

**ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE  
THIRUPPATHUR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**2022-2023**

**Programme Outcome and Course Outcome**

I SEMESTER				
<b>Course code:</b> 22BBA1C2	<b>Core Course - II</b> <b>MANAGERIAL ECONOMICS</b>	<b>T/P</b> <b>T</b>	<b>C</b> <b>4</b>	<b>H/W</b> <b>4</b>
<b>Course Objectives</b>	The main objective of this course is to learn, how the techniques and theories of managerial economics can be used to apply in the practical business activities.			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Understand the concept of managerial economics.</li> <li>➤ Understand the concept - Break Even Point, National Income</li> <li>➤ Understand the techniques and theories of Perfect competition, Imperfect Competition and Oligopoly.</li> <li>➤</li> </ul>			
II SEMESTER				
<b>Course code:</b> 22BBA2C1	<b>CORE COURSE-III</b> <b>COST ACCOUNTING</b>	<b>T/P</b> <b>T</b>	<b>C</b> <b>5</b>	<b>H/W</b> <b>5</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ To explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies.</li> <li>➤ To define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.</li> <li>➤ To understand the cost accounting methods for cost calculation.</li> </ul>			
<b>Course Outcomes</b>	The students shall be able to: <ul style="list-style-type: none"> <li>➤ Know the role of cost accounting in the modern economic environment.</li> <li>➤ Interpret the impact of the selected costing methods.</li> <li>➤ Prepare the cost sheets.</li> <li>➤ Select the costs according to their impact on business. Differentiate methods of schedule costs per unit of production.</li> <li>➤ Differentiate methods of calculating stock consumption, Interpret the impact of the selected costs method. Identify the specifics of different costing methods</li> </ul>			
II SEMESTER				
<b>Course code:</b> 22BBA2C2	<b>CORE COURSE-IV</b> <b>BUSINESS CORRESPONDENCE</b>	<b>T/P</b> <b>T</b>	<b>C</b> <b>4</b>	<b>H/W</b> <b>4</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ The main goal of this course is to help the students to improve their report writing skills and to enable them to communicate more effectively in English.</li> <li>➤ To familiarize the students with the fundamentals of communication for professional purposes and to enable them to write and speak well.</li> </ul>			
<b>Course Outcomes</b>	Upon successful completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>➤ Plan their reports using the tools covered.</li> <li>➤ Organise their ideas in to a clear, logical structure before they write.</li> <li>➤ Write a clear, focused executive summary before planning a report.</li> </ul>			

### III SEMESTER

Course code: 22BBA3C1		CORE COURSE–V	T/P	Credits	H/W
		BUSINESS STATISTICS	T	5	5
<b>Course Objectives</b>	The objective of this course is to explain basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data, measures of central tendency, dispersion and asymmetry, correlation and regression analysis, time series analysis and to frame business problems using appropriate statistical tools in order to process the data to make better business decisions. They will develop critical and integrative thinking in order to communicate the results of the analysis clearly in the context of the problem. Finally, the students will learn to unambiguously articulate the conclusions and limitations of the analysis with a clear separation between data and judgment.				
<b>Course Outcomes</b>	The students will learn to make data analysis with the help of basic statistical inference and regression analysis and they will develop critical and integrative thinking in order to communicate the results of the analysis clearly in the context of the problem. The students will learn to unambiguously articulate the conclusions and limitations of the analysis with a clear separation between data and judgment. It helps the students to understand and use the descriptive and inferential statistical tools used in business decision making, select an appropriate graph to describe a distribution, calculate and interpret the shape, centre and spread of a distribution, understand the problem of inference when working with the results from random samples, and analyse the data using excel.				

### III SEMESTER

Course code: 22BBA3C2		CORE COURSE–VI	T/P	C	H/W
		PRINCIPLES OF MANAGEMENT	T	4	4
<b>Course Objectives</b>	To make the students: <ul style="list-style-type: none"> <li>➤ To understand the basic concepts of management.</li> <li>➤ To identify the key competencies needed to be an effective manager.</li> <li>➤ To apply theoretical knowledge in simulated and real-life settings.</li> <li>➤ To develop their ability to work in teams.</li> <li>➤ To gain knowledge about the four management functions of planning, organizing, leading, and controlling and introduce to the historical evolution of management theories.</li> <li>➤ To learn the basics of group dynamics and the challenges of managing work teams.</li> <li>➤ To familiarize with various leadership styles and theories of motivation.</li> <li>➤ To describe the control process including: the importance of control, tools for measuring organizational performance, and managerial actions</li> </ul>				
<b>Course Outcomes</b>	The students will be able to <ul style="list-style-type: none"> <li>➤ Identify and explain the importance of the management process and identify some of the keys skills required for the contemporary management practice.</li> <li>➤ Assess managerial practices and choices relative to ethical principles and standards.</li> <li>➤ Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.</li> <li>➤ Explain strategic management in business operations.</li> <li>➤ Define management, quality management, and project management.</li> </ul> Identify relevant issues in human resource management.				

