



ST. THOMAS COLLEGE (AUTONOMOUS)
THRISSUR, KERALA - 680 001

College with Potential for Excellence
NIRF INDIA Ranking 2021 : 64th

www.stthomas.ac.in

PROGRAMME OUTCOMES
PROGRAMME SPECIFIC OUTCOMES
COURSE OUTCOMES

BBA

OUTCOMES:

At the end of Under Graduate Program at St. Thomas College (Autonomous), a student will have obtained:

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| PO1 | Critical Thinking: Ability to take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives |
| PO2 | Effective Communication: Ability 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 |
| PO3 | Effective Citizenship: Ability to 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 |
| PO4 | Environment and Sustainability: Ability to understand the issues of environmental contexts and sustainable development |
| PO5 | Ethical Living: Ability to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them |
| PO6 | Social Interaction: Ability to elicit views of others, mediate disagreements and help reach conclusions in group settings |
| PO7 | Problem Solving and Analytical Skills: Ability to think rationally, analyze situations and solve problems adequately |

PROGRAM SPECIFIC OUTCOMES:

At the end of BBA at St. Thomas College (Autonomous), Thrissur, a student will have developed:

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| PSO1 | Develop ethical thinking in personal and professional life. |
| PSO2 | Develop functional and general management skills. |
| PSO3 | Inculcate a global mind set. |
| PSO4 | Evaluate different business problems using analytical and creative, and integrative abilities. |
| PSO5 | Build and Demonstrate leadership, teamwork, and social skills. |
| PSO6 | Communicate effectively in different complex contexts. |
| PSO7 | Analyze socio-political-economic environment of business organizations |

COURSE OUTCOMES:

BBA

BBA1B01: MANAGEMENT THEORY AND PRACTICES

At the end of this course, a student will have developed ability to:

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| CO1 | Review the evolution of management |
| CO2 | Understand the functions of management- planning, organizing, staffing, directing and controlling. |
| CO3 | Understand the management process, strategic planning and decision making |
| CO4 | Focus modern practices in Management-TQM, KAIZEN, Six Sigma, Lean Management and OBM |
| CO5 | Understand the concept of business ethics, IEM and corporate governance |
| CO6 | Describe the concept of CSR in the business world. |

BBA

BBA1C01 MANAGERIAL ECONOMICS

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the concept of managerial economics in decision making.. |
| CO2 | Apply theoretical concept of Demand and Supply forces. |
| CO3 | Analyze business decisions by integrating the concepts of Economics and statistics. |
| CO4 | Understand the production function and Cost function |
| CO5 | Analyze operations of market under varying competitive conditions. |
| CO6 | Understand the concept of business cycle. |
| CO7 | Evaluate various forecasting techniques used in business. |

BBA

BBA2B02 FINANCIAL ACCOUNTING

At the end of this course, a student will have developed ability to:

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| CO1 | Understand and apply the accounting concepts principles and conventions |
| CO2 | Understand the accounting transactions and preparation of final accounts of sole proprietor and partnership concerns. |
| CO3 | Understand and compute interest in hire purchase and installment system. |
| CO4 | Differentiate the accounting procedure of Hire Purchase System and Instalment System |
| CO5 | Understand and prepare the consolidated profit and loss account and balance sheet of branches. |
| CO6 | Apply the procedures for the issue of shares and debentures according to the accounting Standards. |

BBA

BBA2B03 MARKETING MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand marketing concepts and marketing information system. |
| CO2 | Describe the concept of marketing mix and Selling proposition for specific products. |
| CO3 | Understand the Consumer behaviour and their decision making process |
| CO4 | Interpret market Segmentation, Targeting and Positioning. |
| CO5 | Explain product planning and development. |
| CO6 | State the pricing strategies, methods and promotion techniques. |
| CO7 | Understand and differentiate the unorganized and organized product distribution channels. |

BBA

BBA3A11 – BASIC NUMERICAL METHODS

At the end of this course, a student will have developed ability to:

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| CO1 | Create Problem Solving Skills. |
| CO2 | Understand numerical equations and apply the methods for solving equations. |
| CO3 | Understand matrices and its operations |
| CO4 | Understand the concepts of sequence, series and progressions. |
| CO5 | Explain mathematics of finance and compute interest and time value of money. |
| CO6 | Describe the measures of central tendency and dispersion. |

BBA

BBA3A12- PROFESSIONAL BUSINESS SKILLS

At the end of this course, a student will have developed ability to:

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| CO1 | Apply professionalism in communication while handling a business |
| CO2 | Understand importance of email in a business and also apply email etiquette in the business world. |
| CO3 | Explain the methods of e-learning, e-content development and tools |
| CO4 | Describe the concept and importance of business data analysis |
| CO5 | Understand socio-cyber informatics and emerging e-governance initiatives. |
| CO6 | Apply new trends in digital marketing techniques to promote a business |

