



PROGRAMME OUTCOMES & COURSE OUTCOMES

BACHELOR OF BUSINESS ADMINISTRATION

CHRIST COLLEGE PULIYANAMALA, KATTAPPANA

Approved by UGC and Affiliated to MG University, Kottayam (3521/1/14/Ac A VII)
A Minority Institution Managed By CMI Fathers

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ACCREDITED BY NAAC WITH B+ GRADE



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BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES

PO1	To understand management trends in a competitive global economy as well as a broad spectrum of state and federal employment legislation.
PO2	To equip students with the tools necessary to effectively meet the challenges of an ever changing business climate.
PO3	To inculcate specialized knowledge and skills required by managers who are responsible primarily of managing human resources and improving industrial Relations.
PO4	To develop a sound theoretical base in the domain of Management.
PO5	To develop communication, interpersonal skills and leadership qualities to work in and with teams in organizations.

PROGRAMME SPECIFIC OUTCOMES

PSO1	Acquire practical knowledge and learning through industrial visit and industrial project work.
PSO2	Develop problem solving and analytical skills to enable them to manage business professionally.
PSO3	To bridge the gap between the theoretical and practical knowledge of the students through interactive learning.
PSO4	To improve and impart the confidence and soft skills in students.
PSO5	To promote entrepreneurial skills among the students.
PSO6	Demonstrate a global outlook with the ability to identify aspects of global Business.
PSO7	Develop skills for analysing the business data and application of relevant analysis and problem solving.



COURSE OUTCOMES

SEMESTER I

BA1CRT01: PRINCIPLES AND METHODOLOGY OF MANAGEMENT	
CO1	Understand the concepts related to Business & Organization
CO2	Demonstrate the roles, skills and functions of management.
CO3	To acquaint students with process of decision making
CO4	To demonstrate the ability to direct, lead and communicate effectively
CO5	To analyze the issues and formulate best control methods.

BA1CRT02: BUSINESS ACCOUNTING	
CO1	To understand the basics of accounting
CO2	To understand the systems /process for recording transactions
CO3	To prepare the final accounts of sole trader
CO4	To give a general awareness about depreciation accounting
CO5	To know about the concept of bill of exchange in business



BA1CMT03: FUNDAMENTALS OF BUSINESS MATHEMATICS	
CO1	To understand the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts
CO2	Critically evaluate mathematical problems
CO3	Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems
CO4	Analyze and demonstrate mathematical skills required in mathematically intensive areas in business.
CO5	To know about modern trends in mathematics

BA1CMT04: FUNDAMENTALS OF BUSINESS STATISTICS	
CO1	To understand the various concepts of statistics as a subject.
CO2	To organize a statistical survey
CO3	To understand the importance of summary measures to describe the characteristics of data set
CO4	To analyze the relationship between two variables
CO5	To use various forecasting techniques



SEMESTER II

BA2CRT06: COST AND MANAGEMENT ACCOUNTING	
CO1	To Understand various costing systems and management systems
CO2	To Evaluate the costs and benefits of different conventional and contemporary costing systems
CO3	To methods of schedule costs as per unit of production
CO4	To Analyze cost-volume-profit techniques to determine optimal managerial decisions.
CO5	To Apply cost accounting methods for both manufacturing and service industry

BA2CRT07: BUSINESS COMMUNICATION	
CO1	To understand the basis of communication
CO2	To know about the various types of communication
CO3	To know the relevance of listening as a communication Tool
CO4	To learn about the dynamics of Groups
CO5	To familiar with new trends in Business communication.

BA2CRT08: MATHEMATICS FOR MANAGEMENT	
CO1	To explain the features and methods of mathematical methods.
CO2	To apply mathematical methods in problem solving
CO3	To learn about progressions
CO4	To calculate different interest rates
CO5	To calculate money based values



BA2CRT09: STATISTICS FOR MANAGEMENT	
CO1	To know about probability and probability distributions
CO2	Random variables and Theoretical distributions
CO3	To develop the concept of a sampling distributions.
CO4	To formulate hypothesis about various population parameters
CO5	To conduct various statistical tests.

SEMESTER III

BA3CRT11: HUMAN RESOURCE MANAGEMENT	
CO1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
CO2	To develop necessary skill set for application of various HR issues.
CO3	To analyze the strategic issues and strategies required to select and develop manpower resources.
CO4	Demonstrate the ability to prepare a selection strategy for a specific job.
CO5	To integrate the knowledge of HR concepts to take correct business decisions.

BA3CRT12: MARKETING MANAGEMENT	
CO1	To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints
CO2	To study about product and pricing policies in market
CO3	To know about the various tools and techniques in product distribution and promotion
CO4	To know about the concept and importance of marketing research
CO5	To study about service marketing



BA3CRT13: RESEARCH METHODOLOGY	
CO1	To familiarize the participants with concepts and process of research
CO2	To make the participants understand the application of research in business decision making
CO3	To expose the participants to the tools and techniques in business research
CO4	To study about various measurement scales & preparation of research data
CO5	To learn about the format of Research Report

BA3CRT14: BUSINESS LAWS	
CO1	To identify the principles behind law of contract
CO2	To equip students to identify the validity of contracts
CO3	To create awareness about various special contracts
CO4	To acquaint students with knowledge of rules related with indemnity and guarantee
CO5	To familiarize the legal provisions of Sale of Goods Act.

BA3PRP15: PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS (Minor Project)	
CO1	The students will have the opportunity to explore current management literature so as to develop an individual style and sharpen his skills in the area of leadership, communication, decision making, motivation and conflict management.



