

**Payyanur College, Payyanur
(Affiliated to Kannur University)**

Programme Outcomes (POs)

BCOM & BBA DEGREE PROGRAMMES

PROGRAMME OUTCOMES (PO)

PO1. Critical Thinking

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
- 1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
- 1.3 Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO2. Effective Citizenship

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalization and the ability to understand and resist various kinds of discriminations.
- 2.3. Internalize certain highlights of the nation and region history. Especially of the freedom movement, the renaissance within native societies and the project of modernization of the post-colonial society.

PO3. Effective Communication

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
- 3.2. Learn to articulate, analyze, synthesize, and evaluate ideas and situations in a well-informed manner.
- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

PO4. Inter disciplinarity

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
- 4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
- 4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

Programme Specific Outcomes (PSOs)

Name of the Programme: **BBA**

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1.

Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing.

PSO2.

Acquire knowledge in accounting principles and practices and its application in real business settings.

PSO3.

Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making.

PSO4.

Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities.

Course Outcomes (COs)

Name of the Programme: **BBA**

COURSE OUTCOMES (COs)

Sl. No	Name of the Course	Outcomes
1.	1B01BBA PRINCIPLES AND PRACTICES OF MANAGEMENT	CO1: Acquaint with the basics of management. CO2: Understand the process and functions of management. CO3: Familiarize the students with the current management practices. CO4: Develops administrative skills.
2.	2B02BBA BUSINESS ENVIRONMENT	CO1: Acquire in-depth knowledge about different environment in business climate. CO2: Understand the minor and major factors affecting the business in various streams. CO3: Familiarize the role of socio-cultural factors on development of economy and business. CO4: Develop good business policies.
3.	2B03BBA ENTREPRENEURSHIP DEVELOPMENT	CO1: Understand different stages of business and create innovative thinkers to take forward new initiatives. CO2: Acquaint them with the challenges faced by the entrepreneur. CO3: Familiarize the students the entrepreneurship opportunities available in the society. CO4: Develop the motivation to enhance entrepreneurial competency.
4.	3B04BBA FINANCIAL ACCOUNTING	CO1: Understands accounting concepts and principles. CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders. CO3: Understands the basic concepts of company, shares and share capital. CO4: Demonstrates skills in preparation of final accounts of companies.
5.	3B05BBA MARKETING MANAGEMENT	CO1: Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

		<p>CO2. Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination.</p> <p>CO3. Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.</p> <p>CO4. Understand the new market realities, direct marketing, online marketing and customer relationship marketing.</p> <p>CO5. Identify the key characteristics of customer relationship marketing and common drawback.</p> <p>CO6. Develop idea on branding and strategies of branding.</p> <p>CO 7. Acquire skill in preparing advertisement copy very effectively.</p>
6.	4B06BBA HUMAN RESOURCE MANAGEMENT	<p>CO1: Understand basic concept and principles of Human Resource Management.</p> <p>CO2: Sensitize to the training process and methods.</p> <p>CO3: Equip with the importance of the performance management system in enhancing employee performance.</p> <p>CO4: Equip with the importance of the performance management system in enhancing employee performance.</p>
7.	4B07BBA FINANCIAL MANAGEMENT	<p>CO1. Understand the concept and objective of financial management.</p> <p>CO2. Develop the ability to select the feasible and viable investment proposal.</p> <p>CO3. Apply decision making tools in organisational context.</p> <p>CO4. Ability to assess the risk and return of investment projects.</p>
8.	4B08BBA OPERATIONS MANAGEMENT	<p>CO1: Understand the transformation system.</p> <p>CO2: Identify the components involved in designing effective operations system.</p> <p>CO3: Understand the meaning and importance of managing quality.</p> <p>CO4: Understand the meaning and importance of productivity and ways to improve productivity.</p> <p>CO5: Understand the decisions and process of operations management in business firms.</p>

9.	4B09BBA INDUSTRIAL VISIT AND REPORT	<p>CO1: Acquire hands on experience of how industry operations are executed.</p> <p>CO2: Analyses real life environment of business.</p> <p>CO3: Enhance interpersonal skills and communication techniques.</p> <p>CO4: Acquire practical knowledge of industry practices and regulations.</p>
10.	5B10BBA BUSINESS RESEARCH METHODS	<p>CO1: Acquire basic concepts of research and its types.</p> <p>CO2: Gain insight and acquire the ability to apply different research designs.</p> <p>CO3: Acquire skill of data processing in terms of tabulation and classification.</p> <p>CO4: Generate the ability to write research reports based on approved formats.</p>
11.	5B11BBA ACCOUNTING FOR MANAGEMENT	<p>CO1: Understand the concepts of cost and management accounting.</p> <p>CO2: Prepare cost sheet and budgets of an organisation.</p> <p>CO3: Analyse financial statements of corporate organisations using accounting ratios.</p> <p>CO4: Apply the concepts of marginal costing and standard costing in decision making.</p>
12.	6B14BBA ORGANISATIONAL BEHAVIOUR	<p>CO1. Understand concepts, theories and techniques in the field of human behaviour at individual, group and organization level.</p> <p>CO 2. Understand personality determinants within personal and organizational context.</p> <p>CO3. Understand concepts of learning and motivation and its context in organizational setting.</p> <p>CO4. Identify the role and relevance of group dynamics in organizational management.</p>
13.	6B15BBA BANKING THEORY AND PRACTICE	<p>CO1. Acquire knowledge about basics of banking.</p> <p>CO2. Understands the law and practices of banking.</p> <p>CO3. Understands the various banking terminologies.</p> <p>CO4. Acquire knowledge of modern banking practices.</p>
14.	6B16BBA PROJECT REPORT AND VIVA VOCE	<p>CO1: Analyses real life situations.</p> <p>CO2: Acquires group dynamic skills by group involvement.</p>

