



# BHARATHIDASAN

COLLEGE OF ARTS AND SCIENCE, ERODE.

(Co-Educational Institution, Affiliated to Bharathiar University, Coimbatore.)

ELLISPETTAI, PALLAPALAYAM (PO), ERODE- 638116.



## DEPARTMENT OF BUSINESS ADMINISTRATION

### BBA - PROGRAMME OUTCOME, PROGRAMME SPECIFIC OUTCOME AND COURSE OUTCOME

#### 1. PROGRAMME OUTCOME (PO)

- Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
- Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
- Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
- Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and non-digital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions.
- Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
- Analyse the sampling techniques of collecting primary and secondary data and tools and techniques of data.
- Understand the methods of collecting primary and secondary data. construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyse and preparation of project report for the Functional areas of research.
- Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0 Understand the SERQUAL of the various service industries.
- Analyse the various aspect of business research in the area of marketing, human resource and Finance.
- Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,

## 2. PROGRAMME SPECIFIC OUTCOME (PSO)

- Understand of the corporate world
- Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
- Determine conceptual and analytical abilities required for effective decision making.
- Understand the dynamic and complex working environment of Business.
- Understand the problems faced by the business sector in the Current scenario.
- Analyse the ups and downs of the stock market.
- Understand the rapid changes of financial services include banking and insurance sectors.
- Understand the micro and macro marketing environment.
- Understand the international trade procedure and documentation.
- Understand the Forms of business organization.
- Understand the business correspondence and communication.
- Determine the organizational behaviour and its conflict.

## 3. COURSE OUTCOME (CO)

### CORE:

#### **Core-I: PRINCIPLES OF MANAGEMENT**

Examine and explain the management evolution and how it will affect future managers. Estimate the conceptual framework of planning and decision-making in day to day life. Explain the various managerial functions to achieve the goals and objectives of the organization. Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations. Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.

#### **Core-II: BASICS OF BUSINESS & BUSINESS ENVIRONMENT**

Develop an understanding on the gamut of business activities. Explain the intricacies in starting a business and knowing the suited business form. Design a business model in order to analyze its sustainability. Comprehend the environmental factors that are conducive /detrimental to the respective businesses. Have a simple and basic comprehension of the international scenario with regard to borderless business world.

#### **Core-III: ORGANISATIONAL BEHAVIOUR**

Analyze the individual and group behaviour; and understand the implications of organizational behaviour on the process of management. Identify various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings. Enhance productivity of the organization by ensuring required job satisfaction and employee attitude. Understand the

supervisory effects on performance and to train supervisors by understanding different supervision styles. Evaluate the appropriateness of various leadership styles and counselling methods.

#### **Core – IV: ECONOMICS FOR EXECUTIVES**

Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career. Identify the effective applications of factors of production and BEP Analysis. Understand the determination of the Price, Market structure and competition. Analyze various theories of wages, Interest and profit in Business field. Evaluate the performance of the Government sector in India.

#### **Core-V: FINANCIAL ACCOUNTING**

Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions. Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book. Summarize the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions. Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation. Classify the sections of accounting statements from incomplete data.

#### **Core-VI: PRODUCTION AND MATERIALS MANAGEMENT**

Enumerate the production processes and production planning and control. Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related costs. Describe the material management, domestic and import purchase procedures and vendor rating and development. Outline management issues in receiving, stores, traffic and transportation, warehousing and physical distribution. Discuss about the quality control, Total Quality Management, Benchmarking and ISO.

#### **Core- VII: MARKETING MANAGEMENT**

Recognize the significance of marketing and its role in economic development. Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour. To apply marketing concepts, pricing for the development of marketing function. Analyze and perform the functions of marketing in organisation. Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.

#### **Core – VIII: PC software (MS OFFICE) – PRACTICAL**

Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards. Create scientific and technical documents incorporating equations, images, tables, and bibliographies. Develop technical and scientific

presentations which use charts and visual aids to share data. Build spreadsheets to perform calculations, display data, conduct analysis, and explore. Design and construct databases to store, extract, and analyze scientific and real-world data.

#### **Core – IX: HUMAN RESOURCE MANAGEMENT**

Analyze the process of Job analysis and its importance as a foundation of human resource management practice. Understand the Human resource planning. Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation. Understand the importance of career planning and succession planning. Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation.

#### **Core – X: FINANCIAL MANAGEMENT**

Use business finance terms and concepts while communicating. Explain the financial concepts used in making financial management decision. Use effective methods to promote respect and relationship for financial deals. Utilize information to maximize and manage finance. Demonstrate a basic understanding of Budgeting.

#### **Core- XI: FINANCIAL ACCOUNTING PACKAGE TALLY ERP 9 – PRACTICAL**

Understand basic Accounting concepts and principles. Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally. Understand Advanced Accounting and Inventory in Tally. ERP 9. Have an understanding of Advanced Accounting and Inventory in Tally.ERP 9. Understand basic concepts and practical application of VAT, CST, TDS and Service Tax.