IV SEMESTER				
<b>Course code:</b> 22BBA4C1	<b>CORE COURSE–VII</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
	<b>BUSINESS MATHEMATICS</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Course Objectives</b>	To make the students to understand the usage of core mathematical tools and its application in real business situations.			
<b>Course Outcomes</b>	The students shall be able to: <ul style="list-style-type: none"> <li>➤ Apply the geometric models and understand Break-even point.</li> <li>➤ Use the simple set applications and solve the linear equation using matrix.</li> <li>➤ Apply the differential and integral calculus concepts to solve the real business problems.</li> </ul>			

IV SEMESTER				
<b>Course code:</b> 22BBA4C2	<b>CORE COURSE–VIII</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
	<b>COMPUTER APPLICATION IN BUSINESS</b>	<b>T</b>	<b>4</b>	<b>4</b>
<b>Course objectives</b>	To make the students: <ul style="list-style-type: none"> <li>➤ To gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.</li> <li>➤ To explore various methods where Information Technology can be used to support existing businesses and strategies.</li> <li>➤ To investigate emerging technology in shaping new processes strategies and business models.</li> <li>➤ Achieve hands- on experience with productivity/application software to enhance business activities.</li> </ul>			
<b>Course Outcomes</b>	The students shall be able to: <ul style="list-style-type: none"> <li>➤ Apply computer resources in business and academics.</li> <li>➤ Construct business and academic documents using Microsoft Word.</li> <li>➤ Create spreadsheets with formulas and graphs using Microsoft Excel.</li> <li>➤ Integrate Microsoft Office applications for use in business.</li> </ul>			

IV SEMESTER				
<b>Course code:</b> 22BBA4IV/22BBA4MP	<b>CORE COURSE -IX</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
	<b>Industry Visit Report / Mini Project</b>		<b>2</b>	<b>2</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ To equip the students to study the profile of the organization, entrepreneur and the industry.</li> <li>➤ To develop the ability of the student to understand about the plant and machinery, products, sources of finance etc.</li> <li>➤ To appreciate and understand the working of industries and to study the influence of various economic and social forces on the functioning of the industries.</li> <li>➤ To provide opportunities for developing the ability to apply the theoretical knowledge for solving practical problems of the industries.</li> </ul>			

<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"><li>➤ Understand about plant and machinery, products, sources of finance etc.</li><li>➤ Understand the working of industries and to know the influence of various economic and social forces on the functioning of the industries.</li><li>➤ Understand the opportunities for solving the practical problems of the industries.</li></ul>
------------------------	---

V SEMESTER				
Course code:	CORE COURSE–X	T/P	C	H/W
22BBA5C1	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	<b>T</b>	<b>4</b>	<b>6</b>
<b>Course Objectives</b>	This course aims to improve students understanding about the concepts, principles, problems, and practices of operations management.			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Identify and articulate how operations management contributes to the achievement of an organization’s strategic objectives.</li> <li>➤ Critically evaluate the operational functions in manufacturing and service industries.</li> </ul>			

V SEMESTER				
Course code:	CORE COURSE–XI		C	H/W
22BBA5C2	<b>ORGANIZATIONAL BEHAVIOUR</b>		<b>5</b>	<b>6</b>
<b>Course Objectives</b>	To make the students: <ul style="list-style-type: none"> <li>➤ To familiarize the important concepts and features of Organizational Behaviour.</li> <li>➤ To have an overview of how the internal and External forces drive               <ol style="list-style-type: none"> <li>i) An individual behavior</li> <li>ii) A team’s behavior</li> </ol> </li> </ul>			
<b>Course Outcomes</b>	The students will be able to study the behaviour of individuals and groups as part of the social and technical system in the workplace. They will be able to examine individual and group behaviour, communication, conflict and motivational techniques in the work environment and apply these concepts to the development of an organization's human resources.			

