



Sree Narayana Mangalam College, Maliankara

(Affiliated to Mahatma Gandhi University, Kottayam)

PROGRAMME OUTCOME

PROGRAMME SPECIFIC OUTCOME, COURSE OUTCOME

BBA

Sree Narayana Mangalam, College
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PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOME:

UNDER GRADUATE PROGRAMME OUTCOMES

At the end of the Under Graduate Program at S.N.M College, Maliankara, a student will have developed:

PO1	Knowledge of Office Procedures: Students will gain a thorough understanding of office procedures, protocols, and best practices. They will learn about document management, record keeping, filing systems, scheduling and other essential office processes.
PO2	Communication Skills: Students will develop strong communication skills, both written and verbal. They will learn how to effectively communicate with colleagues, clients, and visitors in a professional and courteous manner. They will also focus on skills such as business correspondence, telephone etiquette, and effective listening.
PO3	Administrative Skills: Students will acquire a range of administrative skills necessary for office management and secretarial practice. This may include skills such as time management, multitasking, prioritization, and problem-solving. They will also learn how to use office software applications, such as word processing, spreadsheets, and presentation tools.
PO4	Organization and Efficiency: Students will learn how to organize and manage office resources efficiently. This includes skills in resource allocation, workflow optimization, task delegation, and maintaining an orderly office environment. Professionalism and Ethics: Students will develop a strong sense of professionalism and ethical conduct in their roles. They will understand the importance of confidentiality, integrity, and ethical behavior in handling sensitive information and maintaining professional relationships.
PO5	Customer Service and Relationship Building: Students will learn how to provide excellent customer service and build positive relationships with internal and external stakeholders. This includes skills in handling inquiries, resolving conflicts, and maintaining a welcoming and helpful office environment.
PO6	Adaptability and Technology Skills: Students will develop adaptability skills to work in a rapidly changing business environment. They will also learn how to

	leverage technology effectively, including office productivity software, communication tools, and other relevant technological resources.
PO7	Critical Thinking and Decision Making: Students will enhance their critical thinking and decision-making skills to solve problems and make informed decisions in various office scenarios. They will develop analytical skills, attention to detail, and the ability to evaluate options and choose the best course of action.
PO8	Professional Development: Students will be encouraged to pursue on-going professional development to stay updated on industry trends and advancements in office management and secretarial practice. They will develop a mind-set of continuous learning and improvement to excel in their careers.

UNDER GRADUATE PROGRAMME SPECIFIC OUTCOMES

At the end of Bachelor of Business Administration at S.N.M College, Maliankara, a student will have developed:

PSO1	Gain foundational knowledge on different aspects of the administration of a business concern and to provide and acknowledge a deep insight into the understanding of business and its environment.
PSO2	To impart basic and operational knowledge on all functional areas of management and also to make young BBA'S a change agent in the society by fostering values which self-proclaim that "Turn to enterprising serve the society and the nation".
PSO3:	To prepare the students to deliver effective oral business presentations using a variety of appropriate technologies and achieve excellence in written communications and also To develop the skills, professional attitude, and competence required to design, execute and evaluate decisions, policies and strategies.
PSO4:	Gain the Ability to cooperate and work effectively in a team and Ability to contribute within a cross-functional team to produce a corporate report, which integrates the functional knowledge acquired in the different disciplines of business.

PSO5:	Educate the potential managers who are acquainted with knowledge necessary for survival in today's rapidly changing and unpredictable business environment as well as develop the practical skills necessary to run an independent business.
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COURSE OUTCOMES

BA1CRT01. PRINCIPLES AND METHODOLOGY OF MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	Methodological Perspective of Management as a discipline.
CO2:	To familiarise principles of Management.
CO3:	To understand the process of decision making
CO4:	Aims to create enthusiasm among students about modern trends in the management process.
CO5:	To familiarise functions of Management.

BA1CRT02: BUSINESS ACCOUNTING

At the end of this course, a student will have developed the ability to:

CO1:	To understand the basics of accounting
CO2:	To identify the basics principles of accounting
CO3:	To understand the systems /process for recording transactions
CO4:	To prepare the final accounts of the sole trader
CO5:	To give a general awareness of depreciation accounting.

BA1CMT03: FUNDAMENTALS OF BUSINESS MATHEMATICS

At the end of this course, a student will have developed the ability to:

CO1:	To develop scientific ability
CO2:	Critically evaluate mathematical problems
CO3:	To have fundamental touch with industrial and commercial problems
CO4:	To know about modern trends in mathematics
CO5:	To prepare them for management studies.

BA1CMT04: FUNDAMENTALS OF BUSINESS STATISTICS

At the end of this course, a student will have developed the ability to:

CO1:	To present a broad overview 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 analyse the relationship between two variables.
CO5:	To use various forecasting techniques.

