



ST. ALBERT'S COLLEGE (AUTONOMOUS)

ERNAKULAM

An initiative of the Archdiocese of Verapoly

(Affiliated to Mahatma Gandhi University, Kottayam)

DEPARTMENT OF BUSINESS ADMINISTRATION

**PROGRAMME: BACHELORS IN BUSINESS
ADMINISTRATION (B.B.A.)**

Programme Outcomes

Programme Specific Outcomes

Course Outcomes

PO No.	Programme Outcomes Upon completion of the BBA. Degree Programme
PO-1	Critical Thinking: Students would gain a thorough grounding in the fundamentals of business management. Take informed actions after identifying the assumptions that frame the thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at the ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO-2	Effective Communication: Student will be able to Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO-3	Problem Solving: Solve problems from the Disciplines of concern using the Knowledge, skills and attitude acquired from Management subjects.
PO-4	Self-directed and Life-long Learning: Students will acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PSO No.	Programme Outcomes Upon completion of the BBA. Degree Programme
PSO-1	Acquiring Conceptual Clarity of Various Functional Areas
PSO-2	Ability to analyze various functional issues affecting the organization and demonstrating ability to evolve strategies for organizational benefits and decision-making capabilities.
PSO-3	Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts, oral and written communication and the ability to work in group.
PSO-4	Develop Ethical Practices/ challenges and Imbibe Values for Better Corporate Governance through understanding social cues and social interactions..

Cognitive Level:

C - Creating | E - Evaluating | An - Analyzing
 AP - Applying | U- Understanding | R - Remembering

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 1 PRINCIPLES AND METHODOLOGY OF MANAGEMENT		
Code	BBA1CRT0119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the recent trends in management in a global perspective	PSO-1 PO-1	U
CO-2	Understand the principles and the various functions of management.	PSO-1 PO-1	U
CO-3	Apply the essential concepts of management and its application and also organizing the work in the organization. Exhibit memory of previously learned materials by recalling facts and concepts.	PSO-2 PO-3	AP
CO-4	Develop a thorough and deeper knowledge about the staffing and its allied realms.	PSO-3 PO-1	U
CO-5	Understand more about controlling and coordinating activities of the organization.	PSO-2 PO-4	U

COURSE NAME: **PRINCIPLES AND METHODOLOGY OF MANAGEMENT**
 COURSE CODE: **BBA1CRT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	-	-
CO2	2	-	-	-	2	-	-	-
CO3	-	-	1	-	-	1	-	-
CO4	1	-	-	-	-	-	1	-
CO5	-	-	-	2	-	2	-	-
AVG CO	1.66	-	1	2	2	1.5	1	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 2 BUSINESS ACCOUNTING		
Code	BBA1CRT0219		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop a thorough and deeper knowledge about accounting and its allied realms.	PSO-1 PO-1	U
CO-2	Understand how the process of recording transactions takes place, the concepts of bills of exchange.	PSO-2 PO-3	U
CO-3	Develop an in depth understanding about the concept of depreciation	PSO-1 PO-1	U
CO-4	Remember and apply how to prepare final accounts in business.	PSO-2 PO-3	AP
CO-5	Understand and Interpret the concept of bill of exchange.	PSO-1 PO-1	U

COURSE NAME: **BUSINESS ACCOUNTING**

COURSE CODE: **BBA1CRT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	-	-	2	-	-	1	-	-
CO3	3	-	-	-	-	2	-	-
CO4	-	-	2	-	-	2	-	-
CO5	1	-	-	-	2	-	-	-
AVG CO	2.34	-	2	-	2.5	1.67	-	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Complementary Core 1 FUNDAMENTALS OF BUSINESS MATHEMATICS		
Code	BBA1CMT0119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop analytical and critical thinking skills and logically analyze the mathematical problems.	PSO-3, PO-4	AP
CO-2	Critically evaluate problem situation through basic mathematics.	PSO-1, PO-3	An
CO-3	Develop scientific ability	PSO-1, PO-4	U
CO-4	Understand and prepare for management studies.	PSO-1, PO-1	U
CO-5	Identify the recent trends in mathematics to critically evaluate problems.	PSO-1, PO-3	U

