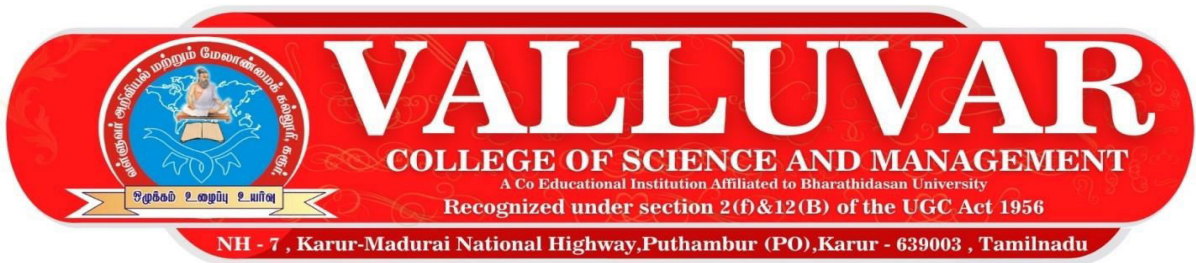
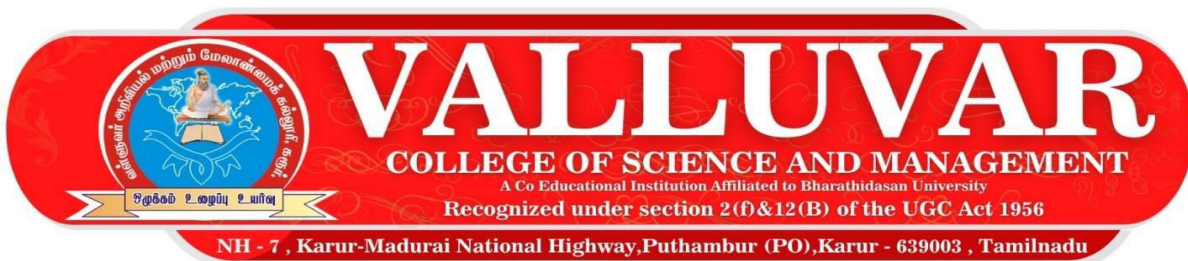


**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**COURSE OUTCOMES OF UNDER GRADUATE PROGRAMMES**  
**(2016 – 2017 onwards)**

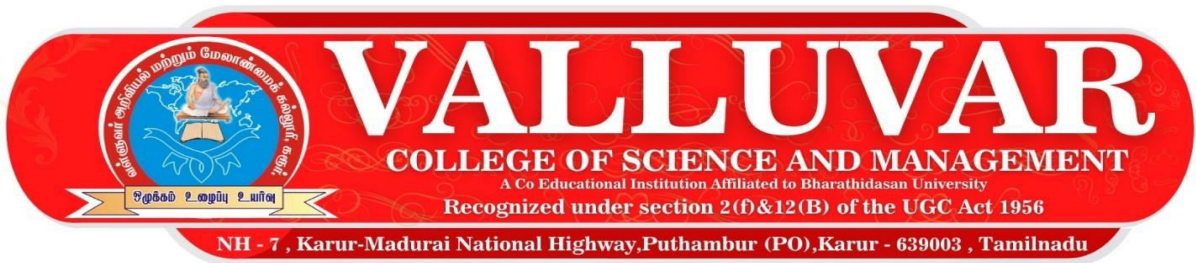
Name of the Programme: B.B.A.,		Semester – I	
Course Code	Name of the Course	Course Outcomes	
<b>CORE COURSE– I (CC)</b>	<b>MANAGEMENT CONCEPTS</b>	<b>CO 1</b>	To make students understand the basic thoughts and main beliefs of management.
		<b>CO 2</b>	To assume the roles and responsibilities associated with managerial functions. It helps to become a successful manager.
		<b>CO 3</b>	To understand the students in various processes of management.
		<b>CO 4</b>	To compare various approaches in management for problem solving.
		<b>CO 5</b>	To know the needs and importance of Budgetary control.
<b>CORE COURSE– II (CC)</b>	<b>FINANCIAL ACCOUNTING</b>	<b>CO 1</b>	To make certain the role of accounting in business in the economic world.
		<b>CO 2</b>	To improve the students' ability to understand principles of accounting and book keeping.
		<b>CO 3</b>	To become knowledgeable about applying accounting rules in determining financial results and preparation of financial statements.
		<b>CO 4</b>	To assist them to prepare final accounts for business and non-trading concerns.
		<b>CO 5</b>	To calculate capital and revenue specifically income and expenditure methods.
<b>ALLIED COURSE– I (AC)</b>	<b>MANAGERIAL ECONOMICS</b>	<b>CO 1</b>	To make the students understand the basic concepts of Economics.
		<b>CO 2</b>	To recognize the existing market and take appropriate decisions.
		<b>CO 3</b>	To evaluate demand and analyses cost in order to optimize cost-production combination.
		<b>CO 4</b>	To help them be equipped with economic tools for business analysis.
		<b>CO 5</b>	To measure the GDP and NNP



