



# **G.VENKATASWAMY NAIDU COLLEGE (Autonomous), KOVILPATTI.**

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## **Programme Outcomes - Programme Outcomes Department of Business**

### **Administration**

<b>GPO No.</b>	<b>Programme Outcomes</b>
PO1	acquire disciplinary knowledge with intellectual breadth.
PO2	acquire core competencies of business acumen, analytical and critical thinking and employ empirical approach for effective business solutions.
PO3	access of wide range of technologies and managerial techniques to enhance personal, academic and professional efficiency which leads innovative business ideas.
PO4	get practical exposure in managerial field through participation in internship, Field work and industrial visits.
PO5	exhibit entrepreneurial and business related behavioral skills including leadership, inter-personal communication and lifelong learning skills.

## **Programme Specific Outcomes - Department of Business Administration**

<b>PSO No.</b>	<b>Intended Programme Specific Outcomes</b>
PSO1	lead their own venture by acquired skill sets and knowledge.
PSO2	become unique and professionally competent with higher order thinking skills.
PSO3	become a productive member of the society with ethical values, morale and environmental concerns.



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## **Course Outcome - Department of BBA**

### **First Semester**

#### **Core-1: Principles of Management (U20BB101)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand the basic functions and concepts of management for accruing professional competency.
<b>CO2</b>	Become a technical expert in planning and decision making process by analyzing, critical thinking and evaluation.
<b>CO3</b>	Identify & understand the design of organizational structure and the right span of control.
<b>CO4</b>	Identify & implement suitable staffing and directing strategies for recruiting and Managing diversified employees.
<b>CO5</b>	Control and coordinate the diversified work force in a systematic approach.

#### **Core – 2: Managerial Economics (U20BB102)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Impart knowledge on the basic concepts and principles of Economics.
<b>CO2</b>	To familiarize the functions of demand and supply, measurement of elasticity and demand forecasting.
<b>CO3</b>	Assess technically the possible ways of increasing the production level.
<b>CO4</b>	Analyze different market structures and make price and output decisions in the global scenario.
<b>CO5</b>	To know the macro-economic fundamentals that causes impact on the economy worldwide.



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## **Elective Generic – 1:                      Basics of Computer For Managers (U20BB1A1)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand, classify & analysis the basic concepts and components of computer for acquiring technical core competency in the field of management.
<b>CO2</b>	Become an expert in Ms –Word operations for the effective functioning of a business
<b>CO3</b>	Apply the Ms-Excel operations in the real time business.
<b>CO4</b>	Create a effective power point presentation by critical thinking
<b>CO5</b>	Access internet for their personal, Academic and business purpose in a global perspective

## **Elective Generic Lab -1: Basics Of Computer For Managers – Lab (U20BB1AP)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand basic knowledge of computer
<b>CO2</b>	work in Ms –Word tool for the effective functioning of a business
<b>CO3</b>	Apply the Ms-Excel operations in the real time business.
<b>CO4</b>	Create a effective power point presentation by critical thinking
<b>CO5</b>	Access internet for their personal, Academic and business purpose in a global perspective



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## **Second Semester**

### **Core – 3: Commercial Correspondence (U20BB203)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Understand the basic requirements of written & oral communication in business
<b>CO2</b>	Write letters of enquiry, replies, orders and cancellation by considering the draft while writing these letters.
<b>CO3</b>	Write letters regarding circulars, complaints, claim and adjustments in the appropriate format. Display the techniques to use mail merge in sending circular letters.
<b>CO4</b>	Write sales and collection letters by applying the appropriate format and techniques.
<b>CO5</b>	Summarize the essentials of a good report and its types. Prepare Business report

### **Core – 4: Financial Accounting (U20BB204)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Acquire conceptual knowledge of basics of accounting Identify events that need to be recorded in the accounting books.
<b>CO2</b>	Prepare final accounts of sole trader according to Double entry system.
<b>CO3</b>	Identify and analyze the causes of accounting errors and rectification and the difference between cash book and pass book balances.
<b>CO4</b>	Prepare the accounts of Non-trading concerns and determine the useful life and value of the depreciable asset.
<b>CO5</b>	Use accounting information to ascertain the profit from single entry system of records.



