



**ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE**

Permanently Affiliated to Thiruvalluvar University

Recognized by UGC under sections 2(f) and 12(B) of the UGC Act 1956

Accredited with "B" Grade by NAAC

Approved by the Government of Tamil Nadu

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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PSo's and Co's**

**2017-2018**

## **PSOs, COs**

### **PROGRAM SPECIFIC OUTCOMES (PSO):**

PSO1: To provide conceptual and depth knowledge of various functional areas of business enterprise.

PSO2: To impart and encourage 'Learn to work in teams'.

PSO3: To impart and understand the elements of the complex world of business.

PSO4: To impart knowledge of field visit and training to use techniques of Management

PSO5: To build up self - confidence and ability in students to take up self - serviceable business ventures.

PSO6: To build skills to apply knowledge in project report writing.

PSO7: To impart moral values and social responsibilities

PSO8: To imparts the students to identify their own values.

## **COURSE OUTCOME**

### **SEMESTER I**

#### **COURSE: PRINCIPLES OF MANAGEMENT**

**CREDIT: 4**

CO1: Understand the critical management theories and philosophies and how to apply them.

CO2: Recognize the role of a manager and how it relates to the organization's mission.

CO3: Identify and communicate the purpose and functions of management.

CO4: Apply the concepts of decision making in a business situations.

#### **COURSE: BUSINESS MATHEMATICS AND STATISTICS – I**

**CREDIT: 3**

CO1: Identify the scope and limitation of presentation of data.

CO2: Demonstrate the measure of central tendency.

CO3: Analyses the measure of dispersion of range, mean deviation.

CO4: Apply the mathematical for finance of simple and compound interest.

#### **COURSE: BUSINESS ORGANIZATION**

**CREDIT: 4**

CO1: Understand difference between business and profession.

CO2: Describe and differentiate the forms of business.

CO3: Recognize the need for identifying the location of industry.

CO4: Analyze the work of stock exchange.

CO5: Compare how trade associations differ from chamber of commerce.

## **SEMESTER II**

### **COURSE: FINANCIAL ACCOUNTING**

**CREDIT: 4**

CO1: Understand the rules and principles of accounting.

CO2: Understand the concepts of subsidiary books. CO3:  
Analyze the need of depreciation.

CO4: Prepare trading, profit and loss account and balance sheet.

### **COURSE: BUSINESS MATHEMATICS AND STATISTICS – II**

**CREDIT: 3**

CO1: Apply the matrix theory of operation on determinants

CO2: Use the simultaneous equation of matrix method

CO3: Analyses the correlation of Karl Pearson's coefficient for concurrent deviation method.

CO4: Evaluate the component of time series.

CO5: Determine the Index number of weighted and UN weighted index number.

CO6: Use of cost of living index.

### **COURSE: BUSINESS COMMUNICATION**

**CREDIT: 6**

CO1: Understand communication methods and its types. CO2:

Analyze need of offers, quotation and collection letters.

CO3: Recognize the circular letters and insurance correspondences.

CO4: Contrast the use of agenda, minutes and reports.

CO5: Understand the communication media such as telex, fax and internet.

## **SEMESTER III**

### **COURSE: PRODUCTION MANAGEMENT**

**CREDIT: 4**

CO1: Understand functions and scope of production management.

CO2: Describe the use of routing and scheduling, dispatching and maintenance.

CO3: Recognize the plant location and plant layout problems.

CO4: Analyze the need of works study, time study and work measurement.

**COURSE: MANAGEMENT ACCOUNTING – I**

**CREDIT: 4**

CO1: Develop the ability to collect, analyze and communicate the quantitative and non-quantitative information.

CO2: Assist the management in making more effective planning and control decision.

CO3: Compare and contrast the basic management accounting concept and their application in managerial decision making.

CO4: Analyze and assess the financial situation of a firm with the help of ratio analysis.

**COURSE: STRATEGIC MANAGEMENT**

**CREDIT: 4**

CO1: Understand the vision, mission and goals of strategic management.

