



# MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]



OFFICE OF THE PRINCIPAL

## PEOs, PSOs, POs & COs B.B.A

### 1. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Table 1: Programme Educational Objectives of B.B.A

PEO1	Pursue any of the following three alternatives:  (i) Immediately take up a career in any area of financial sector, banking sector and cost accounting and work productively as a successful professionals in diverse career paths including supportive and leadership roles on multidisciplinary teams,  (ii) Broaden the scope of the career path by pursuing higher studies and research in the field of Management Studies and  (iii) Go for taking up the challenge and spearheads start-ups by positively exploiting the diverse potentials and resources of the economy.
PEO2	Graduates will communicate effectively, recognize and incorporate societal needs and constraints in their professional endeavours, and practise their profession with high regard to legal and ethical responsibilities.
PEO3	Be original, creative, innovative and systematic in their all endeavours, including individual, collaborative and entrepreneurial ventures with meticulous strategic thinking, planning and execution.
PEO4	Have sufficient breadth of understanding to enable continued professional development and lifelong learning throughout their career.

### 2. PROGRAMME SPECIFIC OUTCOMES (PSOs)

Table 2: Programme Specific Outcomes of B.B.A

PSO1	<b>THEORETICAL SOUNDNESS IN THE AREA OF BUSINESS:</b> Students at the time of graduation will be able to apply fundamental knowledge in management theory and critically analyze problems and helps in management decision making
PSO2	<b>FUNCTIONAL AREAS OF MANAGEMENT:</b> Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system
PSO3	<b>TECHNOLOGY:</b> Students at the time of graduation will be able to apply appropriate technology to find solutions for complex problems in the field of business.
PSO4	<b>RESEARCH CAPABILITY:</b> Students at the time of graduation will be able to apply domain knowledge and expertise for enhancing research capability to transform innovative ideas into



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	reality.
PSO5	<b>RESEARCH CAPABILITY:</b> Students at the time of graduation will be able to apply domain knowledge and expertise for enhancing research capability to transform innovative ideas into reality.

### 3. PROGRAMME OUTCOMES (POs)

Table 3: Programme Outcomes of B.B.A

P01	<b>BASIC MANAGEMENT KNOWLEDGE:</b> Basic knowledge regarding the management like planning, organizing, coordinating and controlling.
P02	<b>BUSINESS PROBLEM ANALYSIS</b> Identify, formulate, review business problems and apply scientific method for getting solution.
P03	<b>DESIGN/DEVELOPMENT OF SOLUTIONS:</b> Design solutions for complex real-life problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
P04	<b>CONDUCT INVESTIGATIONS OF COMPLEX PROBLEMS:</b> Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
P05	<b>MODERN TOOL FOR MANAGEMENT:</b> Identify and learn the modern tool for management and apply for decision making related with production, marketing, financing, investment, quality etc..
P06	<b>THE COMPUTING PROFESSION AND SOCIETY:</b> Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.
P06	<b>ENVIRONMENT AND SUSTAINABILITY:</b> Understand the impact of the professional computing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
P06	<b>ETHICS:</b> Apply ethical principles and commit to professional ethics and responsibilities and norms of the computing practice.
P06	<b>INDIVIDUAL AND TEAM WORK:</b> Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



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Table 3: Programme Outcomes of B.B.A

P07	<b>COMMUNICATION:</b> Communicate effectively on complex computing activities with the computing community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
P08	<b>PROJECT MANAGEMENT AND FINANCE:</b> Demonstrate knowledge and understanding of the computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
P09	<b>LIFE-LONG LEARNING:</b> Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
P010	<b>BASIC MANAGEMENT KNOWLEDGE:</b> Basic knowledge regarding the management like planning, organizing, coordinating and controlling.
P011	<b>BUSINESS PROBLEM ANALYSIS</b> Identify, formulate, review business problems and apply scientific method for getting solution.
P012	<b>DESIGN/DEVELOPMENT OF SOLUTIONS:</b> Design solutions for complex real-life problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

### 4. COURSE OUTCOMES (COs)

Table 4: Courses Outcomes of B.B.A

#### COURSE 1: ENG1A01: TRANSACTIONS: ESSENTIAL ENGLISH LANGUAGE SKILLS

C01	To impart the necessary macro and micro English language skills to the learners to enable them to express their feelings, opinions, ideas and thoughts fluently and accurately in a variety of personal and professional contexts.
C02	To create in learners a definitive sense of the stylistic variations of English and how they are used in real life situations.
C03	To inculcate in learners a taste for deeper pursuit and acquisition of advanced level of skills in English.
C04	To guide them on how to participate in discussions and make seminar presentations with special focus on specific vocabularies and styles of usage in such contexts.



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Table 4: Courses Outcomes of B.B.A

### COURSE 2: ENG1A02: WAYS WITH WORDS: LITERATURES IN ENGLISH

C01	To help students develop the acumen to read, appreciate and discuss literature.
C02	To introduce students to the linguistic qualities of a literary text and to unravel the many meanings Of the text
C03	To acquaint the students with different genres of literature and to analyse them.