COURSE NAME: FUNDAMENTALS OF BUSINESS MATHEMATICS

COURSE CODE: BBA1CMT0319

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	1	-	-	1	-
CO2	-	-	3	-	2	-	-	-
CO3	-	-	-	1	1	-	-	-
CO4	2	-	-	-	2	-	-	-
CO5	-	-	3	-	2	-	-	-
AVG CO	2	-	3	1	1.75	-	1	-

Course Title	Complementary Core 2 FUNDAMENTALS OF BUSINESS STATISTICS		
Code	BBA1CMT0219		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Generate and Create reasonable idea of basic statistical methods needed for statistical investigation and forecasting required for the day to day business.	PSO-2 PO-1	U
CO-2	Understand the importance of summary measures to describe the characteristics of data set.	PSO-1 PO-4	U
CO-3	Organize a statistical survey in a systematic way.	PSO-2 PO-1	U
CO-4	Understand how statistical tools are useful in researches.	PSO-1 PO-2	U
CO-5	Analyze the relationship between two variables through statistical tools.	PSO-3 PO-4	U

COURSE NAME: **FUNDAMENTALS OF BUSINESS STATISTICS**

COURSE CODE: **BBA1CMT0419**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	3	-	-
CO2	-	-	-	1	1	-	-	-
CO3	2	-	-	-	-	3	-	-
CO4	-	3	-	-	2	-	-	-
CO5	-	-	-	2	-	-	2	-
AVG CO	2.5	3	-	1.5	1.5	3	2	-

Course Title	Major Core 3 COST AND MANAGEMENT ACCOUNTING		
Code	BBA2CRT0119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop a thorough and deeper knowledge about the subject and its allied realms.	PSO-1 PO-1	U
CO-2	Understand the difference between cost accounting and financial accounting.	PSO-1 PO-3	U
CO-3	Cost sheet preparation and methods of wages payments will be known.	PSO-2 PO-3	U
CO-4	Know about management accounting and its allied realms.	PSO-1 PO-1	U
CO-5	Apply ratio analysis and trend analysis for researches later.	PSO-2 PO-3	U

COURSE NAME: **COST AND MANAGEMENT ACCOUNTING**

COURSE CODE: **BBA2CRT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	2	-	-	-
CO2	-	-	2	-	2	-	-	-
CO3	-	-	2	-	-	2	-	-
CO4	3	-	-	-	2	-	-	-
CO5	-	-	1	-	-	1	-	-
AVG CO	3	-	1.67	-	2.34	1.5	-	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 4 BUSINESS COMMUNICATION		
Code	BBA2CRT0219		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Acquire in-depth knowledge in drafting business communications, messages and letters.	PSO-3, PO-2	U
CO-2	Understand various media and forms of communications.	PSO-3, PO-2	U
CO-3	Learn the basic importance of communication and body language.	PSO-3, PO-2	U
CO-4	Understand the importance of Group, leadership qualities and listening skills in business communication.	PSO-2, PO-2	U
CO-5	Identify the recent trends in business communication.	PSO-4, PO-1	U

COURSE NAME: **BUSINESS COMMUNICATION**

COURESE CODE: **BBA2CRT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	-	-	2	-	2	-	-	-
CO3	-	-	2	-	-	2	-	-
CO4	3	-	-	-	2	-	-	-
CO5	-	-	1	-	-	1	-	-
AVG CO	3	-	1.67	-	2.34	1.5	-	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Complementary Core 3 MATHEMATICS FOR MANAGEMENTBUSINESS COMMUNICATION		
Code	BBA2CMT0119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop analytical and critical thinking skills to prepare them to logically analyze	PSO-2, PO-1	U
CO-2	Critically evaluate problem situation through basic mathematics.	PSO-2, PO-3	U
CO-3	Develop scientific ability.	PSO-3, PO-4	U
CO-4	Analyze the problems in industry and management and learn how to solve the problem.	PSO-2, PO-3	U
CO-5	Identify the recent trends in mathematics to critically evaluate mathematical problems.	PSO-4, PO-3	U

COURSE NAME: **MATHEMATICS FOR MANAGEMENT**

COURSE CODE: **BBA2CMTO319**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	2	-	-
CO2	-	-	3	-	-	3	-	-
CO3	-	-	-	2	-	-	2	-
CO4	-	-	3	-	-	2	-	-
CO5	-	-	2	-	-	-	-	2
AVG CO	2	-	2.67	2	-	2.34	2	2

