor's perspective of maximizing return on investment.
BBA6B16.2	Understand the trade-off between risk and return for different types of investment.
BBA6B16.3	Understand the nature and structure of fundamental analysis of investment valuation.
BBA6B16.4	Understand the nature and structure of technical analysis of investment valuation.
BBA6B16.5	Gain knowledge of various theories related to portfolio management

BBA1C01 : MANAGERIAL ECONOMICS

BBA1C01.1	Design competition strategies, including costing, pricing and product differentiation
BBA1C01.2	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
BBA1C01.3	Understand the market environment according to the natures of products and the structures of the markets
BBA1C01.4	Make optimal business decisions by integrating the concepts of economics
BBA1C01.5	Describe the business cycle and its primary phases

BBA3C02 : BUSINESS REGULATIONS

BBA3C02.1	Analyze statutory provisions and the core concepts in business laws
BBA3C02.2	Analyze legal issues arising in day-to-day business operations prevalent in India
BBA3C02.3	Understand the concept of Sale of Goods Act 1930
BBA3C02.4	Determine and discuss the factors that result in consumers requiring legal protection.
BBA3C02.5	Discuss possible solutions to issues in organisations in the frame work of business laws

BBA4C03 : CORPORATE REGULATIONS

BBA4C03.1	Understand the features and different types of companies
BBA4C03.2	Aware as to the formation of companies and also as to different documents of companies
BBA4C03.3	Understand the share capital and other relevant provisions of the same
BBA4C03.4	Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI
BBA4C03.5	Understand the provisions of conducting meetings and also the winding up procedure of companies.

BBA4C04 : QUANTITATIVE TECHNIQUES FOR BUSINESS

BBA4C04.1	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
BBA4C04.2	Understand various quantitative & statistical methods
BBA4C04.3	Calculate and interpret statistical values by using statistical tool (correlation & regression)
BBA4C04.4	Develop skills for effectively analyze and apply Quantitative Techniques in decision making
BBA4C04.5	Understand the characteristics of a binomial, poisson and normal distribution

BBA3A11 : BASIC NUMERICAL METHODS

BBA3A11.1	Understand numerical equations and their applications.
BBA3A11.2	Understand matrix, progression, financial mathematics and their applications.
BBA3A11.3	Understand descriptive statistics and their applications
BBA3A11.4	Apply numerical methods to obtain approximate solutions to mathematical problems.
BBA3A11.5	Conduct basic statistical analysis of data.

BBA3A12: PROFESSIONAL BUSINESS SKILLS

BBA3A12.1	Display professionalism and ownership of professional growth and learning
BBA3A12.2	Acquire knowledge regarding different E-learning platforms
BBA3A12.3	Enable to choose suitable business analytics methods and use them in practice
BBA3A12.4	Understand and appreciate the legal and ethical environment impacting individuals as well as business organizations and have an understanding of the ethical implications of IT
BBA3A12.5	Discuss the key elements of a digital marketing strategy

BBA4A13 : ENTREPRENEURSHIP DEVELOPMENT

BBA4A13.1	Ability to discern distinct entrepreneurial traits
BBA4A13.2	Acquire knowledge regarding various financial institutions which supports entrepreneurship
BBA4A13.3	Understand the role and functions of MSME in India.
BBA4A13.4	Understand the systematic process to select and screen a business idea
BBA4A13.5	Write a business plan

BBA4A14: BANKING AND INSURANCE

BBA4A14.1	Familiarize the students with the basic structure of banking business in India and functions of RBI
BBA4A14.2	Classify various negotiable instruments and reason of its dishonor
BBA4A14.3	Explain electronic banking and commerce and what goes into electronic banking and commerce
BBA4A14.4	Analyze the social and economic importance of insurance in Indian economy
BBA4A14.5	Understand various principles, provisions that govern the Life and General Insurance Contracts

BBA5D01 : TOURISM MANAGEMENT

BBA5D01.1	Know the significance of tourism development with special reference to Kerala.
BBA5D01.2	Understand the role of transport and travel agencies in developing tourism.
BBA5D01.3	Identify the relevance of tourist accommodation and an overview of the hotels in India