



# **LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK FOR UNDERGRADUATE EDUCATION**

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**DEPARTMENT OF COMMERCE & MANAGEMENT  
STUDIES**



**AMAL COLLEGE OF ADVANCED STUDIES**

**Myladi, Eranhimangad Po, Nilambur – 679329**

Aided by Govt. of Kerala & affiliated to the University of Calicut NAAC Accredited with A Grade (3.11 CGPA)

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## PREFACE

We are pleased to present the Learning Outcome Based Curriculum Framework for the Bachelor of Business Administration (Finance specialization) program offered by the Department of Commerce and Management Studies at Amal College of Advanced Studies, Nilambur. This document embodies our institution's vision and mission, guiding us towards academic excellence and reaffirming our commitment to providing comprehensive and forward-looking education.

Amal College's vision seeks to establish an advanced learning center that nurtures personal transformation, social empowerment, and excellence. Our mission centers on delivering quality education, shaping responsible citizens, fostering research and innovation, and equipping students with essential life skills. These core principles influence the development of this curriculum.

The Department of Commerce and Management Studies at Amal College aspires to transform the world through commerce and management, leading the way in teaching and research, and producing future leaders capable of navigating the complexities of the business world.

This curriculum outlines the BBA program, its aims, graduate attributes, Program Learning Outcomes, Course-level Learning Outcomes, CLO-PLO Mapping, teaching and learning methodologies, and assessment techniques. It reflects our commitment to providing transformative education that aligns with the needs of today's world. This framework will guide our faculty and students as we continue our educational journey.

We express our appreciation to all those who contributed to its development.

Warm regards,

Dr. Zacaria TV Principal

Amal College of Advanced Studies, Nilambur 18/05/2022

18/05/2022

## VISION AND MISSION OF AMAL COLLEGE

### VISION

Amal College envisions a dynamic educational hub promoting academic excellence, multilingual proficiency, innovation, global collaboration, social empowerment, sustainable development, and transformative learning with inclusivity and excellence.

### MISSION

**Research and Innovation:** Cultivate scholars for academic excellence and societal impact, fostering proactive contributors to the nation.

**Multilingual Proficiency:** Equip youth with linguistic adaptability for globalized communication, emphasizing multilingual proficiency across cultural boundaries.

**Tech-Driven Engagement:** Implement tech innovations for seamless resource access, enhancing engagement and convenience in teaching and institutional activities.

**Inclusive Education and Global Competence:** Provide inclusive education, instill life skills, and cultivate global competence through strategic collaborations with high-standard institutions.

## VISION AND MISSION OF THE DEPARTMENT

### VISION

To be a hub of innovative business education, fostering leaders with global perspectives and ethical business practices.

### MISSION

Cultivate ethical business leaders through comprehensive education and a global business perspective.

Foster strategic management skills for effective decision-making in dynamic business environments.

Instill a commitment to societal impact, emphasizing responsible and sustainable business practices.

## INTRODUCTION

The Bachelor of Business Administration (BBA) program, a cornerstone of business education, stands as a testament to the enduring pursuit of excellence and innovation in preparing students for success in the business world. A learning outcome-based curriculum framework for a Bachelor of Business Administration (BBA) program is a structured plan that outlines the specific knowledge, skills, and competencies students are expected to acquire by the end of their BBA education. This framework emphasizes the outcomes or results of the educational process, making it clear what students should be able to do upon completing the program. This framework is intended to facilitate regular program assessments and assist maintain the standards of business administration degrees and programs across the country, within a context of agreed-upon graduate attributes, qualification descriptors, program learning outcomes, and course-level learning objectives. It is essential to point out that this framework does not mandate any specific methods of teaching or evaluation, nor does it attempt to unify the syllabuses for business administration degrees. Instead, it attempts to promote flexibility and creativity in the development of programs, syllabus, teaching and learning techniques, and the assessment of student learning outcomes.

