

HOLY CROSS INSTITUTE OF MANAGEMENT & TECHNOLOGY

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES

PO CODE	PO
PO1	They are able to define, analyze, and develop solutions for unstructured and structured business problems using coherent and logical reasoning patterns for evaluating materials, information, and data.
PO2	Students can conceptualize complex issues and present them coherently through written and oral communication.
PO3	Students learn to use technology in modern organizational operations.
PO4	During the course, students will demonstrate the fundamentals of establishing and conducting innovation, new business development, and high growth potential entities.
PO5	Learn major business disciplines provides students with an opportunity to demonstrate technical competence in domestic and global business.
PO6	Learn about ethical Management practice.
PO7	It helps students gain a strong understanding of the impact of the professional solutions in societal and environmental contexts, as well as convey knowledge and understanding of, and the need for, sustainable development.
PO8	Individual students are able to function effectively in multidisciplinary settings as members or leaders of teams as well as in groups.
PO9	Identify and demonstrate management principles that apply to one's own work, to a team environment, in multidisciplinary environments, as a member of a team, as a leader.
PO10	Have an understanding of the importance of independent and lifelong learning, and the ability to pursue it in the broadest context of technological change.

PROGRAMME SPECIFIC OUTCOMES

PSO CODE	PSO
PSO1	Clarifying the concept of various functional areas.
PSO2	Analyses various operational issues affecting the organization.
PSO3	Exhibiting the ability to develop strategies that are beneficial to the organization.
PSO4	Decision-making based on the interpretation of data.
PSO5	Identify specific business contexts and develop models / frameworks in order to take into account the environment.
PSO6	Create a culture that embraces ethical leadership.
PSO7	Know what ethical challenges and choices are involved in business.
PSO8	Acquire a thorough understanding of sustainability-related issues.
PSO9	Understanding about the Global Business Environment and its Impact.
PSO10	Get informative about the start-up ecosystem in the country.

COURSE OUTCOMES

COURSE	OUTCOME
BBA1A01	
Transactions:Essential English Language Skills	Will enable them to express their feelings, opinions, ideas and thoughts fluently and accurately in a variety of personal and professional contexts.
	Will create in learners a definitive sense of the stylistic variations of English and how they are used in real life situations.
	Will inculcate in learners a taste for deeper pursuit and acquisition of advanced level of skills in English
	Will 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.
BBA1A02	
Ways with Words: Literatures in English	To help students develop the acumen to read, appreciate and discuss literature.
	To introduce students to the linguistic qualities of a literary text and to unravel the many meanings of the text.
	Can produce coherent texts and appreciate different texts
BBA1A07 HIN1A07	
BBA1A07 HIN1A07- Hindi	Approach literary texts in terms of genre, gender and the canon
	Understand and use academic conventions: referencing and bibliography.
	Exposed to the origin and development of Hindi drama and its various themes and forms of different ages and stages

	Helps students explore how writers use the resources language as a creativity to explore the entire range of human experience through dramas as a literary form
MAL1A07	
Malayala Sahithyam 1	Improve the students' interest in mother tongue and literature.
	Aim at the cultural betterment of students
GER1A07	
GERMAN	Familiarization of students with a new foreign language
	Acquaintance by students with German for basic communication in everyday situation.
	Familiarization with the basics of writing simple direct sentences and short compositions.
FRE1A07	
- FRENCH	To familiarize the students with a modern foreign language.
	To familiarize the students with the sounds of French and their symbols.
	To familiarize students with French for basic communication and functions in everyday situations.
	To familiarize students with the basics of writing simple, direct sentences and short compositions.
BBA1B01	
Management Theory and Practices	Students will be able to understand the management process, its functions and the current management practices.
	They can understand the importance of ethics in business and will be capable of developing ethical practices in management.
BBA1C01	
Managerial Economics	Understand the internal and external decisions to be made by managers.
	Analyse real world business problems with systematic theories

BBA2A03	
Writing for Academic and Professional Success	Develop writing skills, to learn to integrate writing and thought and to apply the conventions of academic writing correctly
	Acquire the correct sense of format, syntax, grammar, punctuation and spelling
	Acquire concepts, principles and vocabulary of reasoning and argumentation and use analysis, synthesis and evaluation to advance arguments
	Gain an understanding of discourse conventions ranging from structure and paragraphing to tone and mechanics.
BBA2A04	
Readings on Contemporary Culture	Inculcate the values enshrined in the constitution of India and to provide an insight on the secular framework of the country.
	Familiarize the learners with concepts such as conservation, sustainability and the life of the marginalized and their interconnectedness.
	Will foster among learners an awareness of the diverse problems faced by women and the sexual minorities and to promote a culture of inclusion and mutual respect.
	Understand the “human” as articulated among the various cultures and promote a multicultural and plural understanding of rights.
BBA2A08/ HIN2A08	
Hindi	Understand the differences between spoken and written Hindi
	Understand the factors that influence use of grammar and vocabulary in speech and writing
	Understand the different ways in which grammar has been described