Course Title	Complementary Core 4 STATISTICS FOR MANAGEMENT		
Code	BBA2CMT0219		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Idea generation about probability theory and concepts	PSO-1, PO-1	U
CO-2	Understand more about Random variables and Theoretical distributions.	PSO-1, PO-1	U
CO-3	Develop and understand the concept of a sampling distributions.	PSO-1, PO-1	U
CO-4	Create hypothesis about various population parameters.	PSO-2, PO-3	U
CO-5	Learn and conduct various statistical tests.	PSO-2, PO-3	U

COURSE NAME: **STATISTICS FOR MANAGEMENT**

COURSE CODE: **BBA2CMT0419**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	-	-
CO2	1	-	-	-	1	-	-	-
CO3	1	-	-	-	1	-	-	-
CO4	-	-	2	-	-	2	-	-
CO5	-	-	3	-	-	2	-	-
AVG CO	1.34	-	2.5	-	1.34	2	-	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 5 HUMAN RESOURCE MANAGEMENT		
Code	BBA3CRT1119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop the understanding of the concept of human resource management and to understand its relevance in organizations.	PSO-1, PO-1	U
CO-2	Develop necessary skill set for application of various HR issues.	PSO-4, PO-5	U
CO-3	Analyze the strategic issues and strategies required to select and develop manpower resources.	PSO-2, PO-3	U
CO-4	Integrate the knowledge of HR concepts to take correct business decisions.	PSO-4, PO-5	U
CO-5	Understand various concepts related to management	PSO-1, PO-1	R

COURSE NAME: HUMAN RESOURCE MANAGEMENT

COURSE CODE: BBA3CRT0119

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	-	-
CO2	-	-	-	3	-	-	-	2
CO3	-	-	1	-	-	1	-	-
CO4	-	-	-	1	-	-	-	1
CO5	2	-	-	-	2	-	-	-
AVG CO	2	-	1	2	2	1	-	1.5

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 6 MARKETING MANAGEMENT		
Code	BBA3CRT1119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Demonstrate strong conceptual knowledge in the functional area of marketing management and pricing policies.	PSO-3, PO-4	U
CO-2	Demonstrate effective understanding of relevant functional areas of marketing management and its application.	PSO-4, PO-5	AP
CO-3	Understand and Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.	PSO-2, PO-3	An
CO-4	Understand the various marketing mix and marketing research activities.	PSO-1, PO-1	U
CO-5	Creative problem solving: Develop creative solution to marketing problems.	PSO-3, PO-4	U

COURSE NAME: **MARKETING MANAGEMENT**

COURSE CODE: **BBA3CRT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	2	-	-	2	-
CO2	-	-	-	1	-	-	-	1
CO3	-	-	2	-	-	2	-	-
CO4	3	-	-	-	3	-	-	-
CO5	-	-	-	3	-	-	3	-
AVG CO	3	-	2	2	3	2	2.5	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 7 RESEARCH METHODOLOGY		
Code	BBA3CRT1319		
CO No.	Course Outcomes (Students will be able to:)	PSOs /PO Addressed	Cognitive level
CO-1	Demonstrate knowledge of research process (reading, evaluating, and developing)	PSO-4, PO-4	An
CO-2	Perform literature reviews using print and online databases;	PSO-3, PO-4	U
CO-3	Employ American Psychological Association (APA) Formats for citations of print and electronic materials;	PSO-4, PO-4	U
CO-4	Identify, explain, compare, and prepare the key elements of a research proposal/report;	PSO-3, PO-2	U
CO-5	Define and develop a possible research interest area using specific research designs;	PSO-4, PO-4	U

COURSE NAME: **RESEARCH METHODOLOGY**

COURSE CODE: **BBA3CRT0319**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	2	-	-	-	2
CO2	-	-	-	2	-	-	1	-
CO3	-	-	-	2	-	-	-	1
CO4	-	1	-	-	-	-	1	-
CO5	-	-	-	1	-	-	-	1
AVG CO	-	1	-	1.75	-	-	1	1.34