## NATURE AND EXTENT OF BACHELOR OF BUSINESS ADMINISTRATION (BBA) DEGREE PROGRAMME

A Bachelor of Business Administration (BBA) program is a comprehensive undergraduate degree offering a strong foundation in various aspects of business. These programs are typically designed to equip students with a well-rounded knowledge of essential business concepts and principles. While the specific nature and extent of BBA programs can vary among institutions, they often include core courses covering areas like accounting, economics, finance, marketing, management, and business law. Additionally, BBA programs frequently offer specialization tracks in fields such as finance, marketing, human resources, entrepreneurship, or international business, allowing students to tailor their education to their career interests. Electives provide further flexibility for students to explore specific topics of interest. Practical experience, often in the form of internships or co-op programs, is integrated to offer students real-world exposure to

the business environment. Business ethics, social responsibility, and technology integration are also emphasized, recognizing their importance in the modern business world. Furthermore, BBA programs typically foster the development of communication skills, teamwork, and collaboration. These programs often establish connections with local businesses and industry professionals to facilitate networking, internships, and job placement. Additionally, they may incorporate an international perspective to prepare students for the global nature of business. Accreditation ensures that BBA programs adhere to quality standards and meet specific academic and professional criteria. Ultimately, BBA programs aim to prepare students for success in various business roles, from entry-level positions to management and leadership positions in a range of industries.

### AIMS OF BBA DEGREE PROGRAMME

The Bachelor of Business Administration (BBA) Programme at Amal College of Advanced Studies is a 3 – year full time professional course affiliated to the University of Calicut. The programme mainly aims at:

- i. **Providing a Solid Business Foundation:** This includes knowledge of areas such as economics, finance, marketing, management, accounting, and business law.
- ii. **Encouraging Innovation and Entrepreneurship:** Many BBA programs aim to foster a culture of innovation and entrepreneurship, helping students develop the skills and mindset necessary for identifying and pursuing business opportunities.
- iii. **Cultivating Global Perspectives:** In an increasingly interconnected world, BBA programs aim to instill a global perspective. This involves educating students about the international business environment, cultural diversity, and global market dynamics.
- iv. **Preparing for Leadership and Management Roles:** BBA programs aim to equip students with the knowledge and skills needed to excel in leadership and management positions within organizations.
- v. **Providing Practical Experience:** BBA programs often aim to provide students with hands-on, practical experience through internships, co-op programs, or real-world projects. This allows students to apply their classroom knowledge in a professional setting.
- vi. **Adapting to Technological Advances:** BBA programs aim to keep pace with technological advancements by incorporating courses and components that teach students how to

leverage technology for business operations, data analysis, and decision support.

vii. **Facilitating Career Readiness:** Ultimately, BBA programs aim to make students job-ready by developing the skills and knowledge needed to thrive in the workforce. This includes helping students build professional networks and facilitating job placement.

## GRADUATE ATTRIBUTES FOR BBA

Graduate attributes are the specific qualities, skills, and characteristics that students are expected to possess upon completing a Bachelor of Business Administration (BBA) program. These attributes are a reflection of the program's goals and are intended to prepare students for successful careers in the field of business. Important graduate attributes of BBA programme at Amal College of Advanced Studies are the following:

**GA1 Disciplinary Knowledge:** Graduates should have a deep understanding of fundamental business concepts, theories, and principles, including areas such as economics, finance, marketing, management, accounting, and business law.

**GA2 Critical Thinking:** BBA graduates should be skilled critical thinkers who can analyze complex business problems, make informed decisions, and develop innovative solutions.

**GA3 Effective Communication:** Graduates should be proficient in written and oral communication, as well as in collaborative teamwork. They should be able to convey ideas and information clearly and persuasively.

**GA4 Professionalism:** BBA graduates should exhibit professionalism in their interactions with colleagues, clients, and partners. They should demonstrate a strong work ethic, integrity, and the ability to work well in diverse settings.

**GA5 Quantitative and Data Analysis Skills:** Graduates should be proficient in quantitative methods and data analysis, enabling them to make data-driven decisions and interpret business analytics effectively.

