



B
M
C



BHARATA MATA COLLEGE
THRIKKAKARA

Affiliated to MG University, accredited by NAAC with 'A+' Grade

DEPARTMENT OF
MARKETING

Program Specific Outcome

BCO M SF-M	PS 01	Acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.
BCO M SF-M	PS 02	Analyse organisational problems and generate realistic solutions based on current academic research in organisational behaviour.
BCO M SF-M	PS 03	Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
BCO M SF-M	PS 04	Demonstrate knowledge of key concepts in the areas of marketing