



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

Department of Management

BBA GENERAL – SEP 2024 Batch Onwards

PO, PSO and CO

PROGRAMME OUTCOMES

After successful completion of the programme, Graduates shall:

- ⊗ PO1: Develop and demonstrate theoretical and factual knowledge of management and managerial skills, applying them to real-world business environments.
- ⊗ PO2: Communicate effectively by presenting opinions and ideas using critical thinking, analysis, and logical reasoning, while appreciating the importance of group work culture.
- ⊗ PO3: Identify and solve business problems using data-driven logical thinking and innovative approaches, fostering creative solutions.
- ⊗ PO4: Exhibit professional and ethical behavior and leadership qualities, recognizing the role of a manager or entrepreneur in a dynamic business setting.
- ⊗ PO5: Appreciate and articulate the business environment while integrating effective communication and professional conduct.

PROGRAMME SPECIFIC OUTCOMES

After successful completion of the programme, Graduates shall:

- **PSO1:** Apply and demonstrate knowledge of Accounting, Finance, Marketing, Human Resource Management, and Taxation, using contemporary business management techniques to effectively solve business challenges
- **PSO2:** Develop and foster entrepreneurship by equipping students with skills and knowledge to start and manage businesses, while promoting ethical and value-based leadership for responsible decision-making.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

- **PSO3:** Prepare and equip students for various management roles, keeping them informed of advancements in management while developing the skills needed for future job market environments.
- **PSO4:** Cultivate committed managers with strong ethical values, capable of making sound business decisions and demonstrating leadership with a focus on social responsibility and ecological sustainability
- **PSO5:** Enhance executive skills to improve decision-making efficiency, foster critical thinking, and develop global middle-level managers capable of addressing real-time operational issues in management

COURSE OUTCOMES

I SEMESTER

BBA 1.1 GENERIC ENGLISH

At the end of the course, the students will be able:

CO1. To recall and recognize fundamental principles of Listening, Speaking, Reading, and Writing (LSRW) skills for effective communication in English.

CO2. To comprehend and explain concepts of interpersonal communication to enhance social and professional interactions.

CO3. To apply effective communication skills confidently in real-life situations, including handling calls and demonstrating telephone etiquette.

CO4. To analyze and evaluate diverse literary works to identify themes, perspectives, and techniques, fostering critical thinking and analytical skills.

CO5. To assess and correct grammatical errors using proficiency in remedial grammar, demonstrating knowledge of language structure and rules.

CO6. To create well-structured, expressive critical essays and reports that reflect originality and coherent thought processes.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

BBA 1.3 PRINCIPLES AND PRACTICES OF MANAGEMENT

On successful completion of the course, the student will:

1. Understand core management concepts and their application at different organizational levels.
2. Describe the planning process and decision-making steps.
3. Understand organizing principles and the staffing process.
4. Comprehend the essentials of effective direction and communication.
5. Identify principles of coordination and steps of effective control systems.

BBA 1.4 BUSINESS AND MARKET DYNAMICS

On successful completion of the course, the student will:

1. Explain the fundamental concepts and functions of business and their role in society and the economy.
2. Understand the determinants of demand, the law of demand, and will be able to analyze changes in demand using various types of demand.
3. Comprehend the determinants of supply, the law of supply, and will be able to evaluate changes in supply, including calculating price elasticity of supply.
4. Describe production functions, cost structures, and revenue concepts, and solve basic problems related to total cost, average cost, marginal cost, total revenue, average revenue, and marginal revenue.
5. Gain knowledge of different market structures, including perfect and imperfect competition, and will understand pricing strategies applicable in various market forms.

BBA 1.5 FUNDAMENTALS OF ACCOUNTING

On successful completion of the course, the student will:

1. Understand the basic principles, concepts, and limitations of financial accounting.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

2. Explain the accounting process, including journal entries, ledgers, and trial balance preparation.
3. Prepare and manage subsidiary books and bank reconciliation statements.
4. Calculate and apply different methods of depreciation in accounting.
5. Prepare final accounts for a sole proprietorship with various adjustments.

BBA 1.6: SOFT SKILLS FOR MANAGERS

On successful completion of the course, the student will:

1. Understand the importance of soft skills in managerial roles and their impact on organizational success.
2. Develop effective verbal and non-verbal communication skills essential for
3. professional interactions.
4. Apply different leadership styles and strategies to enhance teamwork and promote collaboration within teams.
5. Develop effective time management skills
6. Understand and apply corporate etiquettes

II SEMESTER

BBA 2.1 GENERIC ENGLISH

Students will be able:

- CO1. To recall and expand vocabulary, and grasp the meaning of words and sentences effectively.
- CO2. To comprehend and use the English language correctly and appropriately in various contexts, demonstrating an understanding of language rules and structures.
- CO3. To apply creativity in expressing themselves through various forms of writing, such as stories, poems, essays, and presentations, fostering linguistic and artistic abilities.
- CO4. To analyze and enhance their ability to read and write with understanding, communicate effectively, and adapt language use to different situations.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

CO5. To evaluate and employ grammar techniques to fluently and effectively communicate in English, expressing thoughts and ideas with precision.

