

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

Affiliated to Periyar University, Salem.

Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

COURSE OUTCOMES (COs)

BACHELOR OF BUSINESS ADMINISTRATION

PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)

For the students admitted from the Academic Year 2019-2020 onwards

Kalippatti (PO) - 637 501, Namakkal (Dt)

SEMESTER I

Core - I	Business Administration	2019 - 2020
Code: M19UBA01	BUSINESS MANAGEMENT	
Credits: 4		

OBJECTIVES

To enable the students to learn principles, concepts and functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Analyze the thoughts and contributions of management Philosophers along with the emerging concepts.	K4
CO3	Understand the various organization structures and employees in decision making process.	K2
CO4	Study and observe the process of staffing, directing and to know the various styles of leadership	K3
CO5	Realize the importance of motivation, contribution of Maslow to motivational theories along with the various perspectives of coordinating and controlling.	K3

Core- II	Business Administration	2019 - 2020
Code: M19UBA02	BUSINESS CORRESPONDENCE	
Credits: 4		

OBJECTIVES

To impart the students with the significance of communication in business and to develop written communication skills to groom the students as effective management professionals.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance and barriers of communication with their types	K1
CO2	Recognize the significance of non-verbal communication and to know the write up of various types of business letters with its layout	K2
CO3	Describe the purpose of interpersonal communications and correspondence in business organizations.	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of good report writing with its types a mandatory part of business practices	K3

ALLIED -I	Business Administration	2019 - 2020
Code: M19UCMA05	FINANCIAL & COST ACCOUNTING	
Credits: 4		

OBJECTIVES:

To enable the students to understand the need for making adjustments while preparing final accounts of a sole trader and to facilitate the students to convert incomplete records into systematic accounting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand about accounting. To know the objectives, concepts of accounting.	K1
CO2	Familiarize the accounting procedure for journal and balancing the ledger accounts.	K2
CO3	Prepare trial balance. To find out Trading a/c, profit and loss a/c and balance sheet.	K2
CO4	Study cost accounting. To prepare cost sheet and to know the objectives of cost accounting.	K3
CO5	Realize the importance of material issues in FIFO, LIFO and methods of stock level.	K3

SEMESTER II

Core -III	Business Administration	2019-2020
Code: M19UBA03	EXPORT AND IMPORT PROCEDURES	
Credits:4		

OBJECTIVES:

To enable the students to understand various instruments and methods of financing exports and to know the procedures in clearance of export and import cargoes.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the basic procedure for EXIM documentation framework.	K1
CO2	Understand the rules and regulations of foreign exchange and pre- shipment.	K2
CO3	Know the need for custom clearance, regulatory documents and the importance of export license.	K2
CO4	Study about the importance of export order and world shipping structure.	K3
CO5	Maintain the record of import documentation procedure, incentives, import license and guidelines.	K3

Core – IV	Business Administration	2019 - 2020
Code: M19UBA04	OFFICE MANAGEMENT	
Credits: 4		

OBJECTIVES:

To understand the various intricacies relating to managing an office and to facilitate for better record management and application of office appliances and equipments.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Determine the clarity picture about modern office. To know the qualities of office manager and their functions.	K1
CO2	Find out the layout of office according to recent trends in office environment.	K2
CO3	Identify the various office forms in form designing, office stationery and to control of office stationery.	K2
CO4	Maintain the records of office, their filing system and the various methods of filing.	K3
CO5	Realize the importance of office appliances, equipments and internet. To know about the centralized and decentralized correspondence.	K3

Allied course - II		2019 - 2020
Code:M19UECA02	INDIAN ECONOMY	
Credit: 4		

Objectives

To facilitates the students for understanding of underdeveloped economy characteristics and determinants and to help the students to gain knowledge on economic planning and five years planning.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the characteristics and causes of underdeveloped economy	K1
CO2	Bring out the reasons for population growth	K2
CO3	Describe the position of agriculture	K4
CO4	Indicate the role of various industries in economic development.	K1
CO5	Develop the significances of fiver year planning	K3

SEMESTER - III

Core-V	Business Administration	2019-2020
Code: M19UBA05	PRODUCTION MANAGEMENT	
Credits:5		

OBJECTIVES:

To enable the students to understand the various process of productions and to be aware of techniques of Operations Management.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about production and the role of production manager.	K1
CO2	Understand the objectives and the various stages to be followed in production.	K2
CO3	Identify clearly about plant location, equipment selection and the production planning.	K2
CO4	Study and observe maintenance, quality control and the work study.	K3
CO5	Realize the importance of store keeping, materials handling and the warehousing.	K3

Core - VI	Business Administration	2019 - 2020
Code: M19UBA06	BUSINESS LAW	
Credits: 4		

OBJECTIVES:

To enlighten the students with the elements of general contract and special contracts enable the students and deal with various contracts in his day-to-day life, be it for his business or profession.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Enlighten about the legal knowledge of business contract. To know offer, acceptance and capacity of the parties to the contract.	K1
CO2	Understand the importance of free consent and the purpose of discharge of contract, remedies for breach of contract.	K2
CO3	Know about bailment. To identify the difference between the pledge and mortgage.	K2
CO4	Study about law of sale of goods. To observe the importance of CAVEAT EMPTOR.	K3
CO5	Realize the importance of agency, their duties and liabilities.	K3

Core - VII	Business Administration	2019-2020
Code: M19UBA07	FINANCIAL MANAGEMENT	
Credit : 4		

OBJECTIVES:

To enable the students to understand the meaning, objective and scope of financial management and to aware of financial planning, control, capital structure and financial information system.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the concepts of finance, functions aspects and managerial role.	K1
CO2	Determine and analyze the importance of capital budgeting along with the method of leverages.	K2
CO3	Apply and approach the various theories of capital structure and the factors determining the capital.	K2
CO4	Study and observe the determinants of cost of capital along with their various types.	K3
CO5	Realize the importance of working capital management and their estimation of working capital.	K3

Core -VII	Business Administration	2019 - 2020
Code: M19UBA08	ORGANIZATIOANL BEHAVIOUR	
Credits: 4		

