



St. Albert's College (Autonomous)

An initiative of Archdiocese of Verapoly

Affiliated to Mahatma Gandhi University, Kottayam

(Accredited with "A" Grade by NAAC)

Programme Outcomes

Programme Specific Outcomes

Course Outcomes

School of Business

Bachelor of Business Administration

Programme Outcomes

- At the end of the three-year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.
- The industry and entrepreneurship-oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.
- The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.
- An understanding of business functions through providing global perspectives and developing critical and analytical thinking abilities
- Interpersonal skill development and creating social sensitivity and understanding CSR, ethical and sustainable business practices demonstrate sensitivity to social, ethical and sustainability issues.
- Developing entrepreneurship acumen.

Program Specific Outcomes

- Acquiring Conceptual Clarity of Various Functional Areas
- Ability to analyze various functional issues affecting the organization
- Demonstrating ability to evolve strategies for organizational benefits
- Analysis and interpretation of the data which is used in Decision Making
- Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- Demonstrate Effectively Oral and Written Communication
- Demonstrate Ability to work in Groups
- Demonstrate understanding of social cues and contexts in social interaction
- Develop Ethical Practices and Imbibe Values for Better Corporate Governance.
- Understand ethical challenges and choices in a business setting
- Demonstrate understanding of sustainability related concerns in varied areas
- Analyse Global Environment and its Impact on Business
- Understand the ecosystem of start up in the country
- Demonstrate the ability to create business plans

Course Outcomes

FIRST SEMESTER

Fundamentals Of Business Mathematics (BBA1CMT01)

- It helps the student to develop analytical and critical thinking skills to prepare them to logically analyse and critically evaluate problem situation through basic mathematics.
- To develop scientific ability
- To prepare them for management studies.
- To know about the recent trends in mathematics to critically evaluate mathematical problems.

Fundamentals Of Business Statistics (BBA1CMT02)

- This provides students with a reasonable idea of basic statistical methods needed for statistical investigation and forecasting required for the day-to-day business.
- After learning the subject, the students will understand the importance of summary measures to describe the characteristics of data set.
- They will come to know how to organise a statistical survey and how statistical tools are useful in researches.
- To analyse the relationship between two variables.

Historical Perspectives of Management (BBA1CRT01)

- Students will be aware of the fundamental concepts of management.
- They will get ideas on various facets of management study.
- They may be exposed to historical development of management thoughts and the modern management approaches and techniques will be made aware of.

Global Business Environment (BBA1CRT02)

- Learning this will familiarize the youngsters to global business environment to keep them mentally prepared to accept challenges in the modern business world.
- To create an awareness about International Business, factors effecting International Business, need for global integration, international trade barriers and difference between Indian market and global market will be made aware of.
- Apart from this student will also be aware of international institutions.

Business Accounting (BBA1CRT03)

- Students develop a thorough and deeper knowledge about accounting and its allied realms.

- Learning this subject will lead to awareness on the basics and principles of accounting.
- It helps to know how the process of recording transactions takes place, the concepts of bills of exchange.
- It helps students to know how to prepare final accounts in business.

Communication Skills in English (ENG1CCT01)

SECOND SEMESTER

Mathematics for Management (BBA2CMT01)

- This subject helps the student to develop analytical and critical thinking skills to prepare them to logically analyse and critically evaluate problem situation through basic mathematics.
- To develop scientific ability.
- To know about problems in industry and management and to learn how to solve the problem
- Students also come to know about the recent trends in mathematics to critically evaluate mathematical problems.

Statistics for Research (BBA2CMT02)

- To learn and conduct various statistical tests.
- To develop the concept of a sampling distributions.
- To create hypothesis about various population parameters.
- To have some general idea about probability and probability distributions.

Business Ethics in the Indian Social System (BBA2CRT01)

- Learning this student will be having knowledge of the ethical background of business.
- They will come to know the basic concepts of Business Ethics and understand the ethical elements in the organizational setup.
- This will also make them good decision makers with values. Social responsibility will be inculcated.

Indian Constitution, Secular State & Sustainable Environment (BBA2CRT02)

- Students get a general understanding of India's constitution & secular tradition.
- This subject will inculcate secular, democratic and environmental values in the students.
- They will understand the plural traditions of India. Students will have a good

citizenship & spirit of comradeship.

- Apart from this environmental awareness will be made aware of.

Principles of Management (BBA2CRT03)

- This subject will make awareness on the fundamentals of management studies.
- All the management functions from planning, developing forming, storming, norming also the functions carried by various departments in organizations like, finance, marketing, Human resources, operations etc will be dealt with.
- Detailed study of planning of decision-making process also the organizational structure and the importance of delegation & decentralization will be taught.
- Students will know the difference between directing and controlling.

Critical Thinking, Academic Writing & Presentation (ENG2CCT01)

THIRD SEMESTER

Business Law (BBA3CMT01)

- To explain the essential elements of a valid contract
- To understand in detail the principle of law of contract
- To differentiate between various types of special contracts
- To identify the contracts of agency

Research Methodology (BBA3CMT02)

- To understand research methodology
- How to select a research problem
- Concept of research design and its elements
- To differentiate between various data and its importance
- Reference activity and project works will help then to have a real and practical experience in doing research and data collection
- To Demonstrate knowledge of research processes (reading, evaluating, and developing)
- To perform literature reviews using print and online databases.