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## **Elective Core – 1: Office Management and secretarial practice (U20BB2E1A)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	Familiarize with the activities in a modern office, its layout and its smooth functioning.
<b>CO2</b>	Apply professional skills and knowledge in using various tools and equipments in the working environment of an office.
<b>CO3</b>	Understand the affairs of a company secretary and skills required for taking up secretarial functions.
<b>CO4</b>	Impart knowledge on issue of shares and related documents preparation.
<b>CO5</b>	Equip on the procedures in issue of debentures concerned.

## **Elective core –1: Business Organization (U20BB2E1B)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	To remember and understand the basic concepts of business, trade and industry
<b>CO2</b>	To identify and establish the suitable forms of business by applying and evaluating the concepts
<b>CO3</b>	To validate the formation of a joint stock company
<b>CO4</b>	To organize a valid company meeting and maintain statutory records and requirements
<b>CO5</b>	To reap the benefits of co-operative society by compare and contrast with the other forms of business



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## Third Semester

### Core –05

### Cost and Management Accounting (U20BB305)

CO No.	Course Outcome
CO1	recall the different concepts of Cost and Management Accounting, and its significance in business.
CO2	understand the principles and practices of cost and management accounting and its relation with Financial Accounting to cater the organizational and social needs.
CO3	develop and apply the techniques like Cost sheet, Ratio, Fund Flow Analysis and marginal costing for optimum decision making in the business practices.
CO4	interpret the functioning of business transactions and to predict the progress for both manufacturing and service industry.
CO5	evaluate financial statements and business opportunities using Financial Statement Analysis, CVP Analysis, Budgetary techniques to reap the cost benefits.

### Core - 06

### Legal Aspects in Business (U20BB306)

CO No.	Course Outcome
CO1	remember the basic concepts of Legal frame work in various acts of business law
CO2	understand the basic concepts of business law and the influences of legal enactments in a ethical business
CO3	apply the concepts of business law in the real time business issues and can solve the problem in the business
CO4	analyze the various concepts in the business law; distinguish various terms for the better understanding and present coherent, concise legal argument for achieving common goals.
CO5	judge the legal frame work of a company by evaluating all the concepts of business law.



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## Core - 07

### Organizational Behavior (U20BB307)

CO No.	Course Outcome
CO1	remember the conceptual framework of the disciplines in OB and its practical applications in the organizational set up.
CO2	deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
CO3	demonstrate the applicability of analyzing the complexities associated with management of individual behavior and group dynamics in the organization.
CO4	analyze the behavior of individuals and groups in organizations in terms of organizational behavior theories, models and concepts
CO5	evaluate the organizational practices and their impact on work behaviors, attitudes and performance.

## Core – 08

### Principles of Marketing (U20BB308)

CO No.	Course Outcome
CO1	describe the contemporary marketing theories and dynamics of marketing in business
CO2	apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
CO3	analyze the marketing mixes and selling propositions for specific products and services
CO4	critically evaluate the key analytical frameworks and tools used in marketing
CO5	develop creative solutions to marketing problems.



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## Core Elective – 2 Advertising and Brand Management (U20BB3E2A)

CO No.	Course Outcome
CO1	understand the reasons for the increasing importance of Integrated Marketing Communication.
CO2	frame the suitable advertising strategy for rural and able to execute things ethically.
CO3	analyze the process and methods of brand management, including how to establish brand globally.
CO4	make appropriate decisions towards media selection with respect to cost and effectiveness.
CO5	formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence/analytics.

## Core Elective- 02 Personal Selling and Sales Force Management (U20BB3E2B)

CO No.	Course Outcome
CO1	remember the theories and concepts that are central to personal selling.
CO2	understand the various sales techniques needed to achieve a profitable sale.
CO3	influence the buyer to make the purchase decision.
CO4	recruit, select, train and motivate a sales team.
CO5	evaluate sales performance and develop plans for improvement.





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## Employability Enhancement: I Entrepreneurial Development (U20BB3EEA)

CO No.	Course Outcome
CO1	remember and understand, who is an entrepreneur and their characteristics, skills and qualities need to become successful entrepreneur.
CO2	apply the formal business applications like business opportunities, generate business ideas and to prepare effective business plan and fund-raising methods and available and supporting funding agencies in India (MUDRA, NABARD, MSME, SSI, etc.,)
CO3	analyze and design various fund raising methods available and supporting funding agencies in India (MUDRA, NABARD, MSME, SSI, etc.,) and understand how they are supporting to business success.
CO4	evaluate the challenges of women entrepreneurs and develop entrepreneurial and leadership skill
CO5	start a venture, monitor and to evaluate it for avoiding sickness, how to revive sick units, and effectively manage of small business units.