OBJECTIVES:

To enable the students to understand the behavior of individuals, groups and to know the various theories in motivation and leadership qualities.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the determinants of personality and to know about the theories of organization by experimenting with Hawthorne studies	K1
CO2	Recognize how the individuals attitude, perception and behavior at workplace could bring impact on organizational performance	K2
CO3	Describe the concepts and Morale in connection with the job satisfaction to overcome the workplace stress	K2
CO4	Explore the styles of leadership with the distribution of the powers and authority limits	K3
CO5	Realize the importance of change among employees resistance to change, that influences the organization development by providing counseling	K3

ALLIED –III	Business Administration	2019 - 2020
Code: M19USTA03	BUSINESS STATISTICS	
Credits: 4		

OBJECTIVES

The purpose of this course is to provide a quantitative analysis of the problem. It covers the basic concepts and introduces common measures of central tendency, variability and frequently used graphs and charts, Correlation and Regression to beginners in simple and interesting manner. Learning the basic concept which aims to resolve the real life problems.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Learn the Measures of Central tendency.	K2
CO2	Understand the Measures of Dispersion.	K2
CO3	Obtain the Correlation analysis in real life situations.	K3
CO4	Obtain the Time Series Analysis in practical life.	K3
CO5	Applications of Index Numbers and apply real life situations.	K4

SEC – 01	Business Administration	2019-2020
Code: M19UBAS01	BUSINESS PRACTICAL	
Credits : 2		

OBJECTIVES:

To help the students to gain knowledge on invoice, voucher, Entry pass, Debit note and credit note and to be proficient with filling LIC application, PAN form and IT form.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance of entry pass, gate pass - debit and credit notes in business.	K1
CO2	Learn the filling up of pay in slips - demand draft application and preparation of vouchers.	K2
CO3	Understand about filling up of account opening forms for SB account, current account and FDR's.	K2
CO4	Study the filling up loan application forms and deposit challan.	K3
CO5	Understand the preparation of an advertisement copy, collection of advertisement in dailies and journal.	K3

SEMESTER IV

Core - IX	Business Administration	2019 - 2020
Code: M19UBA09	MANAGEMENT ACCOUNTING	
Credits: 5		

OBJECTIVES:

To enable the students to understand the need for making and preparing the management accounting and to know the procedures in management accounting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the need for management accounting. To identify the purpose of management accounting.	K1
CO2	Understand the preparation of fund flow analysis and to find out the schedule of changes in working capital.	K2
CO3	Estimate and find out the accounting ratios both in short term and long term solvency ratios.	K2
CO4	Study about budgeting in different methods with solving problems in production, sales and cash budget.	K3
CO5	Study about marginal costing and find out profit volume ratio and BEP.	K3

Core - X	Business Administration	2019 - 2020
Code: M19UBA10	COMPANY LAW	
Credits: 4		

OBJECTIVES:

To picturise the students about the formation of a company, memorandum of association, articles of association etc and to portray the company management, appointment, rights and duties of managerial personnel.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the companies. To know the importance of private and public companies.	K1
CO2	Study about the formation of company, role of promoters.	K2
CO3	Understanding about prospectus, shares and kinds of debentures.	K2
CO4	Knowing the appointment, rights and duties of company management and the importance of agenda.	K3
CO5	Realize the nature of winding of company along with its types.	K3

Core -XI	Business Administration	2019-2020
Code: M19UBA11	MARKETING MANAGEMENT	
Credits : 4		

OBJECTIVES:

To make the students to understand the elements of the complex world of marketing and imbibe the students with need of marketing science in the modern business world.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix and their functions.	K1
CO2	Know the importance of market segmentation. To study about the functions of branding, packaging and labeling.	K2
CO3	Estimate the level of pricing with their different types and objectives.	K2
CO4	Understand about sales promotion. To familiarize the different channel of distribution and the kinds of middlemen.	K3
CO5	Study about advertising. To know the difference between advertising and personal selling.	K3

Core -XII	Business Administration	2019-2020
Code: M19UBA12	HUMAN RESOURCES MANAGEMENT	
Credits : 4		

OBJECTIVES:

To enable the students to understand the meaning, scope, objectives and importance of HRM and to make aware of human resource planning, and various process involved in HRM.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the HRM their importance and functions.	K1
CO2	Understand about human resource planning, their objectives and process.	K2
CO3	Getting aware of recruitment, selection and Interview.	K2
CO4	Know about the need of performance appraisal and their modern methods.	K3
CO5	Know about the importance of transfer, promotion and Termination.	K3

Allied -IV	Business Administration	2019 - 2020
Code: M19USTA05	OPERATIONS RESEARCH	
Credits: 4		

OBJECTIVES

To portray the students about the decision making process through operations research models and could solve the business problems through graphical methods.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the operation research models and its applications	K1
CO2	Get the importance of solving business problems by using linear programming and graphical methods	K2
CO3	Find out the feasible solutions by using transportation models	K3
CO4	Know about the formulation of assignment problems and solutions	K3
CO5	Know about the applications of Baye's theorem and decision making	K3

SEC -II	Business Administration	2019-2020
Code: M19UBAS02	SEC PRACTICAL -II - IN PLANT TRAINING	
Credits:2		

OBJECTIVES:

To have exposure about the practical training in Industry Unit and to collect the information's about the various departments.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Have exposure about the practical training in Industry Unit	K1
CO2	Enable them to acquaint the procedure and practice of company	K2
CO3	Able to collect the information's about the various departments	K2
CO4	Recognize and finalization of the reports of the departments	K3

SEMESTER V

Core -XIII	Business Administration	2019-2020
Code: M19UBA13	BUSINESS RESEARCH METHODS	
Credits : 4		

OBJECTIVES:

To enable the students to understand the definition, nature, scope of Marketing Research and to make aware of conducting research, sampling methods, and various types of research.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about marketing and the processes to be followed in marketing research.	K1
CO2	Understand about data collection through both primary and secondary data.	K2
CO3	Adopt sampling methods regarding probability and non-probability sampling.	K2
CO4	Know the nature of product research and to know how to be followed in advertising research.	K3
CO5	Understand about motivation behind research and the process to be followed in good report.	K3

