

<b>RAJAPALAYAM RAJU</b>		
<b>Department of</b>		
<b>Programme and Course O</b>		
<b>Programme Name : BBA</b>		
<b>Semester</b>	<b>Course Code</b>	<b>Course Name</b>
I	UVKJL11	Vaniga kadithangal
	UCELE11	English Paper-I
	UPDPL11	Professional English-I
	UVEJV11	Value Education
	ABAJC11	Principles of Management
	ABAJC12	Fundamentals of Accounting
	ABAJA11	Business Economics
III	ABAJC31	Company Law
	ABAJC33	Information Management
	ABAJC33	Computer Application in Business
	ABAJC34	Organizational Behavior
	ABAJC34	BusinessMathematics
	ABAJS31	Presentation Skill
	ABAJS32	Personality Development
V	ABAJC51	Operations Management
	ABAJC52	Advertising Management
	ABAJC53	Financial Management
	ABAJC54	Entrepreneurship Development
	ABAJA51	Research Methodology
	ABAJS51	Leadership & Communication Skills
	ABAJN51	Fundamentals of Management
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II	UVKJL21	Aluvalagha melanmai
	UCELE21	English Paper-II
	UPDPL21	Professional English-II
	UESJD21	Environmental Studies
	ABAJC21	Business Environment
	ABAJC22	Cost Accounting
	ABAJA21	Money and Banking
IV	ABAJC41	Industrial Law
	ABAJC42	Marketing Management
	ABAJC43	Management Accounting
	ABAJC44	Human Resources Management
	ABAJA41	BusinessStatistics
	ABAJS41	Interview Skill
	ABAJS42	Salesmanship
	ABAJC61	Retail Management

VI	ABAJC62	Services Marketing
	ABAJC63	Total Quality Management
	ABAJC64	Strategic Management
	ABAJA61	Field Study Report
	ABAJS61	Employability Skills
	ABAJN61	Fundamentals of Entrepreneurship

<b>S' COLLEGE, RAJAPALAYAM</b>
<b>Business Administration</b>
<b>Outcome - 2020-2021 - Odd Semester</b>
<b>Programme Code :</b>
<b>Course Outcome</b>
1.To provide an overview of prerequisites to Business Correspondence.
1. To improve the communication skills of the students.
1. To understand the specific levels of reading, writing, listening, thinking and
1.It aims to get the deeper understanding of value based living.
1.To apply the Management concepts in functional areas.
1. Understand the basic accounting system through book keeping.
1. To introduce the basic concepts in economics.
1.To know about the fundamental knowledge about company and its regulations
1.To understand the basic concepts and technologies used in the field of
1.To learn basic word processing skills with text input and formatting and to
1.To know about organizational behavior
1.To learn basic concepts of analytical geometry, sets, matrix and its basic
1.To develop the students interpersonal skills and communication skills
1.To enable the students self confidence and self management
1. To demonstrate about production management function and to identify best
1. To know about the various issues related to advertising and how it effectively
1. Demonstrate an understanding of the overall role and importance of the
1. Differentiate entrepreneur and manager and to understand the problems of
1. Understand the advance areas of research in management
1. To aware about communication and its importance in their career.
1. Understand the concepts related to Business.

<b>S' COLLEGE, RAJAPALAYAM</b>
<b>Business Administration</b>
<b>Outcome - 2020-2021 - Even Semester</b>
<b>Programme Code :</b>
<b>Course Outcome</b>
1. To know the needs and requirements of framing a good working atmospheres.
1. It helps to enhance the students to read and write English without any
1. It helps to develop the presentation knowledge for the students.
1. To study the environmental problems faced by the society.
1It helps to know the importance of environmental factors.
1. To understand the cost accounting principles methods and make them to
1. To provide an insight into banking system.
1.To know about the fundamental knowledge about industrial law and its
1.To understand the basic concepts of marketing
1.To learn basic function of management accounting
1.To know about HRM organization
1.To learn basic knowledge of statistics
1.To develop the students employability
1.To enable the awareness of products
1. Cite and remember the meaning and features of retailing.

1. Understand the Concept of Services and intangible products.
1. To familiarize with the basic concepts of Total Quality Management
1. Define Business and strategies in a way that they provide directions to
1. To develop students professionally to handle business issues.
1. Critically evaluate various real life situations by resorting to analysis of key
1. To identify the concept of entrepreneurship, its emergence and its need for