



## M.E.S MAMPAD COLLEGE (AUTONOMOUS)

MAMPAD COLLEGE P.O, MALAPPURAM, KERALA, INDIA, 676542

Affiliated to University of Calicut

Accredited by NAAC with A grade

Syllabus Year	2019-20
Department	Management Studies
Programme	BBA

### Programme outcome.

Sl.No	Programme Outcome
PO1	To provide high quality professional education in the domain of finance to management students.
PO2	To prepare students to meet the challenges posed by the technological disruptions of the 21st century in the finance domain.
PO3	To focus on the holistic development of the students with conceptual clarity, analytical ability, critical thinking and communication skills.
PO4	To prepare young minds with a positive attitude for excellence in academics and committed to serve the society.
PO5	To facilitate the professional journey of students by providing them with the in-depth of knowledge required to make a mark in the financial services sector.

Continue adding rows till the POs are completely added.

Programme specific out come

Sl.No	Programme Specific Outcome.
PSO1	Students will exhibit understanding of broad business concepts and principles.
PSO2	Students will demonstrate professional conduct within any team activities.
PSO3	Students are able to identify and analyze relevant global factors that influence decision-making.

Continue adding rows till the POs are completely added

Course Out come (add sufficient Number of rows in each semester)

Semester	Course Code	Course Name	Course out come
I	BBA1B01, BBA1C01	Management Theory and Practices, Managerial Economics	<ul style="list-style-type: none"> <li>➤ Understand the importance of administration and management.</li> <li>➤ Understand the principles of management in traditional and modern scientific way.</li> <li>➤ Understand the details about planning and MBO.</li> <li>➤ Learn the principles of organization and various types of organization.</li> <li>➤ Explain span of management.</li> <li>➤ Describe delegation and decentralization and types of delegation.</li> <li>➤ Learn about coordination and control.</li> <li>➤ View management techniques to be adopted to run the organization effectively by using principles of management.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ In today's dynamic economic environment, effective managerial decision-making requires timely and efficient use of information.</li> <li>➤ The purpose of this course is to provide students with a basic understanding of</li> </ul>

			<p>the economic theory and analytical tools that can be used in decision-making problems.</p> <ul style="list-style-type: none"> <li>➤ The course will sharpen the analytical skills of the students through integrating their knowledge of the economic theory with decision-making techniques.</li> <li>➤ Students will learn to use economic models to isolate the relevant elements of a managerial problem, identify their relationships, and formulate them into a managerial model to which decision making tools can be applied.</li> </ul>
II	BBA2B02, BBA2B03	Financial Accounting, Marketing Management	<ul style="list-style-type: none"> <li>➤ To equip the students with the skill of preparing accounts and financial statements of various types of business units other than corporate undertakings.</li> <li>➤ To familiar with the single entry system of accounts.</li> <li>➤ To enable students with the skills to prepare royalty accounts.</li> <li>➤ To understand the system of preparing consignment accounts.</li> <li>➤ To familiar with the procedure involved in the farm accounts.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand and develop insights and knowledge base of various concepts that driving marketing strategies.</li> <li>➤ Develop skills in organizing for effective marketing and in implementing the market planning process.</li> </ul>
III	BBA3A11 BBA3A12 BBA3B04 BBA3B05 BBA3C02	Basic Numerical Methods, Professional Business Skills, Corporate Accounting, Financial Management, Business Regulations	<ul style="list-style-type: none"> <li>➤ On completing the course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ To make the students aware of the role of communication and presentation skills in business.</li> <li>➤ To gives an idea about the characteristics and behavior to be exhibited by a professional in his career.</li> <li>➤ To demonstrates the significance of online learning in the current scenario.</li> <li>➤ To familiarize the students with the concept of data analysis in a business organization.</li> <li>➤ To gain knowledge about Socio-cyber informatics and opens an insight into the</li> </ul>