### COURSE 3: ARB1A07: LANGUAGE SKILLS IN ARABIC

C01	To teach the students the basics of interpersonal interaction in Arabic
C02	To train the students to communicate in Arabic in selected situations
C03	Enhancement of communication skills in Arabic
C04	Enhancement of translation skills from Arabic to English and vice versa
C05	Demonstrate basic knowledge about environment and acquire skills to help individuals in identifying and solving problem

### COURSE 4: HIN1A07(1): PROSE & DRAMA

C01	Approach literary texts in terms of genre, gender and the canon
C02	Understand and use academic conventions: referencing and bibliography.
C03	The learner will be aware of socio-political and economic conditions of the society from different periods
C04	Be familiar with the theoretical foundations of the genre;
C05	Be able to compare and contrast the genre with other dramatic forms;

### COURSE 5: MAL1A07(1): MALAYALA SAHITHYAM 1



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Table 4: Courses Outcomes of B.B.A

C01	To gain an understanding of the relations between culture, history and texts. They learn to use texts as a gateway to various cultural traditions and interpret them in their historical contexts.
C02	To create in learners a definitive sense of the stylistic variations of Malayalam and how they are used in real life situations.
C03	To inculcate in learners a taste for deeper pursuit and acquisition of advanced level of skills in Malayalam.
C04	To guide them on how to participate in discussions and make seminar presentations with special focus on specific vocabularies and styles of usage in such contexts.

### COURSE 6: BBA1B01: MANAGEMENT THEORY AND PRACTICES

C01	Discuss different schools of management thought
C02	Understand apply the concepts of planning, organizing, staffing and controlling for effective management
C03	Aware and apply the ethically and socially responsible behaviour in Management.
C04	Aware and pursue the modern management practices in business

### COURSE 7: BBA1C01: MANAGERIAL ECONOMICS

C01	Acquire knowledge regarding relevant economic concepts applicable in managerial decisions
C02	Design competition strategies, including costing, pricing, product differentiation and marketenvironment according to the natures of products and the structures of the markets
C03	Make optimal business decisions by integrating the concepts of economics

### COURSE 8: ENG2A03: WRITING FOR ACADEMIC AND PROFESSIONAL

C01	To develop writing skills, to learn to integrate writing and thought and to apply the conventions of academic writing correctly.
C02	To acquire the correct sense of format, syntax, grammar, punctuation and spelling.
C03	To acquire concepts, principles and vocabulary of reasoning and argumentation and use analysis, synthesis, and evaluations to advance arguments.



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Table 4: Courses Outcomes of B.B.A

C04	To gain an understanding of discourse conventions ranging from structure and paragraphing to tone and mechanics
<b>COURSE 9: ENG2A02: ZEITGEIST - READINGS ON CONTEMPORARY CULTURE</b>	
C01	To inculcate the values enshrined in the constitution of India and to provide an insight on the secular framework of the country.
C02	To familiarize the learners with concepts such as conservation, sustainability and the life of the marginalized and their interconnectedness.
C03	To foster among the learners an awareness of the diverse problems faced by women and the sexual minorities and to promote a culture of inclusion and mutual respect.
C04	To understand the 'human' as articulated among the various cultures and promote a multicultural and plural understanding of rights.
<b>COURSE 10: ARB2A08: APPRECIATING ARABIC LITERATURE</b>	
C01	To make opportunities before the learner to acquaint with classical Literature having ethical association.
C02	To inculcate moral values in the learner through prose literature.
C03	Knowledge of the language of the Quran
C04	Knowledge of the language of the Hadith
<b>COURSE 11: HIN2A08(1): GRAMMAR AND TRANSLATION</b>	
C01	Understand the differences between spoken and written Hindi
C02	Understand the factors that influence use of grammar and vocabulary in speech and writing
C03	Understand the different ways in which grammar has been described
C04	Define the link between translation theory and translation practice.
C05	Define the effects of translation theories on translation practice.



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Table 4: Courses Outcomes of B.B.A

### COURSE12: MAL2A08(1): MALAYALA SAHITHYAM - 2

C01	To gain an understanding of the relations between culture, history and texts. They learn to use texts as a gateway to various cultural traditions and interpret them in their historical contexts.
C02	To create in learners a definitive sense of the stylistic variations of Malayalam and how they are used in real life situations.
C03	To inculcate in learners a taste for deeper pursuit and acquisition of advanced level of skills in Malayalam.
C04	To guide them on how to participate in discussions and make seminar presentations with special focus on specific vocabularies and styles of usage in such contexts.

