



MARIAN COLLEGE KUTTIKANAM
(AUTONOMOUS)

BBA

POs, PSOs & COs



Submitted to
THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)
FOURTH CYCLE OF ASSESSMENT



Criterion II - Teaching-Learning and Evaluation

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MAKING COMPLETE

"College with Potential for Excellence", NIRF 84 (2018)
'A' Grade with CGPA 3.52 (2014)

MAAC RE-ACCREDITATION - 4TH CYCLE

Criterion II - Teaching-Learning and Evaluation

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BACHELOR OF BUSSINESS ADMINISTRATION

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO1: Apply basic knowledge of Management theories and practices for business decision making.

PSO2: Demonstrate the fundamentals of creating and managing innovation and entrepreneurship.

PSO3: Communicate effectively to all stakeholders of business using technology.

PSO4: Exhibit ability to lead ethically

COURSE OUTCOMES (CO)

UCE 2001: Essential English for Undergraduates

CO1: Identify the distinct sounds in English words

CO2: Articulate words and sentences clearly stressing the right syllables

CO3: Choose the right words while writing/talking about everyday life

CO4: Write sentences adhering to tense rules





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CO5: Correct common errors such as punctuation and capitalization

CO6: Use expressions appropriate for various social occasions

CO7: Identify the key points in a piece of writing

UBB2001: Principles of Management

CO1: Identify core concepts of Management

CO2: Describe the history of Management thoughts

CO3: Discuss various functions of Management

CO4: Examine the needs and types of business communication

CO5: Demonstrate the importance of ethics in business

UBB2002: Managerial Economics

CO1: Understand the elements and their role in business environment

CO2: Identify the regulating agencies and policy makers in business Environment

CO3: Be familiar with the concepts and scope of economic environment of business

CO4: Apply the knowledge about demand, production and market structure in day to day decision making and during the time of uncertainties.





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UBB2003: Fundamentals of Business Mathematics

CO1: Perform different operations on sets. Ability to solve counting problems of sets using Venn diagrams and set theory.

CO2: Potential to classify number system and to solve problems of ratio, proportion and variation.

CO3: Ability to distinguish between sequences AP, GP, and HP and its some practical applications. To find general term of a sequence and to compute the sum to n terms.

CO4: Ability to calculate simple interest, compound interest, annuities and depreciation.

CO5: Capacity to solve problems of permutations and combinations.

CO6: Perform different operations on matrices. Ability to find the solution of a system of linear equations, using determinants and matrix inverse method.

UBB2004: Fundamentals of Business Statistics

CO1: Identify and demonstrate appropriate sampling and data collection processes

CO2: Discuss the Collection and presentation of data.





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CO3: Calculate measures of central tendency and dispersion

CO4: Identify the degree and nature of relationship between two variables

CO5: Interpret changes in economic phenomena over time

UBB2005: Business Accounting

CO1: Demonstrate the knowledge and role of financial accounting in the business

CO2: Analyze the concept of the book of original entry and posting of transactions in the ledger, cash book and trial balance; and rectifying the errors

CO3: Distinguish the meaning and purpose of creating depreciation, provisions and reserves compute depreciation using different methods

CO4: Prepare financial statements, Manufacturing and Trading accounts, profit and loss account and balance sheet of a firm.

CO5: Evaluate and distinguish between a bill of exchange and a promissory note; record bill of exchange transactions in books of accounts

UCE2002: Academic and Professional English

CO1: Identify the elements of good academic writing

CO2: Select the right vocabulary for an academic essay





Criterion II - Teaching-Learning and Evaluation

CO3: Write effective thesis statements

CO4: Identify the different strategies employed in shaping an academic essay

CO5: Write brief book reviews

CO6: Write CVs and cover letters

UBB2006: Marketing Management

CO1: Identify core concepts of marketing and the role of marketing in business and society.

CO2: Compare the core theories of consumer behaviour in both consumer and organizational markets

CO3: Develop measurable product and pricing objectives and marketing strategies.

CO4: Design effective strategies in promotion and distribution and describe how they would be used in marketing arena.

CO5: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.





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UBB2007: Business Laws

CO1: Analyse the general legal boundaries that define the legal rules of business in India including the general parameters of contract law, issues connected with performance and discharge of contract

CO2: Evaluate the fundamental legal principles behind contract of bailment and pledge

CO3: Create knowledge regarding the difference between contract of indemnity and guarantee

CO4: Develop the ability to transpose the analysis of rules related to creation of contract of agencies and validity of agency contracts.