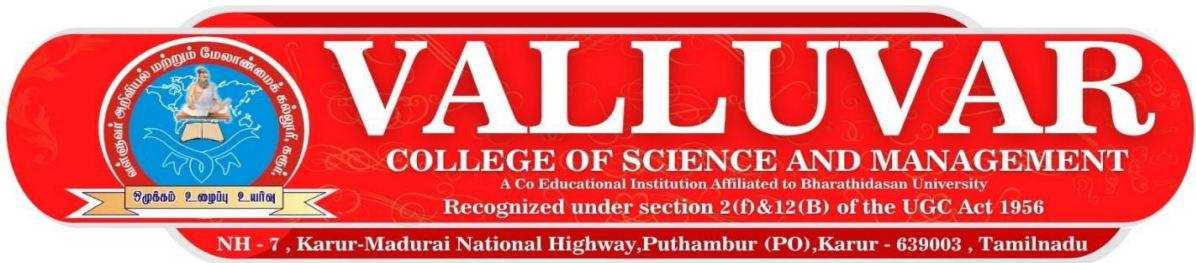
Name of the Programme: B.B.A.,		Semester – II	
Course Code	Name of the Course	Course Outcomes	
<b>CORE COURSE - III (CC)</b>	<b>MARKETING MANAGEMENT</b>	<b>CO 1</b>	To expound the core concepts of marketing and the goals of the Marketing function.
		<b>CO 2</b>	To promote the ability to relate consumer behaviour and market trends.
		<b>CO 3</b>	To develop knowledge about product and pricing methods.
		<b>CO 4</b>	To make students give an ability to realize the relationship between marketing channels and corresponding strategies for a brand to achieve the marketing objective.
		<b>CO 5</b>	To know the marketing channels and sales forecasting.
<b>CORE COURSE - IV (CC)</b>	<b>MATHEMATICS &amp; STATISTICS FOR MANAGERS</b>	<b>CO 1</b>	To improve the students' understanding of the basic mathematical and statistical tools.
		<b>CO 2</b>	To build the ability to use appropriate statistical techniques in business.
		<b>CO 3</b>	To practice, students interpret the results of statistical analysis for improved managerial decision making.
		<b>CO 4</b>	To apply analytical skills in business concerns.
		<b>CO 5</b>	To measures mean, medium and mode in business meetings.
<b>ALLIED COURSE – II (AC)</b>	<b>BUSINESS ENVIRONMENT</b>	<b>CO 1</b>	To encourage students to acquire basic concepts of the business environment.
		<b>CO 2</b>	To appearance the broad knowledge on domestic and international environment.
		<b>CO 3</b>	To students recognize and analyse various political, technological and economic environments in the business.
		<b>CO 4</b>	To learners make the skill into evaluate the major factors which affect the business and how to develop CSR.
		<b>CO 5</b>	To know the social and cultural environment of people responsibility.