**GA6 Ethical Decision-Making:** Business ethics is a crucial aspect of the field. Graduates should be able to evaluate the ethical implications of business decisions and act in accordance with ethical standards and values.

**GA7 Problem-Solving Skills:** Graduates should be equipped with the ability to identify and



solve business problems, both independently and in team settings.

**GA8 Leadership and Management Skills:** Graduates should be prepared for leadership and management roles within organizations, with competencies in strategic decision-making, effective leadership, and team management.

**GA9 Adaptability:** Given the ever-changing nature of the business landscape, graduates should be adaptable and open to lifelong learning and skill development.

**GA10 Social Responsibility:** Graduates should be aware of the social responsibilities of businesses and the impact they have on society. This includes knowledge of corporate social responsibility practices.

## QUALIFICATION DESCRIPTORS FOR BBA

Each successful student of BBA Course shall be able to:

- Exhibit an in-depth knowledge of the field of business and management. This consist of this/her capacity to understand and explain about the various types of business operations, their specific advantages and drawbacks, financial procedures involved, applicable laws and regulations, and environmental consequences.
- Demonstrate the ability to understand the role of business and management in a changing world from the ethical perspective through promoting fair business and professional practices. The objective is to encourage the learners to practice peaceful co-existence.
- Possess strong analytical skills and are capable of critically evaluating data, market trends, and business problems to make informed decisions.
- Demonstrate professionalism in their interactions with colleagues, clients, and partners, embodying a strong work ethic, integrity, and respect for professional standards.
- Exhibit leadership potential, demonstrating the ability to motivate and lead others, make strategic decisions, and take on management roles.
- Manage financial resources, analyze financial data, and make sound investment decisions.
- Exhibit strong time management and organizational skills, which are essential for handling multiple tasks and meeting deadlines.
- These foundational competencies and attributes provide a solid basis for BBA graduates to

succeed in their chosen career paths and adapt to the dynamic and diverse demands of the business world. They enable graduates to make valuable contributions to organizations and take on leadership roles as they progress in their careers.

### PROGRAMME LEARNING OUTCOMES (PLOS) OF BBA

The programme outcomes relating to Bachelor of Business Administration (Finance Specialization) degree of Amal College of Advanced Studies are as follows:

- **PLO1** Comprehensive understanding of fundamental business concepts, including marketing, finance, management, human resources, IT, and operations.
- **PLO2** Entrepreneurial mindset and the ability to identify opportunities, innovate, and create new business ventures.
- **PLO3** Proficiency in financial analysis, planning, and decision-making, including investment management and risk assessment.
- **PLO4** Practical experience through internships and hands-on projects, making them job-ready in the business industry.
- **PLO5** Professional competence, encompassing effective communication, critical thinking, ethical decision-making, leadership, teamwork, and adaptability, ensuring they are well-prepared for diverse roles in the business world.
- **PLO6** Awareness of legal and regulatory aspects of business, ensuring compliance with relevant laws and regulations.
- **PLO7** Skill in data analysis and research methods, using data to inform decision-making and solve business problems.

These PLOs reflect the combination of theoretical knowledge and practical experience that a BBA in Finance program would aim to instill in its students. These are designed to ensure that students are well-prepared for a career in business

## COURSE OUTCOMES (CLOS) FOR BBA

Course Learning Outcomes (CLOs) succinctly outline what students should learn from a course, driving curriculum, teaching methods, and assessments while aligning with program objectives for effective education.

### BBA1B01: MANAGEMENT THEORY AND PRACTICES

Course Code	BBA1B01
Course Title	MANAGEMENT THEORY AND PRACTICES
Credits	4
Hours/Week	6
Category	Core Course
Semester	1
Regulation	2019 onwards

### COURSE LEARNING OUTCOMES

- CLO1** Discuss different schools of management thought.
- CLO2** Interpret the concepts of planning, organizing, staffing and controlling for effective management.
- CLO3** Learn and apply the ethically and socially responsible behaviour in Management, and
- CLO4** Understand and pursue the modern management practices in business.