Core -XIV	Business Administration	2019 - 2020
Code: M19UBA14	ENTREPRENEURIAL DEVELOPMENT	
Credits: 4		

OBJECTIVES:

To enable the students to understand the role of entrepreneurs in economic development and to know the various financial institutions supporting the entrepreneurs.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the role of entrepreneurs in economic development	K1
CO2	Analyze the feasibility study of project management and appraisal methods	K2
CO3	Study about the contribution of financial institutions and the role of commercial banks in financing the entrepreneurs	K2
CO4	Provides the understanding of regulation and revival of sick units.	K3
CO5	Provides entrepreneurial guidelines to overcome the problems and to study the contribution of women and rural entrepreneurs	K3

Core -XV	Business Administration	2019-2020
Code: M19UBA15	E -BUSINESS	
Credits:4		

OBJECTIVES:

To familiarize students with information about the e-business and enable the students to understand the various process of Internet marketing trend.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the environment and the need for e-business.	K1
CO2	Understand the measuring effectiveness of E-advertising.	K2
CO3	Identify traditional marketing achieving web presence goals.	K2
CO4	Study and observe the community model and functions of community web.	K3
CO5	Analyze the Internet marketing trend-E-branding.	K3

Core- XVI	Business Administration	2019-2020
Code: M19UBA16	INSURANCE MANAGEMENT	
Credits : 4		

OBJECTIVES

To enable the students to understand the Insurance and to know about the recent trends in Life insurance.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the Classification of contracts of insurance	K1
CO2	Recognize the Objects of Life insurance.	K2
CO3	Describe the purpose of Principles of Marine insurance	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of Reinsurance Renewals.	K3

EC-I	Business Administration	2019-2020
Code: M19UBAE01	TRAINING & DEVELOPMENT	
Credits:4		

OBJECTIVES:

To make aware of the students about the concepts of training and development, identifying training needs, types of training and to expose the students to leader central techniques of management development.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify training needs, programmes, objectives and functions.	K1
CO2	Know the techniques of training, Role playing and programmed instructions.	K2
CO3	Understand the importance of lecturers, coaching, workshop and conference.	K2
CO4	Understand the need of self-learning technique, audio visual lessons.	K3
CO5	Get aware of counseling, under study and committee assignments.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE02	ADVERTISING & SALES PROMOTION	
Credits: 4		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program.

To expose the students to various issues in sales promotion, brand management, faced by firms operating in competitive markets.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising, positioning and copy strategies	K3
CO3	Understand the benefits of broadcast media and media planning	K2
CO4	Know about the importance of sales promotion and consumer preference	K3
CO5	Identify the brand awareness, brand management, indoor and outdoor media of advertising.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE03	INVESTMENT MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand the meaning, nature, scope and factors affecting investment decision &

To make the students aware of various investment avenues, risk return concepts, stock exchange, various credit rating institutions etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the various factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE04	TOTAL QUALITY MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand quality, quality management, statistical process control, quality assurance, quality management system, techniques of TQM, and Benchmarking etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify various the factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

SEC-III	Business Administration	2019-2020
Code: M19UBAS03	CONSUMER BEHAVIOUR	
Credits:2		

OBJECTIVES:

To enable the students to understand definition, types, importance of consumer behaviour and to know about consumer research, decision making process, perception, and group dynamics.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about consumer and their importance about types of buying behavior.	K1
CO2	Understand the nature of research, their limitations and the methods of studying consumer behavior.	K2
CO3	Use and apply consumer decision making process and know about consumer motivation.	K2
CO4	Know the characteristics of attitude and to apply the various theories of attitude formation.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

VAC	Business Administration	2019-2020
Code: M19UBAVA01	LEARNING ACTIVITIES -CAMPUS CAPTUAL	
Credits : 2		

OBJECTIVES:

To help the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles and to expose the students to practical exercise in corporate etiquette, analytical thinking etc..

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Develop the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles	K1
CO2	Improvise the public speaking skill, role playing and to give up mock interviews	K2
CO3	Form a group to discuss current issues and to develop individual seminar presentation	K2
CO4	Enhance the interpersonal communication skill of the students	K3
CO5	Give practical exercise in corporate etiquette, analytical thinking etc.	K3

SEMESTER VI

Core -XVII	Business Administration	2019-2020
Code: M19UBA17	BUSINESS POLICY & STRATEGIC MANAGEMENT	
Credits : 5		

OBJECTIVES:

To expose the students to the international business scenario and trading environment and to help the students to formulate and implement such a strategies in a global corporate environment.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the importance of business policy at various levels.	K1
CO2	Apply and understand the approaches in quality in strategic decision making.	K2
CO3	Identify the growth of business strategy in stability.	K2
CO4	Know how to implement the strategy, their themes of strategy implementation.	K3
CO5	Know the importance of strategic evaluation, control techniques.	K3

CoreX-VIII	Business Administration	2019-2020
Code: M19UBA18	SUPPLY CHAIN MANAGEMENT	
Credits : 5		

OBJECTIVES:

To enable the students to understand definition, meaning, types of SCM and to make the students aware of parameters choosing suppliers.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the importance of Issues involved in developing SCM Framework.	K1
CO2	Know the techniques of achieving excellence in SCM.	K2
CO3	Understand the importance of Purchasing and integrated logistics interfaces.	K2
CO4	Understand the need of New opportunities in SCM.	K3
CO5	Get aware of Parameters choosing suppliers.	K3

Core – XIX	Business Administration	2019 – 2020
Code: M19UBA19	BUSINESS ENVIRONMENT	
Credits: 4		

OBJECTIVES:

To understand the various factors affecting the business and to know the importance of socialism, capitalism and mixed economy.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance various factors affecting the business.	K1
CO2	Recognize the significance of business culture.	K2
CO3	Describe the purpose of social responsibility of business.	K2
CO4	Study the state regulations on business, industrial licensing policy.	K3
CO5	Realize the importance of socialism, capitalism and mixed economy.	K3