CO6. To create a passion for learning and continuous self-improvement through the study of English language and literature.

BBA 2.3 ORGANISATIONAL BEHAVIOUR

On successful completion of the course, the student will:

1. Identify the role of OB in business organization.
2. Demonstrate a detailed Understanding of individual behaviour.
3. Explain the concept group behaviour and team dynamics.
4. Analyse and understand the various motivation and leadership theories.
5. Understand the process of organizational development.

BBA 2.4 MARKETING MANAGEMENT

On successful completion of the course, the student will:

1. Understand the concepts and functions of marketing
2. Analyse marketing environment impacting the business
3. Segment the market and understand the consumer behaviour
4. Describe the 4p's of marketing and also strategize marketing mix
5. Describe 7'ps of service marketing mix

BBA 2.5 FINANCIAL ACCOUNTING

On successful completion of the course, the student will:

1. Understand the preparation of final accounts of a partnership firm.
2. Learn the process of calculating fire insurance claims.
3. Gain the ability to prepare ledger accounts for joint ventures.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

4. Understand the modes of calculating and discharging purchase consideration and preparing relevant ledger accounts and balance sheets.
5. Acquire knowledge of emerging concepts in accounting.

BBA 2.6 BUSINESS STATISTICS AND LOGIC

On successful completion of the course, the student will:

1. Understand basic concepts and data collection methods in statistics.
2. Learn to tabulate and graphically represent data.
3. Calculate and interpret central tendency and dispersion measures.
4. Construct and apply various index numbers and analyze time series data and measure trends.
5. Apply logical reasoning skills in problem solving.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

Department of Management

BBA AVIATION – SEP 2024 Batch Onwards

PO, PSO and CO

PROGRAMME OUTCOMES

After successful completion of the programme, Graduates shall:

- ⊕ PO1: Develop and apply theoretical and factual knowledge of management, integrating managerial skills to solve business problems within the aviation sector
- ⊕ PO2: Communicate effectively by presenting ideas and opinions based on critical thinking, analysis, and logical reasoning, while appreciating the value of group work culture.
- ⊕ PO3: Identify and solve business problems using data-driven logical thinking, fostering innovation and creative solutions in aviation management
- ⊕ PO4: Exhibit professional and ethical behavior, recognizing their role as managers, entrepreneurs, and leaders in aviation, while adhering to high standards of conduct.
- ⊕ PO5: Articulate and appreciate the business environment, applying communication and managerial skills to navigate and lead within the aviation industry

PROGRAMME SPECIFIC OUTCOMES

After successful completion of the programme, Graduates shall:

- **PSO1:** Apply and demonstrate knowledge of Aviation Operations, Airline Management, Air Traffic Control, Cabin Crew Management, and Aviation Finance to effectively manage business challenges in the aviation sector



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

- **PSO2:** Prepare and equip students for careers in Aviation and Logistics Management by keeping them informed of the latest advancements, while developing the skills needed for future job market environments
- **PSO3:** Foster entrepreneurship in aviation by equipping students with the necessary skills to start and manage aviation-related businesses, while promoting ethical and value-based leadership
- **PSO4:** Develop committed managers with strong ethical standards and values, who can take on global middle-level management roles in customer service areas of aviation and make sound business decisions
- **PSO5:** Cultivate business leaders with a focus on social responsibility and ecological sustainability, while enhancing personal and executive skills for improved decision-making and problem-solving efficiency

COURSE OUTCOMES

I SEMESTER

BBA AM 1.1 GENERIC ENGLISH

At the end of the course, the students will be able:

CO1. To recall and recognize fundamental principles of Listening, Speaking, Reading, and Writing (LSRW) skills for effective communication in English.

CO2. To comprehend and explain concepts of interpersonal communication to enhance social and professional interactions.

CO3. To apply effective communication skills confidently in real-life situations, including handling calls and demonstrating telephone etiquette.

CO4. To analyze and evaluate diverse literary works to identify themes, perspectives, and techniques, fostering critical thinking and analytical skills.

CO5. To assess and correct grammatical errors using proficiency in remedial grammar, demonstrating knowledge of language structure and rules.