PO, PSO COS – Bachelors in Business Administration

Course Title	Complementary core-5 BUSINESS LAW		
Code	BBA3CMT1419		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Explain the concepts in business law.	PSO-1, PO-1	R
CO-2	Apply the business laws to current business environment.	PSO-4, PO-1	U
CO-3	Enable to create awareness of various special contracts.	PSO-3, PO-5	U
CO-4	Demonstrate how criminal law relates to business.	PSO-3, PO-2	U
CO-5	Demonstrate recognition of transaction involving the UCC sales of Goods	PSO-3, PO-2	U

COURSE NAME: **BUSINESS LAW**

COURSE CODE: **BBA3CMT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	1	-	-	-
CO2	2	-	-	-	-	-	-	2
CO3	-	-	-	2	-	-	1	-
CO4	-	1	-	-	-	-	1	-
CO5	-	1	-	-	-	-	1	-
AVG CO	1.5	1	-	2	1	-	1.5	2

Course Title	Major core-8 PERSONALITY DEVELOPMENT AND MANAGEMENT SKILLS (MINOR PROJECT)		
Code	BBA3PRP1519		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Explore current management literature so as to develop an individual style and sharpen the skills in the area of leadership, communication, decision making, motivation and conflict management.	PSO-3, PO-3	U
CO-2	Gain practical knowledge about how a company works or the functions of the company.	PSO-1, PO-2	An
CO-3	Understand concepts of democratic leadership and process.	PSO-3, PO-3	An
CO-4	Develop and articulate respect for the diversity of talents, ways of knowing and learning.	PSO-3, PO-4	An
CO-5	Learn to effectively lead others on a project or in an organization	PSO-3, PO-3	An

COURSE NAME: **PERSONALITY DEVELOPMENT AND MANAGEMENT SKILL**
 COURESE CODE: **BBA3CPR0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	2	-	-	-	2	-
CO2	-	2	-	-	2	-	-	-
CO3	-	-	1	-	-	-	1	-
CO4	-	-	-	1	-	-	1	-
CO5	-	-	1	-	-	-	2	-
AVG CO	-	2	1.34	1	2	-	1.5	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 9 FINANCIAL MANAGEMENT		
Code	BBA4CRT1619		
CO No.	Course Outcomes (Students will be able to:)	PSOs /PO Addressed	Cognitive Level
CO-1	Demonstrate an understanding of the overall role and management of the finance function.	PSO-3, PO-1	U
CO-2	Demonstrate basic finance management knowledge.	PSO-2, PO-1	U
CO-3	Communicate effectively using standard business terminology	PSO-3, PO-2	U
CO-4	Learns in detail the business cycles and production function.	PSO-1, PO-1	R
CO-5	Learns the market structure.	PSO-4, PO-4	U

COURSE NAME: **FINANCIAL MANAGEMENT**

COURSE CODE: **BBA4CRT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	-	1	-
CO2	2	-	-	-	-	2	-	-
CO3	-	3	-	-	-	-	3	-
CO4	3	-	-	-	2	-	-	-
CO5	-	-	-	3	-	-	-	2
AVG CO	2.34	3	-	3	2	2	2	2

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 10 MANAGERIAL ECONOMICS		
Code	BBA3CMT1419		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the concepts of cost, nature of production and its relationship to business operations.	PSO-4, PO-4	U
CO-2	Apply marginal analysis to the "firm" Under different market conditions.	PSO-2, PO-2	U
CO-3	Analyses the causes and consequences of different market conditions.	PSO-4, PO-4	An
CO-4	Integrate the concept of price and output decision of firms under various market structures.	PSO-1, PO-1	U
CO-5	Understand meaning of demand, the law of demand.	PSO-1, PO-1	U

COURSE NAME: **MANAGERIAL ECONOMICS**

COURSE CODE: **BBA4CRT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	-	-	-	3
CO2	-	3	-	-	-	2	-	-
CO3	-	-	-	1	-	-	-	1
CO4	1	-	-	-	1	-	-	-
CO5	1	-	-	-	1	-	-	-
AVG CO	1	3	-	2	1	2	-	2

PO, PSO COS – Bachelors in Business Administration

Course Title	Major core 11 ENTREPRENEURSHIP		
Code	BBA4CRT1819		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the nature of entrepreneurship.	PSO-1, PO-1	U
CO-2	Understand the function of the entrepreneur in the successful, commercial application of innovations.	PSO- 1, PO-1	U
CO-3	Apply and Confine an entrepreneurial business idea.	PSO-4, PO-4	AP
CO-4	Identify personal attributes that enable best use of entrepreneurial opportunity.	PSO-4, PO-4	U
CO-5	Explore entrepreneurial leadership and management style.	PSO-4, PO-4	U

