

DEPARTMENT OF MANAGEMENT STUDIES

SRI Y.N. COLLEGE (AUTONOMOUS)

B.B.A



❖ PROGRAMME OUTCOMES (POs)

❖ PROGRAMME SPECIFIC OUTCOMES (PSOs)

❖ COURSE OUTCOMES (COs)

Department of Management Studies
BBA(SYNBBA219) - BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES: On completion of the BBA Program, the students will be able to:

- Develop managerial approach that provides career in the business and the corporate sector.
- Improve skills such as leadership, communication, critical thinking and decision making.
- Comprehend the business environment and improve ethical, social and environmental values.

PROGRAMME SPECIFIC OUTCOMES:

The BBA Programme has been designed to develop graduates with the following specific outcomes:

PSO1•Critical Thinking Skills: Students will be able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PSO2 Life Skills: Students will be able to lead the teams by demonstrating life skills, coping skills and human values.

PSO3Communication Skills: Students will be able to conceptualize a complex issue into a coherent written statement and oral presentation.

PSO4Technology Skills: Students will become competent to use the technology in the modern organizational operations.

PSO5.Entrepreneurship and Innovation: Students will emerge as Entrepreneurs by creating and managing innovation, new businesses and high-growth potential entities.

PSO6Business Knowledge: Students will become technically competent in domestic and global business through the study of major disciplines within the fields of business. They become think tanks in global business solutions with a holistic approach.

COURSE OUTCOMES

I YEAR BBA: Semester-I

Paper-II: Management Process.

Course Outcomes:

Upon completion of this course, students will be able to:

- Gather knowledge about the principles of management which is essential for all kinds of people in all kinds of organizations.
- Develop a clear understanding of the managerial functions like planning, organizing, staffing, leading and controlling.

Paper-1: Managerial Economics.

Course Outcomes:

Upon completion of this course, students will be able to:

- Develop capacity to analyze the economic environments in which business entities operate.
- Understand how managerial decisions can vary under different constraints.

Paper-III: IT for Managers

Course Outcomes:

Upon completion of this course, students will be able to:

- Use and apply current technical concepts and practices in the core information technologies.
- Use Basic Microsoft Office Software Package with MS-Word, MS-PowerPoint, MS Access Excel.

I YEAR BBA: II SEMESTER

Paper-I: Accounting For Managers.

Course Outcomes:

Upon completion of this course, students will be able to:

- Acquire conceptual knowledge of basics of financial accounting.
- Understand the accounting practices of business enterprises.
- Demonstrate hands on skills in preparing Financial Statements of a Business enterprise.

Paper-II: Business Environment.

Course Outcomes:

Upon completion of this course, students will be able to:

- Gain knowledge regarding different dimensions of Business Environment and their impact on Business organizations.
- Understand Government Policies of India and their impact on Business Enterprises.

Paper-II: Quantitative Techniques for Management.

Course Outcome:

Upon completion of this course, students will be able to:

- Gain the basic knowledge of quantitative methods and their applications to commercial situations.

II YEAR BBA: III SEMESTER

Paper-I: Operations Management.

Course Outcomes:

Upon completion of this course, students will be able to:

- Understand the concepts, principles, problems, and practices of Operations Management.
- Identify and articulate how Operations Management contributes to the achievement of an organization's strategic objectives.

Paper-II:

Human Resource Management.

Course Outcomes:

Upon completion of this course, students will be able to:

- Acquire knowledge, process and techniques of HRM in an Organisation.
- Impart the skills to manage various functions of Human Resource Management in order to provide the professional approach and outlook.
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Paper-III: Organizational Behavior.

Course Outcomes:

Upon completion of this course, students will be able to:

- Understand the behavior of people in the organizations.
- Comprehend the concepts of Personality, Perception, Attitudes, Values and Motivation of individuals in the Organisations..
- Understand the group dynamics and demonstrate Team building skills required for effective performance.