### CLO-PLO MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CL O1	2	1	-	-	-	-	-
CL O2	2	1	-	-	-	-	-
CL O3	-	-	-	-	3	1	-
CL O4	-	-	-	-	2	-	1

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation

“-” indicates there is no correlation.

### BBA1C01: MANAGERIAL ECONOMICS

Course Code	BBA1C01
Course Title	MANAGERIAL ECONOMICS
Credits	4
Hours/Week	5
Category	Complementary Course
Semester	1
Regulation	2019 onwards

### COURSE LEARNING OUTCOMES

**CLO1** Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.

**CLO2** Design competition strategies, including costing, pricing, product differentiation and market environment according to the natures of products and the structures of the markets.

**CLO3** Make optimal business decisions by integrating the concepts of economics.

### CLO-PLO MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PL O7
CLO1	2	-	2	-	-	-	1
CLO2	-	2	-	-	-	-	-
CLO3	-	-	2	-	-	-	2

The various correlation levels are:

- 1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation.

### BBA2B02: FINANCIAL ACCOUNTING

Course Code	BBA2B02
Course Title	FINANCIAL ACCOUNTING
Credits	4
Hours/Week	6
Category	Core Course
Semester	2
Regulation	2019 onwards

### COURSE LEARNING OUTCOMES

**CLO1** Discuss and apply fundamental accounting concepts, principles and conventions.

**CLO2** Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business.

**CLO3** Record accounting transactions in respect of hire purchase and instalment system and branches.

### CLO-PLO MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	-	-	-	-	-
CLO2	-	2	-	-	-	-	-
CLO3	-	-	2	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation.

**BBA2B03: MARKETING MANAGEMENT**

Course Code	BBA2B03
Course Title	MARKETING MANAGEMENT
Credits	4
Hours/Week	5
Category	Core Course
Semester	2
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

- CLO1** Develop a strong foundation in marketing concepts, including market research, market segmentation, and marketing strategy development.
- CLO2** Acquire skills in product and brand management, pricing strategies, promotion techniques and distribution.
- CLO3** Analyze and interpret consumer behavior, encompassing the determinants, buying decision processes, and motives influencing consumers.
- CLO4** Acquire knowledge of the marketing mix, including the four Ps and extended Ps, and their application in strategic marketing planning.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	-	-	-	-	-
CLO2	-	2	-	-	-	-	-
CLO3	-	1	-	-	-	-	1
CLO4	1	2	-	-	-	-	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA3A11: BASIC NUMERICAL MEHODS**

Course Code	BBA3A11
Course Title	BASIC NUMERICAL MEHODS
Credits	4
Hours/Week	5
Category	Common Course
Semester	3
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	-	2	-	-	-	3

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA3A12: PROFESSIONAL BUSINESS SKILLS**

Course Code	BBA3A12
Course Title	PROFESSIONAL BUSINESS SKILLS
Credits	4
Hours/Week	4
Category	Common Course
Semester	3
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

- CLO1** Develop effective verbal and written communication skills, including professional presentation, email etiquette, and technical documentation, along with essential soft skills for success in business.
- CLO2** Gain an understanding of e-learning, online education, and digital resources, including e-content development tools, online libraries, and major technologies used in e-learning, to adapt to the digital age of learning.
- CLO3** Explore the world of data analysis, data quality, and the role of data scientists, as well as the impact of artificial intelligence and ethical considerations in business analytics, in addition to understanding the socio-cyber dynamics of IT and society.

**CLO-PLO MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	3	-	-
CO2	-	-	-	-	1	-	1
CO3	3	-	3	-	-	2	1

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation



**BBA3B04: CORPORATE ACCOUNTING**

Course Code	BBA3B04
Course Title	CORPORATE ACCOUNTING
Credits	4
Hours/Week	6
Category	Core Course
Semester	3
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand and apply fundamental IndASs on inventories, PPE, provisions, incometax, borrowing cost and intangible assets.