Core –XX	Business Administration	2019-2020
Code: M19UBA20	SERVICE MARKETING	
Credits:4		

OBJECTIVES:

To expose the students to the international business scenario, trading environment and to help the students to formulate and implement strategies in international marketing services in GATT.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the importance of service sector and also their types and services.	K1
CO2	Understand about micro and macro environment, customer expectation and their quality.	K2
CO3	Have the awareness of market segmentation, Targeting and positioning.	K2
CO4	Match the demand and supply of services in service marketing mix.	K3
CO5	Apply the international marketing services in GATT, hospitality, tourism, hospital and educational.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE05	INDUSTRIAL RELATIONS	
Credits : 4		

OBJECTIVES:

To make the students aware of meaning, objectives, scope of industrial relations in India and to expose the students to dynamics of industrial disputes, collective bargaining, trade unionism etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Encouraged to know about industries and their labour policy.	K1
CO2	Know the purpose of industrial disputes and how to settle the disputes.	K2
CO3	Know the need for collective bargaining and the process of collective bargaining.	K2
CO4	Study and observe the growth of trade unionism, problems faced by trade unionism.	K3
CO5	Realize the importance of grievances, and the types of punishment.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE06	RETAIL MARKETING	
Credits :4		

OBJECTIVES:

To enable the students to understand the definition, nature, scope of retail marketing and to make the students aware of buyer behavior, buying, assembling, selling, transporting and retail sales forecasting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the Features of and Importance of Modern Retail Marketing.	K1
CO2	Know the techniques of Buying, Assembling and selling.	K2
CO3	Understand the importance Storage and Warehousing Risk Bearing.	K2
CO4	Understand the need of Buyer behavior model.	K3
CO5	Get aware of New product development process.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE07	MANAGEMENT OF FUNDS	
Credits : 4		

OBJECTIVES:

To enable the students to understand the meaning, objective and scope of management funds and to make the students aware of financial risk, analysis and ROI etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the importance of funds and Benefits of effective allocation of funds.	K1
CO2	Know the techniques of Financial Analysis, Planning and Control.	K2
CO3	Understand the importance of lease financing.	K2
CO4	Understand the need of Human Resources Accounting for effective use of manpower.	K3
CO5	Get aware of Source of long – term financing.	K3

EC-II-4	Business Administration	2019-2020
Code: M19UBAE08	INTERNATIONAL BUSINESS	
Credits : 4		

OBJECTIVES

To enable the students to understand the International Business and to know about the Role of International Agencies such as World Bank & WTO.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the Scope and Need of International Business	K1
CO2	Understand about the Business Environment Concept and Types.	K2
CO3	Understand the importance of Globalization.	K3
CO4	Identify the Advantages and Disadvantages of MNC	K3
CO5	Get aware of Role of International Agencies	K3

SEC -IV	Business Administration	2019-2020
Code: M19UBAS04	PRACTICE OF PUBLIC RELATIONS	
Credits : 2		

OBJECTIVES:

To enable the students to know about the public relations and to study and observe the book publications in India.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the Public Relations and their Essential of good public relations.	K1
CO2	Know about the Public Relations Officer's role and their Preparation of material for the media.	K2
CO3	Know about the Training of public relations officers.	K2
CO4	Study and observe the Book publications in India.	K3
CO5	Know about the Exhibition and trade fair – consumer and marketing fairs.	K3

Non-Major Elective Course -I

NMEC – I	Business Administration	2019 - 2020
Code:	PRINCIPLES OF MANAGEMENT	
Credits: 2		

OBJECTIVES

To enable the students to learn principles, concepts, functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Knowing the importance of planning.	K3
CO3	Understand the various organization types.	K2
CO4	Study and observe the process of staffing, directing.	K3
CO5	Realize the importance of coordinating and controlling.	K3

NMEC – I	Business Administration	2019 - 2020
Code:	ADVERTISING	
Credits: 2		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program and to understand the indoor and outdoor media of advertising.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising.	K3
CO3	Understand the benefits of advertising.	K2
CO4	Know about the various types of advertising.	K3
CO5	Identify the indoor and outdoor media of advertising.	K3

NMEC-I	Business Administration	2019-2020
Code:	BUYER BEHAVIOUR	
Credits : 2		

OBJECTIVES:

To enable the students to understand the definition, types, importance of consumer behaviour and to know about the Perception and buying behaviour.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about buyer and their importance and about types of buying behavior.	K1
CO2	Understand the nature of research, and the methods of buyer behavior.	K2
CO3	Use and apply buyer decision making process.	K2
CO4	Know the Perception, buying behaviour and characteristics of attitude.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

NMEC -II	Business Administration	2019-2020
Code:	PRINCIPLES OF MARKETING	
Credits : 2		

Non-Major Elective Course -II

OBJECTIVES:

To enable the students to understand the elements of the complex world of marketing and to impart the students about the need of marketing science in the modern business world.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix.	K1
COK	Know the importance of marketing functions.	K2
CO3	Estimate the types of segmentation.	K2
CO4	Understand about product and product development.	K3
CO5	Study about product mix and product life cycle stages.	K3

ACADEMIC YEAR 2020-2021**SEMESTER I**

Core – I	Business Administration	2019 - 2020
Code: M19UBA01	BUSINESS MANAGEMENT	
Credits: 4		

OBJECTIVES

To enable the students to learn principles, concepts and functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Analyze the thoughts and contributions of management Philosophers along with the emerging concepts.	K4
CO3	Understand the various organization structures and employees in decision making process.	K2
CO4	Study and observe the process of staffing, directing and to know the various styles of leadership	K3
CO5	Realize the importance of motivation, contribution of Maslow to motivational theories along with the various perspectives of coordinating and controlling.	K3

Core- II	Business Administration	2019 – 2020
Code: M19UBA02	BUSINESS CORRESPONDENCE	
Credits: 4		

OBJECTIVES

To impart the students with the significance of communication in business and to develop written communication skills to groom the students as effective management professionals.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance and barriers of communication with their types	K1
CO2	Recognize the significance of non-verbal communication and to know the write up of various types of business letters with its layout	K2
CO3	Describe the purpose of interpersonal communications and correspondence in business organizations.	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of good report writing with its types a mandatory part of business practices	K3