II YEAR BBA: IV SEMESTER

Paper-I: Financial Management.

Course Outcomes:

Upon completion of this course, students will be able to:

- Understand the functions and decisions of Financial Management of Business Organisation.
- Apply financial theory to analyze real life situations in an uncertain environment.

Paper-II: Marketing Management.

Course Outcomes:

Upon completion of this course, students will be able to:

- Develop an understanding of concepts and process of marketing Management.
- Analyse an organization's marketing policies and strategies.

PAPER III : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Course Outcomes:

Upon completion of this course, students will be able to:

- To understand and implement the Business Ethics in running the organizations..
- To implement various corporate social Responsibilities in the organizations.
- To Imbibe the ethical issues in the Corporate Governance and adhere to the ethical codes.

III YEAR BBA : V SEMESTER

Skill Based Course: Business Leadership

Course Outcomes:

Upon completion of this course the students will be able to:

- Imbibe the traits and skill of leadership
- Understand the profiles of successful leaders

DSC 1 : E- Commerce

Course Outcomes:

Upon completion of this course, students will be able to:

- Understand the concepts and uses of electronic commerce in different areas of the economy
- Recognize the impact of Information and Communication technologies on the business operations.

DSC 2 : Business Laws

Course outcomes:

Upon completion of this course, students will be able to:

- Understand the basic legal concepts and the Indian legal environment
- Understand various Business Laws that need to be complied with in the business process.

DSC 3 : Taxation :

Course outcome:

Upon completion of this course, students will be able to:

- Understand the tax concepts and calculate Total Income & Tax Liability.
- Identify and explain the self-assessment system of tax administration.

Elective DSC 1F(FM) : Financial Markets

Course outcomes:

Upon completion of this course, students will be able to:

- Gain the knowledge of Primary & Secondary Markets and various Financial Services.
- Understand the functions and services of different Financial Institutions.

Elective DSC 2F(FM) – Foreign Exchange Management

Course Outcome:

Upon completion of this course, students will be able to:

- Identify the risks in the Foreign Exchange Management and the techniques to minimize the risk exposure.

Paper-VII : PROJECT WORK

Course outcomes:

Upon completion of this course, students will be able to:

- Gain knowledge of business practices and processes.
- Analyze, evaluate and interpret data practically for the situations at the industry, business and individual levels

III YEAR BBA: SEMESTER VI

Paper-I : Event Management.

Course Outcomes:

Upon completion of this course, students will be able to:

- Obtain a sense of responsibility for the multi-disciplinary nature of event management
- Gain confidence and enjoyment from involvement in the dynamic industry of event management

Paper-II: Business Strategy.

Course outcomes:

Upon completion of this course, students will be able to:

- Understand the basics of the how organizations are managed, with a special focus on the role played by a business firm's strategy.
- Assess or predict business performance based on the detailed analysis of a specific problem, case or company.

PAPER III :

MEDIUM, SMALL & MICRO ENTERPRISES MANAGEMENT

Upon completion of this course, students will be able to :

- Understand the structure and functioning of Medium, Small and Micro Enterprises.
- Setup own ventures and emerge as entrepreneurs

PAER IV : PROJECT EVALUATION AND MANAGEMENT

Upon completion of this course, students will be able to:

- Comprehend the project evaluation techniques
- Conduct project evaluation process

Elective – I(FM) : PAPER V - FINANCIAL SERVICES

Course outcomes:

Upon completion of this course, students will be able to:

- Understand the role and function of the financial system in reference to the macro economy.
- Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
- Evaluate and create strategies to promote financial products and services.

Elective – I(FM) : PAPER VI - INVESTMENT MANAGEMENT

Course Outcomes:

Upon completion of this course, students will be able to:

- Discuss core client groups of the investment management industry
- Describe the investment management process
- Detail relevant asset classes for investment
- Define performance metrics of investment funds
- Confidently communicate the definition of technical words and phrases found within the investment management industry