**CLO2** Prepare annual financial statements for companies and compute accounting ratios.

**CLO3** Record accounting transactions in respect of redemption of preference shares and debentures.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	1	3	1	1	3	1
CLO2	2	1	3	1	1	1	1
CLO3	1	1	1	1	1	1	1

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA3B05: FINANCIAL MANAGEMENT**

Course Code	BBA3B05
Course Title	FINANCIAL MANAGEMENT
Credits	4
Hours/Week	5
Category	Core Course
Semester	3
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand and develop insights and knowledge base of various concepts of finance

**CLO2** Develop skills for effective Financial, Investment and Dividend decisions making

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	1	3	-	-	-	-
CLO2	2	3	3	-	-	-	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA3C02: BUSINESS REGULATIONS**

Course Code	BBA3C02
Course Title	BUSINESS REGULATIONS
Credits	4
Hours/Week	5
Category	Complementary Course
Semester	3
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Analyze statutory provisions and the core concepts in business laws.

CLO2 Analyze legal issues arising in day-to-day business operations prevalent in India.

CLO3 Discuss possible solutions to issues in organizations in the frame work of business laws.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	-	-	-	-	-	3	-
CLO2	-	-	-	-	-	2	-
CLO3	-	-	-	-	-	2	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA4A13: ENTREPRENEURSHIP DEVELOPMENT**

Course Code	BBA4A13
Course Title	ENTREPRENEURSHIP DEVELOPMENT
Credits	4
Hours/Week	5
Category	Common Course
Semester	4
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Familiarity with the concept of entrepreneurship.

CLO2 Development of the entrepreneurial abilities.

CLO3 Generation innovative business ideas in the emerging industrial scenario.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	-	3	-	-	-	-	-
CLO2	-	2	-	-	-	-	-
CLO3	-	3	-	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA4A14: BANKING AND INSURANCE**

Course Code	BBA4A14
Course Title	BANKING AND INSURANCE
Credits	4
Hours/Week	4
Category	Common Course
Semester	4
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

- CLO1 Solid understanding of the fundamental concepts, structures, and functions of both banking and insurance industries, including the historical development of banking and the role of insurance as a social security tool.
- CLO2 Knowledge of contemporary trends in the banking sector, including the emergence of electronic banking, centralized online services, and the use of digital tools and technology in financial services.
- CLO3 Expertise in various financial instruments and transactions, such as negotiable instruments, electronic payments, and the use of different types of cards.

**CLO-PLO MAPPING**

	PLO 1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	1	-	-	-	-
CLO2	2	-	1	-	-	-	-
CLO3	1	-	1	-	-	-	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA4B06: COST AND MANAGEMENT ACCOUNTING**

Course Code	BBA4B06
Course Title	COST AND MANAGEMENT ACCOUNTING
Credits	4
Hours/Week	6
Category	Core Course
Semester	4
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Understand cost and management accounting concepts and its application for decision making.

CLO2 Aware as to cost consciousness and the various methods and techniques of costing.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	2	-	-	-	-
CLO2	2	1	2	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA4C03: CORPORATE REGULATIONS**

Course Code	BBA4C03
Course Title	CORPORATE REGULATIONS
Credits	4
Hours/Week	5
Category	Complementary Course
Semester	4
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Understand the features and different types of companies

CLO2 Aware as to the formation of companies and also as to different documents of companies

CLO3 Understand the share capital and other relevant provisions of the same

CLO4 Understand the management, corporate governance, corporate social responsibility and some basic aspects of SEBI, and

CLO5 Understand the provisions of conducting meetings and also the winding up procedure of companies.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	2	-	-	-	-	-
CLO2	2	2	-	-	-	2	-
CLO3	2	2	-	-	-	2	-
CLO4	2	2	-	-	-	3	-
CLO5	2	2	-	-	-	1	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA4C03: CORPORATE REGULATIONS**

Course Code	BBA4C04
Course Title	QUANTITATIVE TECHNIQUES FOR BUSINESS
Credits	4
Hours/Week	5
Category	Complementary Course
Semester	4
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.