			<p>cyber world.</p> <ul style="list-style-type: none"> <li>➤ To comprehend and examines the trends and opportunities in digital environment.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Acquire conceptual knowledge of accounting.</li> <li>➤ Understand the regulatory environment in which the companies are formed and operate.</li> <li>➤ Have a solid foundation in accounting and reporting requirements.</li> <li>➤ Understand about Companies Act and relevant Indian Accounting Standards.</li> <li>➤ Have knowledge about merger and amalgamation.</li> <li>➤ Draft final accounts for manufacturing concerns, banks, insurance companies etc..</li> <li>➤ Prepare annual financial statements for companies.</li> <li>➤ Record Accounting transactions in respect of redemption of preference shares and debentures.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand the financial Management functions.</li> <li>➤ Understand the goals and objectives of financial Management.</li> <li>➤ Understand the functions of capital markets.</li> <li>➤ Analyze the company's performance and make appropriate recommendations.</li> <li>➤ Understand the importance of securities in the business.</li> <li>➤ Understand the ethics in financial Management.</li> </ul> <p>Identify the basic financial environment</p>
			<ul style="list-style-type: none"> <li>➤ Demonstrate an understanding of the Legal Environment of Business.</li> <li>➤ Communicate effectively using standard business and legal terminology.</li> <li>➤ Demonstrate recognition of the requirements of the contract agreement</li> <li>➤ Demonstrate understanding of contract consideration and capacity</li> <li>➤ Demonstrate recognition of the genuineness of assent in contract formation.</li> <li>➤ Demonstrate understanding of legality and Statute of Frauds in contracts</li> <li>➤ Identify contract remedies</li> </ul>

			<ul style="list-style-type: none"> <li>➤ Demonstrate recognition of transactions involving the Sales of Goods Act</li> </ul>
IV	BBA4A13 BBA4A14 BBA4B06 BBA4C03 BBA4C04	Entrepreneurship Development, Banking and Insurance, Cost & Management Accounting, Corporate Regulations, Quantitative Techniques for Business	<ul style="list-style-type: none"> <li>➤ To understand the concept of entrepreneurship.</li> <li>➤ To identify factors for entrepreneurial talents.</li> <li>➤ To generate innovative business ideas in the emerging industrial scenario.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Enable the students to acquire knowledge about Banking and Insurance.</li> <li>➤ Understand about various types of banks in India.</li> <li>➤ Understanding about Negotiable instruments. Able to understand the E- banking software.</li> <li>➤ Identify and categories the various risks faced by an organization &amp; individuals.</li> <li>➤ Understand the various risk control measures available &amp; the evaluation techniques.</li> <li>➤ Relate to the role of Insurance in economic development of society and social security.</li> <li>➤ Learn about various terminology used in insurance.</li> <li>➤ Describe the Principles of Insurance.</li> <li>➤ Describe the difference between Life &amp; Non -Life insurance Products. • Able to understand the various policies of Insurance.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand cost and management accounting concepts and its application for decision making.</li> <li>➤ Aware as to cost consciousness and the various methods and techniques of costing</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand the features and different types of companies</li> <li>➤ Aware as to the formation of companies and also as to different documents of companies</li> <li>➤ Understand the share capital and other relevant provisions of the same</li> <li>➤ Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and</li> <li>➤ Understand the provisions of conducting meetings and also the winding up</li> </ul>

