

DEPARTMENT OF BUSINESS ADMINISTRATION

(With effect from 2023-2024 onwards)

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR B.B.A., PROGRAMME

Programme Outcomes:

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyses and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Programme Specific Outcomes:

PSO1	To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
PSO 2	To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
PSO 3	To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing
PSO 4	Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
PSO 5	Enhance skills of analytical and critical thinking to analyze effectiveness of

	economic policies.
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I-SEMESTER

PRINCIPLES OF MANAGEMENT

Course Outcomes – ABAPC11

CO1	Describe nature, scope, role, levels, functions and approaches of management
CO2	Apply planning and decision making in management
CO3	Identify organization structure and various organizing techniques
CO4	Understand Direction, Co-ordination & Control mechanisms
CO5	Relate and infer ethical practices of organisation.

ACCOUNTING FOR MANAGERS I

Course Outcomes – ABAPC12

CO1	Prepare Journal, ledger, trial balance and cash book
CO2	Classify errors and making rectification entries
CO3	Prepare final accounts with adjustments
CO4	To understand Hire Purchase system
CO5	Prepare single and double entry system of accounting.

MANAGERIAL ECONOMICS

Course Outcomes – ABAPT11

CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.
CO3	Employ production, cost and supply analysis for business decision making
CO4	Identify pricing strategies
CO5	Classify market structures under competitive scenarios.

BASICS OF EVENT MANAGEMENT

Course Outcomes – ABAPS11

CO1	To understand basics of event management
CO2	To design events
CO3	To study feasibility of organising an event
CO4	To gain Familiarity with marketing & promotion of event
CO5	To develop event budget

MANAGERIAL COMMUNICATION

Course Outcomes – ABAPF11

CO1	Understand communication process and its barriers.
CO2	Develop business letters in different scenarios
CO3	Develop oral communication skills & conducting interviews
CO4	Use managerial writing for business communication
CO5	Identify usage of modern communication tools & its significance for managers

தமிழ் இலக்கியம் வரலாறு -1

Course Outcomes – UTMPL11

CO1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்
CO2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்
CO3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்
CO4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்
CO5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.

PAPER II –GENERAL ENGLISH

Programme Specific Outcomes:

PSO1: Identify words, grammar items and structures in English to use them in specific contexts.

PSO2: Recognize, explore and use a range of vocabulary to formulate sentences, paragraphs, letters and other forms of narratives.

PSO3: List, distinguish and practice different ways of sharing ideas in spoken and written forms.

PSO4: Prepare written composition in real life contexts and engage in a range of interactions in the real world

Course Outcomes - UENPE11

CO1	Acquire self awareness and positive thinking required in various life situations
CO2	Acquire the attribute of empathy.
CO3	Acquire creative and critical thinking abilities.
CO4	Learn basic grammar
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.

II- SEMESTER

MARKETING MANAGEMENT

Course Outcomes - ABAPC21

CO1	To list and identify the core concepts of Marketing and its mix.
CO2	To sketch the market segmentation, nature of product, PLC
CO3	To analyze the appropriate pricing methods
CO4	To determine the importance of various media
CO5	To assess the sales force and applications of digital marketing

ACCOUNTING FOR MANAGERS II

Course Outcomes - ABAPC22

CO1	Interpret cost sheet & write comments.
CO2	Compare cost, management & financial accounting
CO3	Analyze the various ratio and compare it with standards to assess deviations
CO4	Estimate budget and use budgetary control
CO5	Evaluate marginal costing and its components

INTERNATIONAL BUSINESS

Course Outcomes – ABAPT21

CO1	Discuss the modes of entry to International Business
CO2	Explain international trade theories
CO3	Understand Foreign exchange market and FDI
CO4	Outline the Global Business Environment
CO5	Identify the relevance of international institutions and trading blocs.

MANAGERIAL SKILL DEVELOPMENT

Course Outcomes – ABAPS21

CO1	Identify the personal qualities that are needed to sustain in the world of work.
CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
CO3	Acquire practical management skills that are of immediate use in management or leadership positions.
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace

BUSINESS ETIQUETTE AND CORPORATE GROOMING

Course Outcomes – ABAPS22

CO1	Describe basic concepts of business etiquette and corporate grooming.
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication
CO3	Create cultural awareness and moral practices in real life workplace scenarios
CO4	Analyze work place courtesy and resolve ethical issues with respect to etiquette and grooming for success
CO5	Apply the professionalism in the workplace considering diversity and courtesy

தமிழ் இலக்கியம் வரலாறு -2

Course Outcomes – UTMPL21

CO1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்
CO2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்
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CO4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்
CO5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.

PAPER II –GENERAL ENGLISH

Course Outcomes- UENPE21

CO1	Realize the importance of resilience
CO2	Become good decision-makers
CO3	Imbibe problem-solving skills
CO4	Use tenses appropriately
CO5	Use English effectively at the work place.

(With effect from 2018-23 onwards)

Course Outcomes

III. SEMESTER

COMPANY LAW – ABAJC31

Objective: To impart the basic knowledge about company, its structure, financial aspects, and general functioning in the modern business context.