		<p>CO3: Develops solutions or inferences on the problem of study.</p> <p>CO4: Sythesis facts in the form of report.</p>
DISCIPLINE SPECIFIC ELECTIVE COURSES		
15.	5B12BBA CONSUMER BEHAVIOUR	<p>CO1: Understand the relevance of consumer behaviour theories and concepts to marketing decisions.</p> <p>CO2: Use appropriate techniques to apply market solutions.</p> <p>CO3: Acquire social and ethical implications of marketing actions on consumer behaviour.</p> <p>CO4: Formulate marketing strategies that influence consumer behaviour.</p>
16.	5B13BBA ADVERTISING AND BRAND MANAGEMENT	<p>CO1: Understand the fundamental theories, concepts, and frameworks in advertising and brand management.</p> <p>CO2: Apply advertising and branding techniques in different situations.</p> <p>CO3: Understanding ethical challenges related to responsible management advertising and brand strategy.</p> <p>CO4: Acquires skill in media planning and scheduling.</p>
17.	6B17BBA LOGISTICS MANAGEMENT	<p>CO1: Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market.</p> <p>CO2: Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.</p> <p>CO3: Analyse the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value.</p> <p>CO4: Distinguish the forces shaping international logistics in a global market.</p> <p>CO5: Assess accurately the risks occurred due to loss of focus on the satisfaction of end customer demand.</p>

18.	6B18BBA RETAIL MANAGEMENT	<p>CO1: Understand basic marketing theories, principles, practices and terminology related to each functional area of business.</p> <p>CO2: Identify the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business.</p> <p>CO3: Analyse the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy.</p> <p>CO4: Understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program.</p>
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COMPLEMENTARY ELECTIVE COURSE		
19.	1C01BBA STATISTICS FOR BUSINESS DECISIONS	<p>CO1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business.</p> <p>CO2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods.</p> <p>CO3: Analysis trend and seasonality in a time series data.</p> <p>CO4: Construct index numbers and enable to compare the price movements of commodities over different time periods.</p> <p>CO5: Identify the correlation between variables.</p> <p>CO6: Problem solving and fit the regression line which enable to draw conclusion about data distribution.</p>
20.	1C02BBA MANAGERIAL ECONOMICS	<p>CO1. Understand basic managerial economic concepts.</p> <p>CO2. Understands economics and related disciplines and relationships.</p> <p>CO3. Apply economic analysis in the formulation of business policies.</p> <p>CO4. Use economic reasoning to problems of business.</p>
21.	2C03BBA QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS	<p>CO1. Understands concepts of quantitative techniques.</p> <p>CO2. Develops analytical thinking and logical reasoning for effective decision making.</p> <p>CO3. Apply probability theories in real life situations.</p> <p>CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations.</p>
22.	3C04BBA LEGAL ASPECTS OF BUSINESS	<p>CO1. Understand the conditions and rules that are applicable to a contract and the importance of law in business.</p> <p>CO2. Identify the important and relevant documents needed for registering Indian companies.</p> <p>CO3. Awareness about the latest amendments in the Indian Companies Act.</p> <p>CO4. Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.</p>

		<p>CO5. Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.</p>
ABILITY ENHANCEMENT COURSE		
23.	<p>3A12BBA PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS</p>	<p>CO1: Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.</p> <p>CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.</p> <p>CO3: Develop inter personal skills and problem solving skills.</p> <p>CO4: Understand the role of body language in effective communication.</p> <p>CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.</p> <p>CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.</p>
24.	<p>4A14BBA ENVIRONMENTAL STUDIES</p>	<p>CO1. Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.</p> <p>CO2. Understand the importance of protecting the environment and effect of environmental hazards.</p> <p>CO3. Analysis the ecosystem and the bio diversity nature of our country.</p> <p>CO4. Apply the awareness to point our Hot -spot of bio diversity in India and its conservation.</p> <p>CO5. Identify the effect of environmental Degradation and the role of Government in protecting the environment.</p> <p>CO6. Formulate some action plan to engage in activities for preventing environmental degradation.</p>
SKILL ENHANCEMENT COURSE		
25.	<p>3A11BBA NUMERICAL SKILLS</p>	<p>CO1. Understand common numerical methods.</p> <p>CO2. Apply numerical methods to obtain approximate solutions to mathematical problems.</p> <p>CO3. Analyses and evaluate the accuracy of common numerical methods.</p>

		CO4. Derive numerical methods for various mathematical operations and tasks.
26.	4A13BBA IT TOOLS FOR BUSINESS	CO1: Understand the working on word, PowerPoint, Excel etc. CO2: Develop basic computer awareness for letter drafting, Slide making, Payroll preparation. CO3: Understand the various shortcuts for faster functioning on the computer system.
GENERAL ELECTIVE COURSE		
27.	5D03BBA ELECTRONIC COMMERCE	CO1: Familiarize the basic concepts and methods of e-commerce. CO2: Understand how e-commerce affect today's business world. CO3: Identify the precautionary measures to be followed while entering in online transactions. CO4: Analyse factors influencing the success of e-commerce.
28.	5D04BBA EVENT MANAGEMENT	CO1: Understand the concept and significance of event management. CO2: Familiarize the techniques to improve event finance, sponsorship and cost control. CO3: Practice preparing time limits for event. CO4: Develops skill for conducting an event.