



## **PARAMEKKAVU COLLEGE OF ARTS AND SCIENCE**

Affiliated to University of Calicut, U.O.No. 2436/2013/CU

(Managed by Sree Paramekkavu Educational, Cultural and Charitable Trust)

MLA Road, Punkunnam, Thrissur 680 002. Ph : 0487 2960800, 9961068618

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# **PARAMEKKAVU COLLEGE OF ARTS AND SCIENCE**

***COURSE OUTCOME, PROGRAMME OUTCOME,  
PROGRAMME SPECIFIC OUTCOME, PROGRAMME  
EDUCATIONAL OBJECTIVES***



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## DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

### PROGRAMME OUTCOME:

<b>PO1</b>	To provide the students with the basic understanding about management education.
<b>PO2</b>	To prepare student to exploit opportunities being newly created in the management profession.
<b>PO3</b>	To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.
<b>PO4</b>	To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
<b>PO5</b>	To train the students to be competent entry level management professionals
<b>PO6</b>	To impart basic and operational knowledge on all functional areas of management
<b>PO7</b>	To inculcate entrepreneurial skills among the management graduates to turn to successful entrepreneurs.
<b>PO8</b>	To promotes ethical and value-based leadership ability.
<b>PO9</b>	To equip students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems
<b>PO10</b>	Knowledge of business fundamentals



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### PROGRAMME SPECIFIC OUTCOMES (BBA):

PSO1	Students will exhibit understanding of broad business concepts and principles.
PSO2	Students will be able to define, analyses and find solutions for different business problems.
PSO3	Students will able to apply appropriate quantitative and qualitative techniques in solving business problems.
PSO4	Students are able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum.

### PROGRAMME EDUCATIONAL OBJECTIVES (BBA):

PEO1	Graduates will possess a solid foundation of knowledge and skills in various areas of business administration, including management, marketing, finance, human resources and operations.
PEO2	Graduates will demonstrate analytical and critical thinking skills to analyses complex business problems, evaluate alternative solutions and make informed decisions.
PEO3	Graduates will exhibit professional ethics, integrity and social responsibility in their business practices and interactions with stakeholders and the community.



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## COURSE OUTCOMES (BBA):

<b>Semester 1</b>		
<b>Core/Common/ Complimentary</b>	<b>Course Code &amp; Name of Course,</b>	<b>Course Outcomes</b>
Core	BBA1B01 MANAGEMENT THEORY AND PRACTICES	1. Describe the different schools of management thought.
		2. Apply the concepts of planning, organizing, staffing and controlling for effective management.
		3. Showcase ethical and socially responsible behaviour in Management
		4. Aware and pursue the modern management practices in business
		5. Understand and analyse practical aspects of management to become skilled manager in a corporate business set up
Complimentary courses	BBA1C01 MANAGERIAL ECONOMICS	1. Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.
		2. Design strategies, including costing, pricing, product differentiation and market environment according to the nature of products and the structures of the markets.
		3. Make optimal business decisions by integrating the concepts of economics
		4. Understand the business cycles and make forecasts on the basis of prevailing conditions.
		5. Apply the economic principles in managerial decisions.
<b>Semester 2</b>		
Core courses	BBA2B02 FINANCIAL ACCOUNTING	1. Discuss and apply fundamental accounting concepts, principles and conventions.