EN1CCT01: ENGLISH – FINE TUNE YOUR ENGLISH

At the end of this course, a student will have developed the ability to:

CO1:	Recognize the terms and concepts of elementary grammar.
CO2:	Analyze the situations where different grammatical units are used.
CO3:	Generalize the principles evolved through study and practice of individual elements and examples of grammar.
CO4:	Learn various language patterns, sentence structures and dialogue forms which help one in real life communication

BA2CRT06: COST AND MANAGEMENT ACCOUNTING

At the end of this course, a student will have developed the ability to:

CO1:	Student could learn the fundamentals of cost accounting as a separate system of accounting
CO2:	To recognize the importance of material issues and its pricing
CO3:	To familiarize the students with cost concepts
CO4:	To know the different methods of calculating of calculating labor cost
CO5:	Enable students to prepare cost sheet and also to reconcile cost accounts with financial accounts.

BA2CRT07: BUSINESS COMMUNICATION

At the end of this course, a student will have developed the ability to:

CO1:	To understand the nuances of business communication
CO2:	To understand the verbal & Non-verbal communication channel of communication
CO3:	To familiarise with importance and barriers of effective listening.
CO4:	To have fundamental knowledge in writing business letters.
CO5:	To familiarise with the new trends in business communication.

BA2CMT08: MATHEMATICS FOR MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	To develop analytical and critical thinking skills.
CO2:	To analyse managerial problems in the light of mathematics.
CO3:	To develop scientific ability
CO4:	To know about modern trends in mathematics

CO5:	To have research in Managerial Sciences.
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BA2CMT09: STATISTICS FOR MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	To have some idea about probability and probability distributions
CO2:	To develop the concept of a sampling distributions.
CO3:	To formulate hypothesis about various population parameters.
CO4:	To conduct various statistical tests.
CO5:	To provide a general outlook of certain statistical test which are useful to researchers

EN2CC03: ENGLISH - ISSUES THAT MATTER

At the end of this course, a student will have developed the ability to:

CO1:	Identify the major issues of contemporary significance.
CO2:	Becomes sensitive to contemporary issues
CO3:	Respond rationally and positively to contemporary issues.
CO4:	Internalize the values imparted through the selections

BA3CRT11: HUMAN RESOURCE MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	The functions, systems, policies and applications of Human Resource Management in organizations.
CO2:	An overview of theoretical foundations of key areas associated with HR development in the organizations,
CO3:	Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design
CO4:	Competency to recruit, train, and appraise the performance of employees
CO5:	Rational design of compensation and salary administration

BA3CRT12: MARKETING MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	To have an awareness on market , market segments and consumer behaviour
CO2:	To know the meaning and importance of product mix.
CO3:	To understand pricing policies and the applicability of different pricing strategies
CO4:	To know the scope of advertising and sales promotion
CO5:	To identify and develop salesmanship in them

BA3CRT13: RESEARCH METHODOLOGY

At the end of this course, a student will have developed the ability to:

CO1:	To understand and comprehend the basics in research methodology and applying them in research/ project work
CO2:	To enable the students to take up and implement a research project/ study.
CO3:	To enable them to collect the data, edit it properly and analyse it accordingly,
CO4:	To develop skills in qualitative and quantitative data analysis and presentation
CO5:	To enable the students to demonstrate the ability to choose methods appropriate to research objectives

BA3CMT14: BUSINESS LAW

At the end of this course, a student will have developed the ability to:

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 build a general awareness about the principles behind contract law
CO5:	To introduce various types special contracts

BA3PRP15: PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS (MINOR PROJECT)

At the end of this course, a student will have developed the ability to:

CO1:	To explore current management literature
CO2:	To develop an individual style and sharpen skills in the area of leadership.
CO3:	To develop an individual style and sharpen skills in the area of leadership.
CO4:	To develop skills in the area of communication and decision making.
CO5:	To develop skills in the area of motivation and conflict management.

BA4CRT16: FINANCIAL MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	Demonstrate an understanding of the overall role and importance of the finance function.
CO2:	Demonstrate basic finance management knowledge.
CO3:	Communicate effectively using standard business terminology.
CO4:	To expose the student to the financial issues of determining the monetary resources needed by a business
CO5:	To familiarise the sources and uses of funds, the benefits, risks and costs associated with different types of resources and financing.

BA4CRT17: MANAGERIAL ECONOMICS

At the end of this course, a student will have developed the ability to:

CO1:	Explain the concept of decision making
CO2:	Demonstrate demand theory
CO3:	Illustrate production analysis
CO4:	Illustrate cost analysis
CO5:	Analyze pricing in different market periods

BA4CRT18: ENTREPRENEURSHIP

At the end of this course, a student will have developed the ability to:

CO1:	Understand the meaning and importance of entrepreneurship
CO2:	Determine the classification of entrepreneurs.
CO3:	Able to know project identification sources and legal protections in India
CO4:	Understands the formulation of a project and various stages
CO5:	Explain entrepreneurial education and training and Summarise institutional funding and support for start-ups in India

BA4CMT19: BASIC INFORMATICS FOR MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	To have through knowledge in Excel.
CO2:	To get adequate knowledge in Excel to use it in their Research Work.
CO3:	To become Computer proficient.
CO4:	To get enough knowledge in Computerized Accounting.
CO5:	Should be able to scientifically analyse the financial position of a firm.