BBA

BBA3B04 - CORPORATE ACCOUNTING

At the end of this course, a student will have developed ability to:

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| CO1 | Develop the knowledge of IFRS and Indian Accounting Standards |
| CO2 | Understand and apply IndAS on inventories, PPE, provisions, Income- tax, borrowing cost and intangible assets. |
| CO3 | Understand the accounting procedures of redemption of shares of debentures. |
| CO4 | Understand and prepare the financial statements of joint stock companies as per company accounts |
| CO5 | Apply critical thinking skills by identifying and analysing an accounting issue using the relevant accounting framework. |
| CO6 | Calculate ratios relating to a company's profitability, liquidity and solvency. |

BBA

BBA3B05FINANCIAL MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Develop the knowledge of finance function and understand the role of financial manager |
| CO2 | Understand classification of capital structure and EBIT-EPS analysis. |
| CO3 | Compute operating, financial and combined leverages for the financing decisions. |
| CO4 | Compute the techniques of capital budgeting for investment decision purposes |
| CO5 | Understand and apply the Concepts and determinants of Working Capital in cash management, receivables management and inventory management. |
| CO6 | Understand the dividend policies and determinants for dividend decision making. |

BBA

BBA3CO2 - BUSINESS REGULATIONS

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the meaning and definition of Indian Contract Act and its classifications. |
| CO2 | Classify the special Contracts of indemnity and Contract of guarantee. |
| CO3 | Describe the contract of agency and delegation of authority of principal and agent. |
| CO4 | Understand the legal aspects of Sale of Goods Act 1930. |
| CO5 | Recognize the rights of the consumers under Consumer Protection Act 1986 and its redressal agencies. |
| CO6 | Understand the features and components of competition and information acts. |

BBA

BBA4A13 - ENTREPRENEURSHIP DEVELOPMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the role of entrepreneur in Economic development |
| CO2 | Evaluate the problems of Entrepreneurial development programs |
| CO3 | Analyse the institutional support and incentives available to entrepreneur in India. |
| CO4 | Apply the steps required for the registration of SSI. |
| CO5 | Describe the setting up of a Micro, Small and Medium enterprises |
| CO6 | Describe the purpose and general principles of good reporting system |

BBA

BBA4A14 – BANKING AND INSURANCE

At the end of this course, a student will have developed ability to:

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| CO1 | Describe the origin and development of banking |
| CO2 | Explain the various negotiable instruments |
| CO3 | Apply the modern E-banking services |
| CO4 | Apply the procedure for the application and activation of M-banking and tele-banking |
| CO5 | Describe the concept of insurance as a social security tool for economic development |
| CO6 | Understand the general principles of life insurance contract and guidelines of IRDA |

BBA

BBA4B06 COST AND MANAGEMENT ACCOUNTING

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the methods, techniques of costing and its application for decision making. |
| CO2 | Compute EOQ and pricing of issue of materials |
| CO3 | Calculate Labour cost under time rate and piece rate system |
| CO4 | Describe the overhead allocation and preparation of the cost sheet |
| CO5 | Determine methods of costing adopted in various industries |
| CO6 | Describe the concept of marginal costing, break even chart and preparation of different types of budget. |

BBA

BBA4C03 CORPORATE REGULATIONS

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the features of company's act regarding in different types of companies. |
| CO2 | Describe the formation of companies and different documents of the company. |
| CO3 | Understand the share capital and other relevant provisions of the same. |
| CO4 | Recognize the management, corporate governance, corporate social responsibility and some basic aspects of SEBI. |
| CO5 | Explain the importance of SEBI and Securities Appellate Tribunal. |

BBA

BBA4C04 - QUANTITATIVE TECHNIQUES FOR BUSINESS

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the meaning and discipline of QT in business |
| CO2 | Apply time series analysis to forecast the future trends. |
| CO3 | Understand and apply the methods of constructing index numbers. |
| CO4 | Apply statistical tools- correlation and regression to establish degree of relationship between two variables |
| CO5 | Understand the concept of probability and approaches to the theorems of probability. |
| CO6 | Apply set theory and calculations using Venn Diagrams in various statistical analysis. |
| CO7 | Explain the theoretical distributions and its fittings. |

BBA

BBA5B07 HUMAN RESOURCES MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the evolution and development of HRM |
| CO2 | Describe the importance of HR planning ,process and methods of job analysis |
| CO3 | Explain the sources of recruitment and selection process |
| CO4 | Describe the importance of on the job training and off-the job training in HR |
| CO5 | Understand the importance of performance appraisal and factors influencing employee satisfaction |
| CO6 | Express an overview of HRM trends and challenges |

