

SRI Y.N. COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

B.B.A



- ❖ PROGRAMME OUTCOMES (POs)
- ❖ PROGRAMME SPECIFIC OUTCOMES (PSOs)
- ❖ COURSE OUTCOMES (COs)
- ❖ ATTAINMENT OF PROGRAMME, PROGRAMME SPECIFIC AND COURSE OUTCOMES



SRI Y.N. COLLEGE

Department of Management Studies
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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.

PSO5Entrepreneurship 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

B.B.A I Year, Semester-I

Major Paper I: FUNDAMENTALS OF COMMERCE

(for B.Com, BBA & BCA)

Course outcomes: On completion of the course the student will -

- *Identify the role commerce in Economic Development and Societal Development.*
- *Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and macro economics and factors determine demand and supply.*
- *An idea of Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.*

Major Paper II :BUSINESS ORGANISATION

(for B.Com, BBA & BCA)

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

- *Understand the concept of Business Organization along with the basic laws and norms of Business Organization.*
- *The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems.*
- *The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.*

B.B.A I Year, Semester-II

BBA 2A : ACCOUNTING FOR MANAGERS

Course Outcomes: *Upon completion of this course, the 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.*

BBA 2B : FUNDAMENTALS OF MARKETING

Course Outcome: *On completion of the course the students will gain complete insights into different concepts of marketing, marketing mix and strategies to compete successfully in the present day competitive world.*

BBA 2C : E-COMMERCE

Course Outcomes: *Upon completion of this course, the 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.*

B.B.A II Year, Semester-III

BBA 3A : ORGANIZATIONAL BEHAVIOUR

Course outcomes: *Upon completion of this course, the 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.*

BBA 3B: HUMAN RESOURCE MANAGEMENT

Course outcomes: *Upon completion of this course, the students will be able to:*

- *Acquire knowledge, process and techniques of HRM in an Organisation.*
- *Obtain the skills to manage the Human Resources.*

BBA 3 C: FINANCIAL MANAGEMENT

Course outcomes: *Upon completion of this course, the students will be able to:*

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

B.B.A II Year, Semester-IV

BBA 4A: TRAINING AND DEVELOPMENT

Course outcome: *Upon completion of this course, the students will be acquainted with the different methods of Training and Development in the organizations*

BBA 4B: BUSINESS LAW

Course outcome: *Upon completion of this course, the students will be acquainted with the different aspects of managing Legal activities in the organizations.*

BBA 4C: MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

Course outcomes: *Upon completion of this course, the students will be able to :*

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

BBA 4D: INTERNATIONAL BUSINESS

Course outcome: *Upon completion of this course, the students will acquire the skills of managing the International Business of the organizations.*

BBA 4E: COST & MANAGEMENT ACCOUNTING

Course outcome: : *Upon completion of this course, the students will get familiarized with the different aspects of Cost and Management Accounting activities in the organization.*

BBA 4F: FINANCIAL SERVICES

Course outcome: : *Upon completion of this course, the students will get enlightened with the different aspects of Financial Services in the organizations.*

B.B.A III Year, Semester-V

BBA 5A: TALENT MANAGEMENT

Course Outcomes: *Upon completion of this course,*

- *the students will illustrate the connections between factors identified, the strategy of the company and the talent management system*
- *the students will gain the ability to develop*
- *talent management strategy for the organization chosen*
- *the students will acquire the talent that meets the organizational needs*

BBA 5B: LEADERSHIP

Course Outcomes: *Upon completion of this course,*

- *the students will recognize the implications of leadership style and its impact on team and organizational performance*
- *the students will identify and critically assess assumptions that influence decisions and actions on management, leadership, teamwork and relationship building*
- *the students will receive and integrate feedback on decision-making practices, conflict resolution skills, and teamwork behaviours with the support of a team-based coach.*
- *the students will gain the leadership skills, e.g., interpersonal skills, team development, conflict management, communication and change skills.*

BBA5C: EXPORT AND IMPORT MANAGEMENT

Course Outcomes: *Upon completion of this course,*

- *the students will understand the significance of Export and Import Management and its role in Economy and as job careers*
- *the students will acquire knowledge on Procedures of export and import*
- *the students will gain skills to involve in pre and post EXIM activities*
- *the students will gain strength to do foreign trade*

BBA 5D: Brand Management

Course Outcomes: *Upon completion of this course,*

- *the students will understand the nuances of product and product concepts, and understand key principles of branding*
- *the students will understand the branding concepts and ideas in their own words*
- *the students will understand and conduct the measurement of brand equity and brand performance*
- *the students will formulate effective brand strategies for consumer and business goods and services.*
- *the students will demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.*

BBA5E: FOREIGN EXCHANGE MANAGEMENT

Course Outcomes: *Upon completion of this course,*

- *the students will be able to identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment;*
- *the students will be able to analyze alternative currency translation methods for settlement of goods;*
- *the students will be able to examine the organization of the Foreign Exchange Market, the Spot Market, and the Forward Market, and how the information driven in these markets can be used by small business operators in controlling and managing foreign exchange;*
- *the students will be able to identify operational difficulties in financing, and settling in foreign currency, and currency forecasting;*
- *the students will be able to evaluate the intercompany funds-flow mechanisms, cost and benefits, pertaining to all foreign sales and settlements;*

BBA 5F: E-PAYMENT SYSTEM

Course Outcomes: *Upon completion of this course,*

- *the students will be able to define key components and key players in the payment industry;*
- *the students will be able to describe, at a high level, the various payment channels, networks, and systems;*
- *the students will be able to describe the risks, mediations, and controls related to various payment types, payment channels, and systems;*
- *the students will be able to identify key principles base on exam guidelines;*
- *the students will be able to conduct risk-focused payment system exam.*