BA4CMT20: CORPORATE LAW

At the end of this course, a student will have developed the ability to:

CO1:	To identify the various steps in the formation of a company
CO2:	To specify the basic principles of corporate laws
CO3:	To clarify the basic principles of partnership law
CO4:	To understand the basic features of limited liability partnership

CO5:	To build a general awareness about the principles behind, companies and partnerships.
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BA5CRT21: ORGANISATIONAL BEHAVIOUR

At the end of this course, a student will have developed the ability to:

CO1:	Understand the implications of individual and group behaviour in organisational context.
CO2:	Understand the concept of organisational behaviour, social organisation and the diverse environment alongside with the management of groups and teams
CO3:	Appreciate the culture of organisational culture
CO4:	Manage conflict amongst groups in business environment
CO5:	Identify changes within organisations and power and politics in organisations

EC5OPT01: FUNDEMENTALS OF ECONOMICS

At the end of this course, a student will have developed the ability to:

CO1:	Students get a solid understanding about economic concepts.
CO2:	Students should be able to apply economic analysis to real world situations and problems
CO3:	Should gain knowledge about different economic systems
CO4:	To develop critical thinking skills to analyze and evaluate economic issues and arguments from multiple perspectives

BA5CRT23: ENVIRONMENT SCIENCE AND HUMAN RIGHTS

At the end of this course, a student will have developed the ability to:

CO1:	To know the values of environmental studies,
CO2:	Participate in conservation and preservation of environment discussion and contributing to the country by protecting
CO3:	To know the values of natural resources.
CO4:	Understanding the very fact human rights system

CO5:	Understand the concepts of human rights in India
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BA5CMT24: INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAWS

At the end of this course, a student will have developed the ability to:

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

BA5CRT25: OPERATIONS MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	To enable the students to apply the concept of operations management in manufacturing and service sector
CO2:	To enable the students to plan production schedules and plan resources (material and machine) required for production.
CO3:	Design maintenance schedules in manufacturing units, identify and propose material handling equipment and implement industrial safety rules.
CO4:	To familiarise with the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions.
CO5:	To conduct basic industrial engineering study on men and machines

BA5CRT26: INDUSTRIAL RELATIONS

At the end of this course, a student will have developed the ability to:

CO1:	To have a basic idea regarding industrial relations.
CO2:	To understand more about the employees' performance and their carrier planning.

CO3:	To know how the ...are made in industries between workers and management.
CO4:	To know how the workers are participating in daws making programmes.
CO5:	To understand various welfare facilities of education programmes provided by employers to their employees.

BA6OCT27: HEALTH CARE MANAGEMENT (OPTIONAL 1)

At the end of this course, a student will have developed the ability to:

CO1:	To orient students in health care
CO2:	To enhance knowledge in the health care industry
CO3:	To familiarize the students about the various services
CO4:	To familiarize the students with office management
CO5:	To create awareness among the students and equip them with the necessary skills for employment in the middle level cadre

BA6OCT28: ADVERTISEMENT AND SALESMANSHIP (OPTIONAL 2)

At the end of this course, a student will have developed the ability to:

CO1:	To orient students in Marketing Management.
CO2:	To encourage entrepreneurial skills.
CO3:	To meet the demand of the various industrial sectors.
CO4:	To equip with the necessary skills for employment in the middle level cadre
CO5:	To create awareness salesmanship.

BA6CRT29: STRATEGIC MANAGEMENT

At the end of this course, a student will have developed the ability to:

CO1:	Develop an understanding of strategic management processes and functional strategies
CO2:	Enhance skills needed to analyse financial and economic financial statements and economics principles to guide decision-making

CO3:	Build the ability to make strategic decisions at various business and organisational levels by using various tools and frameworks
CO4:	Gain insights into the identification and implementation of effective growth strategies
CO5:	Advance leadership skills by employing data-driven problem-solving and innovative solutions

BA6CRT30: COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT

At the end of this course, a student will have developed the ability to:

CO1:	Developing the effective communication skills among students
CO2:	Inculcating the soft skills in theoretical and practical ways.
CO3:	Learning about the essential factors for personality development and bringing them into practice.
CO4:	Create understanding of the non-verbal forms of communication.
CO5:	To familiarise with the techniques of Personality Development.

BA6PRP31: MANAGEMENT PROJECT

At the end of this course, a student will have developed the ability to:

CO1:	Apply fundamental and disciplinary concepts and methods in ways appropriate to their principal areas of study.
CO2:	Create understanding of the skill and knowledge of current information and technological tools and techniques specific to the professional field of stud
CO3:	To make the student to compile the relevant literature and frame hypotheses for research as applicable
CO4:	To arrive at logical conclusions and propose suitable recommendations on the research problem based on the analysis and interpretation of the data collected.
CO5:	Build the ability to make to create a logically coherent project report.