

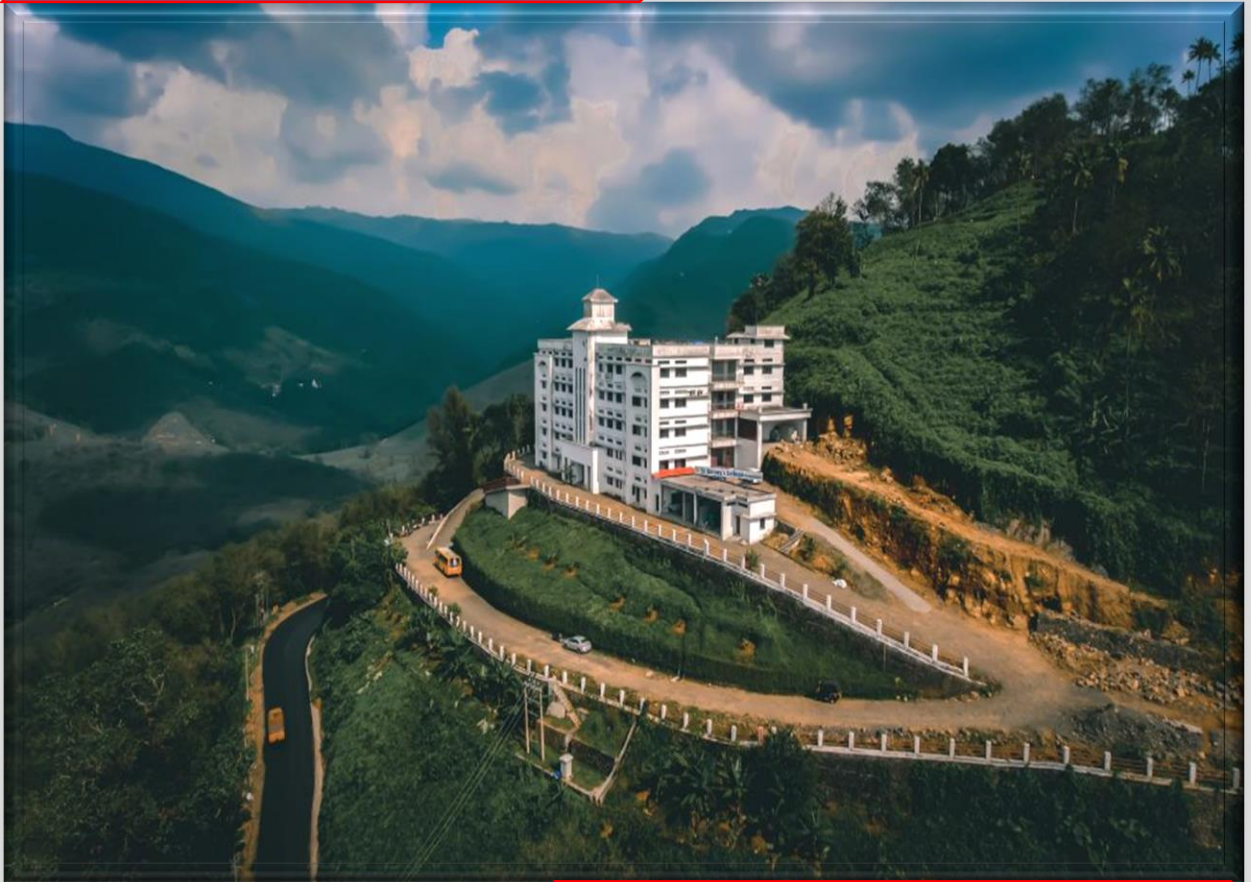


ST. ANTONY'S COLLEGE

PERUVANTHANAM

(AFFILIATED TO MG UNIVERSITY, ACCREDITED BY GOVT. OF KERALA)

PSO & CO



BBA

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DEPARTMENT OF MANAGEMENT

PSO

PSO	PSO statement
PSO 1	To understand effective leadership techniques, including aspects of character and ethical decision-making
PSO 2	To understand the importance and relevance of multicultural & diversity issues in business.
PSO 3	To develop communication skills to compete in a business environment.
PSO 4	To Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
PSO 5	To Analyse Global Environment and its Impact on Business

CORE COURSE**COURSE OUTCOMES**

NAME OF THE PROGRAMME: BBA				
COURSE CODE	COURSE TITLE	COURSE OUTCOMES		
SEMESTER 1				
BA1CRT01	Principles and Methodology of Management	CO1		To provide basic understanding of a management as a discipline
		CO2		To understand the principles and functions of Management
		CO3		To provide an understanding of the process of decision making
BA1CRT02	Business Accounting	CO1		To understand the basics of accounting
		CO2		To understand the systems /process for recording transaction
		CO3		To know about the concept of bill of exchange in business
SEMESTER 2				
BA2CRT06	Cost and Management Accounting	CO1		To familiarise the students with cost concept
		CO2		To understand the material purchase procedure.
		CO3		To make awareness on accounting and control of labour cost