CO6. To create well-structured, expressive critical essays and reports that reflect originality and coherent thought processes.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

BBAAM 1.3 MANAGEMENT PRINCIPLES AND PRACTICES IN AVIATION

On successful completion of the course, the student will:

1. Understand the different operational departments in airport and airlines.
2. Apply management theories and practices to the aviation industry.
3. Analyze the unique challenges of managing aviation operations.
4. Develop strategic management skills tailored to aviation.
5. Understand core management concepts and their application at different organizational levels.

BBAAM 1.4 BUSINESS AND MARKET DYNAMICS

On successful completion of the course, the student will:

1. Explain the fundamental concepts and functions of business and their role in society and the economy.
2. Understand the determinants of demand, the law of demand, and will be able to analyze changes in demand using various types of demand.
3. Comprehend the determinants of supply, the law of supply, and will be able to evaluate changes in supply, including calculating price elasticity of supply.
4. Describe production functions, cost structures, and revenue concepts, and solve basic problems related to total cost, average cost, marginal cost, total revenue, average revenue, and marginal revenue.
5. Gain knowledge of different market structures, including perfect and imperfect competition, and will understand pricing strategies applicable in various market forms.

BBA 1.5 FUNDAMENTALS OF ACCOUNTING

On successful completion of the course, the student will:

1. Understand the basic principles, concepts, and limitations of financial accounting.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

2. Explain the accounting process, including journal entries, ledgers, and trial balance preparation.
3. Prepare and manage subsidiary books and bank reconciliation statements.
4. Calculate and apply different methods of depreciation in accounting.
5. Prepare final accounts for a sole proprietorship with various adjustments.

BBAAM 1.6: INTRODUCTION TO AVIATION AND AIRLINE INDUSTRY

On successful completion of the course, the student will:

1. Understand the Evolution and Structure of the Aviation Industry
2. The students will learn about the infrastructure supporting aviation, i.e.; airports, airlines & aviation organizations.
3. They will be able to apply the basic principles of airline management and operations.
4. Understand the structure and functions of airport operations.
5. They will learn the details of the regulatory bodies and rule of government in aviation.

II SEMESTER

BBAAM 2.1 GENERIC ENGLISH

Students will be able:

- CO1. To recall and expand vocabulary, and grasp the meaning of words and sentences effectively.
- CO2. To comprehend and use the English language correctly and appropriately in various contexts, demonstrating an understanding of language rules and structures.
- CO3. To apply creativity in expressing themselves through various forms of writing, such as stories, poems, essays, and presentations, fostering linguistic and artistic abilities.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

CO4. To analyze and enhance their ability to read and write with understanding, communicate effectively, and adapt language use to different situations.

CO5. To evaluate and employ grammar techniques to fluently and effectively communicate in English, expressing thoughts and ideas with precision.

CO6. To create a passion for learning and continuous self-improvement through the study of English language and literature.

BBA 2.3 ORGANISATIONAL BEHAVIOUR

On successful completion of the course, the student will:

1. Identify the role of OB in business organization.
2. Demonstrate a detailed Understanding of individual behaviour.
3. Explain the concept group behaviour and team dynamics.
4. Analyse and understand the various motivation and leadership theories.
5. Understand the process of organizational development.

BBA 2.4 AIRLINE AND AIRPORT MARKETING MANAGEMENT

On successful completion of the course, the student will:

1. After getting a clear understanding of market segmentation they learn how to use it in the ticketing sector.
2. They learn cost leadership so that they learn the strategy used for deciding the ticket costs.
3. Their knowledge of Air Freight Policy Distribution will help them in freight management.
4. Will understand the value of Air Transport value chain and efficiency of the value chain in the freight market.
5. Will apply the importance percentage of non- Aviation revenue that helps them to make profits.



CHRIST COLLEGE

OF SCIENCE AND MANAGEMENT

Approved by AICTE, New Delhi | Affiliated to Bengaluru North University | Recognized by Govt. of Karnataka
Hosur-Malur Main Road, Alambady, Malur, Karnataka- 563160

BBAAM 2.5 PASSENGER SERVICE MANAGEMENT

On successful completion of the course, the student will:

1. The students will use the fundamentals of passenger service management tools in the field.
2. They understand the roles and responsibilities of a customer service executive.
3. Gain knowledge of airport operations and regulatory requirements and their impact on aviation
4. They evaluate the significance of the use of technology in the areas of customer service and its efficiency in customer satisfaction.
5. Explore strategies for managing diverse passenger needs and enhancing customer experience with the use of technology in passenger services.

BBA 2.6 BUSINESS STATISTICS AND LOGIC

On successful completion of the course, the student will:

1. Understand basic concepts and data collection methods in statistics.
2. Learn to tabulate and graphically represent data.
3. Calculate and interpret central tendency and dispersion measures.
4. Construct and apply various index numbers and analyze time series data and measure trends.
5. Apply logical reasoning skills in problem solving.