



MTM COLLEGE OF ARTS, SCIENCE AND COMMERCE

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**PROGRAMME OUTCOMES
PROGRAMME SPECIFIC OUTCOMES
PROGRAMME EDUCATIONAL OBJECTIVES
COURSE OUTCOMES**

DEPARTMENT OF MANAGEMENT STUDIES
BBA – BACHELOR OF BUSINESS
ADMINISTRATION

Programme Title	BBA FINANCE
Pattern of Delivery	Full Time
Programme Length	3 years

Program Outcomes:

1. **Critical Thinking:** Take informed actions after identifying the assumptions that frame students' thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.
2. **Effective Communication:** 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.
3. **Problem Solving:** Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
4. **Effective Citizenship:** Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
5. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development
6. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes

7. **Social interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
8. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them

Programme Expected Outcome

1. **Business Acumen:** Graduates will possess a solid understanding of business concepts, including finance, marketing, management, and operations, enabling them to analyze and contribute effectively to organizational success.
2. **Critical Thinking and Problem-Solving:** Students will develop the ability to think critically, analyze complex business problems, and formulate innovative solutions, preparing them to address real-world challenges in the dynamic business environment.
3. **Effective Communication and Collaboration:** BBA program graduates will demonstrate strong communication skills and the ability to collaborate with diverse teams, fostering effective interpersonal relationships crucial for professional success in the business world.

Program specific outcome:

1. **Proficient Decision-Making:** Graduates will demonstrate the ability to make informed and strategic decisions by applying analytical skills and critical thinking acquired through the BBA program.
2. **Effective Leadership:** students will exhibit effective leadership qualities, including communication skills, teamwork, and ethical decision-making, enabling them to excel in diverse business environments.

COURSE OUTCOMES - BBA

Delivery pattern	Paper	Paper code	Learning outcome
Semester - I	Management Theory and Practices	BBA1B01	<ul style="list-style-type: none"> - Demonstrate understanding of fundamental management concepts and theories. - Interpret and explain the practical aspects of management principles in real-world business scenarios. - Apply the concepts of planning, organizing, staffing, and controlling to address management challenges in a corporate setting. - Evaluate and analyze the ethical implications of management decisions and showcase socially responsible behavior in business management - Develop innovative strategies and create a comprehensive management plan tailored to address contemporary challenges in corporate business environments.

Semester - I	Managerial Economics	BBA1C01	<p>*Recall and describe the fundamental economic concepts such as demand, elasticity of demand, and the law of demand.</p> <p>*Demonstrate an understanding of demand forecasting by explaining its importance in managerial decisions and predicting how changes in market conditions can impact demand.</p> <p>*Apply economic principles to design effective strategies, including costing, pricing, and product differentiation, tailored to the nature of products and market structures.</p> <p>*Analyze and evaluate business decisions by integrating economic concepts, demonstrating the ability to weigh factors like costs, pricing strategies, and market environment for optimal decision-making.</p> <p>*Develop and create innovative business forecasts and strategies, utilizing a deep understanding of business cycles and prevailing economic conditions to make informed predictions and decisions at a higher level of complexity and creativity.</p>
Semester - II	Financial Accounting	BBA2B02	<p>*Recall and articulate the fundamental accounting concepts, principles, and conventions essential for financial accounting.</p> <p>*Demonstrate an understanding of the accounting process by explaining how to record basic accounting transactions and prepare annual financial statements for a sole proprietorship business</p> <p>*Apply accounting knowledge to record transactions related to hire purchase and instalment systems, showcasing the ability to implement accounting principles in practical scenarios.</p>

			<p>*Analyze and evaluate different methods of maintaining accounts for branches, illustrating the ability to discern the most appropriate approach based on specific business contexts.</p> <p>*Develop and create a comprehensive understanding of the accounting process for the issuance of shares and debentures in a company, integrating principles from earlier topics to handle complex financial transactions creatively and effectively.</p>
Semester - II	Marketing Management	BBA2B03	<p>* Define the concept of marketing and list its key elements.</p> <p>*Explain the importance of marketing in the contemporary world, highlighting its role in business success and brand development.</p> <p>* Demonstrate the factors influencing consumer buying behavior and illustrate how businesses can adapt their marketing approaches based on these factors.</p> <p>*Evaluate and select appropriate tools and strategies for effective product positioning, considering market trends, competition, and consumer preferences.</p> <p>* Assess and recommend pricing and marketing strategies, taking into account market conditions, product value, and competitive positioning.</p> <p>*Develop a comprehensive distribution channel plan tailored to the specific nature of a given business, integrating considerations such as product type, target market, and logistics to optimize overall market reach and efficiency.</p>
Semester – III	BBA3A11 Basic Numerical Methods	BBA3A11	<p>*Demonstrate recall and comprehension of numerical equations by solving them to determine the values of unknowns in various mathematical scenarios.</p>