COURSE NAME: **ENTREPRENEURSHIP**

COURSE CODE: **BBA4CRT0319**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	-	-
CO2	1	-	-	-	1	-	-	-
CO3	-	-	-	1	-	-	-	1
CO4	1	-	-	-	-	-	-	1
CO5	-	-	-	2	-	-	-	2
AVG CO	1.34	-	-	1.5	1.5	-	-	1.34

PO, PSO COS – Bachelors in Business Administration

Course Title	Complementary Core 6 BASIC INFORMATICS FOR MANAGEMENT		
Code	BBA4CMT1919		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Gain the basic knowledge about tally	PSO-1, PO-1	U
CO-2	Learns the practical application of MS-excel	PSO-2, PO-3	AP
CO-3	Record transactions using accounting voucher	PSO-3, PO-3	AP
CO-4	Learn how to generate and print statements of accounts	PSO-3, PO-3	U
CO-5	Understand the Practical application of OHP foils or LCD projectors.	PSO- 4, PO-4	U

COURSE NAME: **BASIC INFORMATICS FOR MANAGEMENT'**

COURESE CODE: **BBA4CMT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	-	-	2	-	-	2	-	-
CO3	-	-	3	-	-	-	3	-
CO4	-	-	2	-	-	-	2	-
CO5	-	-	-	2	-	-	-	2
AVG CO	3	-	2.34	2	3	2	2.5	2

PO, PSO COS – Bachelors in Business Administration

Course Title	Complementary Core 7 CORPORATE LAW		
Code	BBA4CMT2019		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Identify various steps in formation of the company	PSO-1, PO-1	U
CO-2	Examine and develop the understanding of how corporations are incorporated and administered.	PSO-1, PO-4	U
CO-3	Understand the legal limits of corporate social responsibility.	PSO-4, PO-5	U
CO-4	Learns the law relating to partnership and limited liability partnership.	PSO-1, PO-1	R
CO-5	Learns the formation, incorporation and winding up of company.	PSO-1, PO-4	R

COURSE NAME: **CORPORATE LAW**

COURSE CODE: **BBA4CMT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	2	-	-	-
CO2	-	-	-	2	2	-	-	-
CO3	-	-	-	1	-	-	-	1
CO4	1	-	-	-	1	-	-	-
CO5	-	-	-	2	2	-	-	-
AVG CO	1.5	-	-	1.67	1.75	-	-	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 12 ORGANIZATIONAL BEHAVIOUR		
Code	BBA5CRT2119		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Analyze the various tools and methodologies in Research.	PSO-2, PO-4	U
CO-2	Apply various tools and methodologies in Research study.	PSO-2, PO-2	U
CO-3	Analyze real life problems related to business.	PSO-4, PO-3	An
CO-4	Identify effective and efficient solutions to the business problems in feasible way.	PSO-3, PO-3	U
CO-5	Learn to use available resources to get the optimum solution.	PSO-1, PO-4	U

COURSE NAME: **ORGANIZATIONAL BEHAVIOUR**

COURSE CODE: **BBA5CRT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	-	2	-	-
CO2	-	3	-	-	-	2	-	-
CO3	-	-	2	-	-	-	-	1
CO4	-	-	2	-	-	-	2	-
CO5	-	-	-	1	2	-	-	-
AVG CO	-	3	2	2	2	2	2	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Open Course BRAND MANAGEMENT		
Code	BBA5OPT2219		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the key principles of branding.	PSO-1, PO-4	U
CO-2	Remember the Branding concepts and ideas.	PSO-1, PO-1	R
CO-3	Practically develop a brand including positioning and communication.	PSO-3, PO-2	U
CO-4	Understand and Consider ethical issues in branding.	PSO-4, PO-4	U
CO-5	Remember and Understand the Branding Methods	PSO-1, PO-1	R

COURSE NAME: **OPEN COURSE (BRAND MANAGEMENT)**

COURSE CODE: **BBA5OPT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	2	-	-	-
CO2	2	-	-	-	2	-	-	-
CO3	-	2	-	-	-	-	1	-
CO4	-	-	-	1	-	-	-	2
CO5	2	-	-	-	1	-	-	-
AVG CO	2	2	-	2	1.66	-	1	2