CO2: Identify the corporate strategy.

CO3: Recognize the strategic control process.

CO4: Understand the elements of strategy.

**COURSE: MANAGERIAL ECONOMICS**

**CREDIT: 3**

CO1: Compare how micro economics differ from macroeconomics.

CO2: Analyze the theory of consumer behavior.

CO3: Understand different cost concepts.

**COURSE: OFFICE MANAGEMENT**

**CREDIT: 4**

CO1: Understand the management of office, methods and environment.

CO2: Identify the use of office layout and know its accommodation.

CO3: Recognize the use of office furniture, appliances and equipment's.

CO4: Handling of inward mail and outward mail service and to know the mechanical devices for written communication.

**COURSE: CUSTOMER RELATIONSHIP MANAGEMENT**

**CREDIT: 3**

CO1: Understand the need for CRM and customer loyalty.

CO2: Determine the ground work for effective use of CRM.

CO3: Identify the call center process and selection of CRM package.

**COURSE: MANAGEMENT CONCEPTS**

**CREDIT: 2**

CO1: Understand the concepts related to Management.

CO2: Understand the roles, skills and functions of management.

CO3: Analyze the application of the knowledge in solving organizational problems.

## SEMESTER IV

### **COURSE: MATERIALS MANAGEMENT**

**CREDIT: 4**

CO1: Understand the importance of material management.

CO2: Analyze the tools of inventory control like ABC, VED and FSN analysis. CO3:

Understand the protection of store keeping and know the handling of materials. CO4:

Analyze the importance of import purchase procedure.

### **COURSE: MANAGEMENT ACCOUNTING – II**

**CREDIT: 4**

CO1: Apply and analyze different types of activity-based management tools through the preparation of estimates.

CO2: Identify the cost- volume- profit techniques to determine optimal managerial decision.

CO3: Preparation of budgets and their role as a planning and control tools.

CO4: Evaluate and estimate the required cost for a production process.

### **COURSE: BUSINESS ENVIRONMENT**

**CREDIT: 3**

CO1: Understand the concept of business environment.

CO2: Recognize the provision of Indian constitution pertaining to business.

CO3: Apply the economic parameters like GDP, urbanization, per capita income etc.

CO4: Analyze the working of commercial banks, RBI and NBFC'S.

### **COURSE: OPERATIONS RESEARCH**

**CREDIT: 3**

CO1: Explain about assignment transportation ,travelling salesman etc

CO2: Analyze the problem in mathematically and solve it graphically using simpler methods

CO3: Explain models from the verbal description

CO4: PERT and CPM to be applied in project management CO5:

Explain the group replacement policy

### **COURSE: ORGANIZATIONAL BEHAVIOUR**

**CREDIT: 4**

CO1: Identify the need of behavior in organization.

CO2: Analyze the use of group cohesiveness and group dynamics.

CO3: Recognize how the leadership styles are followed in the organization.

CO4: Understand the theories of motivation.

CO5: Evaluate the culture and conflicts prevail in the organization.

**COURSE: TOTAL QUALITY MANAGEMENT**

**CREDIT: 3**

CO1: Identify the basic concept of total quality from design assurance to service assurance.

CO2: Understand the implication of quality on business and implement quality programs.

CO3: Realize the importance of quality and manage the quality improvement in business.

**COURSE: TRAINING AND DEVELOPMENT**

**CREDIT: 2**

CO1: Understand the role of training.

CO2: Identify the methods of training.

CO3: Understand the concepts of career development .

**SEMESTER V**

**COURSE: MARKETING MANAGEMENT**

**CREDIT: 4**

CO1: Understand the fundamentals of marketing and its approaches.CO2:

Identify buying motives and factors influencing it.

CO3: Differentiate consumer goods from industrial goods.

CO4: Understand new product development and branding.

**COURSE: BUSINESS LAW**

**CREDIT: 4**

CO1: Understand the formation and elements of contract and agreements.

CO2: Apply basic legal knowledge to business transaction.