#### **Core – XII: MANAGEMENT INFORMATION SYSTEM**

Apply modern tools, techniques and technology in a functional and productive manner in Professional Activities. Analyze, Design, Construct, Implement and Maintain, Usable, Reliable and Cost-Effective Information Systems (IS) that support Operational, Managerial and Strategic activities of Organizations. Study and evaluate existing manual and automated business processes and identify opportunities for re-engineering and/or automation. Coordinate confidently and competently with the user community in IS requirements analysis/design activities, provide guidance and technical support to end user computing activities. Analyze the impact of computing on individuals, organizations and society, including ethical, religious, legal, security and global policy issues.

#### **Core – XIII: COST AND MANAGEMENT ACCOUNTING**

Understanding the concept of cost accounting, Recognize the merits and demerits of cost and management accounting along with the elements of cost concepts. Describe the cost sheets for the purpose of stores control through economic order quantity, pricing and material issues. Measure the financial statements through comparative and common size by using various financial ratios. Simplify the fund flow and cash flow statements by calculating funds and cash from operations. Produce various budgets and apply standard costing for material variances; marginal costing for cost volume profit.

#### **Core – XIV: RESEARCH METHODOLOGY FOR MANAGEMENT**

Understand fundamental concepts of research, types and research process. Summarize the sampling design and scaling techniques. Construct a method for data collection and able to edit, code ,classify and tabulate the collected data. Analyze the collected data to prove or disprove the hypothesis. Interpret the data and prepare a research report.

#### **Core – XV: ADVERTISING AND SALES PROMOTION**

Identify advertising mediums, both traditional, new and experimental. To understand the function of Advertising Agencies. To Understand the principles of advertising layout and campaign. To apply various sales promotion strategies and techniques. Will be able to manage Sales force.

#### **Core – XVI: BUSINESS CORRESPONDENCE**

Learn and apply effective written communication techniques. Review and refine communications skills. Developing and delivering effective presentations. Determine and use proper psychological approach in writing situations. Skills that maximize team effectiveness in the world of work.

#### **Core – XVII: ENTREPRENEURSHIP AND PROJECT MANAGEMENT**

Define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur. Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes. Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager. Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities. Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.

#### **Core – XVIII: INVESTMENT MANAGEMENT**

Understand the fundamental concepts of investment. Design an investment model in order to analyze its sustainability. Utilize the management tools and techniques to take appropriate investment decisions. Develop skills in trading. Evaluating investment theories.

## **Core- XIX: SERVICES MARKETING**

Examine the nature of services, and distinguish between products and services. Identify the major elements needed to improve the marketing of services. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service. Appraise the nature and development of a services marketing strategy. Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems.

### **ELECTIVE:**

#### **Elective- I (B): MODERN OFFICE MANAGEMENT**

Outline the different categories of chart against tabulated data in an electronic spreadsheet package. Become efficient Computer Operators and Front Office Representatives. Apply the need of the industrial houses and organisations in term of commercial correspondence, book keeping, preparation of reports and records by operating and handling both typewriter and computer. Practice modern office procedures in business administration and solve problems to make the service or products more competitive. Design a desk top publishing page which contains text, chart and graphics

#### **Elective- II (A): BANKING LAW AND PRACTICE**

Demonstrate knowledge among the students with theoretical structures about banking. Train and equip the students with the skills of modern banking. Identify the students will be taken for trainings to banks and insurance companies. Develop and inculcate the traits of professionalism amongst the students. Professional attire, professional communication skills and professional discipline will be inculcated.

### **SKILL BASED SUBJECT:**

#### **Skill Based Subject-1: COMMUNICATION SKILLS I**

Remember the core contents of any communication. Understand the nuances of communication. Able to understand and speak well in any situation. Demonstrate a good command in responding to any queries. Achieve the desired result of a good communication.

#### **Skill based subject-2: COMMUNICATION SKILLS II**

Remember the core contents of any communication. Understand the importance of good written communication. Able to draft and write any type of documents. Demonstrate a good command in responding to any queries. Achieve the desired result of a good communication.

**Skill based subject-3: CAMPUS TO CORPORATE**

Remember the industry expectations. Understand the importance of etiquette in organizational culture. Able to develop a confidence level and facing interviews. Demonstrate a good command in responding to any queries. Achieve the desired result thro proper evaluation of competencies and be creative.

**Skill Based Subject-4: SOFT SKILLS FOR BUSINESS**

Remember the various organizational entry level skill requirements. Understand the need for different skill requirement at different occasions. Able to appropriately respond to the situation during recruitment and selection. Demonstrate a good command in work environment. Achieve the desired result of a good employability.

**Head of the Department****Principal**