INFORMATION MANAGEMENT – ABAJC32

Objective: To understand the basic concepts and technologies used in the field of information systems; develop an understanding of how various information systems work together to accomplish the information objectives of an organization.

COMPUTER APPLICATIONS IN BUSINESS – ABAJC33

Objectives: 1. Practice basic keyboarding and mouse use. Learn basic word processing skills with Microsoft Word, such as text input and formatting and to include some graphics such as pictures and charts. 2. Able to access the Internet, use Internet directories and search engines. Learn the basics of e-mail.

ORGANIZATIONAL BEHAVIOUR – ABAJC34

Objectives: 1. To analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior. 2. To analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts.

BUSINESS MATHEMATICS – ABAJA31

Objectives: 1. Explain basic methods of Analytical Geometry, Set theory, business calculus, and their basic applications in practice, 2. Discern effects of various types and methods of simple and compound interest account. 3. Connect the acquired knowledge and - skills with practical problems in economics

PRESENTATION SKILLS- ABAJS31

Objectives: To enable the students improve their interpersonal skills, in communication through effective presentation.

PERSONALITY DEVELOPMENT – ABAJS32

Objectives: To develop student's personality through learning of personality traits, self confidence, self management and transactional analysis.

IV- SEMESTER

INDUSTRIAL LAW – ABAJC41

Objectives: To provide Information to the students about industrial legal provision in India through studying Factories Act, Employment Act, Payment by wages Act, Workmen compensation Act and Payment of bonus Act

MARKETING MANAGEMENT – ABAJC42

Objectives: On the successful completion of the course, students will be able to 1. Understand the basics concepts of marketing 2. Remember the key areas in marketing 3. Analyze the trends in marketing environment

MANAGEMENT ACCOUNTING – ABAJC43

Objective: To enlighten the students on various functions of accounting management and practices.

HUMAN RESOURCE MANAGEMENT – ABAJC44

Objective: The aim of this subject is to highlight the importance of HRM in an organization and to make the effective use of the workforce through proper direction of the organizational factors.

BUSINESS STATISTICS – ABAJA41

Objective: To inculcate the knowledge of Statistics and its application in the field of Business.

INTERVIEW SKILLS – ABAJS41

Objective: The aim of this subject is to assist students in developing employability skills and personal qualities related to training and sustaining employment opportunities.

SALESMANSHIP – ABAJS42

Objective: The aim of this subject is to create awareness on product knowledge, knowledge of prospective buyers and all the market efforts of an enterprise through personal selling.

V- SEMESTER

OPERATIONS MANAGEMENT – ABAJC51

Objective: This course aims to impart the fundamental concepts of Production and Operation Management concepts and principles in detail.

ADVERTISING MANAGEMENT – ABAJC52

Objective: To enable the students to gain insight about the various issues related to advertising and how it effectively used in the overall scheme of things by an organisation.

FINANCIAL MANAGEMENT – ABAJC53

Objective: To enlighten the students on various functions of financial management and practices.

ENTREPRENEURSHIP DEVELOPMENT – ABAJC54

Objective: To make the student understand the concept and importance of entrepreneurship and facilitate generation of young entrepreneurs.

RESEARCH METHODOLOGY- ABAJA51

Objectives: 1. Understand the basic concept and principles of research in functional areas of business. 2. Remember the tools, techniques and process of research. 3. Conduct a mini research.

LEADERSHIP AND COMMUNICATION SKILLS – ABAJS51

Objectives: 1. To provide the basic aspects of leadership, functions, goal setting in the business management context. 2. To make the students to aware about communication and its importance in their career. 3. To develop the student's Communication skills, Reading skills and Public speaking skills.

BUSINESS ACCOUNTING - CCRJN51

Objectives: To help to the students to know the basic accounting principles and impart basic skill to record the business transactions.

VI- SEMESTER

RETAIL MANAGEMENT – ABAJC61

Objectives: To provide a basic theoretical framework of the concepts of Retail Management and to enable the students to identify the retailing opportunities.

SERVICES MARKETING –ABAJC62

Objectives: 1. To provide a comprehensive and integrated coverage of Services Marketing in Indian business context. 2. To facilitate the learner the role of marketing mix in the Services Marketing context.

TOTAL QUALITY MANAGEMENT – ABAJC63

Objective: To Provide a thorough understanding of TQM Principles, ISO 9000 Certification and the importance of TQM functions in the global scenario.

STRATEGIC MANAGEMENT-ABAJC64

Objectives: To provide a basic theoretical framework of the concepts of various strategies adopted by the corporates and issues with regard to framing evaluation of strategy and to enable the students to identify the opportunities in business.

EMPLOYABILITY SKILLS – ABAJS61

Objectives: To provide and develop basic analytical and communication skills of the students to improve their ability.

ADVERTISING AND SALESMENSHIP –CCRJN61

Objectives: To familiarize the students with fundamentals of advertising and Salesmanship.