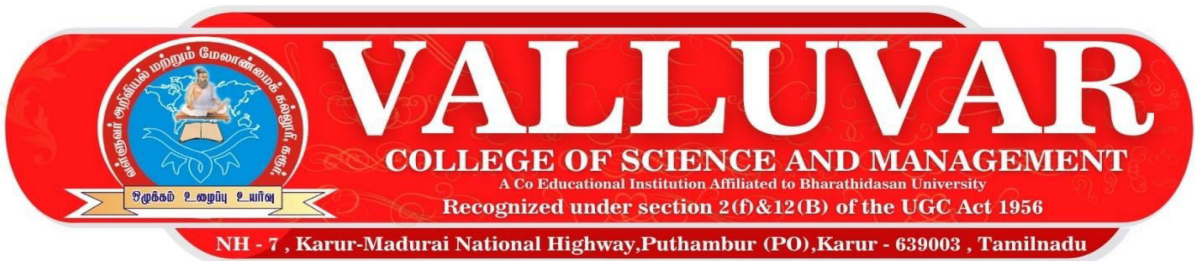
Name of the Programme: B.B.A.,		Semester – III	
Course Code	Name of the Course	Course Outcomes	
16CCBB5	MANAGERIAL COMMUNICATION	CO 1	To students be familiar with the significance and principles of communication
		CO 2	To learner gain adequate aids in business correspondence and permit those to write model letters, reports and speeches on topics related to business.
		CO 3	To know the relationship to the various concepts and processes of managerial communication.
		CO 4	To develop essential communication skills required for managing a business.
		CO 5	To know the structure and varieties of reports.
16CCBB6 & 16CCBB6P	COMPUTER APPLICATIONS IN BUSINESS (THEORY & PRACTICALS)	CO 1	To create students to understand the basic concepts in computer applications.
		CO 2	To know in-depth knowledge of documentation through MS – Words.
		CO 3	To practice data storing, access and analyzing through MS – Excel.
		CO 4	To create them proficient to apply various accounting procedures through TALLY software.
		CO 5	To implement slide animation in MS Power Point.
16ACBB3	BUSINESS LAW	CO 1	To improve the students in the basic principles and legal aspects of business law.
		CO 2	To analyze contracts and define business transactions as valid contracts.
		CO 3	To enhance the idea of sale, distinguish sale and agreement to sell and can explain conditions and warranties.
		CO 4	To bring into being critical issues of partnership business and can recognize the rights and duties of partners.
		CO 5	To know the types of partnership and dissolution of partnership.



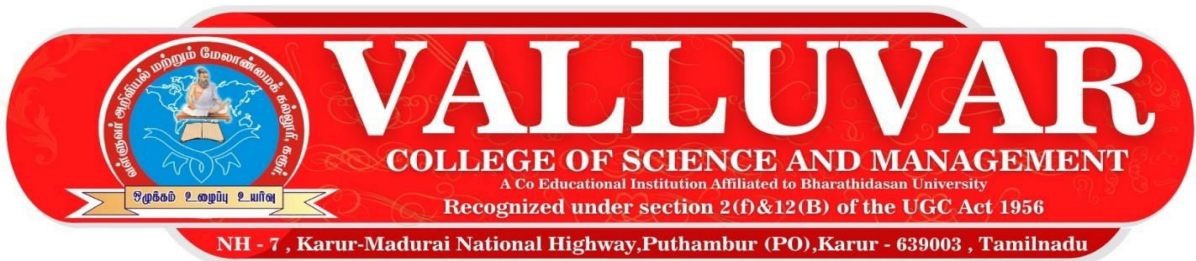
Name of the Programme: B.B.A.,		Semester – IV	
Course Code	Name of the Course	Course Outcomes	
16CCBB7	ORGANIZATIONAL BEHAVIOUR	CO 1	To give them basic knowledge of various models of organizational behaviour.
		CO 2	To expose them to the concepts of motivation and group dynamics.
		CO 3	To the application of motivational theories in practical terms.
		CO 4	To help them acquire interpersonal skills.
		CO 5	To learn the concept of Hezerberg's motivation theory.
16CCBB8	OPERATIONS RESEARCH	CO 1	To imply the scientific methods used in Operations Research.
		CO 2	To owe scarce resources to optimum utilization in production.
		CO 3	To progress in the analytical thought process, to help develop modeling.
		CO 4	To add the knowledge of replacement decisions for machinery and equipment.
		CO 5	To calculate the rank correlation and regression.
16ACBB4	PRODUCTION MANAGEMENT	CO 1	To be well-known about the nature and importance of production management.
		CO 2	To build up and anticipate production and sales and make facility layout decisions.
		CO 3	To grasp the principles and areas of application of shop floor management.
		CO 4	To be acquainted with the operations and skills needed for major decisions in material management.
		CO 5	To know the objectives and importance of material management.
16REBE9:1	INTRODUCTION OF MARKETING MANAGEMENT	CO 1	To expose the concepts of marketing and the duties and responsibilities of marketing managers in business.
		CO 2	To grasp knowledge of various marketing methods based on types of organization.
		CO 3	To comprehend Marketing control and Audit.
		CO 4	To apply to know which type of advertisement methods is suitable for particular marketing.
		CO 5	To know the marketing channels and sales forecasting.