ALLIED -I	Business Administration	2019 - 2020
Code: M19UCMA05	FINANCIAL & COST ACCOUNTING	
Credits: 4		

OBJECTIVES:

To enable the students to understand the need for making adjustments while preparing final accounts of a sole trader and to facilitate the students to convert incomplete records into systematic accounting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand about accounting. To know the objectives, concepts of accounting.	K1
CO2	Familiarize the accounting procedure for journal and balancing the ledger accounts.	K2
CO3	Prepare trial balance. To find out Trading a/c, profit and loss a/c and balance sheet.	K2
CO4	Study cost accounting. To prepare cost sheet and to know the objectives of cost accounting.	K3
CO5	Realize the importance of material issues in FIFO, LIFO and methods of stock level.	K3

SEMESTER II

Core -III	Business Administration	2019-2020
Code: M19UBA03	EXPORT AND IMPORT PROCEDURES	
Credits:4		

OBJECTIVES:

To enable the students to understand various instruments and methods of financing exports and to know the procedures in clearance of export and import cargoes.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the basic procedure for EXIM documentation framework.	K1
CO2	Understand the rules and regulations of foreign exchange and pre- shipment.	K2
CO3	Know the need for custom clearance, regulatory documents and the importance of export license.	K2
CO4	Study about the importance of export order and world shipping structure.	K3
CO5	Maintain the record of import documentation procedure, incentives, import license and guidelines.	K3

Core – IV	Business Administration	2019 - 2020
Code: M19UBA04	OFFICE MANAGEMENT	
Credits: 4		

OBJECTIVES:

To understand the various intricacies relating to managing an office and to facilitate for better record management and application of office appliances and equipments.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Determine the clarity picture about modern office. To know the qualities of office manager and their functions.	K1
CO2	Find out the layout of office according to recent trends in office environment.	K2
CO3	Identify the various office forms in form designing, office stationery and to control of office stationery.	K2
CO4	Maintain the records of office, their filing system and the various methods of filing.	K3
CO5	Realize the importance of office appliances, equipments and internet. To know about the centralized and decentralized correspondence.	K3

Allied course - II		2019 - 2020
Code:M19UECA02	INDIAN ECONOMY	
Credit: 4		

Objectives

To facilitates the students for understanding of underdeveloped economy characteristics and determinants and to help the students to gain knowledge on economic planning and five years planning.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the characteristics and causes of underdeveloped economy	K1
CO2	Bring out the reasons for population growth	K2
CO3	Describe the position of agriculture	K4
CO4	Indicate the role of various industries in economic development.	K1
CO5	Develop the significances of fiver year planning	K3

SEMESTER - III

Core-V	Business Administration	2019-2020
Code: M19UBA05	PRODUCTION MANAGEMENT	
Credits:5		

OBJECTIVES:

To enable the students to understand the various process of productions and to be aware of techniques of Operations Management.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about production and the role of production manager.	K1
CO2	Understand the objectives and the various stages to be followed in production.	K2
CO3	Identify clearly about plant location, equipment selection and the production planning.	K2
CO4	Study and observe maintenance, quality control and the work study.	K3
CO5	Realize the importance of store keeping, materials handling and the warehousing.	K3

Core - VI	Business Administration	2019 - 2020
Code: M19UBA06	BUSINESS LAW	
Credits: 4		

OBJECTIVES:

To enlighten the students with the elements of general contract and special contracts enable the students and deal with various contracts in his day-to-day life, be it for his business or profession.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Enlighten about the legal knowledge of business contract. To know offer, acceptance and capacity of the parties to the contract.	K1
CO2	Understand the importance of free consent and the purpose of discharge of contract, remedies for breach of contract.	K2
CO3	Know about bailment. To identify the difference between the pledge and mortgage.	K2
CO4	Study about law of sale of goods. To observe the importance of CAVEAT EMPTOR.	K3
CO5	Realize the importance of agency, their duties and liabilities.	K3

Core - VII	Business Administration	2019-2020
Code: M19UBA07	FINANCIAL MANAGEMENT	
Credit : 4		

OBJECTIVES:

To enable the students to understand the meaning, objective and scope of financial management and to aware of financial planning, control, capital structure and financial information system.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the concepts of finance, functions aspects and managerial role.	K1
CO2	Determine and analyze the importance of capital budgeting along with the method of leverages.	K2
CO3	Apply and approach the various theories of capital structure and the factors determining the capital.	K2
CO4	Study and observe the determinants of cost of capital along with their various types.	K3
CO5	Realize the importance of working capital management and their estimation of working capital.	K3

Core -VII	Business Administration	2019 - 2020
Code: M19UBA08	ORGANIZATIOANL BEHAVIOUR	
Credits: 4		

OBJECTIVES:

To enable the students to understand the behavior of individuals, groups and to know the various theories in motivation and leadership qualities.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the determinants of personality and to know about the theories of organization by experimenting with Hawthorne studies	K1
CO2	Recognize how the individuals attitude, perception and behavior at workplace could bring impact on organizational performance	K2
CO3	Describe the concepts and Morale in connection with the job satisfaction to overcome the workplace stress	K2
CO4	Explore the styles of leadership with the distribution of the powers and authority limits	K3
CO5	Realize the importance of change among employees resistance to change, that influences the organization development by providing counseling	K3

ALLIED –III	Business Administration	2019 - 2020
Code: M19USTA03	BUSINESS STATISTICS	
Credits: 4		

OBJECTIVES

The purpose of this course is to provide a quantitative analysis of the problem. It covers the basic concepts and introduces common measures of central tendency, variability and frequently used graphs and charts, Correlation and Regression to beginners in simple and interesting manner. Learning the basic concept which aims to resolve the real life problems.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Learn the Measures of Central tendency.	K2
CO2	Understand the Measures of Dispersion.	K2
CO3	Obtain the Correlation analysis in real life situations.	K3
CO4	Obtain the Time Series Analysis in practical life.	K3
CO5	Applications of Index Numbers and apply real life situations.	K4