Business Communication (BBA3CRT01)

- To understand the basis of communication
- To identify the importance of listening as communication tool
- Practical understanding of verbal and nonverbal communications
- Awareness about the recent trends in communication

Entrepreneurship (BBA3CRT02)

- To understand the nature of entrepreneurship

- To understand the function of the entrepreneur in the successful, commercial application of innovations
- To confirm an entrepreneurial business idea
- To identify personal attributes that enable best use of entrepreneurial opportunities
- To explore entrepreneurial leadership and management style.

Corporate Accounting (BBA3CRT03)

- To understand the concept of shares
- To study the procedures of issue and redemption of debentures
- It helps to prepare profit and loss statement, balance sheet
- To understand the valuation process of goodwill and shares

FOURTH SEMESTER

Corporate and Industrial Law (BBA4CMT01)

- To understand the various steps in formation and incorporation of company
- To learn about the management of a company and the provisions
- Detail understanding about the law relating to factories
- To identify the various legal provisions relating to corporates and industries

Managerial Economics (BBA4CMT02)

- It creates an awareness about Macro and Micro Economies
- Learns the various phases of business cycles and various micro and macro concepts
- Learns about the various production and pricing policies in detail
- To differentiate various competitions in market, apply marginal analysis to the “firm” under different market conditions.
- To analyses the causes and consequences of different market conditions

Basic Informatics for Management (BBA4CRT01)

- Learns about excel and its practical handling experience in doing research
- Knowledge in computerized accounting
- Learns the fundamentals of tally
- Understand about generating and printing of accounting reports
- Experience in analyzing the financial position of a firm using the computer tools
- Practical application of OHP foils or LCD projectors and identify the screen components by drawing diagrams

Cost Accounting (BBA4CRT02)

- To differentiate between cost accounting, management accounting and financial accounting
- Learns to calculate earnings and material pricing under different method
- Understand labour turnover
- Construct break even chart
- Explain the difference between actual profit and profit as per standard

Marketing Management (BBA4CRT03)

- Students will demonstrate strong conceptual knowledge in the functional area of marketing management and pricing policies
- Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
- Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
- Students will understand the various marketing mix and marketing research activities

FIFTH SEMESTER

Management Accounting (BBA5CRT01)

- To identify the scope of financial and managerial accounting.
- To use the accounting information in decision making process.
- To explain various financial statements and its application.
- To demonstrate and analyze various classifications of ratios and its advantages.
- To Explain the concepts of budgetary control and its application

Financial Management (BBA5CRT02)

- To demonstrate an understanding of the overall role and importance of the finance function.
- To explain the application of various sources of finance in typical large-scale industry.
- To understand and examine the factors that determine financial decisions.
- To critically analyze the capital structure of a typical organization.
- To demonstrate the basic finance management knowledge in Indian environment.

Organisational Behaviour (BBA5CRT03)

- To understand organizational psychology and application in business environment.
- To analyze the concept and implication of individual and group behaviour in the organizational context.
- To know inter personal and group behaviour dynamics in organizational context.
- To understand the practical applicability of motivational theories in the workplace.
- To examine the various types and importance of leadership styles and counselling.

Human Resource Management (BBA5CRT04)

- To understand the relevance of human resource management in the organizations.
- To develop necessary skill set for resolving various HR issues.
- To analyze the strategic issues and strategies required to select and develop manpower resources.
- To integrate the knowledge of HR concepts to take correct business decisions.
- To understand the concept of human resource record system and its management in the organization.

Open Course: Investment Management (BBA5COT01)

- To describe the investment management process and design an investment portfolio.
- To understand the various investment opportunities in the market.
- To critically analyze the various tax saving ideas.
- To define performance metrics of investment funds
- To confidently communicate the definition of technical words and phrases found within the investment management industry

SIXTH SEMESTER

Choice based course: Advertising and Salesmanship (BBA6CBT01)

- To obtain entrepreneurial skills to meet the demands of the industrial sector.
- To understand the concept of advertising and its types.
- To acquire knowledge on various Ad Agencies and its functions.
- To develop an advertising plan and present and defend it persuasively.
- To understand the importance of new advertisement technologies and role of media in modern commerce.
- To acquire basic knowledge on principles and practices of salesmanship and marketing.

Choice Based Course: Health Care Management (BBA6CBT02)

- To acquire knowledge in the health care industry.
- To understand the various services provided by health care industry and the government.
- To get an awareness about the office management in health care industry.

Banking and Insurance (BBA6CRT01)

- Be acquainted with the banking and insurance industry and its importance.
- Get an in-depth knowledge on the concepts of banking, its types and functions.
- recognize the importance of e-banking in the modern economy.
- Understand the concept of insurance, its risks and benefits.

Production Management (BBA6CRT02)

- Gain in-depth knowledge about managing and controlling production processes in the organization.
- Acquire knowledge on how to run production operations effectively in the organization.
- Understand various modern production techniques.
- Be acquainted with the need and importance of quality control.

Industrial Relations (BBA6CRT03)

- To understand the concept of industrial relations and the various prospects of workers and employees.
- To acquire knowledge about the relations between labour and management in an industry.
- To get an awareness about various welfare facilities provided by employers to their employees.
- To know how workers participate in law making programs in the organization.

Project (BBA6CPR01)

- It makes students capable of analyzing, applying various tools and methodologies in Research.
- It helps in analyzing real life problems related to business and find effective and efficient solutions to that in feasible way.
- Learn to use available resources to get the optimum solution.