Name of the Programme: B.B.A.,		Semester – V	
Course Code	Name of the Course	Course Outcomes	
16CCBB9	COST ACCOUNTING	CO 1	To make you acquainted with the concept of cost accounting principles and procedures of cost accounting and preparation of cost sheets in organization.
		CO 2	To analyses material costs by various methods of pricing material issues.
		CO 3	To expand your knowledge of remuneration and incentives for labour with calculations of overheads.
		CO 4	To estimate the machines hour rate and calculate job costing.
		CO 5	To impart the knowledge of process costing with an accounting procedure of costing and analysis for the treatment of normal and abnormal losses & gains.
16CCBB10	FINANCIAL MANAGEMENT	CO 1	To create thoughtful concepts, goals and functions of financial management and analyse the pattern of fund requirements and associated risk through financial planning.
		CO 2	To find out optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.
		CO 3	To the approximation of various capital structure theories and factors affecting capital structure decisions in a firm.
		CO 4	To make out how to estimate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity.
		CO 5	To find out the discounted cash flow methods, NPV methods and excess present value index.
16CCBB11	COMPANY LAW AND SECRETRIAL PRACTICE	CO 1	To have appropriate basic legal knowledge related to the formation and incorporation of companies.
		CO 2	To be aware of documentation of companies, like memorandum of association, articles of association and prospectus.
		CO 3	To make out legal rules related to the issue of prospectus, shares and debentures.
		CO 4	To grasp important elements of company documents and get enlightened on the role of company secretary and the procedures of meetings.
		CO 5	Know the techniques of conducting meeting such as general meeting, statutory meeting and extra ordinary meeting.