BBA

BBA5 B08 BUSINESS RESEARCH METHODS

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the basic concepts of business research. |
| CO2 | Understand research problems and to formulate research design. |
| CO3 | Apply suitable method of primary data collection and frame questionnaire, interview and schedule. |
| CO4 | Apply the processing stages by using different types of measurements of central tendency, dispersion and index numbers |
| CO5 | Describe the steps in drafting reports and format in writing reference and bibliography. |

BBA

BBA5B09 OPERATIONS MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the concept of operations management in production unit |
| CO2 | Understand the factors determining plant location and plant layout |
| CO3 | Understand assembly line balancing and material handling equipments in a production unit |
| CO4 | Understand the importance of capacity planning in production |
| CO5 | Apply the work measurement techniques in time and motion study. |
| CO6 | Describe the master production schedule and inventory management in aggregate planning. |
| CO7 | Analyze quality in a production using 7 tools of analysis charts and tools |

BBA

BBA6B12 ORGANISATIONAL BEHAVIOR

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the different disciplines and contributions to organizational behavior |
| CO2 | Understand the factors affecting individual behaviour |
| CO3 | Understanding the theories of learning in organization |
| CO4 | Explain the concept of group dynamics and team building |
| CO5 | Apply motivation and leadership theories in organisations |
| CO6 | Understand the meaning of stress, types of conflicts in organizational changes. |

BBA

BBA6B13 MANAGEMENT SCIENCE

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the concepts, phases of operation research in modern business management |
| CO2 | Understand and apply LPP in various decision making areas in business |
| CO3 | Apply the network techniques in completion of a project. |
| CO4 | Understand tools of decision making under certainty and uncertainty situations in business. |
| CO5 | Understand tools of decision making under risky conditions |
| CO6 | Apply transportation models to solve transportation problems in a business at the optimum cost |

BBA

BBA6B 14 PROJECT MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the different importance of managing a project |
| CO2 | Apply the project evaluation techniques for getting appraisal of a project |
| CO3 | Describe financing of a project through markets and public issues. |
| CO4 | Understand the project implementation and control system for executing a project plan |

BBA

BBA5B10 (Elective 1) INCOME TAX

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the concepts and rules of taxation of individual. |
| CO2 | Recognize agriculture income from other incomes |
| CO3 | Computing total income and tax liability of individuals |
| CO4 | Compute allowable expenses and non-allowable expenses for finding the profits and gains of business |
| CO5 | Describe the provisions regarding deductions in capital gains |
| CO6 | Compute total income of individuals for tax calculations. |

BBA

BBA5B11 - (Elective 2) FINANCIAL MARKETS AND INSTITUTIONS

At the end of this course, a student will have developed ability to:

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| CO1 | Describe the components of financial system. |
| CO2 | Understand the role of money market and types of instruments used in money market |
| CO3 | Describe the meaning and classification of capital market |
| CO4 | Explain the role of Development Financial Institutions in industrial development in India |
| CO5 | Understand the derivative markets in India |
| CO6 | Explain the role of industrial securities market and capital market regulations |

BBA

BBA6B15 (Elective 3) FINANCIAL SERVICES

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the financial services available currently in Indian Financial System |
| CO2 | Understand the concept of mutual funds, types and its advantages |
| CO3 | Describe the concept of ETF, its advantages and the differences with mutual funds |
| CO4 | Explain the role of merchant banking services in India as per SEBI regulations |
| CO5 | Classify lease finance and venture capital finance in Indian markets. |
| CO6 | Understand the role of credit rating agencies and factoring services. |

BBA

BBA6B16 (Elective 4) INVESTMENT MANAGEMENT

At the end of this course, a student will have developed ability to:

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| CO1 | Understand factors affecting investment decisions. |
| CO2 | Analyse the importance of optimizing risk and return on various investments. |
| CO3 | Understand the concept of fundamental analysis to evaluate investment opportunities. |
| CO4 | Apply technical analysis to form trading strategies |
| CO5 | Understand the concept of finding expected return according to CAPM Sharpe, Treynor and Jenson`s performance measures |
| CO6 | Understand the active and passive strategies in portfolio management |

BBA

BBA5D01 - E- COMMERCE

At the end of this course, a student will have developed ability to:

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| CO1 | Understand the concept of E-commerce and its challenges and limitations. |
| CO2 | Describe the factors influencing successful business models of E-commerce |
| CO3 | Apply online Payment system in E-commerce. |
| CO4 | Understand the security issues on electronic payment system with the support of regulatory framework |