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		<ol style="list-style-type: none"> <li>2. Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business.</li> </ol>
		<ol style="list-style-type: none"> <li>3. Record accounting transactions in respect of hire purchase and instalment system and branches</li> </ol>
		<ol style="list-style-type: none"> <li>4. Understand the accounting process for the issue of shares and debentures in a company</li> </ol>
		<ol style="list-style-type: none"> <li>5. Examine and assess various strategies for maintaining branch accounts, demonstrating the capacity to select the most suitable method tailored to particular business circumstances.</li> </ol>
Complementary courses	BBA2B03 MARKETING MANAGEMENT	<ol style="list-style-type: none"> <li>1. Describe the concept of marketing and its importance in the modern world</li> </ol>
		<ol style="list-style-type: none"> <li>2. Determine the factors that influence consumer buying behaviour.</li> </ol>
		<ol style="list-style-type: none"> <li>3. Apply the tools and strategies that help in product positioning</li> </ol>
		<ol style="list-style-type: none"> <li>4. Develop effective pricing and marketing strategies.</li> </ol>
		<ol style="list-style-type: none"> <li>5. Identify the best distribution channel according to the nature of business.</li> </ol>
<b>Semester 3</b>		
Common courses	BBA3A11 – BASIC NUMERICAL METHODS	<ol style="list-style-type: none"> <li>1. Solve numerical equations for the value of unknowns</li> </ol>
		<ol style="list-style-type: none"> <li>2. Gain understanding of matrices and progressions.</li> </ol>
		<ol style="list-style-type: none"> <li>3. Compute simple and compound interest and also have understanding of financial mathematics.</li> </ol>
		<ol style="list-style-type: none"> <li>4. Understand the concept of descriptive statistics and their applications.</li> </ol>



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		<ol style="list-style-type: none"> <li>Develop holistic solutions for intricate financial scenarios by integrating diverse mathematical concepts and applying them innovatively to solve complex problems effectively.</li> </ol>
Common courses	BBA3A12- PROFESSIONAL BUSINESS SKILLS	<ol style="list-style-type: none"> <li>Acquire the various soft skills required for professional.</li> </ol>
		<ol style="list-style-type: none"> <li>Describe the nuances of professional communication and business data analysis.</li> </ol>
		<ol style="list-style-type: none"> <li>Know the different dimensions of e- learning.</li> </ol>
		<ol style="list-style-type: none"> <li>Gain insights about cyber laws.</li> </ol>
		<ol style="list-style-type: none"> <li>Understand the evolving concept of digital markets and digital marketing</li> </ol>
Core courses	BBA3BO4 - CORPORATE ACCOUNTING	<ol style="list-style-type: none"> <li>Acquaints the students with the knowledge about corporate accounting</li> </ol>
		<ol style="list-style-type: none"> <li>Introduce the fundamental Indian accounting standard and equip the students with skills for preparing corporate accounts</li> </ol>
		<ol style="list-style-type: none"> <li>Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets</li> </ol>
		<ol style="list-style-type: none"> <li>Prepare annual financial statements for companies and compute accounting ratios.</li> </ol>
		<ol style="list-style-type: none"> <li>Record transactions in respect of redemption of preference shares and debentures.</li> </ol>
Core courses	BBA3B05 FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> <li>Understand various basic concepts of finance.</li> </ol>
		<ol style="list-style-type: none"> <li>Develop skills for effective Financial, Investment and Dividend decision making</li> </ol>
		<ol style="list-style-type: none"> <li>Evaluate projects and select the most suitable project after analyzing various aspects</li> </ol>





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		<ol style="list-style-type: none"> <li>4. Utilize different theories of dividend policy and capital budgeting techniques to strategically allocate funds, showcasing the capability to apply theoretical insights in practical decision-making contexts.</li> <li>5. Explore the factors influencing a company's working capital needs and employ suitable tools to optimize business operations, demonstrating critical evaluation skills and effective problem-solving abilities.</li> </ol>		
Complementary courses	BBA3CO2 - BUSINESS REGULATIONS	<ol style="list-style-type: none"> <li>1. Analyze statutory provisions and the core concepts in business laws</li> <li>2. Analyze legal issues arising in day-to-day business operations prevalent in India.</li> <li>3. Identify unfair trade practices and gain insights about the consumer redressal mechanism in the country</li> <li>4. Discuss possible solutions to issues in organizations in the frame work of business laws</li> <li>5. Understand the provisions of RTI Act</li> </ol>		
		<b>Semester 4</b>		
		Common courses	BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT	<ol style="list-style-type: none"> <li>1. Get deep understanding about the concept of entrepreneurship.</li> <li>2. Identify and develop the entrepreneurial talents in them.</li> <li>3. Generate innovative business ideas in the emerging industrial scenario.</li> <li>4. Look for appropriate guidance and assistance available for setting up of business.</li> <li>5. Create a detailed and organized project report for a</li> </ol>