CO3: Analyze the nature and terminology of the contract of law.

CO4: Recognize the genuineness of assent in contract formation.

CO5: Understand the legality and statute of frauds in contracts.

**COURSE: COST ACCOUNTING**

**CREDIT: 4**

CO1: Understand the importance of cost ascertainment, cost reduction and control.

CO2: Compare and contrast the Financial Accounting with Cost Accounting

CO3: Prepare the Cost sheet, Tender and Quotations.

CO4: Determine the Levels of stock and methods of pricing of material issues.

CO5: Compute the various methods of wage payment and Incentive plan

CO6: Classify and analyze the Primary and Secondary Distribution of Overheads.

**COURSE: COMPUTER APPLICATION IN BUSINESS**

**CREDIT: 4**

CO1: Understand about Information Technology and its components

CO2: Learn Microsoft Office Word and it's applications in business

CO3: Implement Microsoft Excel and how different calculations can be done by using it. CO4:

Understand Microsoft PowerPoint in Business and learned how it is useful for Business Presentations.

CO5: Understand working of EDI, E-Commerce, Smart Cards and its various applications.

**COURSE: HUMAN RESOURCE MANAGEMENT**

**CREDIT: 3**

CO1: Understand the various kinds of HRM.

CO2: Explain the procedure of recruitment and methods of selection.

CO3: Outline the importance of training and development.

CO4: Describe the performance appraisal, transfer and career development.

**COURSE: E – BUSINESS**

**CREDIT: 3**

CO1: Understand E-Commerce Framework Technologies

CO2: Apply different communication Networks used in Business

CO3: Demonstrate Network Security Tools and Firewalls

CO4: Understand of Electronic Data Interchange and its Application in Business

CO5: Apply of different Electronic Payment System.

**SEMESTER VI**

**COURSE: INDUSTRIAL RELATIONS AND LABOUR LAWS**

**CREDIT: 4**

CO1: Know the development and the judicial setup of labour law.

CO2: Understand the salient features of health, safety, welfare and wage legislations.

CO3: Know the laws related to working conditions in different sectors.

CO4: Identify the terms of collective bargaining in the light of industrial conflicts

**COURSE: ENTREPRENEURIAL DEVELOPMENT**

**CREDIT: 4**

CO1: Understand the concept and classification of the entrepreneurs.

CO2: Identify the factors influencing entrepreneurship.

CO3: Describe the role played by government and non-government agencies.

CO4: Design and develop business idea and its techniques.

CO5: Identify the various opportunities and evaluate the feasibilities of the project.

CO6: Understand the project appraisal methods and techniques.

**COURSE: GROUP PROJECT**

**CREDIT: 6**

CO1: Develop the teamwork capacity among the students.

CO2: Understand the various functions of the organization during the training period CO3:

Identify and collect the various sources of data through primary and secondary data CO4:

Understand the various statistical tools.

CO5: Apply the suitable statistical tool and analyze the result

CO6: Identify the findings and suggestions

CO7: Able to prepare the report writing

CO8: Outline the summary to the project

**COURSE: INVESTMENT MANAGEMENT**

**CREDIT: 3**

CO1: Understand the Investment objectives and its management

CO2: Define mutual funds, real assets, modern investments

CO3: Classify risk and computations of expected risks and returns

CO4: Evaluate time value for money, bond valuations, capital assets pricing

CO5: Outline various investment analysis

**COURSE: RURAL MARKETING MANAGEMENT**

**CREDIT: 3**

CO1: Understand the rural marketing environment.

CO2: Identify the new product development and product strategy.

CO3: Analyze the rural pricing strategy.

CO4: Recognize the rural distribution system.

**COURSE: CREATIVITY AND INNOVATION**

**CREDIT: 3**

CO1: Understand creativity, innovation and convergent thinking.

CO2: Recognize the thinking hats method and brain storming.

CO3: Analyze the attitude towards lateral thinking.

**COURSE: EXTENSION ACTIVITY**

**CREDIT: 0**

CO1: Able to acquire leadership qualities and democratic attitude.