			<p>* Illustrate an understanding of matrices, showcasing the ability to manipulate and interpret matrix operations in different mathematical contexts.</p> <p>* Apply the concepts of Sequence, Series, and Progression to solve real-world problems, demonstrating practical knowledge and the ability to use mathematical principles in various situations.</p> <p>* Analyze and compute simple and compound interest, showcasing the ability to dissect financial problems, evaluate variables, and make informed decisions in the realm of financial mathematics.</p> <p>* Create comprehensive solutions for complex financial scenarios, integrating various mathematical concepts, and applying them creatively to address multifaceted problems. This may involve developing novel financial models or strategies based on a synthesis of learned principles</p>
Semester – III	Professional Business Skills	BBA3A12	<p>: Recall the various soft skills essential for professional success, including effective communication, teamwork, and adaptability.</p> <p>: Comprehend the nuances of professional communication, distinguishing between verbal and written communication, and grasp the fundamentals of business data analysis techniques.</p> <p>: Apply the principles of e-learning across different dimensions, utilizing technology for effective virtual education and understanding the diverse methods of online course delivery.</p> <p>: Analyze the implications of cyber laws, evaluating their impact on digital transactions, privacy, and security in the professional realm.</p> <p>: Develop a comprehensive digital marketing strategy, integrating insights gained about digital markets, and employ innovative approaches to create impactful digital marketing campaigns that align with evolving market trends..</p>

Semester – III	Corporate Accounting	BBA3B04	<p>: Understand the foundational principles of Corporate Accounting by demonstrating a comprehensive grasp of concepts related to inventories, PPE, provisions, income tax, borrowing cost, and intangible assets as outlined in IndAS</p> <p>: Apply acquired knowledge to proficiently prepare annual financial statements for companies, showcasing the ability to synthesize and implement accounting standards and practices in a practical setting.</p> <p>: Evaluate accounting transactions related to the redemption of preference shares and debentures, demonstrating the capacity to critically analyze and interpret financial data to ensure accurate recording and reporting.</p> <p>: Integrate knowledge of accounting principles and IndAS to compute accounting ratios, illustrating the synthesis of information to derive meaningful financial metrics and insights for decision-making.</p> <p>: Demonstrate creativity and innovation by independently creating comprehensive solutions for complex accounting scenarios, employing a deep understanding of Corporate Accounting principles to address unique challenges and present well-structured financial outcomes.</p>
Semester – III	Financial Management	BBA3B05	<p>: Demonstrate a comprehensive understanding of financial management concepts, including the goals and functions involved in effectively managing an organization's resources.</p> <p>: Analyze and interpret the patterns of fund requirements and associated risks through financial planning, showcasing an</p>

			<p>understanding of how financial decisions impact overall business stability.</p> <p>: Apply various theories of dividend and capital budgeting techniques to allocate funds strategically, demonstrating the ability to implement theoretical knowledge into practical decision-making scenarios.</p> <p>: Examine the determinants of working capital requirements for a company and utilize appropriate tools to ensure the smooth functioning of the business, illustrating a capacity for critical evaluation and problem-solving.</p> <p>: Develop advanced skills for effective dividend decision-making and project evaluation, integrating various aspects and theories to create well-informed strategies for optimizing financial resources and maximizing returns on investment</p>
Semester – III	Business Regulations	BBA3C02	<p>Demonstrate an understanding of statutory provisions and core concepts in business laws by accurately recalling and explaining key legal principles relevant to business operations.</p> <p>*Analyze legal issues arising in day-to-day business operations in India, illustrating the ability to interpret and summarize complex legal scenarios within the business context.</p> <p>*Identify and differentiate unfair trade practices, showcasing the ability to apply legal knowledge to recognize and address deceptive or unethical business practices.</p> <p>*Evaluate the consumer redressal mechanism in India, demonstrating the capacity to examine and break down the components of the legal framework for addressing consumer grievances in the business domain.</p> <p>*Devise comprehensive and viable solutions to address organizational issues within the framework of business laws, integrating various legal principles to formulate innovative approaches for effective problem-solving.</p>
Semester – IV	Entrepreneurship Development	BBA4A13	<p>*Recall the key concepts of entrepreneurship, demonstrating a solid understanding of the</p>