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		business concept, highlighting creativity and innovation in outlining a feasible plan for entrepreneurial pursuits.
Common courses	BBA4A14 – BANKING AND INSURANCE	1. Acquire knowledge about basics of Banking and Insurance.
		2. Understand modern trends in banking.
		3. Know the various payment modes including digital and electronic mechanisms.
		4. Prepare life insurance proposal and know the procedure for claiming insurance amount.
		5. Demonstrate understanding of the Reserve Bank of India (RBI), encompassing its roles, functions, and initiatives within the structure of the Indian financial system.
Core courses	BBA4B06 COST AND MANAGEMENT ACCOUNTING	1. Recognize and apply appropriate theories, principles and concepts relevant to cost accounting.
		2. Exercise appropriate judgment in selecting and presenting information using various methods relevant to cost accounting.
		3. Acquire knowledge in the spheres of budgets and prepare budgets including cash budget
		4. Perform CVP analysis and break-even analysis.
		5. Develop innovative and efficient cost management strategies by integrating knowledge gained in the course, showcasing proficiency in creating structured budgets and financial models to align with organizational objectives.





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Core courses	BBA4C03 CORPORATE REGULATIONS	1. Define the basic concepts of companies Act2013
		2. Describe the procedure of the formation of a company
		3. List the documents related to formation of a company
		4. Explain the provisions of share capital and its issue
		5. Describe the provisions for appointment, removal, disqualifications and other aspects of a director in a company
Complementary courses	BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS	1. Acquire knowledge about the meaning and utility of Quantitative Techniques.
		2. Measure changes in the variables like price, volume of sales using Index numbers and Time series Analysis
		3. Employ the principles of linear regression and correlation, including least square method, predicting a particular value of Y for a given value of X and significance of the correlation coefficient.
		4. Use different distributions to solve simple practical problems
		5. Create solutions to intricate problems by integrating and applying diverse probability distributions to tackle practical challenges across various fields.
<b>Semester 5</b>		
Core courses		1. Develop insights on various concepts and functions of Human Resource Management.
		2. To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development,



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	BBA5B07 HUMAN RESOURCES MANAGEMENT	<p>Performance appraisals and Compensation Plans</p> <p>3. Equip themselves with the understanding of importance of HR Planning and related aspects</p> <p>4. Evaluate and apply various methods of performance appraisal, distinguishing between traditional and modern approaches, to enhance employee development and organizational effectiveness</p> <p>5. Learn the latest trends in Human Resource Management.</p>
Core courses	BBA5B08 BUSINESS RESEARCH METHODS	<p>1. Develop understanding of the basic framework of business research process</p> <p>2. Develop skills for conducting business research.</p> <p>3. Get knowledge of variables, sources of data, data collection tools, tools for analysis etc.</p> <p>4. Apply appropriate analysis tool depending upon the nature and type of data and interpret the results.</p> <p>5. Prepare research reports.</p>
Core courses	BBA5B09 OPERATIONS MANAGEMENT	<p>1. Describe the different concepts of Operations Management.</p> <p>2. Acquire the knowledge to make plans at the operational level of an industry</p> <p>3. Describe the concepts of facilities planning, capacities planning and aggregate planning.</p> <p>4. Describe the various tools for quality control in an organization.</p> <p>5. Innovatively devise and propose a robust quality control framework for an organization, integrating a</p>