CO5: Acquire knowledge of Law related to Sale of Goods in India

UBB2008: Mathematics for Management

CO1:Apply distance formula.

CO2:Apply section formula.

CO3:Find the equation of straight lines.

CO4:Distinguish between parallel lines and perpendicular lines.

CO5:Differentiate functions.

CO6:Integrate functions.





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CO7: Find the maxima and minima of functions.

CO8: Apply calculus in optimization in economics.

CO9: Study special functions used in commerce and business.

UBB2009: Statistics for Research

CO1: Solve mathematical problems of probability using permutation, combination and properties of probabilities.

CO2: Define different probability and non-probability sampling techniques.

CO3: Create an awareness on case studies based on statistical tools.

CO4: Understand the concepts which are useful in report and project evaluation.

CO5: Create an application of testing tools in experiments based on data collection.

UBB2010: Entrepreneurship

CO1: Understand key concepts in entrepreneurship and innovation.

CO2: Identify, develop and appraise new business opportunities scientifically.

CO3: Able to solve issues associated with securing and managing financial resources in new and established business.





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CO4: Explore initiatives and support mechanisms from the government to do business.

CO5: Respond to ethical, environmental, gender and global issues and responsibilities in entrepreneurship.

UBB2011: informatics for Management

CO1: Summarize the concepts, structure and ethics of Management Information System.

CO2: Discuss the System Design and Database Management in MIS.

CO3: learn the basics of Spreadsheet.

CO4: Apply formulas and functions in Spreadsheet for Accounting, Statistical and Business purposes.

CO5: Use Spreadsheet in business reporting which will assist in decision making.

UBB2012: insurance for Bps

CO1: Evaluate the concept of Risk, fundamentals of insurance and its terminologies

CO2: Analyse Life Insurance, its terminologies, Annuity and Group insurance

CO3: Evaluate Non-Life insurance concepts and its providers





Criterion II - Teaching-Learning and Evaluation

CO4: Evaluate and differentiate various Health Insurance mechanisms and its procedures.

CO5: Analyse and differentiate various retirement schemes and its procedures

UBB2013: Corporate Laws

CO1: Apply the different steps in the process of formation of companies and differentiate the various types of companies

CO2: Critically analyse the important documents related to the company

CO3: Evaluate the process of management of the company and assess the validity of company meetings based on the rules for meetings

CO4: Evaluate and differentiate various modes of winding up of a company.

CO5: Create Partnership deed and differentiate partnerships and limited liability partnerships and evaluate





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UBB2014: Cost and Management Accounting

CO1: Evaluate the theoretical underpinnings of Cost Accounting.

CO2: Apply the different steps in the process of deriving at the cost of producing and evaluate the significance of a cost sheet.

CO3: Apply the knowledge of Standard Costing and Management Accounting and its essential roles in business.

CO4: Evaluate the Financial Statements using different tools leading to decision-making.

CO5: Evaluate and interpret Fund flow statement and Cash flow statement

UBB2015: Retail and Market Research

CO1: Evaluate the concept of Market Research, its procedures and FMCG

CO2: Analyse Retailing, its forms and strategies

CO3: Evaluate Retail data, research reports

CO4: Evaluate Consumer research methodologies and new product development

CO5: Analyse and differentiate various panel data and panel research reports





Criterion II - Teaching-Learning and Evaluation

UBB 2016: Banking for B P S

CO1: Evaluate functions, products and various report generation in banking

CO2: Evaluate the modalities of retail banking

CO3: Analyse and differentiate various cards issued by banks and its operational

Functions

CO4: Evaluate and differentiate various customer loan mortgages and cash management and payment services.

CO5: Analyse foreign currency handling business and its avenues

UBB2017: Finance and Accounting for Bps

CO1: Evaluate various BPS methodologies and their applications

CO2: Apply the different steps involved in purchasing and create documents in this regard.

CO3: Evaluate Modules and usage of ERPs, and Data Security standards

CO4: Evaluate and differentiate various accounting practices related to payables, employee payment and vendor account management.

CO5: Analyse and differentiate various accounting practices related to receivables, customer management and dispute handling.





Criterion II - Teaching-Learning and Evaluation

UBB2018: intellectual Property Rights and industrial Laws

CO1: Explain the concept of patents and evaluate its importance.

CO2: Differentiate various types of trademarks and explain the procedure for getting protection under trademark law.