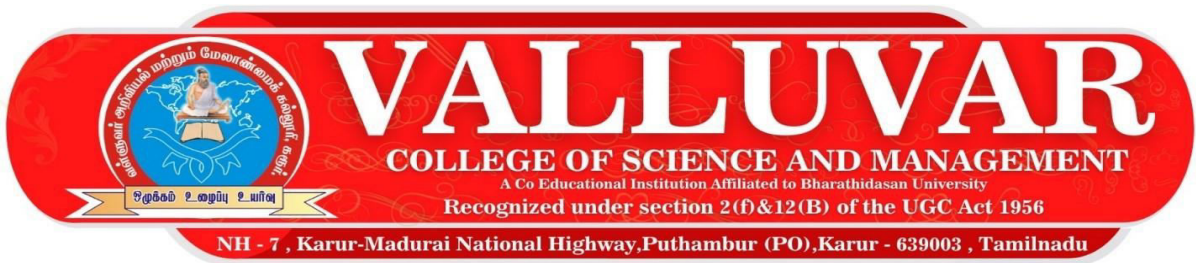


<b>16CCBB12</b>	<b>RESEARCH METHODS IN MANAGEMENT</b>	<b>CO 1</b>	To be attentive to the research process and list the characteristics of various types of research.
		<b>CO 2</b>	To become skilled at identifying the research problem and objectives and hypothesis of a given research problem.
		<b>CO 3</b>	To put on display various research designs and methods of data collection and do analysis and interpretation of data.
		<b>CO 4</b>	To give knowledge of preparing the data related with the thrust topic.
		<b>CO 5</b>	To give knowledge of preparing research reports.
<b>16MBEBB1</b>	<b>SERVICES MARKETING</b>	<b>CO 1</b>	To erudite the growth and importance of services and the basics of services.
		<b>CO 2</b>	To gain knowledge of the marketing mix in service marketing and its implementation.
		<b>CO 3</b>	To create an understanding of services, marketing strategies, how to frame them and how to use their services so as to have a competitive advantage.
		<b>CO 4</b>	To introduce services, expanded pricing decisions, promotion and physical evidence of services.
		<b>CO 5</b>	To know the ideas and promotion mix for services; to evaluate the distributed channels.
<b>16RSBE9:2</b>	<b>SALES MANAGEMENT</b>	<b>CO 1</b>	To get the skill of management functions that goes into sales management.
		<b>CO 2</b>	To be well-known about the concept and importance of salesmanship and no suggestions have personal selling skills.
		<b>CO 3</b>	To perceive guess applications in sales and distribution.
		<b>CO 4</b>	To gain thoughtfulness about the concept and needs for distribution management.
		<b>CO 5</b>	To know the roles and responsibilities of sales manager.
<b>16RSBE9:3</b>	<b>RETAIL MANAGEMENT</b>	<b>CO 1</b>	To gain the knowledge of a conceptual understanding of the various retail concepts and reasons for the growth of retailing in India.
		<b>CO 2</b>	To express the various types of retail formats store design, location, and layout planning.
		<b>CO 3</b>	To blend the plan for retail store operations and retail sales promotion strategy.
		<b>CO 4</b>	To review the retail strategies for effective retail business management in the competitive retail industry
		<b>CO 5</b>	To maintain the storage of materials in warehouse.



Name of the Programme: B.B.A., Semester – VI

Course Code	Name of the Course	Course Outcomes	
16CCBB13	HUMAN RESOURCE MANAGEMENT	CO 1	To be aware of the basic elements of HRM.
		CO 2	To identify the human resource needs of an organization and plan accordingly with the help of job analysis.
		CO 3	To be well-known of various training methods of organisation.
		CO 4	To create the various trends of compensation and analyze the various traditional and modern methods of performance appraisal along with their implementation.
		CO 5	To make cope with correct action of human action.
16CCBB14	MANAGEMENT ACCOUNTING	CO 1	To become knowledgeable of the nature and scope of management accounting.
		CO 2	To be practiced various kinds of analysis of financial statement with ratio, fund flow and cash flow.
		CO 3	To gain knowledge the preparation of marginal costing and budget into take appropriate financial decisions.
		CO 4	To know the purposeful the significance and analysis of working capital and standard costing in business.
		CO 5	To calculate the working capital and determining working capital.
16CCBB15	ENTREPRENEURIAL DEVELOPMENT	CO 1	To scan the concepts of entrepreneurial development.
		CO 2	To gain necessary facts about EDP and supporting agents.
		CO 3	To know the route & develop the business plan, predict the entry barriers to the industry.
		CO 4	To make out phase of growth and demerits of SSI and family business in specific industry.
		CO 5	Know about incentives and subsidies



<b>16MBEBB2</b>	<b>MANAGEMENT CONCEPTS IN THIRUKKURAL</b>	<b>CO 1</b>	To learn about an ethical business and a good environment with Thirukkural.
		<b>CO 2</b>	To learn good leadership and business communication skills with Thirukkural.
		<b>CO 3</b>	To help to understand goal-setting, planning, investment and social responsibilities- perspective towards Thirukkural in business.
		<b>CO 4</b>	Analysis stress management in Thirukkural.
		<b>CO 5</b>	To understand the personnel selection in verse 515
<b>16MBEBB3</b>	<b>GLOBAL BUSINESS MANAGEMENT</b>	<b>CO 1</b>	To generate a background of learning the basic concepts of International Business.
		<b>CO 2</b>	To consider the implications of global trade for India.
		<b>CO 3</b>	To take hold of basic principles of MNCs and WTO Agreements.
		<b>CO 4</b>	To be appropriate the knowledge gained in studying the Organizational Structure in India for global business
		<b>CO 5</b>	To consider the recent trends and integration with the global economic.