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core 13 ENVIRONMENTAL SCIENCE AND HUMAN RIGHTS		
Code	BBA5CRT2319		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand core concepts of ecological and physical sciences and their application in solving environmental problem.	PSO-4, PO-3	U
CO-2	Acquire knowledge on the application of system concepts and methodologies to understand the interaction between social and environmental processes.	PSO-1, PO-1	R
CO-3	Understand their roles as citizens, consumers and environmental actors in a complex world.	PSO- 2, PO-1	U
CO-4	Remember the concepts of Human rights and its implications.	PSO-4, PO-1	R
CO-5	Understand Green Business and its impact on the society	PSO-4, PO-1	U

COURSE NAME: **ENVIRONMENTAL SCIENCE AND HUMAN RIGHTS**

COURSE CODE: **BBA5CRT0319**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	3	-	-	-	-	2
CO2	2	-	-	-	-	-	-	1
CO3	1	-	-	-	-	3	-	-
CO4	2	-	-	-	1	-	-	-
CO5	1	-	-	-	-	-	-	2
AVG CO	1.5	-	3	-	1	3	-	1.66

PO, PSO COS – Bachelors in Business Administration

Course Title	Complimentary Core 8 INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAW		
Code	BBA5CMT2419		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand various intellectual property legislations.	PSO-2, PO-4	R
CO-2	Understand the Important industrial laws.	PSO-1, PO-1	U
CO-3	Acquire knowledge on patent and trademark protection.	PSO-4, PO-1	U
CO-4	Learn various legal provisions in Factories Act and Industrial Dispute Act.	PSO-4, PO-4	U
CO-5	Aware about various benefits offered by ESI Act.	PSO-1, PO-2	R

COURSE NAME: INTELLECTUAL PROPERTY RIGHTS AND INDUSTRIAL LAW
COURSE CODE: BBA5CMT0419

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	-	2	-	-
CO2	2	-	-	-	2	-	-	-
CO3	2	-	-	-	-	-	-	1
CO4	-	-	-	3	-	-	-	2
CO5	-	2	-	-	1	-	-	-
AVG CO	2	2	-	3	1.5	2	-	1.5

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core-14 OPERATIONS MANAGEMENT		
Code	BBA5CRT2519		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Gain knowledge about managing production processes in the organization.	PSO-1, PO-1	R
CO-2	Acquire knowledge on how to run operations effectively.	PSO-2, PO-4	U
CO-3	Understand various modern production techniques.	PSO-2, PO-1	U
CO-4	Get in-depth idea about quality management.	PSO-1, PO-1	An
CO-5	Gain in-depth knowledge on the production of organizations.	PSO-1, PO-1	U

COURSE NAME: **OPERATIONAL MANAGEMENT**

COURSE CODE: **BBA5CRT0519**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	-	-	-	3	-	2	-	-
CO3	2	-	-	-	-	1	-	-
CO4	1	-	-	-	1	-	-	-
CO5	2	-	-	-	1	-	-	-
AVG CO	2	-	-	3	1.66	1.5	-	-

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core – 15 INDUSTRIAL RELATIONS		
Code	BBA5CRT2619		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Acquainted with the concept of industrial relations, various prospects of workers and employees.	PSO-1, PO-4	U
CO-2	Gain knowledge about the relations between labor and management in an industry.	PSO-1, PO-4	U
CO-3	Acquire awareness about various welfare facilities provided by employers to their employees.	PSO-1, PO-4	U
CO-4	Understand how workers participate in law making programs in the organization.	PSO-4, PO-5	U
CO-5	Awareness on Trade Unions and their functions.	PSO-1, PO-1	U