			<p>fundamental principles underlying business creation.</p> <p>* Interpret and explain the entrepreneurial talents within oneself, showcasing the ability to analyze and grasp the nuances of entrepreneurial skills and mindset.</p> <p>*Utilize identified entrepreneurial talents in practical scenarios, demonstrating the application of acquired knowledge in real-world situations for effective business development.</p> <p>*Evaluate and assess available guidance and assistance for setting up a business, demonstrating critical thinking skills to make informed decisions in the entrepreneurial process.</p> <p>*Develop and compose a comprehensive and well-structured project report for a business idea, showcasing creativity and innovation in presenting a viable plan for entrepreneurial endeavors.</p> <p>.</p>
Semester – IV	Banking and Insurance	BBA4A14	<p>: Recall the basics of Banking and Insurance, including key concepts, principles, and terminology.</p> <p>: Demonstrate an understanding of the role of the Reserve Bank of India (RBI), its functions, and schemes in the context of the Indian financial system.</p> <p>: Apply knowledge of Negotiable Instruments in practical scenarios, analyzing their usage and legal implications.</p> <p>: Critically analyze modern trends in banking, with a focus on emerging payment modes, digital and electronic mechanisms, and their impact on the financial landscape.</p> <p>: Develop a comprehensive life insurance proposal, integrating knowledge of various insurance methods, and demonstrate the ability to navigate the procedure for claiming insurance amounts effectively</p>
Semester – IV	Cost & Management Accounting	BBA4B06	<p>: Recall principles and concepts of cost accounting to identify key components in the preparation of cost sheets in practical organizational scenarios.</p> <p>: Demonstrate comprehension of process costing by analyzing the accounting</p>

			<p>procedures involved, including the treatment of normal and abnormal losses and gains.</p> <p>: Exercise judgment in selecting and presenting information related to cost accounting, applying appropriate theories and methods in the preparation of budgets, including cash budgets.</p> <p>: Conduct a comprehensive analysis of Marginal costing, CVP analysis, and break-even analysis to evaluate the financial implications and decision-making processes within an organization.</p> <p>: Innovate and design effective cost management strategies by synthesizing knowledge acquired in the course, demonstrating the ability to create well-structured budgets and financial models to support organizational goals.</p>
Semester – IV	Corporate Regulations	BBA4C03	<p>*Demonstrate a comprehensive understanding of the basic concepts outlined in the Companies Act 2013, including key provisions and regulatory frameworks.</p> <p>*Interpret the provisions related to share capital, explaining the mechanisms of its issuance in compliance with the Companies Act 2013.</p> <p>*Apply the knowledge of appointment, removal, disqualifications, and other directorial aspects in a practical context within the framework of the Companies Act 2013.</p> <p>*Analyze the various modes of acquiring membership in a company, discerning the legal implications and procedural intricacies according to the Companies Act 2013.</p> <p>*Evaluate and compare the diverse methods and implications of winding up a company as outlined in the Companies Act 2013, demonstrating a critical understanding of the legal aspects involved.</p>
Semester - IV	Quantitative Techniques for Business	BBA4C04	<p>: Recall the fundamental concepts and principles of Quantitative Techniques, such as the meaning and utility of</p>

			<p>quantitative analysis in measuring changes in variables like price and volume of sales.</p> <p>: Comprehend the application of Index numbers and Time Series Analysis in analyzing and interpreting changes in economic variables, demonstrating an understanding of how these techniques are used in real-world scenarios.</p> <p>: Apply the principles of linear regression and correlation, including the least square method, to predict values of variables and assess the significance of correlation coefficients in practical situations.</p> <p>: Break down and critically assess the application of probability rules in solving problems related to quantitative analysis, demonstrating the ability to analyze and interpret probabilistic scenarios.</p> <p>: Generate solutions to complex problems by integrating and applying different probability distributions to address practical issues in various fields..</p>
Semester - V	Human resources Management	BBA5B07	<p>Demonstrate a foundational understanding of HRM concepts, including employee recruitment, selection, and appraisal processes.</p> <p>: Develop the ability to integrate HR knowledge to make informed managerial decisions for effective implementation and evaluation of HR plans.</p> <p>: Contribute effectively to the implementation and evaluation of employee recruitment, selection, and appraisal processes within an organizational context.</p> <p>: Evaluate and apply various methods of performance appraisal, distinguishing between traditional and modern approaches, to enhance employee development and organizational effectiveness.</p> <p>: Innovatively design and implement strategies aligned with the latest trends in human resource management, fostering a dynamic and forward-thinking HR approach for organizational success</p>