			<p>procedure of companies.</p> <ul style="list-style-type: none"> <li>➤ Understand various quantitative &amp; statistical methods</li> <li>➤ Understand data and draw inference from data</li> <li>➤ Calculate and interpret statistical values by using statistical tool (correlation &amp; regression)</li> <li>➤ Demonstrate an ability to apply various statistical tool to solve business problem.</li> </ul>
V	BBVB07 BBVB08 BBVB09 BBVB10 BBVB11 BBVD01	Accounting for management, Business Research methods, Emerging Trends in Management, Income Tax, Financial Markets and Institutions, E- Commerce	<ul style="list-style-type: none"> <li>➤ To enables the students to understand the concepts and relevance of management accounting.</li> <li>➤ To provides the students an understanding about the use of Accounting and costing data for planning, control and decision making.</li> <li>➤ Apply management accounting and its objectives in facilitating decision making.</li> <li>➤ Analysis cost volume profit techniques to determine optimal managerial decisions.</li> <li>➤ Prepare master budgets.</li> <li>➤ Prepare cash flow and fund flow statements which helps in planning and forecasting.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Have understanding about various kinds of research.</li> <li>➤ Identify and understand about research problems.</li> <li>➤ Understand about sampling techniques.</li> <li>➤ Understand about measurements and scaling techniques.</li> <li>➤ Preparation of questionnaire and schedule.</li> <li>➤ Preparation of report writing.</li> <li>➤ Understand about research design.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understanding about various supply chain concepts</li> </ul>

			<ul style="list-style-type: none"> <li>➤ Able to understand logistics management and its process</li> <li>➤ Learn about total quality management and its techniques</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand the income tax procedure and its sources.</li> <li>➤ Recognise ethical, practical and legal issues arise in income tax practice.</li> <li>➤ Understand fundamental concepts of income tax laws.</li> <li>➤ Apply problem solving skills to resolve income tax issues.</li> <li>➤ Communicate effectively in writing income tax information and solutions to income tax issues.</li> <li>➤ Familiarise with computation of income under various heads.</li> <li>➤ Computation of net income tax liability of individuals.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ To familiarize the students with the structure and functioning of the financial markets and financial service sector in India.</li> <li>➤ To provide an elaborate understanding on the financial systems and services in India</li> <li>➤ To provide knowledge on the Money Market and the Capital Market in India</li> <li>➤ To enumerate the students with merchant banking, venture capital and factoring and Credit Rating Services.</li> <li>➤ To aware of the practices followed under life and general insurance and make students aware about Insurance schemes and claim procedures.</li> </ul>
			<ul style="list-style-type: none"> <li>➤ Understand the fundamental principles and importance of e-commerce.</li> <li>➤ Gain knowledge of different types of e- commerce.</li> <li>➤ Analyse the impact of e- commerce on business.</li> <li>➤ Learn about the infrastructure for e-commerce.</li> <li>➤ Learn the key features of internet, intranet and web technology.</li> <li>➤ Know the legal issues and privacy in e-commerce.</li> </ul>



VI	BBVIB12 BBVIB13 BBVI B14 BBVI B15 BBVI B16	Operations Management, Organisational Behaviour, Financial Services, Investment Management, Three week's project and viva voce	<ul style="list-style-type: none"> <li>➤ Understand the different concepts of operation Management.</li> <li>➤ Acquire the knowledge to make plans at the operational level of an industry.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>➤ Familiarize the students with the basic concepts of individual behaviour and organizational Behaviour.</li> <li>➤ Enable the students to catch an idea about inter-personal and group behaviour</li> <li>➤ Acquire knowledge regarding the organizational change and organizational development</li> <li>➤ Analyse individual and group behaviour</li> <li>➤ Understand and deal with organisational change, development and stress.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>➤ To understand the role of financial system in the country.</li> <li>➤ To familiarization with the constituents of the financial system.</li> <li>➤ To understand the roles played by financial markets and instruments</li> <li>➤ To understand various investment options for short term and long term.</li> <li>➤ To provide an in-depth knowledge on Indian financial system.</li> <li>➤ To provide the students with a clear-cut idea about the functioning of Indian Capital Market and money market.</li> <li>➤ To provide a general awareness about the financial markets, financial services and financial instruments.</li> <li>➤ To familiarize the students with the structure and functioning of the financial markets and financial service sector in India.</li> </ul> <hr/> <ul style="list-style-type: none"> <li>➤ By completing the course students will be able to aware of various investment opportunities from an investor's perspective of maximizing return on investment.</li> </ul> <hr/> <p>The students take up the project on organization and management of industries by visiting industries. By the project work the students get good practical knowledge.</p>
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