CO2: Able to utilize their knowledge in finding practical solution to individual and community problems.



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PSOs and COs**

**2020-2021**

# DEPARTMENT OF BUSINESS ADMINISTRATION

## POs, PSOs, COs

### PROGRAMMES OUTCOMES (PO):

- PO1: Ability to apply knowledge of management theories and practices to solve business problems.
- PO2: Ability to foster analytical and critical thinking for data-based decision making.
- **PO3:** Ability to develop interpersonal skills to communicate effectively.
- PO4: Ability to analyze the various accounting concept to take decisions and prepare the trial balance and Balance sheet, etc.,
- PO5: To start business and become self-reliant and self-employed.
- PO6: Ability to identify and address ethical issues and apply them in organizational settings.
- PO7: Ability to continuously learn and adapt to the dynamics of business and society.

### PROGRAM SPECIFIC OUTCOMES (PSO):

- PSO1: To provide conceptual and depth knowledge of various functional areas of business enterprise.
- PSO2: To impart and encourage Learn to work in teams
- PSO3: To impart and understand the elements of the complex world of business.
- PSO4: To impart knowledge of field visit and training to use techniques of Management
- PSO5: To build up self - confidence and ability in students to take up self - serviceable business ventures.
- PSO6: To build skills to apply knowledge in project report writing.
- PSO7: To impart moral values and social responsibilities
- PSO8: To imparts the students to identify their own values.

## COURSE OUTCOME

### COURSE: PRINCIPLES OF MANAGEMENT

**CREDIT: 3**

- CO1: Understand the concept of management.
- CO2: Able to plan and make decisions.
- CO3: Able to differentiate organization structure and know the functioning.
- CO4: Able to delegate work, differentiate between power and authority.
- CO5: Able to coordinate activities in an organization.

**COURSE: BUSINESS MATHEMATICS AND STATISTICS – I****CREDIT: 3**

- CO1: Able to apply basic terms of statistical data solving practical problems field of business.
- CO2: Able to explain basic methods of measure of central tendency.
- CO3: Able to solve problems in the areas of simple and compound interest account, use of compound interest.
- CO4: Able to discuss effects of various types and methods of interest account.
- CO5: Able to connect acquired knowledge and skills with practical problems.

**COURSE: BUSINESS ORGANIZATION****CREDIT: 3**

- CO1: Understand the basic fundamentals of the business organization.
- CO2: Attain the knowledge of various forms and types of the business organization.
- CO3: Understand the main working aspects of organizations.
- CO4: Acquires in depth understanding of the stock exchanges and its functions.
- CO5: Gain knowledge about Trade Associations and Chamber of commerce.

**COURSE: PROFESSIONAL ENGLISH I FOR COMMERCE AND MANAGEMENT****CREDIT: 3**

- CO1: To impart the learning skills among the students so as to become fluent in the use of language at all levels.
- CO2: To enhance the student's skills in LSRW (Listening, Speaking, Reading & Writing) and also their competence to use language effectively.
- CO3: To improve the student's vocabulary skills in order to face the interviews, group discussion, brainstorming methods and mind mapping in different fields used by the investors / interviewers.

**SEMESTER-II (EVEN SEMESTER)****COURSE: BUSINESS ENVIRONMENT****CREDIT: 3**

- CO1: Able to learn about the factor affecting the business environment.
- CO2: Understand the economic system influencing the organization and the impact from macro-economic parameters, GDP, growth rate, population and fiscal deficit.
- CO3: Able to understand the political environment, government and business relationship in India.
- CO4: Able to know the non-banking financial companies and NBFC's influence in the organizations.

**COURSE: BUSINESS MATHEMATICS AND STATISTICS – II****CREDIT: 3**

- CO1: Identify statistical tools needed to solve various business problems.
- CO2: Able to find out the correlation and regression.
- CO3: Develop time series component of time series secular trend seasonal variation, cyclical variation, irregular variation.
- CO4: students can use index number, weighted and UN weighted index numbers in practical applications.