CO3: Identify the significance of Factories Act in the Indian Industrial Scene and evaluate the protection given by the Factories Act to the workers.

CO4: Explain the machinery for prevention and settlement of Industrial Disputes and the protection extended to workers by the Industrial Disputes Act.

CO5: Recognize the significance of the Employees State Insurance Act and explain the extent of protection offered by the Act.

UBB2019: Human Resource Management and industrial Relations

CO1: Demonstrate the basic understanding of various functions, concepts and practices of HRM

CO2: Design, implement and appraise strategies in recruitment, selection, training, and maintenance of HR

CO3: Demonstrate conceptual clarity in performance appraisal, wage determination, job evaluation and career planning





Criterion II - Teaching-Learning and Evaluation

CO4: Identify and Analyse the recent trends in HRM and Respond to legal, ethical, gender and global issues in HRM

CO5: Display basic understanding of the concept in Industrial relations and exhibit negotiation skill.

UBB2020: Financial Management

CO1: Explain the concept and role of financial management in business management.

CO2: Identify the various sources of finance, and arrive at decisions in this regard for business firms.

CO3: Analyze and evaluate the factors which influence financing decisions of an organization.

CO4: Recognize and appraise the factors which influence capital structure related decision of an organization.

CO5: Interpret different concepts and theories related to dividend distribution in Indian context





Criterion II - Teaching-Learning and Evaluation

UBB2021: Environmental Studies and Human Rights

CO1: Students are able to demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues and they will understand the basic concepts of natural resources

CO2: Knowledge of the various components of environment and the role of human beings in shaping the environment and Critically appreciate the environmental concerns of today

CO3: To analyze the need of environmental management, business and sustainability, and energy management and also provides knowledge to take environmentally responsible business decisions.

CO4: They develop a plan to counteract the overall impact of a human rights issue, whether local or global, understanding the core concepts.

CO5: They develop empathy and respect for human rights and their application in Indian context.

UBB 2022: Capital Markets for Bps

CO1: Evaluate the concept and functions of Capital Markets and Financial Markets.

CO2: Analyse Investment Banking and its terminologies.





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CO3: Evaluate Fund related concepts and its types.

CO4: Analyse Risk and its management in capital market's context.

UBB2023: Organisational Behaviour

CO1: Define Organizational Behaviour and analyze the growth of Organizational Behaviour as a field of study.

CO2: Analyze factors such as personality, perception and learning of individuals with a view to regulate employee behavior.

CO3: Apply the knowledge of motivation and motivation theories for enhancing employee performance and develop models for effective group behavior and its implications in workplace

CO4: Apply knowledge of leadership and leadership theories for identifying the leadership styles of superiors and molding own leadership style.

CO5: Design effective strategies for Organizational Development, Organizational Culture and Organizational Changes and use appropriate strategies for managing employees Stress and Emotional Intelligence.





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UBB2024: Business Research Methods

CO1: Discuss and apply different research approaches and methodologies

CO2: Distil an identified business problem into a succinct research problem and articulate this into a comprehensive research brief for investigation by a research team locally or internationally.

CO3: Cognize and apply the major types of research designs

CO4: Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques.

CO5: Understand the ethical issues associated with the conduct of research, and be able to formulate and present effective research reports

UBB2026: Managing Business Processes

CO1: Evaluate the concept of Business Process

CO2: Analyze the concept Quality Management, Quality Control and Quality Assurance

CO3: Evaluate and differentiate various Quality Control Tools

CO4: Analyze Established Quality Control Tools

CO5: Analyse and differentiate various operational risk





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UBB2028A: Advertising and Branding

CO1: Identify and respond to clientsand#39; marketing communications and branding objectives by applying principles of marketing and communications.

CO2: Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the full-time positions available in each.

CO3: Demonstrate skills in creating an Ad. In all forms of media.

CO4: Explore and compare the core theories concepts, and frameworks in brand management

CO5:Analyze and evaluate the factors which influence brand equity

UBB2029B: E Commerce

CO1: Exhibit clarity in concepts, features and models e commerce

CO2: Demonstrate awareness in security measures in e commerce

CO3: Display basic understanding in electronic payment systems

CO4: Identify and appraise various applications of e commerce

CO5: Show skills and understanding to setup an online business





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MAAC RE-ACCREDITATION - 4TH CYCLE

Criterion II - Teaching-Learning and Evaluation

UBB2030: Project

CO1: Will demonstrate the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.

CO2: Will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.