Semester - V	Business Research Methods	BBA5B08	<p>Recall the basic framework of the business research process, including key steps and stages involved in conducting research.</p> <p>: Demonstrate an understanding of variables, sources of data, and various tools for data collection and analysis in the context of business research.</p> <p>: Apply appropriate analysis tools based on the nature and type of data, showcasing the ability to make informed decisions on methodology and statistical techniques</p> <p>: Critically analyze research results, interpreting findings in a meaningful way, and drawing relevant conclusions from the data collected.</p> <p>: Develop comprehensive and well-structured research reports, integrating theoretical concepts, empirical evidence, and practical insights into a cohesive document that communicates the research outcomes effectively.</p>
Semester - V	Operations Management	BBA5B09 O	<p>Recall the fundamental principles of Operations Management, including the key aspects of planning at the operational level in an industry.</p> <p>: Demonstrate comprehension of concepts such as facilities planning, capacities planning, and aggregate planning, elucidating their significance in optimizing operational efficiency.</p> <p>: Utilize acquired knowledge to formulate operational plans, integrating concepts of facilities planning, capacities planning, and aggregate planning to address industry-specific challenges</p> <p>: Evaluate the efficiency and effectiveness of operational plans by employing critical thinking to assess the impact of facilities planning, capacities planning, and aggregate planning on overall performance.</p> <p>: Innovatively design and propose a comprehensive quality control framework for an organization, integrating various tools and methodologies to ensure and enhance product or service quality.</p>
Semester - V	Income Tax	BBA5B10	<p>Recall the basic concepts of income tax, including key definitions, exemptions, and deductions under the Income Tax Act.</p> <p>: Interpret and explain the relevant provisions of the Income Tax Act as they</p>

			<p>pertain to the taxation of individuals, demonstrating comprehension of legal frameworks and requirements.</p> <p>: Calculate the different heads of income, demonstrating the ability to apply knowledge to practical scenarios and compute taxable income accurately.</p> <p>: Evaluate and analyze the tax liability of individuals by computing both Gross Total Income and Total Income, considering applicable exemptions and deductions to arrive at a comprehensive understanding of the tax structure.</p> <p>: Develop a strategic tax planning approach for individuals, considering various financial scenarios and advising on optimal tax-saving strategies, showcasing creativity in designing effective tax plans.</p>
Semester - V	Financial Market and Institutions	BBA5B11	<p>: Demonstrate understanding of the Indian financial system by explaining its structure, components, and the roles played by various financial institutions and regulatory bodies.</p> <p>: Interpret the functions and significance of the money market, illustrating the relationship between money market instruments and their impact on short-term financial transactions.</p> <p>: Utilize knowledge of the capital market to differentiate and analyze various financial instruments such as shares, bonds, and derivatives, illustrating their specific characteristics and applications in the financial landscape.</p> <p>: Evaluate empirical evidence of market performance, examining historical data and trends to draw informed conclusions about the effectiveness and efficiency of financial markets.</p>

			; Develop innovative strategies or financial solutions by integrating understanding of regulatory frameworks, market dynamics, and the role of financial derivatives, demonstrating the ability to create value and address challenges within the financial sector
Semester - V	Open Course E- commerce	BBA5D01	Describe the fundamental concepts of E-commerce, including its components such as e-payment and security issues. *Explain the concept of Electronic Data Interchange (EDI) and analyze its role in facilitating efficient business transactions in the context of E-commerce. *Demonstrate an understanding of various E-commerce strategies by applying them to real-world scenarios, considering factors like market trends and consumer behavior. *Analyze and compare different E-commerce business models, evaluating their strengths and weaknesses in the context of the evolving digital market. *Develop a comprehensive E-commerce strategy for a hypothetical business, integrating various elements such as payment systems, security measures, and suitable business models, demonstrating creativity and critical thinking.
Semester - VI	Organisational Behaviour	BBA6B12	Define and explain the key concepts related to organizational behavior, including individual and group behavior, attitudes, job satisfaction, emotions, personality, values, perception, learning, communication, leadership, power, politics, conflict, negotiations, motivation theories, leadership styles, conflict management strategies, organizational change, development, and stress. : Interpret and illustrate the relationships between individual and group behaviors within organizations, demonstrating an understanding of