	Define the link between translation theory and translation practice.
MAL2A08	
MalayalaSahithyam -II	Develop language skills of students
	Identify Malayalam literature and language usage in different periods.
GER2A08	
GERMAN	After completing the course the students are expected to be able to converse fluently on most standard topics related to their daily life.They should also be in a position to comprehensive, what a native speaker faces in any situation.
FRE2A08	
FRENCH	To ameliorate the level of language proficiency
	To inculcate the cultural aspect of the region.
	To analyze & evaluate other translated texts.
BBA2B02	
Financial Accounting	To apply an advanced understanding of Financial Accounting.
	To describe, explain and integrate fundamental concepts of accounting and learn how to apply it practically.
	To get sound knowledge of company accounts. Prepare the financial statements of Company Accounts.
BBA2B03	
Marketing Management	To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
	To impart necessary knowledge which helps the student to choose a career in the field of marketing.
	To expose the students to the latest trends in marketing.
BBA3A11	
Basic Numerical Methods	On completing the course, the students will be able to understand numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

BBA3A12	
Professional Business Skills	To acquire knowledge and skills.
	Provide foundational or “computer literacy” curriculum that prepares students for life-long learning of computer concepts and skills.
BBA3B04	
Corporate Accounting	The students will be able to interpret and solve various problems regarding corporate accounting.
BBA3B05	
Financial Management	Students can apply the concepts and techniques of financial management in the area of financial planning and decision making.
	Students can apply the knowledge regarding business finance processes for effective financial management.
BBA3C02	
Business Regulations	On completion of this course, learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.
	Identify the fundamental legal principles behind contractual agreements.
	Examine how businesses can be held liable in tort for the actions of their employees.
	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

BBA4A13	
Entrepreneurship Development	Students familiarize the concept of entrepreneurship and acquire skill and knowledge to start an enterprise.
	Students acquired skill and knowledge to identify business opportunities and to generate innovative business ideas in the emerging dynamic business scenario
BBA4A14	

Banking and Insurance	The students are expected to understand all the theoretical knowledge of the real world banking & insurance scenario by the end of the syllabus.
	The students would be able to know the new turn occurring in the banking & insurance field.
BBA4B06	
Cost and Management Accounting	Understand cost and management accounting concepts and its application for decision making.
	Aware as to cost consciousness and the various methods and techniques of costing.
BBA4C03	
Corporate Regulations	Understand the features and different types of companies
	Aware as to the formation of companies and also as to different documents of companies
	Understand the share capital and other relevant provisions of the same
BBA4C04	
Quantitative Techniques for Business	Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.
	Develop skills for effectively analyzing and applying Quantitative Techniques in decision making.
BBA5B07	
Human Resource Management	Develop insights on various concepts and Functions of Human Resource Management
	Learn the latest trends in Human Resource Management.
BBA5B08	
Business Research Methods	Understand and develop insights and knowledge base of various concepts in Research.
	Develop skills for conducting business research

BBA5B09	
Operations Management	Understand the different concepts of operation Management.
	Understand the different concepts of operation Management.
BBA5B10	
Consumer Behaviour	On completing the course students can apply the concepts for Developing an effective advertising programme and new product.
BBA5B11	
Product and Brand Management	While completing the course students will be able to apply the concepts for developing an effective advertising programme and new product.
ENG5D01	
English for Competitive Examinations	<p>Will prepare the students for competitive exams such as UPSC, Defense, SSC, Banking, KPSC, Insurance and other examinations. Will enable the learners to acquire necessary professional skills in the usage of English.</p> <p>Will provide opportunities for the students to improve their listening and reading comprehension skills.</p> <p>Will help the students to approach and qualify competitive examinations by introducing the usually discussed areas in the exams.</p>
BBA6B12	
Organizational Behavior	Understand the different concepts of Organizational Behavior
	Analyze individual and group behavior
	Understand and deal with organizational change, development and stress
BBA6B13	
Management Science	On completion of the course the students will be able to learn different OR techniques useful in managerial decisions.
BBA6B14	
	Understand the different concepts of managing a project

Project Management	Analyze the viability of a project.
BBA6B15	
Advertising and sales Promotion	Understand the process of advertisement
	Apply the concepts for developing an effective Advertisement copy.
	Examine the various sales promotion strategies towards traders and Consumers.
BBA6B16	
Supply chain and Logistics Management	The students will be able to examine the details of planning and control processes in logistics Management. The student at the end of the course will be able to understand the various logistics operations and their importance in improving the business