COURSE NAME: INDUSTRIAL RELATIONS

COURSE CODE: BBA5CRT0619

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	2	-	-	-
CO2	-	-	-	2	1	-	-	-
CO3	-	-	-	3	2	-	-	-
CO4	-	2	-	-	-	-	-	1
CO5	2	-	-	-	1	-	-	-
AVG CO	2	2	-	2.66	1.5	-	-	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Optional Core – 1 HEALTH CARE MANAGEMENT		
Code	BBA6OCT2719		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Acquire knowledge in the health care industry.	PSO-1, PO-1	U
CO-2	Understand the various services provided by health care industry.	PSO-1, PO-1	U
CO-3	Gain awareness about the office management in health care industry	PSO-1, PO-1	U
CO-4	Understand the Services provided by health care industry and the government.	PSO-4, PO-5	U
CO-5	Gain General awareness on the functioning of health care Industry.	PSO-4, PO-4	U

COURSE NAME: **OPTION 1 HEALTH CARE MANAGEMENT**

COURSE CODE: **BBA6OCT0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	2	-	-	-	1	-	-	-
CO3	2	-	-	-	2	-	-	-
CO4	-	2	-	-	-	-	-	1
CO5	-	-	-	1	-	-	-	1
AVG CO	2.33	2	-	2	2	-	-	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Optional Core – 2 ADVERTISEMENT AND SALESMANSHIP		
Code	BBA6OCT2819		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the concept of advertising and its types.	PSO-1, PO-1	U
CO-2	Acquire knowledge on various Ad Agencies and its functions.	PSO-4, PO-4	An
CO-3	Develop an advertising plan and present and defend it persuasively.	PSO-2, PO-3	An
CO-4	Understand the importance of salesmanship in today's commercial world and new advertisement technologies and role of media in modern commerce.	PSO-2, PO-4	U
CO-5	Acquire basic knowledge on principles and practices of salesmanship and marketing.	PSO-1, PO-1	R

COURSE NAME: **OPTION 2 ADVERTISING AND SALESMANSHIP**

COURSE CODE: **BBA6OCT0219**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	-	-	-	2	-	-	-	1
CO3	-	-	2	-	-	1	-	-
CO4	-	-	-	2	-	2	-	-
CO5	2	-	-	-	1	-	-	-
AVG CO	2.5	-	2	2	2	1.5	-	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core – 16 STRATEGIC MANAGEMENT		
Code	BBA6CRT2919		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Understand the various strategic decisions that organizations make and its implications.	PSO-1, PO-1	U
CO-2	Evaluate company situations practically and develop solutions using strategic management perspective.	PSO-2, PO-1	R
CO-3	Get awareness about basic concepts, principles and practices associated in strategic formulation and implementation.	PSO-1, PO-1	R
CO-4	Apply knowledge of the course to the formation and implementation of strategy from holistic and multi-functional perspectives.	PSO-3, PO-3	An
CO-5	Know the role that HRM functions plays in forming and implementing organization's strategy.	PSO- 4, PO-4	An

COURSE NAME: **STRATEGIC MANAGEMENT**

COURSE CODE: **BBA6CRT0319**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-
CO2	2	-	-	-	-	2	-	-
CO3	1	-	-	-	1	-	-	-
CO4	-	-	2	-	-	-	1	-
CO5	-	-	-	2	-	-	-	1
AVG CO	2	-	2	2	2	2	1	1

PO, PSO COS – Bachelors in Business Administration

Course Title	Major Core – 17 COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT		
Code	BBA6CRT3019		
CO No.	Course Outcomes (Students will be able to:)	PSOs/PO Addressed	Cognitive Level
CO-1	Develop communication skills as well as positive personality characteristics.	PSO-3, PO-2	An
CO-2	Acquire language suitable for technical and formal communication.	PSO-3, PO-2	U
CO-3	Write papers, proposal, reports etc.	PSO-3, PO-2	U
CO-4	Analyze and appreciate any piece of writing and comprehend it.	PSO-3, PO-3	U
CO-5	Understand Group Discussions and Interview skills.	PSO-4, PO-5	U

COURSE NAME: **COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT**

COURSE CODE: **BBA6CRT0419**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	-	-	-	3	-
CO2	-	2	-	-	-	-	2	-
CO3	-	1	-	-	-	-	2	-
CO4	-	-	2	-	-	-	1	-
CO5	2	-	-	-	-	-	-	1
AVG CO	2	2	2	-	-	-	2	1