SEC – 01	Business Administration	2019-2020
Code: M19UBAS01	BUSINESS PRACTICAL	
Credits : 2		

OBJECTIVES:

To help the students to gain knowledge on invoice, voucher, Entry pass, Debit note and credit note and to be proficient with filling LIC application, PAN form and IT form.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance of entry pass, gate pass - debit and credit notes in business.	K1
CO2	Learn the filling up of pay in slips - demand draft application and preparation of vouchers.	K2
CO3	Understand about filling up of account opening forms for SB account, current account and FDR's.	K2
CO4	Study the filling up loan application forms and deposit challan.	K3
CO5	Understand the preparation of an advertisement copy, collection of advertisement in dailies and journal.	K3

SEMESTER IV

Core - IX	Business Administration	2019 - 2020
Code: M19UBA09	MANAGEMENT ACCOUNTING	
Credits: 5		

OBJECTIVES:

To enable the students to understand the need for making and preparing the management accounting and to know the procedures in management accounting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the need for management accounting. To identify the purpose of management accounting.	K1
CO2	Understand the preparation of fund flow analysis and to find out the schedule of changes in working capital.	K2
CO3	Estimate and find out the accounting ratios both in short term and long term solvency ratios.	K2
CO4	Study about budgeting in different methods with solving problems in production, sales and cash budget.	K3
CO5	Study about marginal costing and find out profit volume ratio and BEP.	K3

Core - X	Business Administration	2019 - 2020
Code: M19UBA10	COMPANY LAW	
Credits: 4		

OBJECTIVES:

To picturise the students about the formation of a company, memorandum of association, articles of association etc and to portray the company management, appointment, rights and duties of managerial personnel.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the companies. To know the importance of private and public companies.	K1
CO2	Study about the formation of company, role of promoters.	K2
CO3	Understanding about prospectus, shares and kinds of debentures.	K2
CO4	Knowing the appointment, rights and duties of company management and the importance of agenda.	K3
CO5	Realize the nature of winding of company along with its types.	K3

Core -XI	Business Administration	2019-2020
Code: M19UBA11	MARKETING MANAGEMENT	
Credits : 4		

OBJECTIVES:

To make the students to understand the elements of the complex world of marketing and imbibe the students with need of marketing science in the modern business world.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix and their functions.	K1
CO2	Know the importance of market segmentation. To study about the functions of branding, packaging and labeling.	K2
CO3	Estimate the level of pricing with their different types and objectives.	K2
CO4	Understand about sales promotion. To familiarize the different channel of distribution and the kinds of middlemen.	K3
CO5	Study about advertising. To know the difference between advertising and personal selling.	K3

Core -XII	Business Administration	2019-2020
Code: M19UBA12	HUMAN RESOURCES MANAGEMENT	
Credits : 4		

OBJECTIVES:

To enable the students to understand the meaning, scope, objectives and importance of HRM and to make aware of human resource planning, and various process involved in HRM.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the HRM their importance and functions.	K1
CO2	Understand about human resource planning, their objectives and process.	K2
CO3	Getting aware of recruitment, selection and Interview.	K2
CO4	Know about the need of performance appraisal and their modern methods.	K3
CO5	Know about the importance of transfer, promotion and Termination.	K3

Allied -IV	Business Administration	2019 - 2020
Code: M19USTA05	OPERATIONS RESEARCH	
Credits: 4		

OBJECTIVES

To portray the students about the decision making process through operations research models and could solve the business problems through graphical methods.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the operation research models and its applications	K1
CO2	Get the importance of solving business problems by using linear programming and graphical methods	K2
CO3	Find out the feasible solutions by using transportation models	K3
CO4	Know about the formulation of assignment problems and solutions	K3
CO5	Know about the applications of Baye's theorem and decision making	K3

SEC -II	Business Administration	2019-2020
Code: M19UBAS02	SEC PRACTICAL -II - IN PLANT TRAINING	
Credits:2		

OBJECTIVES:

To have exposure about the practical training in Industry Unit and to collect the information's about the various departments.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Have exposure about the practical training in Industry Unit	K1
CO2	Enable them to acquaint the procedure and practice of company	K2
CO3	Able to collect the information's about the various departments	K2
CO4	Recognize and finalization of the reports of the departments	K3

SEMESTER V

Core -XIII	Business Administration	2019-2020
Code: M19UBA13	BUSINESS RESEARCH METHODS	
Credits : 4		

OBJECTIVES:

To enable the students to understand the definition, nature, scope of Marketing Research and to make aware of conducting research, sampling methods, and various types of research.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about marketing and the processes to be followed in marketing research.	K1
CO2	Understand about data collection through both primary and secondary data.	K2
CO3	Adopt sampling methods regarding probability and non-probability sampling.	K2
CO4	Know the nature of product research and to know how to be followed in advertising research.	K3
CO5	Understand about motivation behind research and the process to be followed in good report.	K3

Core -XIV	Business Administration	2019 - 2020
Code: M19UBA14	ENTREPRENEURIAL DEVELOPMENT	
Credits: 4		

OBJECTIVES:

To enable the students to understand the role of entrepreneurs in economic development and to know the various financial institutions supporting the entrepreneurs.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the role of entrepreneurs in economic development	K1
CO2	Analyze the feasibility study of project management and appraisal methods	K2
CO3	Study about the contribution of financial institutions and the role of commercial banks in financing the entrepreneurs	K2
CO4	Provides the understanding of regulation and revival of sick units.	K3
CO5	Provides entrepreneurial guidelines to overcome the problems and to study the contribution of women and rural entrepreneurs	K3

Core -XV	Business Administration	2019-2020
Code: M19UBA15	E -BUSINESS	
Credits:4		

OBJECTIVES:

To familiarize students with information about the e-business and enable the students to understand the various process of Internet marketing trend.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the environment and the need for e-business.	K1
CO2	Understand the measuring effectiveness of E-advertising.	K2
CO3	Identify traditional marketing achieving web presence goals.	K2
CO4	Study and observe the community model and functions of community web.	K3
CO5	Analyze the Internet marketing trend-E-branding.	K3