**COURSE: PRINCIPLES OF BANKING SYSTEM****CREDIT: 5**

- CO1: Able to know the origin of banks and concept of social responsibility of banks.
- CO2: Able to know the role played by the banking sector.
- CO3: Understand the various public and private sector banks in India.
- CO4: Understand the functions of modern commercial banks.
- CO5: Able to learn various financial services which are useful in the economy.

**COURSE: PROFESSIONAL ENGLISH II FOR COMMERCE AND MANAGEMENT****CREDIT: 3**

- CO1: Understand the basic objective of the course by being acquainted with specific dimensions of communication skills i.e. Reading, writing, listening, thinking and speaking.
- CO2: Create substantial base by the formation of strong professional vocabulary for its application at different platforms
- CO3: Apply in the work place for writing purposes such as presentation/official drafting/administrative communication and use it for document/project/report/research paper writing.
- CO4: Evaluate the correct & error-free writing by being well-versed in rules of english grammar & cultivate relevant technical style of communication & presentation at their work place & also for academic uses.
- CO5: Apply techniques for developing inter-personal communication skills and positive attitude leading to their professional competence.

## **SEMESTER- III (ODD SEMESTER)**

### **COURSE: PRODUCTION AND MATERIALS MANAGEMENT CREDIT: 4**

CO1: Understand functions and scope of production management.

CO2: Describe the use of routing and scheduling, dispatching and maintenance.

CO3: Recognize the plant location and plant layout problems.

CO4: Analyze the need of works study, time study and work measurement.

### **COURSE: FINANCIAL ACCOUNTING CREDIT: 4**

- CO1: Understand the basic concepts, rules and principles of accounting.
- CO2: Understand the concepts of subsidiary books.
- CO3: Able to know the preparation of financial accounting, procedure to prepare trading, profit and loss account and balance sheet.
- CO4: Able to know the procedure for issue, reissue and forfeiture of shares.
- CO5: Know the different method for calculating the single entry system and their uses.

### **COURSE: HUMAN RESOURCE MANAGEMENT CREDIT: 4**

- CO1: Understand the concepts, and basic functions of human resource management.
- CO2: Learn the implementation and evaluation of employee recruitment and selection process.
- CO3: Acquire the knowledge in identifying the training needs and methods.
- CO4: Understand the need and methods of performance appraisal.
- CO5: Analyse the key issues related to compensation, mentoring, career planning, promotion, transfers and termination.

### **COURSE: MANAGERIAL ECONOMICS CREDIT: 4**

- CO1: Understand the concepts and reasons of existence of firms and optimal decision making.
- CO2: Learn to analyses the market supply and demand on market dynamics.
- CO3: Acquire knowledge on production and cost analysis.
- CO4: Able to know the applications of price discrimination.
- CO5: Able to analyses the output decision of monopolistic and oligopolistic firms.

### **COURSE: OFFICE MANAGEMENT CREDIT: 3**

- CO1: Understand the management of office, methods and environment.
- CO2: Attain the knowledge of location, layout and the environment of an office.
- CO3: Recognize the use of office furniture, appliances and equipment's.

- CO4: Handling of inward mail and outward mail service and to know the mechanical devices for written communication.
- CO5: Understand the responsibilities and skills required by the office manager and the skill of record management.

**COURSE: BUSINESS COMMUNICATION**

**CREDIT: 2**

CO1: Understand communication methods and its types. CO2:

Analyze need of offers, quotation and collection letters.

CO3: Recognize the circular letters and insurance correspondences.

CO4: Contrast the use of agenda, minutes and reports.

CO5: Understand the communication media such as telex, fax and internet.

**COURSE: MANAGEMENT CONCEPTS**

**CREDIT: 2**

CO1: Understand the concepts related to Management.

CO2: Understand the roles, skills and functions of management.

CO3: Analyze the application of the knowledge in solving organizational problems.