			<p>how attitudes, emotions, personality, values, and perception influence both individual and group dynamics.</p> <p>: Apply motivational theories to analyze and propose effective motivational strategies in organizational settings. Assess and recommend appropriate leadership styles and conflict management strategies based on specific organizational contexts and challenges.</p> <p>: Analyze the impact of organizational change, development, and stress on individuals and groups within an organization. Evaluate the effectiveness of various motivational, leadership, and conflict management approaches in addressing organizational challenges.</p> <p>: Develop a comprehensive organizational intervention plan that integrates motivational strategies, leadership styles, and conflict management approaches to foster positive organizational change. Create a blueprint for implementing and managing change within an organization, considering the unique context and challenges it faces</p>
Semester – VI	Management Science	BBA6B13	<p>Define and recall various Operations Research techniques employed in managerial decision-making, including Linear Programming, Transportation, Assignment Problems, and Network Analysis.</p> <p>: Explain the principles and steps involved in solving Linear Programming Problems, demonstrating a clear understanding of optimization concepts.</p> <p>: Apply Transportation and Assignment Problem-solving techniques to real-world scenarios, demonstrating the ability to optimize resource allocation and distribution.</p> <p>: Analyze and identify critical paths through Network Analysis, showcasing the capability to assess project timelines and dependencies for effective project management.</p> <p>: Develop innovative decision-making strategies by integrating various decision-making theories, demonstrating creativity in formulating solutions tailored to specific managerial contexts.</p>
Semester – VI	Project Management	BBA6B14	<p>Define and recall key concepts in project management, including the stages of</p>

			<p>project initiation, planning, execution, monitoring, and closure.</p> <p>: Explain the viability factors of a project by identifying and interpreting the key elements that contribute to its success or failure, considering both internal and external factors.</p> <p>: Apply knowledge of project financing methods to evaluate and recommend appropriate financial strategies for a given project scenario.</p> <p>: Analyze and compare different projects to select the most suitable one, considering factors such as risk, return on investment, and alignment with organizational goals.</p> <p>: Develop comprehensive project reports by synthesizing information from various sources, outlining project goals, strategies, and potential challenges, demonstrating a high-level ability to create a cohesive and detailed project documentation</p>
Semester - VI	Financial Services	BBA6B15	<p>Recall and list various financial services in the Indian financial system, including fund-based and non-fund based services.</p> <p>: Differentiate between fund and non-fund based financial services, explaining their characteristics, risks, and applications in the Indian financial context.</p> <p>: Demonstrate the application of key concepts in Mutual Funds, detailing the stages involved in the lifecycle of a Mutual Fund, from initiation to maturity.</p> <p>: Evaluate the nuances of Investment Banking and Merchant Banking Services, breaking down their roles, functions, and impact on the overall financial ecosystem</p> <p>: Develop a comprehensive analysis of fund and fee-based financial services such as leasing, hire purchase, venture capital financing, and angel investment. Formulate strategic recommendations for effective implementation and risk mitigation in these financial services.</p>

Semester - VI	Investment Management	BBA6B16	<p>Recall and describe the basics of investment management, including various investment avenues, risk and returns, approaches to investment valuation, and the concepts of fundamental and technical analysis in stock market analysis.</p> <p>: Understand the relationships between risk and returns in investment, demonstrating the ability to analyze and interpret stock market data using both fundamental and technical analysis.</p> <p>: Apply investment valuation approaches in practical scenarios, demonstrating the ability to make informed investment decisions based on fundamental and technical analysis of stock market trends.</p> <p>: Analyze and evaluate portfolio management processes, considering the diversification of investments, risk management strategies, and the impact of market conditions on overall portfolio performance.</p> <p>: Create a well-structured investment portfolio, integrating diverse investment avenues, risk mitigation strategies, and valuation techniques. Develop a comprehensive portfolio management plan that aligns with financial goals and market conditions.</p>
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