GEMS ARTS AND SCIENCE COLLEGE, RAMAPURAM

DEPARTMENT OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES (POs), and COURSE OUTCOMES (COs)
PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION -BBA
PROGRAMME OUTCOMES (POs)

PO1 - To provide the students with the basic understanding about management education.

P02- To prepare student to exploit opportunities being newly created in the management profession.

P03- To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.

P04- To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.

P05- To train the students to be competent entry level management professionals .

P06- To impart basic and operational knowledge on all functional areas of management.

P07- To inculcate entrepreneurial skills among the management graduates to turn to successful entrepreneurs.

P08- To promote ethical and value-based leadership ability.

P09- To equip students to demonstrate the capabilities required to apply cross-fun

COURSE OUTCOMES (COs)

SEMESTER I

COURSE CODE	PAPER NAME	CREDITS	COURSE OUTCOME
BBA1B01	MANAGEMENT THEORY AND PRACTICES	4	**CO1**- Discuss different schools of management thought.
			CO2-Understand apply the concepts of planning, organizing, staffing and controlling for effective management.
			CO3- Aware and apply the ethically and socially responsible behaviors in Management.
			CO4- Aware and pursue the modern management practices in business.
BBA1B01 (Complementary Course)	MANAGERIAL ECONOMICS	4	**CO1**-Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.
			CO2- Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets.
			CO3- Make optimal business decisions by integrating the concepts of economics.

SEMESTER II

COURSE CODE	PAPER NAME	CREDITS	COURSE OUTCOME
BBA2B02	FINANCIAL ACCOUNTING	4	**CO1**- Discuss and apply fundamental accounting concepts, principles and conventions.
			CO2- Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business.
			CO3- Record accounting transactions in respect of hire purchase and instalment system and branches.
BBA2B03	MARKETING MANAGEMENT	4	**CO1**- Understand and develop insights and knowledge base of various concepts that driving marketing strategies
			CO2- Develop skills in organizing for effective marketing and in implementing the market planning process

SEMESTER III

COURSE CODE	PAPER NAME	CREDITS	COURSE OUTCOME
BBA3A11 (Common)	BASIC NUMERICAL METHODS	4	**CO1**- Understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.
BBA3A12 (Common)	PROFESSIONAL BUSINESS SKILLS	4	**CO1-** To update and expand basic Informatics skills of the students.
			CO2- To equip the students to effectively utilize the digital knowledge resources for their study.
BBA3BO4	CORPORATE ACCOUNTING	4	**CO1-** Understand and apply fundamental Ind ASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets.

			CO2- Prepare annual financial statements for companies and compute accounting ratios.
			CO3- Record accounting transactions in respect of redemption of preference shares and debentures.
BBA3B05	FINANCIAL MANAGEMENT	4	CO1- Understand and develop insights and knowledge base of various concepts of finance.
			CO2- Develop skills for effective Financial, Investment and Dividend decisions making.
BBA3CO2 (Complementary Course)	BUSINESS REGULATIONS	4	CO1-Analyse statutory provisions and the core concepts in business laws.
			CO2- Analyze legal issues arising in day-to-day business operations prevalent in India
			CO3- Discuss possible solutions to issues in organizations in the frame work of business laws

SEMESTER IV

COURSE CODE	PAPER NAME	CREDITS	COURSE OUTCOME
BBA4A13 (Common)	ENTREPRENEURSHIP DEVELOPMENT	4	CO1- To familiarize the students with the concept of entrepreneurship.
			CO2- To identify and develop the entrepreneurial talents of the students.
			CO3- To generate innovative business ideas in the emerging industrial scenario.
BBA4A14 (Common)	BANKING AND INSURANCE	4	CO1- To enable the students to acquire knowledge about basics of Banking and Insurance.
			CO2- To familiarize the students with the modern trends in banking
BBA4B06	COST AND MANAGEMENT	4	CO1- Understand cost and management accounting concepts and its application for decision making.

	ACCOUNTING		**CO2**-Aware as to cost consciousness and the various methods and techniques of costing.
BBA4C03 (Complementary Course)	CORPORATE REGULATIONS	4	**CO1-** Understand the features and different types of companies.
			CO2- Aware as to the formation of companies and also as to different documents of companies.
			CO3- Understand the share capital and other relevant provisions of the same.
			CO4- Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI.
			CO5- Understand the provisions of conducting meetings and also the winding up procedure of companies.
BBA4C04 (Complementary Course)	QUANTITATIVE TECHNIQUES FOR BUSINESS	4	**CO1-**Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
			CO2- Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

SEMESTER V

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
BBA5B07	HUMAN RESOURCES MANAGEMENT	4	**CO1-** Develop insights on various concepts and Functions of Human Resource Management
			CO2- Learn the latest trends in Human Resource Management.
BBA5 B08	BUSINESS RESEARCH METHODS	3	**CO1**- Understand and develop insights and knowledge base of various concepts in Research.
			CO2- Develop skills for conducting business research
BBA5B09	OPERATIONS MANAGEMENT	4	**CO1**- Understand the different concepts of operation Management.
			CO2- Acquire the knowledge to make plans at

			the operational level of an industry.
BBA5B10 (Elective 1)	CONSUMER BEHAVIOR	4	**CO1**-On completing the course students can apply the concepts for developing an effective advertising programme and new product.
BBA5B11 (Elective 2):	PRODUCT AND BRAND MANAGEMENT	4	**CO1**- The aim of the paper is to acquaint the students with concepts and techniques of brand management and new product development
			CO2- To give experience in the application of concepts in modern business world
BBA5D02	OPEN COURSE E- COMMERCE	3	**CO1**- To Understand the practice of Ecommerce, E-payment and also the security issues.

SEMESTER VI

COURSE CODE	PAPER NAME	CRE DITS	COURSE OUTCOME
Core Course BBA6B12	ORGANISATIONAL BEHAVIOR	4	**CO1**- To familiarize the students with the basic concepts of individual behaviors and organizational behavior
			CO2- To enable the students to catch an idea about inter-personal and group behavior.
			CO3- To acquire knowledge regarding the organizational change and organizational development
BBA6B13	MANAGEMENT SCIENCE	4	**CO1**- To learn different OR techniques useful in managerial decisions.
BBA6B 14	PROJECT MANAGEMENT	2	**CO1**- Understand the different concepts of managing a project.
			CO2- Analyze the viability of a project
BBA6B15 (Elective 3)	ADVERTISING AND SALES PROMOTION	4	**CO1**- Understand the process of advertisement;
			CO2- Apply the concepts for developing an effective advertisement copy
			CO3- Examine the various sales promotion strategies towards traders and consumers

BBA6B16 (Elective 4)	SUPPLY CHAIN AND LOGISTICS MANAGEMENT	4	**CO1**- To impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.
			CO2- To gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.
BBA6B17 (PR)	Project and Viva- Voce	2	