

MRS. KMPM VOCATIONAL COLLEGE JAMSHEDPUR

PROGRAM OUTCOMES (PO) AND COURSE OUTCOMES (CO)

BACHOLAR OF BUSINESS ADMINISTRATION (BBA) PROGRAM

Programme Outcomes:

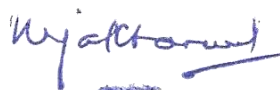
- The individual must demonstrate maturity, professionalism and team working skills.
- Critical Thinking Skills: will be able to apply technological knowhow for business advancements on critical business issues by applying analysis, investigation and solution providing attitude and skills.
- Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- Business Knowledge: the students will have general idea of operations in business and the specialized skills to deal with selected domain.
- Social Responsibility: Creating socially sensitive and ethical practicing sustainable business practices and demonstrate sensitivity to social, ethical and sustainability issues.
- Life-long learning: 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.

Skill to be developed:

- To effectively apply management principles, several crucial skills need development. Leadership, communication, problem-solving, strategic planning, and decision making.
- Can analyze economic information and develop the solution of micro and macroeconomic problems. With the help of economic data, they can use them in various economic concepts and models .Concretize economic problems to be analyzed

Employability:

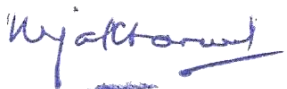
- Entrepreneurs, Resource Allocators, Negotiators, Spokespersons etc.
- Financial Analyst, Economist, Business Analyst, Management Consultants and Economic Consultants.



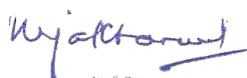
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COURSE OUTCOMES (CO)


SEMESTER- 1			
SL NO.	PAPER	PAPER CODE	COURSE OUTCOMES
01	Managerial Economics	MN-1A	To introduce the economic concepts. To familiarize students with the importance of economic approaches in managerial decision making. To understand the applications of economic theories in business decisions
02	Management Principles And Applications	MJ-1	An understanding of basic management concepts, principles and practices.
03	Introduction To Statistics	MDC-1	Introduction to Basic Statistics and Data Presentation
04	Digital Education	SEC-1	To introduce key concepts in digital education to the students to sharpen their understanding of importance and significance of digital education in India.
05	Understanding India	VAC-1	Knowledge of Indian history Familiarity with Indian culture and diversity Understanding of Indian society and social issues Knowledge of Indian politics and governance Understanding of the Indian economy Awareness of India's geopolitical position Critical thinking and analytical skills
06	Environmental Studies	VAC-1	Components of environment: atmosphere, hydrosphere, lithosphere, and biosphere; Scope and importance. Concept of sustainability and sustainable development.
07	HINDI	AEC-1	To understand Hindi language and Grammar
SEMESTER- 2			
01	Marketing Management	MJ-2	The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.
02	Human Resource Management	MJ-3	The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.


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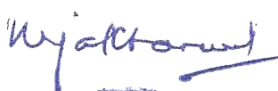
03	Entrepreneurship Development	MN-2A	It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.
04	Language and Communication Skills	AEC-2	Basic Understanding of English Grammar and communication skills
05	Citizenship and Governance	MDC-2	The students will be able to explain meaning and factors and forces which enable good governance. The students will be able to know about their rights which have been given to them and how the exercise of those rights set things right in the functioning of government and delivery of services to the people. The students will understand the key areas of governance issues.
06	Communication Skills And Personality Development	SEC-2	To understand the concept of Personality. To learn what personal grooming pertains. To learn to make good resume and prepare effectively for interview. To learn to perform effectively in group discussions. To explore communication beyond language. To learn to manage oneself while communicating. To acquire good communication skills and develop confidence.
SEMESTER -3			
01	Accounting And Financial Management	MJ-4	Efficient management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision - making in a business unit.
02	Business Ethics	MJ-5	The course aims to acquaint participants with the basic concepts and standards of Business Ethics and Corporate Social Responsibility (CSR), and to develop their skills in identification, analyses and permission of ethical dilemmas on workplace.
03	Organisational Behaviour	MN-1B	The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.



04	Language Through Literature - I	AEC-III	<p>To use literature as a medium to teach/learn grammar, reading, spelling, vocabulary, writing mechanics, creative writing and thinking skills.</p> <p>To strengthen contextual understanding of the language through texts relevant to specific disciplines and offer scope for imaginative involvement and self-expression.</p> <p>To stimulate interest in acquiring twenty first century skills.</p> <p>To engage in self-assessment activities for self-development.</p> <p>To help absorb the values, ethics and attitudes of life and culture expressed in literature.</p>
05	Basic Concept in Sociology	MDC-3	The course will help the students to understand the meaning of basic concept of Sociology and how to realise this. By the end of course the student will be able to conceptualize, contextualise and problematize.
06	Mathematical & Computational Thinking And Analysis	SEC- III	The course will help the students to understand the Mathematical & Computational Thinking And Analysis.
SEMESTER - 4			
01	Managerial Accounting	MJ-6	The objective of the course is to familiarize the students with the basic cost and management accounting concepts and their applications in managerial decision making.
02	Strategic Management	MJ-7	The course is designed specifically to introduce students with key strategy concepts and aims to help to integrate and apply their prior learning to various business situations of cross functional issues.
03	Management Information System	MJ-8	The objective of the course is to acquaint the students about the concept of information system in business organization, and also the management control systems.
04	E – Commerce And Digital Marketing	MN-2B	<p>To understand increasing significance of E-Commerce and its applications in Business. To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business</p> <p>To understand Latest Trends, Practices in E-Commerce and Digital Marketing,</p>


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05	Language Through Literature - II	AEC-IV	<p>To use literature as a medium to teach/learn grammar, reading, spelling, vocabulary, writing mechanics, creative writing and thinking skills</p> <p>To strengthen contextual understanding of the language through texts relevant to specific disciplines and offer scope for imaginative involvement and self-expression.</p> <p>To stimulate interest in acquiring twenty first century skills.</p> <p>To engage in self-assessment activities for self-development.</p> <p>To help absorb the values, ethics and attitudes of life and culture expressed in literature</p>
06	Global Citizenship Education for Sustainable Development	VAC-2	<p>1. Understanding and acquiring comprehensive knowledge of the global issues within the broader multidisciplinary approaches.</p> <p>2. To develop wide-ranging practical skills and acquire the capacity to extrapolate from what one has learned to apply those competencies in the varied contexts to solve specific problems.</p> <p>3. That the students acquire problem solving skills, critical thinking, creativity and enhance their communication skills to cooperate and coordinate as a team for common good.</p> <p>4. Students pursue learning activities throughout their life that include learning out to learn skills.</p> <p>5. Acquires multicultural competence that entails global perspective and honour diversity yet accomplishes common group tasks and goals.</p>


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