Core- XVI	Business Administration	2019-2020
Code: M19UBA16	INSURANCE MANAGEMENT	
Credits : 4		

OBJECTIVES

To enable the students to understand the Insurance and to know about the recent trends in Life insurance.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the Classification of contracts of insurance	K1
CO2	Recognize the Objects of Life insurance.	K2
CO3	Describe the purpose of Principles of Marine insurance	K2
CO4	Study the company correspondence with various stakeholders and to know the mode of writing resume	K3
CO5	Realize the importance of Reinsurance Renewals.	K3

EC-I	Business Administration	2019-2020
Code: M19UBAE01	TRAINING & DEVELOPMENT	
Credits:4		

OBJECTIVES:

To make aware of the students about the concepts of training and development, identifying training needs, types of training and to expose the students to leader central techniques of management development.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify training needs, programmes, objectives and functions.	K1
CO2	Know the techniques of training, Role playing and programmed instructions.	K2
CO3	Understand the importance of lecturers, coaching, workshop and conference.	K2
CO4	Understand the need of self-learning technique, audio visual lessons.	K3
CO5	Get aware of counseling, under study and committee assignments.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE02	ADVERTISING & SALES PROMOTION	
Credits: 4		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program.

To expose the students to various issues in sales promotion, brand management, faced by firms operating in competitive markets.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising, positioning and copy strategies	K3
CO3	Understand the benefits of broadcast media and media planning	K2
CO4	Know about the importance of sales promotion and consumer preference	K3
CO5	Identify the brand awareness, brand management, indoor and outdoor media of advertising.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE03	INVESTMENT MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand the meaning, nature, scope and factors affecting investment decision &

To make the students aware of various investment avenues, risk return concepts, stock exchange, various credit rating institutions etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the various factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

EC - I	Business Administration	2019 - 2020
Code: M19UBAE04	TOTAL QUALITY MANAGEMENT	
Credits:4		

OBJECTIVES:

To enable the students to understand quality, quality management, statistical process control, quality assurance, quality management system, techniques of TQM, and Benchmarking etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify various the factors of investment avenues	K1
CO2	Understand about the fixed income ,variable income, securities and mutual funds	K2
CO3	Understand the benefits of Risk investment and it's returns	K2
CO4	Know about the kinds of trading in stock exchange	K3
CO5	Know about the credit rating agencies.	K3

SEC-III	Business Administration	2019-2020
Code: M19UBAS03	CONSUMER BEHAVIOUR	
Credits:2		

OBJECTIVES:

To enable the students to understand definition, types, importance of consumer behaviour and to know about consumer research, decision making process, perception, and group dynamics.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about consumer and their importance about types of buying behavior.	K1
CO2	Understand the nature of research, their limitations and the methods of studying consumer behavior.	K2
CO3	Use and apply consumer decision making process and know about consumer motivation.	K2
CO4	Know the characteristics of attitude and to apply the various theories of attitude formation.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

VAC	Business Administration	2019-2020
Code: M19UBAVA01	LEARNING ACTIVITIES -CAMPUS CAPTUAL	
Credits : 2		

OBJECTIVES:

To help the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles and to expose the students to practical exercise in corporate etiquette, analytical thinking etc..

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Develop the students to read the news paper, develop the speed, vocabulary and voice modulation and to write articles	K1
CO2	Improvise the public speaking skill, role playing and to give up mock interviews	K2
CO3	Form a group to discuss current issues and to develop individual seminar presentation	K2
CO4	Enhance the interpersonal communication skill of the students	K3
CO5	Give practical exercise in corporate etiquette, analytical thinking etc.	K3

SEMESTER VI

Core -XVII	Business Administration	2019-2020
Code: M19UBA17	BUSINESS POLICY & STRATEGIC MANAGEMENT	
Credits : 5		

OBJECTIVES:

To expose the students to the international business scenario and trading environment and to help the students to formulate and implement such a strategies in a global corporate environment.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know the importance of business policy at various levels.	K1
CO2	Apply and understand the approaches in quality in strategic decision making.	K2
CO3	Identify the growth of business strategy in stability.	K2
CO4	Know how to implement the strategy, their themes of strategy implementation.	K3
CO5	Know the importance of strategic evaluation, control techniques.	K3

CoreX-VIII	Business Administration	2019-2020
Code: M19UBA18	SUPPLY CHAIN MANAGEMENT	
Credits : 5		

OBJECTIVES:

To enable the students to understand definition, meaning, types of SCM and to make the students aware of parameters choosing suppliers.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the importance of Issues involved in developing SCM Framework.	K1
CO2	Know the techniques of achieving excellence in SCM.	K2
CO3	Understand the importance of Purchasing and integrated logistics interfaces.	K2
CO4	Understand the need of New opportunities in SCM.	K3
CO5	Get aware of Parameters choosing suppliers.	K3

Core – XIX	Business Administration	2019 – 2020
Code: M19UBA19	BUSINESS ENVIRONMENT	
Credits: 4		

OBJECTIVES:

To understand the various factors affecting the business and to know the importance of socialism, capitalism and mixed economy.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Understand the importance various factors affecting the business.	K1
CO2	Recognize the significance of business culture.	K2
CO3	Describe the purpose of social responsibility of business.	K2
CO4	Study the state regulations on business, industrial licensing policy.	K3
CO5	Realize the importance of socialism, capitalism and mixed economy.	K3

Core –XX	Business Administration	2019-2020
Code: M19UBA20	SERVICE MARKETING	
Credits:4		

OBJECTIVES:

To expose the students to the international business scenario, trading environment and to help the students to formulate and implement strategies in international marketing services in GATT.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the importance of service sector and also their types and services.	K1
CO2	Understand about micro and macro environment, customer expectation and their quality.	K2
CO3	Have the awareness of market segmentation, Targeting and positioning.	K2
CO4	Match the demand and supply of services in service marketing mix.	K3
CO5	Apply the international marketing services in GATT, hospitality, tourism, hospital and educational.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE05	INDUSTRIAL RELATIONS	
Credits : 4		