## Employability Enhancement – I Ethics & Corporate Social Responsibility (U20BB3EEB)

CO No.	Course Outcome
CO1	remember the key characteristics of Corporate Social Responsibility in the context of present-day management
CO2	understand critical issues of Corporate Social Responsibility in a cross-cultural setting.
CO3	draw the portfolio for social responsibility activities of corporate.
CO4	analyze and assess the various ethical situations in society.
CO5	solve ethical issues with specific problem areas or particular issues.



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## Fourth Semester

### Core – 09

### Financial Management (U20BB409)

CO No.	Course Outcome
CO1	think of the broad view of scope and objectives of financial management and time value of money.
CO2	cognize the tools and conventions of financial management to identify the various sources, instruments and markets.
CO3	use various techniques with critical thinking and problem solving competencies in financial planning, budgeting and distribution of dividend.
CO4	perform analytical reviews of short term and long term financial proposals and plans.
CO5	assess the financial opportunities and challenges to take optimum decision keeping in mind the cost and risk involved.

### Core-10

### Human Resource Management (U20BB410)

CO No.	Course Outcome
CO1	remember and understand the core concepts of human resource management in a better way.
CO2	apply the formal applications like human resource planning, strategic HRM, recruitment and selection methods, training and development, work life balance, workers participation in management.
CO3	analyze and study the relationship between job analysis Vs job specification, recruitment vs. selection, training vs. development, performance appraisal vs. remuneration in an organization.
CO4	evaluate and design various organizational structures and understand how they are related to organizational success.
CO5	construct the suitable training recruitment, selection, performance appraisal procedures for the organization.



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## **Core – 11**

### **Business Statistics and Mathematics (U20BB411)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	remember the concepts of Business Statistics and Mathematics
<b>CO2</b>	understand the Business Statistics and Mathematics principles for the better self and business upliftment
<b>CO3</b>	apply the axiom of Business Statistics and Mathematics to find out a solution
<b>CO4</b>	compute the mathematical expressions by distinguishing various concepts
<b>CO5</b>	construct the expected results based on the evaluation of Statistical and Mathematical data

## **Core-12**

### **Labour Legislative and Administration (U20BB412)**

<b>CO No.</b>	<b>Course Outcome</b>
<b>CO1</b>	remember the basic concepts of industrial law
<b>CO2</b>	understand the concepts of industrial law in order to find out a real time business solution
<b>CO3</b>	apply the concepts of industrial law in the real time factory issues and can solve the problem in the factories.
<b>CO4</b>	analyze various issues and reasons of the issues raised in the factory and differentiate the dispute solving machinery for each issue for the smooth conduct of the factory.
<b>CO5</b>	reframe the entire factory setup by evaluating its law related activities.



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## Elective Generic- 2

## Accounting Software Tally (U20BB4A2)

CO No.	Course Outcome
CO1	gain an in-depth knowledge in Accounting Tally Software and its allied subjects.
CO2	acquire necessary competencies by imparting knowledge of various concepts, methods and approaches
CO3	work with well-known accounting software i.e. Tally ERP.9
CO4	improve their competitive position through practical methods and to ease their complexities with automation in accounting.
CO5	appraise accounting entries including advance voucher entries, do reconcile bank statement, accrual adjustments and also print financial statements in Tally ERP.9 software

## Elective Generic- 2 Lab

## Accounting Software Tally-Lab (U20BB4AP)

CO No.	Course Outcome
CO1	remember the Accounting and Computer skills to record financial transactions, preparation of annual accounts and reports using Tally.
CO2	provide an in-depth knowledge on the concepts and practice of managements accounting and generate required reports for managerial decision making.
CO3	practice Computerized Accounting Systems using Tally.
CO4	make students ready with required skill for employability in the job market.
CO5	develop the skills of recording financial transactions and preparation of reports for ascertaining the financial position of the various firms.