CLO2 Develop skills for effectively analyze and apply Quantitative Techniques in decision making.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	-	-	-	-	2
CLO2	2	-	-	-	-	-	3

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation



**BBA5B07: HUMAN RESOURCES MANAGEMENT**

Course Code	BBA5B07
Course Title	HUMAN RESOURCES MANAGEMENT
Credits	4
Hours/Week	4
Category	Core Course
Semester	5
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Develop insights on various concepts and Functions of Human Resource Management

**CLO2** Learn the latest trends in Human Resource Management.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	-	-	-	-	-
CLO2	3	-	-	-	-	-	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA5B08: BUSINESS RESEARCH METHODS**

Course Code	BBA5B08
Course Title	BUSINESS RESEARCH METHODS
Credits	3
Hours/Week	4
Category	Core Course
Semester	5
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand and develop insights and knowledge base of various concepts in Research.

**CLO2** Develop skills for conducting business research

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	2	-	-	-	-	2
CLO2	2	2	-	-	-	-	3

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA5B09: OPERATIONS MANAGEMENT**

Course Code	BBA5B09
Course Title	OPERATIONS MANAGEMENT
Credits	4
Hours/Week	4
Category	Core Course
Semester	5
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand the different concepts of operation Management.

**CLO2** Acquire the knowledge to make plans at the operational level of an industry

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	1	-	-	-	-	-
CLO2	2	1	-	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA6B12: ORGANISATIONAL BEHAVIOUR**

Course Code	BBA6B12
Course Title	ORGANISATIONAL BEHAVIOUR
Credits	4
Hours/Week	5
Category	Core Course
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Understand the different concepts of Organizational Behavior

CLO2 Analyze individual and group behavior

CLO3 Understand and deal with organizational change, development and stress

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	-	1	1	-	-
CLO2	2	-	-	-	1	-	-
CLO3	2	1	-	1	3	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA6B13: MANAGEMENT SCIENCE**

Course Code	BBA6B13
Course Title	MANAGEMENT SCIENCE
Credits	4
Hours/Week	5
Category	Core Course
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Develop a comprehensive understanding of various Operations Research (OR) techniques

CLO2 Equip with the knowledge and skills to apply OR tools to real-world business and marketing scenarios.

CLO3 Enhancement in analytical and problem-solving abilities.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	2	-	-	-	-	-
CLO2	3	2	-	-	-	-	-
CLO3	2	-	-	2	1	-	2

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA6B14: PROJECT MANAGEMENT**

Course Code	BBA6B14
Course Title	PROJECT MANAGEMENT
Credits	2
Hours/Week	3
Category	Core Course
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

CLO1 Understand the different concepts of managing a project

CLO2 Analyze the viability of a project.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	2	-	1	-	-	-
CLO2	2	3	3	1	2	-	1

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA5B10: INCOME TAX**

Course Code	BBA5B10
Course Title	INCOME TAX
Credits	4
Hours/Week	5
Category	Elective (Finance)
Semester	5
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO 1** Understand the latest provisions of Income Tax Act Law

**CLO 2** Be able to compute different heads of income as well as total income and tax liability

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	1	1	-	-	-	3	-
CLO2	-	2	-	-	-	2	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA5B11: FINANCIAL MARKETS AND INSTITUTIONS**

Course Code	BBA5B11
Course Title	FINANCIAL MARKETS AND INSTITUTIONS
Credits	4
Hours/Week	5
Category	Elective (Finance)
Semester	5
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Understand different aspects and components of financial Institutions and financial markets.

**CLO2** Take rational decisions on financial market and institutions.

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	2	-	3	-	-	-	-
CLO2	-	2	3	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation



**BBA6B15: FINANCIAL SERVICES**

Course Code	BBA6B15
Course Title	FINANCIAL SERVICES
Credits	4
Hours/Week	5
Category	Elective (Finance)
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

- CLO1** Awareness of various financial services available in Indian financial system
- CLO2** Proficiency in various investment strategies and vehicles, including mutual funds, exchange-traded funds (ETFs), and pension funds.
- CLO3** Comprehensive understanding of concepts and functions of investment and merchant banking.