OBJECTIVES:

To make the students aware of meaning, objectives, scope of industrial relations in India and to expose the students to dynamics of industrial disputes, collective bargaining, trade unionism etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Encouraged to know about industries and their labour policy.	K1
CO2	Know the purpose of industrial disputes and how to settle the disputes.	K2
CO3	Know the need for collective bargaining and the process of collective bargaining.	K2
CO4	Study and observe the growth of trade unionism, problems faced by trade unionism.	K3
CO5	Realize the importance of grievances, and the types of punishment.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE06	RETAIL MARKETING	
Credits :4		

OBJECTIVES:

To enable the students to understand the definition, nature, scope of retail marketing and to make the students aware of buyer behavior, buying, assembling, selling, transporting and retail sales forecasting.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the Features of and Importance of Modern Retail Marketing.	K1
CO2	Know the techniques of Buying, Assembling and selling.	K2
CO3	Understand the importance Storage and Warehousing Risk Bearing.	K2
CO4	Understand the need of Buyer behavior model.	K3
CO5	Get aware of New product development process.	K3

EC-II	Business Administration	2019-2020
Code: M19UBAE07	MANAGEMENT OF FUNDS	
Credits : 4		

OBJECTIVES:

To enable the students to understand the meaning, objective and scope of management funds and to make the students aware of financial risk, analysis and ROI etc.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the importance of funds and Benefits of effective allocation of funds.	K1
CO2	Know the techniques of Financial Analysis, Planning and Control.	K2
CO3	Understand the importance of lease financing.	K2
CO4	Understand the need of Human Resources Accounting for effective use of manpower.	K3
CO5	Get aware of Source of long – term financing.	K3

EC-II-4	Business Administration	2019-2020
Code: M19UBAE08	INTERNATIONAL BUSINESS	
Credits : 4		

OBJECTIVES

To enable the students to understand the International Business and to know about the Role of International Agencies such as World Bank & WTO.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Identify the Scope and Need of International Business	K1
CO2	Understand about the Business Environment Concept and Types.	K2
CO3	Understand the importance of Globalization.	K3
CO4	Identify the Advantages and Disadvantages of MNC	K3
CO5	Get aware of Role of International Agencies	K3

SEC -IV	Business Administration	2019-2020
Code: M19UBAS04	PRACTICE OF PUBLIC RELATIONS	
Credits : 2		

OBJECTIVES:

To enable the students to know about the public relations and to study and observe the book publications in India.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about the Public Relations and their Essential of good public relations.	K1
CO2	Know about the Public Relations Officer's role and their Preparation of material for the media.	K2
CO3	Know about the Training of public relations officers.	K2
CO4	Study and observe the Book publications in India.	K3
CO5	Know about the Exhibition and trade fair – consumer and marketing fairs.	K3

Non-Major Elective Course -I

NMEC – I	Business Administration	2019 - 2020
Code: M19NBA01	PRINCIPLES OF MANAGEMENT	
Credits: 2		

OBJECTIVES

To enable the students to learn principles, concepts, functions of management and to understand the nature and types of business organizations.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the concepts of business, management aspects and various levels of management	K1
CO2	Knowing the importance of planning.	K3
CO3	Understand the various organization types.	K2
CO4	Study and observe the process of staffing, directing.	K3
CO5	Realize the importance of coordinating and controlling.	K3

NMEC – I	Business Administration	2019 - 2020
Code: M19NBA02	ADVERTISING	
Credits: 2		

OBJECTIVES:

To equip the students with the nature, purpose and complex constructions in the planning and execution of a successful advertising program and to understand the indoor and outdoor media of advertising.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify advertising mediums, both traditional, new and experimental	K1
CO2	Understand the functions of Advertising.	K3
CO3	Understand the benefits of advertising.	K2
CO4	Know about the various types of advertising.	K3
CO5	Identify the indoor and outdoor media of advertising.	K3

NMEC-I	Business Administration	2019-2020
Code: M19NBA03	BUYER BEHAVIOUR	
Credits : 2		

OBJECTIVES:

To enable the students to understand the definition, types, importance of consumer behaviour and to know about the Perception and buying behaviour.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Know about buyer and their importance and about types of buying behavior.	K1
CO2	Understand the nature of research, and the methods of buyer behavior.	K2
CO3	Use and apply buyer decision making process.	K2
CO4	Know the Perception, buying behaviour and characteristics of attitude.	K3
CO5	Explore the habits of group dynamics, culture, family and consumer reference group.	K3

NMEC -II	Business Administration	2019-2020
Code: M19NBA04	PRINCIPLES OF MARKETING	
Credits : 2		

Non-Major Elective Course -II

OBJECTIVES:

To enable the students to understand the elements of the complex world of marketing and to impart the students about the need of marketing science in the modern business world.


COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Study about marketing. To know the importance of marketing mix.	K1
COK	Know the importance of marketing functions.	K2
CO3	Estimate the types of segmentation.	K2
CO4	Understand about product and product development.	K3
CO5	Study about product mix and product life cycle stages.	K3


Head of the Department
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 Kalippatti-637 501.


Principal


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DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOMES (POs) OF BBA


Academic year 2020-2021


PO1: To equip the students with relevant business skills to meet out the requirements of Global corporate scenario and enables them to be more competitive for employment and higher education.


PO2: To provides diversified knowledge in the domains of business process, effective communicative skills, corporate laws, financial aspects, audits and accounting to manage the practical uncertainties.

PO3: Under graduates in administration are encompassed with general and specific capabilities to become entrepreneurs and to opt a desirable and feasible career options.

PO4: To offers job oriented implications of management science to adapt readily to the challenges of present industrial sectors that can benefit the students with optimistic and development approach.


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PROGRAMME SPECIFIC OUTCOMES (PSOs) OF BBA

Academic year 2020-2021

- PSO 1:** To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization.
- PSO 2:** To impart certain basic skills and aptitude that will be useful in taking up any particular activity in a Business.
- PSO 3:** To furnish global view of the several industries and other organizations and their functions which support the business system.
- PSO 4:** To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.


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