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Course Title	Major Core 18 MANAGEMENT PROJECT		
Code	BBA6PRP3119		
CO No.	Course Outcomes (Students will be able to:)	PSOs /PO Addressed	Cognitive level
CO-1	Improve capability of analysis	PSO-2, PO-4	An
CO-2	Apply various tools and methodologies in research	PSO-3, PO-1	AP
CO-3	Analyzing real life problems related to business	PSO- 4, PO-1	An
CO-4	Identify effective and efficient solutions of business problems in feasible way	PSO-2, PO-3	U
CO-5	Learn to use available resources to get the optimum solution.	PSO-4, PO-4	U

COURSE NAME: **MANAGEMENT PROJECT**

COURSE CODE: **BBA6PRP0119**

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	3	-	2	-	-
CO2	2	-	-	-	-	-	3	-
CO3	1	-	-	-	-	-	-	1
CO4	-	-	2	-	-	1	-	-
CO5	-	-	-	2	-	-	-	2
AVG CO	1.5	-	2	2.5	-	1.5	3	1.5

PROGRAMME ARTICULATION MATRIX

Course code	Course	Sem ester	PO1	PO2	PO3	PO4	PSO 1	PSO 2	PSO 3	PSO 4
BBA1CR TO119	Principles and Methodology of Management	1	1.6 6	-	1	2	2	1.5	1	-
BBA1CR TO219	Business Accounting	1	2.3 4	-	2	-	2.5	1.6 7	-	-
BMT1C MTO119	Fundamentals of Business Mathematics	1	2	-	3	1	1.7 5	-	1	-
BST1CM TO219	Fundamentals of Business Statistics	1	2.5	3	-	1.5	1.5	3	2	-
ENG1CC T0119	English Paper: 1	1	-	-	-	-	-	-	-	-
BBA2CR TO119	Cost and Management Accounting	2	3	-	1.6 7	-	2.3 4	1.5	-	-
BBA2CR TO219	Business Communication	2	3	-	1.6 7	-	2.3 4	1.5	-	-
BMT2C MTO119	Mathematics for Management	2	2	-	2.6 7	2	-	2.3 4	2	2
BST2CM TO219	Statistics for Management	2	1.3 4	-	2.5	-	1.3 4	2	-	-
ENG2CC T0119	English Paper : II	2	-	-	-	-	-	-	-	-
BBA3CR T0119	Human Resource Management	3	2	-	1	2	2	1	-	1.5
BBA3CR T0219	Marketing Management	3	3	-	2	2	3	2	2.5	1
BBA3CR T0319	Research Methodology	3	-	1	-	1.7 5	-	-	1	1.3 4
BBA3C MT0119	Business Law	3	1.5	1	-	2	1	-	1.5	2

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BBA3CR P0119	Personality Development and Management Skill	3	-	2	1.3 4	1	2	-	1.5	-
BBA4CR T0119	Financial Management	4	2.3 4	3	-	3	2	2	2	2
BBA4CR T0219	Managerial Economics	4	1	3	-	2	1	2	-	2
BBA4CR T0319	Entrepreneurship	4	1.3 4	-	-	1.5	1.5	-	-	1.3 4
BBA4C MT0119	Basic informatics for Management	4	3	-	2.3 4	2	3	2	2.5	2
BBA4C MT0219	Corporate Law	4	1.5	-	-	1.6 7	1.7 5	-	-	1
BBA5CR T0119	Organizational Behaviour	5	-	3	2	2	2	2	2	1
BBA5CO T0119	Open Course	5	2	2	-	2	1.6 6	-	1	2
BBA5CR T0219	Environmental Science and Human Rights	5	1.5	-	3	-	1	3	-	1.6 6
BBA5C MT0119	Intellectual Property Right and Industrial Law	5	2	2	-	3	1.5	2	-	1.5
BBA5CR T0319	Operational Management	5	2	-	-	3	1.6 6	1.5	-	-
BBA5CR T0419	Industrial Relations	5	2	2	-	2.6 6	1.5	-	-	1
BBA6CR T0119	Strategic Management	5	2	-	2	2	2	2	1	1
BBA6CR T0219	Communication Skills and Personality Development	6	2	2	2	-	-	-	2	1
BBA6CR T0319	Optional :1	6	2.3 3	2	-	2	2	-	-	1
BBA6CR T0419	Optional: 2	6	2.5	-	2	2	2	1.5	-	1
BBA6CP R0119	Management Project	6	1.5	-	2	2.5	-	1.5	3	1.5



St. Albert's College (Autonomous)

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