

M.S. Ramaiah University of Applied Sciences

New BEL Road, MSR Nagar, Bangalore – 560054



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

PO, PSO, PEO & CO

Programme: BBA (Hons.) Bachelor of Business Administration

Programme Code: 017

Programme Outcome (PO)

Programme Specific Outcome (PSO)

Programme Educational Objectives (PEO)

Course Outcomes (CO)

Registrar
M.S. Ramaiah University of Applied Sciences
Bangalore - 560 054

Approved in 23rd ACM (Resolution 23.05) held on 15th July 2021

Head of the Department

Faculty of Management and Commerce
M.S. Ramaiah University of Applied Sciences
Bangaluru - 560 054

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Faculty of Management and Commerce (FMC)

Programme Name: BBA (Hons.) Bachelor of Business Administration

Programme Outcomes (POs)

B.B.A. (Hons.) graduates will be able to:

- PO-1. Knowledge and Understanding:** Gain knowledge of recognizing the functions of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities within the purview of legal and regulatory frameworks
- PO-2. Environment and Sustainability:** Understand the impact of the management decisions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development
- PO-3. Social Responsibility and Ethics:** Apply ethical principles and adhere to corporate ethics and social responsibilities of a business enterprise
- PO-4. Problem Identification and Solution:** Apply functional knowledge to identify and solve business management problems using appropriate qualitative and quantitative tools and techniques
- PO-5. Management Decision Making:** Analyse business opportunities and challenges using appropriate business data, relevant data analysis techniques and logical thinking to suggest suitable solutions for business decision making.
- PO-6. Management Methodologies:** Evaluate the use of management concepts for business decision making.
- PO-7. Business Research:** Critical review of research literature, identify and articulate the research problem, apply appropriate research methodologies, tools and techniques to solve research problem
- PO-8. New Knowledge Creation:** Create frameworks and models using specialized functional and statistical methodologies, tools and techniques for management decision making
- PO-9. Leadership and Teamwork:** Function effectively as an individual, and as a member or leader in diverse teams, in multidisciplinary settings, cross-cultural and global teams
- PO-10. Communication:** Effectively communicate with prospective employers, post-employment being able to convey management decisions to the organization and its stakeholders appropriately (comprehend and write effective reports, make effective presentations, and give and receive clear instructions, use of digital communication, social networking platforms and so on)
- PO-11. Lifelong Learning:** Analyse the need for ability to engage in independent and lifelong learning in broader business context and adapt according to the changes

- PO-12. Ability Enhancement:** knowledge enhancement through Language and Literature; Environmental Science and Sustainable Development; Constitution of India and Human Rights, Project Management

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PO-13. Skill Enhancement/ Vocational Courses: Aimed at providing hands-on-training, competencies, skills, etc. like Computer Applications, Professional Communication

PO-14. Value Added Courses: Inculcate ethics, culture, soft skills, sports education and such similar values to students which will help in all round development of students

Programme Specific Outcomes (PSOs)

At the end of the B.B.A. (Hons.) Programme, the graduate will be able to:

PSO-1. Apply the knowledge in Financial Management, Human Resource Management and Marketing Management to develop innovative and safe solutions to real-world business problems

PSO-2. Adapt to changing business environment and apply tools to analyse business problems and provide effective solutions

PSO-3. Demonstrate leadership qualities and strive for the betterment of Organization, Environment, and Society through practice of ethical business decision making.

PSO-4. Demonstrate an understanding of the importance of life-long learning through professional communication, practical training, specialized certifications and research.

Program Educational Objectives (PEOs)

The objectives of the B.B.A. (Hons.) Programme are to:

PEO-1. Provide students with a strong foundation in the fundamentals of business administration, management and corporate governance to enable them to devise and deliver efficient solutions to business problems considering the different functional areas of business environment i.e., Marketing, Finance, Human Resource Management

PEO-2. Analyze business opportunities and convert into feasible products/services using statistical methods or tools for managing resources effectively to achieve optimal business decision making.

PEO-3. Provide sound theoretical and practical knowledge of functional areas of Business, Managerial and Entrepreneurial Skills to enable students to contribute to the well-being and welfare of the society through problem-solving and research initiatives.

PEO-4. Inculcate strong human values and social, interpersonal, communication and leadership skills required for professional success


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Course Outcomes (COs)

Course Title & Code: Principles of Management (BAC101A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the evolution, key concepts and principles of management
- CO-2. Describe the importance of planning and its objectives
- CO-3. Explain the concept and principles of organizing and staffing
- CO-4. Discuss the concepts of leading and controlling
- CO-5. Apply PEST and SWOT to analyze the organization

Course Outcomes (COs)

Course Title & Code: Marketing Management (BAC102A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain key concepts of Marketing Management
- CO-2. Describe the consumer buying behavior patterns in consumer and business markets
- CO-3. Discuss the concepts and importance of Segmentation Targeting and Positioning
- CO-4. Discuss the concepts and importance of the Marketing Mix
- CO-5. Analyse the Marketing strategies for identified brands