**SEMESTER-IV (EVEN SEMESTER)**

**COURSE: ORGANIZATIONAL BEHAVIOUR**

**CREDIT: 4**

- CO1: Able to know the importance of organizational behavior, factors influencing organizational behavior and its historical development.
- CO2: Analyze the use of group cohesiveness and group dynamics.
- CO3: understand and recognize how the leadership styles are followed in the organization.
- CO4: Understand the significance of organizational culture in functioning an organization.
- CO5: Able to evaluate the culture and conflicts prevail in the organization.

**COURSE: TAXATION**

**CREDIT: 4**

- CO1: Understand the basic principles of underlying provisions of direct and Indirect laws
- CO2: Understand tax laws and accepted tax practices.
- CO3: Analyze the wiser economic, social, administrative compliance and political context within which taxes are imposed.

**COURSE: MANAGEMENT ACCOUNTING**

**CREDIT: 4**

- CO1: Develop the ability to collect, analyze and communicate the quantitative and non-quantitative information.
- CO2: Assist the management in making more effective planning and control decision.
- CO3: Compare and contrast the basic management accounting concept and their application in managerial decision making.
- CO4: Analyze and assess the financial situation of a firm with the help of ratio analysis.

**COURSE: OPERATION RESEARCH**

**CREDIT: 4**

- CO1: Identify and develop operational research models from the verbal description of the real system.
- CO2: Knowledge and understanding the characteristics.
- CO3: Understand the mathematical tools that are needed to solve optimization problems.
- CO4: Use mathematical tools to solve the proposed model.
- CO5: Develop the report that describes the solving techniques, analysis the result and propose recommendations.

**COURSE: RETAIL MANAGEMENT**

**CREDIT: 5**

- CO1: Understand the concepts and functions of retailer.
- CO2: Gain knowledge about retail property development in India.
- CO3: Able to apply the technology tools that aid merchandise planning.
- CO4: Able to determine retails pricing strategies.
- CO5: Able to identify the opportunities offered in retail as a career.

**COURSE: ENTREPRENEURIAL DEVELOPMENT**

**CREDIT: 2**

- CO1: Able to understand the enterprise, entrepreneur and entrepreneurship.
- CO2: Able to get the complete picture of government programs available for entrepreneurs.
- CO3: Able to understand and prepare business plan make presentation.
- CO4: Able to write project report for starting an entrepreneur.
- CO5: Able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.

**COURSE: TRAINING AND DEVELOPMENT**

**CREDIT: 2**

- CO1: Understand the role of training.
- CO2: Identify the methods of training.
- CO3: Understand the concepts of career development.

## **SEMESTER V (ODD SEMESTER)**

### **COURSE: MARKETING MANAGEMENT**

**CREDIT: 4**

- CO1: Able to identify the primary marketing activities of an organization.
- CO2: Able to use marketing information and research to develop marketing strategies for targeting customers.
- CO3: Able to understand the price elasticity and how it can be used to set price for a product.
- CO4: Able to evaluate how to use distribution channels to market the products/services effectively.
- CO5: Able to use the appropriate promotional tools for the promotion of products/services.

### **COURSE: BUSINESS LAW**

**CREDIT: 4**

- CO1: Understand the fundamental legal principles in developing various contracts.
- CO2: Able to understand the commercial laws in the business world.
- CO3: Able to identify the common forms of business associations and elements of Corporate Governance.
- CO4: Able to understand the legality and statute of frauds in contracts.
- CO5: Able to develop insights regarding the laws and transactions related to sale of goods.

### **COURSE: RESEARCH METHODOLOGY**

**CREDIT: 4**

- CO1: Understand the fundamental legal principles in developing various contracts.
- CO2: Able to understand the commercial laws in the business world.
- CO3: Able to identify the common forms of business associations and elements of Corporate Governance.
- CO4: Able to understand the legality and statute of frauds in contracts.
- CO5: Able to develop insights regarding the laws and transactions related to sale of goods.