**CLO-PLO MAPPING**

	PLO 1	PLO 2	PLO3	PLO4	PLO 5	PLO6	PLO7
CLO1	2	-	3	-	-	-	-
CLO2	3	2	3	-	-	-	-
CLO3	-	-	3	-	-	-	-

The various correlation levels are:

- 1 – Slight (Low) Correlation
- 2 – Moderate (Medium) Correlation
- 3 – Substantial (High) Correlation
- “-” indicates there is no correlation

**BBA6B16: INVESTMENT MANAGEMENT**

Course Code	BBA6B16
Course Title	INVESTMENT MANAGEMENT
Credits	4
Hours/Week	5
Category	Elective (Finance)
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Comprehensive understanding of investment principles, including the distinction between investments and speculation, the steps involved in the investment process, and the various avenues for investment

**CLO2** Proficiency in investment analysis by evaluating factors like return, risk, and time value of money.

**CLO3** Knowledge and skills to apply different approaches to investment valuation, encompassing both fundamental and technical analysis.

**CLO4** Understanding of the concepts of efficient market hypothesis and portfolio management

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	3	-	-	-	-	-	-
CLO2	-	-	3	-	-	-	-
CLO3	-	-	3	-	-	-	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

**BBA6B17 (PR): PROJECT AND VIVA VOCE**

Course Code	BBA6B17 (PR)
Course Title	PROJECT AND VIVA VOCE
Credits	2
Hours/Week	2
Category	Core Project
Semester	6
Regulation	2019 onwards

**COURSE LEARNING OUTCOMES**

**CLO1** Proficiency in research and analysis

**CLO2** Effective communication and presentation skills

**CLO3** Strong project management and time management skills

**CLO-PLO MAPPING**

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1	-	-	-	2	-	-	3
CLO2	2	2	-	2	2	-	2
CLO3	-	3	2	3	2	1	-

The various correlation levels are:

1 – Slight (Low) Correlation

2 – Moderate (Medium) Correlation

3 – Substantial (High) Correlation

“-” indicates there is no correlation

## TEACHING LEARNING PROCESS

The teaching-learning process for the Bachelor program in Business Administration at our institution encompasses a multifaceted approach designed to cater to the diverse learning styles and needs of our students. We recognize the importance of adapting to the ever-evolving educational landscape while maintaining a strong foundation in traditional methods. Our methodology combines classroom lectures, embracing both traditional and ICT-enabled tools, to ensure a comprehensive understanding of the subject matter. We promote active engagement through written assignments, seminar presentations by students, internships and field visits, fostering critical thinking and practical insights.

Assessment is a key component, with unit tests, discussions, debates, and role-playing exercises enabling students to apply their knowledge. Our dynamic approach extends to online classes facilitated by a robust learning management system, allowing for flexibility and accessibility. We are attentive to the diverse learning paces of our students, offering remedial classes for those who may require additional support and encouraging advanced learners through self-study assignments. Additionally, the pinnacle of our program involves project work in the sixth semester, providing students with the opportunity to apply their skills in real-world scenarios.

By embracing a holistic teaching-learning process, we aim to empower our students with a well-rounded education, equipping them for success in a dynamic and competitive global landscape.

## ASSESSMENT METHODS

The assessment methods for the Bachelor Programme in Business Administration (Finance specialization) comprise Continuous Internal Evaluation (CIE) and External Evaluation (EE). CIE, accounting for 20% of the total evaluation, includes assignments, seminars, attendance, and two internal tests. EE carries the remaining 80% weightage and is executed through 2.5-hour written examinations at the end of each semester. Additionally, the program culminates with a viva voce examination for project work in the sixth semester. These assessment methods ensure a comprehensive evaluation, combining continuous engagement, external examinations, and practical project assessments to gauge students' knowledge, skills, and understanding of commerce.

## CONCLUSION

In conclusion, this Learning Outcome Based Curriculum Framework stands as a blueprint to drive educational excellence, aligning our vision with tangible learning objectives, and guiding our journey towards academic excellence.



**DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES**

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