V SEMESTER				
Course code:	CORE COURSE–XII	T/P	C	H/W
22BBA5C3	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Course Objectives</b>	Make the students: <ul style="list-style-type: none"> <li>➤ To understand the HR Management practices at various levels in General and in certain specific industries or organizations.</li> <li>➤ To help the students to analyse the issues and strategies required to Select and develop manpower resources.</li> <li>➤ To develop relevant skills necessary for application in HR related issues.</li> <li>➤ To enable the students to understand the various HR concepts along with the domain concept in order to take correct business decisions.</li> </ul>			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Critically assess existing theory and practice in the field of HRM.</li> <li>➤ Respond positively to problems in unfamiliar contexts.</li> <li>➤ Work effectively with colleagues with diverse skills, experience and way of thinking.</li> <li>➤ Evaluate HRM related issues in a national and global context.</li> <li>➤ Upon completion of this course, students will be able to, effectively manage and plan key human resource functions within organizations. Examine current issues, trends, practices, and processes in HRM.</li> <li>➤ Contribute to employee performance management and organizational effectiveness. Problem-solve humanresource challenges. Develop employability skills for the Canadian workplace. Develop effective written and oral communication skills</li> <li>➤</li> </ul>			

V SEMESTER				
Course code:	CORE COURSE–XIII	T/P	C	H/W
22BBA5C4	<b>MARKETING MANAGEMENT</b>	<b>T</b>	<b>5</b>	<b>5</b>

<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ To make the students to understand the basic marketing concepts and the importance of knowing the consumer behavior.</li> <li>➤ To understand the basic pricing strategies for existing and new products that is available in the market.</li> <li>➤ To get the clarity about the sales promotional techniques adopted by the business organizations to capture the market.</li> <li>➤ To make students have an understanding of the concepts of marketing and the marketing System. Make students understand evolution of marketing and the emphasis on each stage.</li> <li>➤ Make students understand the marketing system, and marketing environment. Make students have clear understanding of the marketing mix and functions.</li> </ul>
<b>Course Outcomes</b>	<p>After attending this course, students will:</p> <ul style="list-style-type: none"> <li>➤ Develop an ability to understand basic marketing concepts and understand the marketing mix of an organisation.</li> <li>➤ Develop an ability to assess the impact of the environment on marketing function.</li> <li>➤ Be able to develop suitable marketing strategies in light of the environment</li> <li>➤ Be able to look for business opportunities beyond national boundaries.</li> <li>➤ To develop an ability to understand and develop the marketing mix for an organization.</li> <li>➤ Develop an ability to assess the impact of the environment on marketing function Should be able to develop suitable marketing strategies in light of the environment Should be able to look for growth opportunities beyond national boundaries.</li> </ul>

#### V SEMESTER

<b>Course code:</b> 22BBA5C5	<b>CORE COURSE–XIV</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
	<b>RESEARCH METHODOLOGY</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Course Objectives</b>	<p>The primary objective of this course is</p> <ul style="list-style-type: none"> <li>➤ To develop an understanding about the basic frame work of research process.</li> <li>➤ To develop an understanding about the various research designs and techniques.</li> <li>➤ To identify the various sources of information for literature review and data collection.</li> <li>➤ To develop an understanding about the ethical dimensions of conducting an applied research.</li> <li>➤ To develop the components of scholarly writing and evaluate its quality.</li> </ul>			
<b>Course Outcomes</b>	<p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Understand some basic concepts of research and its methodologies.</li> <li>➤ Identify appropriate research topics.</li> <li>➤ Select and define appropriate research problem and its parameters.</li> <li>➤ Prepare and defend a research proposal.</li> <li>➤ Organize and conduct a scientific research in a more appropriate manner.</li> <li>➤ Write and defend a research thesis.</li> </ul>			

#### VI SEMESTER

<b>Course code:</b> 22BBA6E1	<b>DSE-I</b>	<b>T/P</b>	<b>C</b>	<b>H/W</b>
	<b>INVESTMENT MANAGEMENT</b>	<b>T</b>	<b>6</b>	<b>6</b>

<b>Course Objectives</b>	The objective of this course is to introduce the concepts of Investments and portfolio management. The students will be able to understand the allocation and selection of investment assets based on the trade-off between risk and return, availability of the risk mitigating tools and investment horizon with other parameters.
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks.</li> <li>➤ Know how to buy and sell financial assets in equity markets.</li> <li>➤ Understand the benefits of diversification of a portfolio.</li> <li>➤ Know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.</li> </ul>

VI SEMESTER				
Course code:	DSE- II	T/P	C	H/W
22BBA6E2	<b>MANAGEMENT ACCOUNTING</b>	<b>T</b>	<b>6</b>	<b>6</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ To enhance the abilities of students to develop the concept of management accounting and its significance in the business.</li> <li>➤ To enhance the abilities of students to analyze the financial statements.</li> <li>➤ To enable the students to understand, develop and apply the techniques of management accounting in the financial decision making in the business houses.</li> </ul>			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Explain the application of management accounting and the various tools used.</li> <li>➤ Make inter-firm and inter-period comparison of the financial statements.</li> <li>➤ Analyse the financial statement using various ratios.</li> <li>➤ Prepare Fund Flow Statement and Cash Flow Statement.</li> </ul>			