### **COURSE: COMPUTER APPLICATION IN BUSINESS**

**CREDIT: 4**

- CO1: Know about the emergence of computers and various software solution used for business.
- CO2: Learn to Microsoft Office Word and how it is applied in business.
- CO3: Learn the application of Microsoft Excel and how different calculations can be done by using it.
- CO4: Application of Microsoft PowerPoint in Business and learned how it is useful for Business Presentations.
- CO5: Understand the working of EDI, E-Commerce, Smart Cards and its various applications.

### **COURSE: INDUSTRIAL RELATIONS AND LABOUR LAWS**

**CREDIT: 3**



- CO1: Understand the importance of industrial relation and know the role of trade union and know the industrial disputes and their resolutions.
- CO2: Understand the salient features of health, safety, welfare and wage legislations.
- CO3: Understand the different committees and various methods of strike and prevention.
- CO4: Understand the meaning of industrial unrest and reasons for employee dissatisfaction and disciplinary action.

**COURSE: E – BUSINESS**

**CREDIT: 2**

- CO1: Able to define appreciate the difference between traditional and electronic business.
- CO2: Know basic infrastructure required to build an E-business and secure it.
- CO3: Become familiar electronic data interchange and how does it help in transaction besides learning the importance of web.
- CO4: Understanding of Electronic Data Interchange and its Application in Business
- CO5: Able to use various electronic governance media and tools.

**SEMESTER- VI (EVEN SEMESTER)**

**COURSE: STRATEGIC MANAGEMENT**

**CREDIT: 5**

- CO1: Understand the importance of industrial relation and know the role of trade union and know the industrial disputes and their resolutions.
- CO2: Understand the salient features of health, safety, welfare and wage legislations.
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**COURSE: INTERNATIONAL BUSINESS**

**CREDIT: 5**

- CO1: Able to understand the enterprise, entrepreneur and entrepreneurship.
- CO2: Able to get the complete picture of government programs available for entrepreneurs.
- CO3: Able to understand and prepare business plan make presentation.
- CO4: Able to write project report for starting an entrepreneur.
- CO5: Able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.

**COURSE: INDIVIDUAL PROJECT**

**CREDIT: 5**

- CO1: Develop the training program capacity among the students.

- CO2: Understand the various functions of the organization during the training period
- CO3: Identify and collect the various sources of data through primary and secondary data
- CO4: Understand the various statistical tools.
- CO5: Apply the suitable statistical tool and analyze the result
- CO6: Identify the findings and suggestions
- CO7: Understand the report writing
- CO8: Outline the conclusion
- 

**COURSE: FINANCIAL MANAGEMENT**

**CREDIT: 3**

- CO1: Understand creativity, innovation and convergent thinking.
- CO2: Recognize the thinking hats method and brain storming.
- CO3: Analyze the attitude towards lateral thinking.

**COURSE: RURAL MARKETING MANAGEMENT**

**CREDIT: 3**

- CO1: Understand the various alternatives available for investment.
- CO2: Identify the new product development and product strategy.
- CO3: Able to measure the risk and return.
- CO4: Able to value equity and bonds and gain knowledge of the various strategies followed by investment practitioners.

**COURSE: CREATIVITY AND INNOVATION MANAGMENT**

**CREDIT: 2**

- CO1: understand creative problem-solving techniques: Innovation, Suspended judgment, Analogies, Lateral Thinking .
- CO2: Understand individual and Group Creativity, Convergent Thinking, Divergent Thinking.

**COURSE: EXTENSION ACTIVITY**

**CREDIT: 1**

- CO1: Able to acquire leadership qualities and democratic attitude.
- CO2: Able to utilize their knowledge in finding practical solution to individual and community problems.

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PSOs and COs**

**2022-2023**

# DEPARTMENT OF BUSINESS ADMINISTRATION

## POs, PSOs, COs

### PROGRAMMES OUTCOMES (PO):

- PO1: Ability to apply knowledge of management theories and practices to solve business problems.
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- PO7: Ability to continuously learn and adapt to the dynamics of business and society.