Course Outcomes (COs)

Course Title & Code: Microeconomics (BAC103A)

After the successful completion of this course, the student will be able to:

- CO-1. Discuss different concepts of economics Describe the importance of planning and its objectives
- CO-2. Discuss supply and demand relationship
- CO-3. Analyse consumer's utility maximization
- CO-4. Illustrate the behavior of firms in a perfectly competitive market in the short-run and the long-run
- CO-5. Estimate producer and consumer surplus

Course Outcomes (COs)

Course Title & Code: Accounting for Business (BAC104A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts, principles and practices of accounting

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- CO-2. Describe the procedures and practices of accounting
- CO-3. Apply accounting concepts to generate financial statements
- CO-4. Create company and accounting ledgers under particular groups
- CO-5. Categorize the business transaction and Pass the journal entry in respective vouchers
- CO-6. Develop laboratory report as per the prescribed format

Course Outcomes (COs)

Course Title & Code: Computer Applications (BAM101A)

After the successful completion of this course, the student will be able to:

- CO-1. Create professional-quality documents
- CO-2. Identify, categorize, record, store and process the office data and records effectively
- CO-3. Perform arithmetic, logical, referencing and financial functions using MS Excel
- CO-4. Analyse data using pivot tables and what-if analysis
- CO-5. Develop laboratory report in the prescribed format

Course Outcomes (COs)

Course Title & Code: English for Communication 1 (TSM101A)

After the successful completion of this course, the student will be able to:

- CO-1. Identify the nuances of communication skills
- CO-2. Apply the concepts of grammar in written communication
- CO-3. Apply professional etiquette as appropriate
- CO-4. Practice extempore and basic conversation skills
- CO-5. Practice comprehension skills
- CO-6. Compose precise paragraphs as per the given topic

Course Outcomes (COs)

Course Title & Code: Macroeconomics (BAC105A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts of macroeconomics
- CO-2. Discuss economic growth and productivity
- CO-3. Measure inflation and employment levels prevailing in the economy
- CO-4. Calculate and interpret GDP and national income
- CO-5. Analyze implications of changes in government fiscal and monetary policies
- CO-6. Application of sustainable scale, fair distribution and well being



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Course Outcomes (COs)

Course Title & Code: Organisational Behaviour (BAC106A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain key terms and concepts of Organisational Behaviour
- CO-2. Describe the factors affecting individual behavior at work place
- CO-3. Discuss the importance of group dynamics in organisations
- CO-4. Analyse the impact of perception, motivation, stress and emotional intelligence on Organizational Behavior
- CO-5. Assess the impact of Organisational change on the Organisational structure, design and culture

Course Outcomes (COs)

Course Title & Code: Operations Management (BAC107A)

After the successful completion of this course, the student will be able to:


- CO-1. Explain the role of Operations Management in business organization
- CO-2. Explain the decision support tools used in capacity planning and the elements of work system design
- CO-3. Discuss forecasting of demand using data with different patterns such as level, trend, seasonality and cycles
- CO-4. Discuss aggregate planning, and evaluate the plan in terms of operations, marketing, finance, and human resources
- CO-5. Develop schedules for service applications and estimate the completion time of a project

Course Outcomes (COs)

Course Title & Code: Business Mathematics - I (BAC108A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe Algebraic equations and Inequalities
- CO-2. Discuss the use of Ratio and Proportion with business applications
- CO-3. Solve problems related to financial functions including simple and compound interest
- CO-4. Discuss Concepts in Probability related to Sample Space and Venn diagram
- CO-5. Analyse problems in Matrices with business application


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Course Outcomes (COs)

Course Title & Code: Internship (BAU101A)

After the successful completion of this course, the student will be able to:

- CO-1. Discuss the organizational vision, mission, core values and structure relating to its business environment
- CO-2. Analyze the business objectives of the Organisation and its Strategic Business Units (SBUs)
- CO-3. Analyze the organisation using SWOT and PEST and summarize
- CO-4. Discuss the functions, responsibilities and inter-relationships of the department(s) to meet business objectives

Course Outcomes (COs)

Course Title & Code: Training (BAU102A)

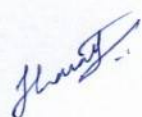
After the successful completion of this course, the student will be able to:

- CO-1. Identify a management related training in their area of study / Certification course through various MOOC websites
- CO-2. Develop MOOC / Certification Program Notes to meet ILO
- CO-3. Analyze student feedback to initiate corrective actions in his/her teaching/training
- CO-4. Apply the acquired skills from the training / certification Program

Course Outcomes (COs)

Course Title & Code: Environmental Studies (BTN101A)

- CO-1. Illustrate the multidisciplinary nature of environmental studies and recognize the need for public awareness
- CO-2. Explain the various natural resources and their associated problems, ecosystem, and environmental pollution
- CO-3. Analyze the concept of ecosystem and classify various types
- CO-4. Compare biodiversity at local, national and global levels
- CO-5. Discuss various social issues pertaining to environment including sustainable development and energy issues



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