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		range of tools and methodologies to ensure and improve product or service quality.
Core courses	BBA5B10 (Elective 1) - HUMAN RESOURCES PLANNING AND DEVELOPMENT	1. Describe the process of HR planning
		2. Develop an awareness on various concepts relating to HR planning and development
		3. Describe the career development process
		4. Describe the methods for HR development
		5. Understanding the integration of HR planning and development with organizational strategy to achieve competitive advantage.
Core courses	BBA5 B11(Elective 2) INDUSTRIAL RELATIONS	1. Understanding among students of various labor management relation issues and policies in the Indian context in particular
		2. Elaborate the concept of Industrial Relations.
		3. Illustrate the role of trade union in the industrial setup.
		4. Outline the important causes & impact of industrial disputes.
		5. Summarize the important provisions of Industrial Disputes Act, 1947, Factories Act, 1948, Shops and Establishments Act, 1953, ESI Act, 1948, Workmen Compensation Act, 1923, Payment of Gratuity Act, 1972, Payment of Wages Act, 1936, Minimum Wages Act, 1948 and Payment of Bonus Act, 1965.
Open course	BBA5D01 TOURISM MANAGEMENT	1. able to know about the significance of tourism development



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		<ol style="list-style-type: none"> <li>2. the role of transport, hotel and travel agencies in developing tourism</li> <li>3. students get a broad overview of the basic concepts of tourism</li> <li>4. management and to help them to make use of the opportunities in tourism sector</li> <li>5. Students will gain a comprehensive understanding of the tourism industry, including its economic, social, cultural, and environmental impacts, and the various sectors within the industry such as hospitality, transportation, and destination management.</li> </ol>
<b>Semester 6</b>		
Core courses	BBA6B12 ORGANISATION AL BEHAVIOR	<ol style="list-style-type: none"> <li>1. Analyze individual and group behavior, and understand the implications of organizational behavior on the process of management.</li> <li>2. Identify different motivational theories and evaluate motivational strategies used in organizational settings</li> <li>3. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.</li> <li>4. Describe organizational change, development and stress.</li> <li>5. familiarize the students with the basic concepts of individual behavior and organizational behavior</li> </ol>
Core courses	BBA6B13 MANAGEMENT SCIENCE	<ol style="list-style-type: none"> <li>1. Learn different OR techniques useful in managerial decisions.</li> <li>2. Solve Linear Programming Problems</li> </ol>



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		3. Solve Transportation and Assignment Problems
		4. Identify critical path on the basis of Network Analysis
		5. Describe various decision-making theories.
Core courses	BBA6B 14 PROJECT MANAGEMENT	1. Describe the different concepts of managing a project
		2. Analyze the viability of a project
		3. Utilize understanding of project financing techniques to assess and propose suitable financial approaches for a specific project situation.
		4. Select the most suitable project.
		5. Prepare project reports.
Core courses	BBA6B15 (Elective 3) PERFORMANCE MANAGEMENT	1. A detailed understanding of organizational and managerial performance,
		2. Gain practical knowledge in setting up team management, target setting and achievement.
		3. Describe the concepts and techniques of performance management.
		4. Describe the types of performance appraisal methods and processes used in organizations
		5. Identify the bottlenecks in the implementation of performance management.
Core courses	BBA6B16 (Elective 4) -	1. Describe the concepts, tools and techniques of





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	<p>MANAGEMENT TRAINING AND DEVELOPMENT</p>	<p>management training and development.</p> <ol style="list-style-type: none"> <li>2. Explain the different types of management training.</li> <li>3. To design and use methods for management development.</li> <li>4. Illustrate the different models of management development</li> <li>5. Recognize the strategic importance of training and development in enhancing organizational performance and competitiveness.</li> </ol>
<p>Core Project</p>	<p>BBA6B17 (PR) Three Weeks Project and Viva-Voce</p>	<ol style="list-style-type: none"> <li>1. Students get clear idea on idea generation, topic selection, factors to be considered before selection of a topic, drafting methodology, sampling, etc.</li> <li>2. Gets insight on collection, tabulation, processing, analysis and interpretation of data clearly.</li> <li>3. Students get clarity of expressions and judgments</li> <li>4. Students get acquitted with the forms, formalities and methodology of presenting an academic document</li> <li>5. It improves skill, enthusiasm and a spirit of inquisitiveness among younger generations to look further and further and elicit hidden facts before the academia</li> </ol>