### COURSE 13: BBA2B02: FINANCIAL ACCOUNTING

C01	Discuss and apply fundamental accounting concepts, principles and conventions
C02	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
C03	Record accounting transactions in respect of hire purchase and instalment system and branches

### COURSE 14: BBA2B03: MARKETING MANAGEMENT

C01	Understand and develop insights and knowledge base of various concepts that driving marketing strategies.
C02	Develop skills in organizing for effective marketing and in implementing the market planning process

### COURSE 15: BBA3A11 - BASIC NUMERICAL METHODS

C01	On completing the course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.
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### COURSE 16: BBA3A12- PROFESSIONAL BUSINESS SKILLS

C01	To update and expand basic Informatics skills of the students.
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Table 4: Courses Outcomes of B.B.A

C02 To equip the students to effectively utilize the digital knowledge resources for their study.

### COURSE 17: BBA3B04 - CORPORATE ACCOUNTING

C01 Understand and apply fundamental IndASs on inventories, PPE, provisions, income tax, borrowing cost and intangible assets.

C02 Prepare annual financial statements for companies and compute accounting ratios.

C03 Record accounting transactions in respect of redemption of preference shares and debentures.

### COURSE 18: BBA3B05: FINANCIAL MANAGEMENT

C01 Understand and develop insights and knowledge base of various concepts of finance

C02 Develop skills for effective Financial, Investment and Dividend decisions making.

### COURSE 19: BBA3C02 - BUSINESS REGULATIONS

C01 Analyse statutory provisions and the core concepts in business laws

C02 Analyze legal issues arising in day-to-day business operations prevalent in India

C03 Discuss possible solutions to issues in organisations in the frame work of business laws

### COURSE 20: BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT

C01 To familiarize the students with the concept of entrepreneurship

C02 To identify and develop the entrepreneurial talents of the students.

C03 To generate innovative business ideas in the emerging industrial scenario

### COURSE 21: BBA4A14 - BANKING AND INSURANCE

C01 To enable the students to acquire knowledge about basics of Banking and Insurance.



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Table 4: Courses Outcomes of B.B.A

C02	To familiarize the students with the modern trends in banking.
<b>COURSE 22: BBA4B06 COST AND MANAGEMENT ACCOUNTING</b>	
C01	Understand cost and management accounting concepts and its application for decision making.
C02	Aware as to cost consciousness and the various methods and techniques of costing.
<b>COURSE 23: BBA4C03 CORPORATE REGULATIONS</b>	
C01	Understand the features and different types of companies.
C02	Aware as to the formation of companies and also as to different documents of companies.
C03	Understand the share capital and other relevant provisions of the same.
C04	Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI.
<b>COURSE 24: BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS</b>	
C01	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques
C02	Develop skills for effectively analyze and apply Quantitative Techniques in decision making.
<b>COURSE 25: BBA5B07: HUMAN RESOURCES MANAGEMENT</b>	
C01	Develop insights on various concepts and Functions of Human Resource Management
C02	Learn the latest trends in Human Resource Management
<b>COURSE 26: BBA5B08: BUSINESS RESEARCH METHODS</b>	
C01	Develop insights on various concepts and Functions of Human Resource Management



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Table 4: Courses Outcomes of B.B.A

C02	Learn the latest trends in Human Resource Management
<b>COURSE 27: BBA5B09: OPERATIONS MANAGEMENT</b>	
C01	Understand the different concepts of operation Management.
C02	Acquire the knowledge to make plans at the operational level of an industry
<b>COURSE 28: BBA5B10: CONSUMER BEHAVIOUR</b>	
C01	To understand the basics of consumer decision-making processes.
C02	To understand the information needs for helping the consumer in decision making.
<b>COURSE 29: BBA5B11: PRODUCT AND BRAND MANAGEMENT</b>	
C01	The aim of the paper is to acquaint the students with concepts and techniques of brand management and new product development
C02	To give experience in the application of concepts in modern business world
<b>COURSE 30: BBA6B12: ORGANISATIONAL BEHAVIOR</b>	
C01	Understand the different concepts of Organisational Behaviour
C02	Analyse individual and group behaviour
C03	Understand and deal with organisational change, development and stress
<b>COURSE 31: BBA6B13: MANAGEMENT SCIENCE</b>	
C01	To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations
C02	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.



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Table 4: Courses Outcomes of B.B.A

### COURSE 32: BBA6B14: PROJECT MANAGEMENT

C01 Understand the different concepts of managing a project

C02 Analyse the viability of a project.

### COURSE 33: BBA6B15: ADVERTISING AND SALES PROMOTION

C01 Understand the process of advertisement

C02 Apply the concepts for developing an effective advertisement copy

C03 Examine the various sales promotion strategies towards traders and consumers.

### COURSE34: BBA5B10: CONSUMER BEHAVIOUR

C01 On completing the course students can apply the concepts for developing an effective advertising programme and new product

### COURSE 35: BBA5B11: PRODUCT AND BRAND MANAGEMEN

C01 While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product.

### COURSE 36: BBA6B16: SUPPLY CHAIN AND LOGISTICS MANAGEMENT

C01 To impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making

C02 To gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

### COURSE 37: BBA6B17: (PR) THREE WEEKS PROJECT AND VIVA- VOCE

C01 Develop analytical thinking

C02 Cultivate research aptitude



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C03	Enhance business management skills
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