SEMESTER IV

BA4CRT16: FINANCIAL MANAGEMENT	
CO1	To familiarize students with fundamentals of Financial Management in an Organization
CO2	To understand the various techniques in Financial Management
CO3	To study about various financial decisions and theories of capital structure
CO4	To study about policy and types dividend decisions
CO5	To study about the concept of working capital management

BA4CRT17: MANAGERIAL ECONOMICS	
CO1	To familiarize the concepts and techniques of economics and global business environment
CO2	To sensitize the students about how economic and business environment affects organization
CO3	To study about demand and supply
CO4	To study about production function
CO5	To study about the various market structure



BA4CRT18: ENTREPRENEURSHIP	
CO1	To familiarize the participants with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent.
CO2	To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures.
CO3	To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas.
CO4	To get an insight about entrepreneurial development programmes and entrepreneurship
CO5	To learn about new generation trends in entrepreneurship

BA4CRT19: BASIC INFORMATICS FOR MANAGEMENT	
CO1	To have through knowledge in Excel
CO2	To get adequate knowledge in Excel
CO3	To become Computer proficient
CO4	To get enough knowledge in Computerized Accounting
CO5	To scientifically analyze the financial position of a firm.

BA4CRT20: CORPORATE LAWS	
CO1	To build a general awareness about the principles behind, companies and partnerships
CO2	To identify the various steps in the formation of a company
CO3	To specify the basic principles of corporate laws
CO4	To clarify the basic principles of partnership law
CO5	To understand the basic features of limited liability partnership



SEMESTER V

BA5CRT21: ORGANISATIONAL BEHAVIOUR	
CO1	To familiarize the students about the concept of organizational behaviour and its applications
CO2	To understand the concept of Personality and Perception
CO3	To study the various theories governing leadership and motivation
CO4	To get an insight about group behaviour
CO5	To know about the organizational culture and management of stress

BA5CRT22: BRAND MANAGEMENT (OPEN COURSE)	
CO1	Demonstrate knowledge of the nature and processes of branding and brand management.
CO2	Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas
CO3	Appraise the key issues in managing a brand portfolio and making strategic brand decisions
CO4	Formulate and justify brand development decisions
CO5	Analyze the contemporary brand related problems and develop appropriate strategies and initiatives.



BA5CRT23: ENVIRONMENT SCIENCE AND HUMAN RIGHTS	
CO1	To make the students aware of the general environmental issues surrounding business
CO2	To familiarize with the concept of sustainable global development and issues affecting ecological equilibrium
CO3	To gain knowledge into environment pollution, its prevention, recycling technology, waste management etc.
CO4	To study about green marketing and sustainable development
CO5	To study about various environment legislations

BA5CRT24: INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS	
CO1	To build a general awareness about the principles behind, intellectual property legislations and three important industrial laws.
CO2	To appreciate the concepts of patent and trademark protection.
CO3	To specify the various legal provisions in the Factories Act and
CO4	To know about Industrial Disputes Act.
CO5	To identify the benefits offered by ESI Act.



BA5CRT25: OPERATION MANAGEMENT	
CO1	To provide basic understanding of the Production / Operations Management function in Organizations.
CO2	To study the role of production planning & control in operations management
CO3	To know about Selection & Design of Material Handling and Vendor management system
CO4	To learn about Work Study & Maintenance management
CO5	To understand about Supply Chain Management & Lean systems

BA5CRT26: INDUSTRIAL RELATION	
CO1	To familiarize students with the basic concepts of industrial relations, its philosophy, origin and development
CO2	To develop knowledge on trade unions and its formation, structure, functions and legal framework
CO3	To gain insight into the process of collective bargaining, its origin and development
CO4	To gain understanding on industrial disputes, its causes, manifestation and effects
CO5	To study the statutory and non-statutory measures of industrial discipline



SEMESTER VI

BA6CRT27: INTRODUCTION TO RETAIL MANAGEMENT	
CO1	Understand the functions of retail business and various retail formats and retail channels.
CO2	Understand the difference between Retail and Manufacturing Supply Chain
CO3	To understand about various levels of logistic outsourcing
CO4	To identify the key drivers of retail supply chain and logistics strategy
CO5	To understand different types of distribution channel

BA6CRT28: ADVERTISING AND SALESMANSHIP	
CO1	By knowing about the various concepts related to advertisements, students will be able to identify misleading and false advertisements and will also get a general idea about framing advertisements.
CO2	The students will acquire copy writing skills and will also be equipped with the ability to choose a particular medium for advertisement.
CO3	The students will be able to decide an appropriate test for measuring the effectiveness of advertisement as they become aware of various tests for measuring the effectiveness of advertisements.
CO4	Enable the students to prepare sales promotion budget and the knowledge about various sales promotion strategies may benefit those students who dream of a career in salesmanship.
CO5	The students will be able to formulate their own strategies to manage sales force in their client organization.



BA6CRT29: STRATEGIC MANAGEMENT	
CO1	To understand about the theoretical foundations of strategic management.
CO2	To understand about various models of environmental and internal analysis
CO3	Development of an idea about the strategy formulation process at the corporate level.
CO4	Familiarization with various tools strategic planning and evaluation.
CO5	Understanding about the modes of implementation and control of strategies.

BA6CRT30: COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT	
CO1	Understand about the speeches and presentation.
CO2	The effective use of various types of oral, written and digital communication modes
CO3	To develop and nurture the soft skills that help develop student as a team member, leader, and all round professional.
CO4	To understand about effective techniques of GD
CO5	To equip the students with the necessary skills and techniques of communication to inform



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BA6CRT31: MANAGEMENT PROJECT	
CO1	To undertake an industrial study at a reputed organization on any of the topics learned.
CO2	To prepare a research report based on the collection, analysis and interpretation of the data and presents the findings and suggestions.

Ms. Sona Sebastian
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Ms. Binu George
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