BA2CRT07	Business Communication	CO1		To understand the nuances of business communication
		CO2		To understand the communication barriers and how to overcome it
		CO3		To know about different business letters
SEMESTER 3				
BA3CRT011	Human Resource Management	CO1		To make the awareness on HRM in an organisation
		CO2		To understand the employee performance and their career planning
		CO3		To get an idea regarding the human resource system in an organisation
BA3CRT012	Marketing Management	CO1		To make awareness on market , market segments and consumer behaviour
		CO2		To know the importance of product mix and different pricing strategies
		CO3		To understand advertising and sales promotion
BA3CRT013	Research Methodology	CO1		To understand personnel management
		CO2		To make awareness on recruitment and its process

		CO3		To understand performance appraisal, techniques and career planning.
BA3CRT015	Personality Development and Management Skills	CO1		To provide an opportunity to explore current management topics
		CO2		To develop skills in the area of leadership, communication, decision making, motivation and conflict management.
		CO3		To add to the knowledge of the students about the current business environment.
SEMESTER 4				
BA4CRT16	Financial Management	CO1		To analyse the scope of financial function
		CO2		To understand various sources of finance
		CO3		To understand different theories related to finance
BA4CRT17	Managerial Economics	CO1		To understand the basic concepts of managerial economics and Micro/ macro economics.
		CO2		To analyze the effect of Demand, Supply and various concepts of elasticity

		CO3		To describe short-run and long-run cost function and compare and contrast four basic market types.
BA4CRT18	Entrepreneurship	CO1		To understand about entrepreneurs and different classification
		CO2		Create awareness about EDP
		CO3		General awareness about identification of project financing new enterprises.
SEMESTER 5				
BA5CRT21	Organisational Behaviour	CO1		To understand individual and group behaviour in an organisation.
		CO2		To understand the motivational theories applied in a workplace.
		CO3		Appreciate the culture of organisational culture
BA5CRT23	Environment Science and Human Rights	CO1		To provide Basic information about multi discipline nature of environment
		CO2		To understand the concept of biodiversity and green entrepreneurship

		CO3		To familiarise the students with the concept of Human Rights
BA5CRT25	Operations Management	CO1		To understand different types of production
		CO2		To analyse materials management
		CO3		To understand work improvement and plan lay out
BA5CRT26	Industrial Relations	CO1		To have a basic idea regarding industrial relations
		CO2		To understand various prospect of workers and employees
		CO3		To understand various welfare facilities of education programs provided by employers to their employees
SEMESTER 6				
BA6OCT27	Healthcare Management	CO1		To orient students in health care.
		CO2		To enhance knowledge in the healthcare industry.
		CO3		To familiarize the students about the various services and their efficient management.

BA6OCT28	Advertisement and Salesmanship	CO1		To orient students in marketing management
		CO2		To encourage entrepreneurial skills
		CO3		To meet the demand of the various industrial sectors.
BA6CRT29	Strategic Management	CO1		To know strategic management
		CO2		To understand environmental scanning
		CO3		To familiarise strategy formulation process.
BA6CRT30	Communication Skills and Personality Development	CO1		To understand the basic communication skills for speeches and presentation
		CO2		To understand different methods of business message writing
		CO3		To analyse various ways of group discussion
BA6CRT31	Management Project	CO1		To identify problems in an organisation
		CO2		To become competent in analysing the problems in an organisation
		CO3		To become able to give solutions to a problem

COMPLEMENTARY COURSE

COURSE OUTCOMES

NAME OF THE PROGRAMME:			
COURSE CODE	COURSE TITLE	COURSE OUTCOMES	
SEMESTER 1			
BA1CMT03	FUNDAMENTALS OF BUSINESS MATHEMATICS	CO1	To develop scientific ability
		CO2	To develop critically evaluate mathematical problems
		CO3	To know about a modern trends in mathematics
BA1CMT04	FUNDAMENTALS OF BUSINESS STATISTICS	CO1	To organise statistical survey
		CO2	To analyse the relationship between two variables
		CO3	To use various forecasting technique
SEMESTER 2			
BA2CMT08	MATHEMATICS FOR MANAGEMENT	CO1	To know about modern trends in mathematics
		CO2	To know about problems in industry and management and to learn how to solve the problem
		CO3	To have a research in managerial science
BA2CMT09	STATISTICS FOR MANAGEMENT	CO1	To develop ideas about probability and probability distributions
		CO2	To develop the concept of a sample distribution
		CO3	To conduct various statistical test
SEMESTER 3			
BA3CMT14	Business Laws	CO1	To understand the principles of Indian Contract Act
		CO2	To understand the principles of special contracts

		CO3	To create awareness about the sale of goods act
SEMESTER 4			
BA4CMT19	BASIC INFORMATICS FOR MANAGEMENT	CO1	To develop through Knowledge in Excel
		CO2	To become computer proficient
		CO3	To acquire knowledge in computerised accounting
BA4CMT20	CORPORATE LAW	CO1	To identify the various steps in the formation of a company
		CO2	To analyse the basic principles of corporate laws
		CO3	To understand the basic features of limited liability partnership
SEMESTER 5			
BA5CMT 25	INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS	CO1	To build a general awareness about intellectual property legislations.
		CO2	To create awareness about the legal provisions in the Factories Act
		CO3	To identify the benefits offered by ESI Act.

OPEN COURSE

COURSE OUTCOMES

NAME OF THE PROGRAMME: BBA			
COURSE CODE	COURSE TITLE	COURSE OUTCOMES	
SEMESTER 5			
BA5OPT22	Brand Management	COI	To understand the concept of brand
		CO2	To understand the process of brand building
		CO3	To understand the value of brand to an organisation