VI SEMESTER				
Course code:	DSE- III	T/P	C	H/W
22BBA6E3	<b>BUSINESS LAW</b>	<b>T</b>	<b>6</b>	<b>6</b>
<b>Course Objectives</b>	This course is designed to provide the students with the knowledge of the legal environment in which a business operates, and to provide the students with knowledge of legal principles pertaining to business.			
<b>Course Outcomes</b>	On completion of this course, students will be able to: <ul style="list-style-type: none"> <li>➤ Understand the relevance of the business law to the corporates in an economic, political and social context.</li> <li>➤ Identify the fundamental legal principles behind the contractual agreements.</li> <li>➤ Examine how businesses can be held liable in tort for the behavior of their employees.</li> <li>➤ Acquire problem solving techniques and be able to present coherent, concise legal arguments.</li> </ul>			

VI SEMESTER				
Course code:	DSE- IV	T/P	C	H/W
22BBA6E4	<b>TOURISM MANAGEMENT</b>	<b>T</b>	<b>5</b>	<b>5</b>
<b>Course Objectives</b>	To enable the students to understand : <ul style="list-style-type: none"> <li>➤ The tourism products in India and abroad.</li> <li>➤ The meaning, types and concepts of itinerary and methods to develop an ideal itinerary.</li> <li>➤ The functions of the tour managers.</li> <li>➤ The concept of tour packages, types of tour, tour designing process and its importance.</li> </ul>			



<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Understand and explore the tourism products in India and abroad.</li> <li>➤ Provide information about tour packages.</li> <li>➤ Assert and apply the methods to develop an ideal itinerary and functions of tour managers.</li> </ul>
------------------------	--

VI SEMESTER				
<b>Course code:</b> 22BBA6E5	<b>DSE-V</b> <b>FINANCIAL MANAGEMENT</b>	<b>T/P</b> <b>T</b>	<b>C</b> <b>6</b>	<b>H/W</b> <b>6</b>
<b>Course Objectives</b>	To make the students: <ul style="list-style-type: none"> <li>➤ Understand about the tools used to value the investment projects.</li> <li>➤ Understand the basic issues involved in fund raising by the firms for their real investments.</li> <li>➤ Understand about the concept of Capital Budgeting and capital budgeting appraisal methods.</li> </ul>			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Explain the concept of Financial Management and the managerial decisions relating to Corporate Capital Structure.</li> <li>➤ Analyse the complexities associated with management of cost of funds in the capital Structure.</li> <li>➤ Demonstrate the concepts of financial management, investments, financing and dividend policy decisions.</li> </ul>			

VI SEMESTER				
<b>Course code:</b> 22BBA6E6	<b>DSE- VI</b> <b>SERVICE MARKETING</b>	<b>T/P</b> <b>T</b>	<b>C</b> <b>6</b>	<b>H/W</b> <b>6</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the concepts of Service marketing.</li> <li>➤ To understand the unique challenges of marketing and managing services and delivering quality service to customers.</li> <li>➤ To equip the students with concepts and techniques that help in taking decisions relating to various services marketing situations.</li> <li>➤ To understand the tools used by service marketing managers in decision making and to understand the service marketing environment.</li> </ul>			
<b>Course Outcomes</b>	At the end of this course, students will be able to: <ul style="list-style-type: none"> <li>➤ Have a strong conceptual knowledge in the functional areas of Service marketing .</li> <li>➤ Examine the characteristics of the services industry and the modus operandi.</li> <li>➤ Analyse the role and relevance of Quality in Services.</li> <li>➤ Visualise future changes in the Services Industry.</li> </ul>			

Semester VI				
<b>Course code:</b> 22BBA6PR	<b>DSE-VII</b> <b>PROJECT</b>	<b>T/P</b> <b>PR</b>	<b>C</b> <b>6</b>	<b>H/W</b> <b>10</b>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>➤ The objective of this course is to enable the students to explore the research field and report the general functioning of a selected Industrial unit/Institution.</li> </ul>			
<b>Course Outcomes</b>	The students will be able to: <ul style="list-style-type: none"> <li>➤ Make a research study of a current problem in Industry/ institution and prepare a report.</li> <li>➤ Enable the students to understand day to day affairs of an organization and correlate the theoretical learning with the field reality.</li> <li>➤ Prepare a project report based on the field study</li> <li>➤ Apply the research methodology</li> <li>➤ Apply appropriate statistical tools for analysis of data.</li> </ul>			