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- PSO3: To impart and understand the elements of the complex world of business.
- PSO4: To impart knowledge of field visit and training to use techniques of Management
- PSO5: To build up self - confidence and ability in students to take up self - serviceable business ventures.
- PSO6: To build skills to apply knowledge in project report writing.
- PSO7: To impart moral values and social responsibilities
- PSO8: To imparts the students to identify their own values.

### COURSE OUTCOME

#### COURSE: PRINCIPLES OF MANAGEMENT

**CREDIT: 3**

- CO1: Understand the concept of management.
- CO2: Able to plan and make decisions.
- CO3: Able to differentiate organization structure and know the functioning.
- CO4: Able to delegate work, differentiate between power and authority.
- CO5: Able to coordinate activities in an organization.

#### COURSE: BUSINESS MATHEMATICS AND STATISTICS – I

**CREDIT: 3**

- CO1: Able to apply basic terms of statistical data solving practical problems field of business.

- CO2: Able to explain basic methods of measure of central tendency.
- CO3: Able to solve problems in the areas of simple and compound interest account, use of compound interest.
- CO4: Able to discuss effects of various types and methods of interest account.
- CO5: Able to connect acquired knowledge and skills with practical problems.

**COURSE: BUSINESS ORGANIZATION**

**CREDIT: 3**

- CO1: Understand the basic fundamentals of the business organization.
- CO2: Attain the knowledge of various forms and types of the business organization.
- CO3: Understand the main working aspects of organizations.
- CO4: Acquires in depth understanding of the stock exchanges and its functions.
- CO5: Gain knowledge about Trade Associations and Chamber of commerce.

**COURSE: PROFESSIONAL ENGLISH I FOR COMMERCE AND MANAGEMENT**

**CREDIT: 3**

- CO1: To impart the learning skills among the students so as to become fluent in the use of language at all levels.
- CO2: To enhance the student's skills in LSRW (Listening, Speaking, Reading & Writing) and also their competence to use language effectively.
- CO3: To improve the student's vocabulary skills in order to face the interviews, group discussion, brainstorming methods and mind mapping in different fields used by the investors / interviewers.

**SEMESTER-II (EVEN SEMESTER)**

**COURSE: BUSINESS ENVIRONMENT**

**CREDIT: 3**

- CO1: Able to learn about the factor affecting the business environment.
- CO2: Understand the economic system influencing the organization and the impact from macro-economic parameters, GDP, growth rate, population and fiscal deficit.
- CO3: Able to understand the political environment, government and business relationship in India.
- CO4: Able to know the non-banking financial companies and NBFC's influence in the organizations.

**COURSE: BUSINESS MATHEMATICS AND STATISTICS – II**

**CREDIT: 3**

- CO1: Identify statistical tools needed to solve various business problems.
- CO2: Able to find out the correlation and regression.

- CO3: Develop time series component of time series secular trend seasonal variation, cyclical variation, irregular variation.
- CO4: students can use index number, weighted and UN weighted index numbers in practical applications.

**COURSE: PRINCIPLES OF BANKING SYSTEM**

**CREDIT: 5**

- CO1: Able to know the origin of banks and concept of social responsibility of banks.
- CO2: Able to know the role played by the banking sector.
- CO3: Understand the various public and private sector banks in India.
- CO4: Understand the functions of modern commercial banks.
- CO5: Able to learn various financial services which are useful in the economy.

**COURSE: PROFESSIONAL ENGLISH II FOR COMMERCE AND MANAGEMENT**

**CREDIT: 3**

- CO1 : Understand the basic objective of the course by being acquainted with specific dimensions of communication skills i.e. Reading, writing, listening, thinking and speaking.
- CO2: Create substantial base by the formation of strong professional vocabulary for its application at different platforms
- CO3: Apply in the work place for writing purposes such as presentation/official drafting/administrative communication and use it for document/project/report/research paper writing.
- CO4: Evaluate the correct & error-free writing by being well-versed in rules of english grammar & cultivate relevant technical style of communication & presentation at their work place & also for academic uses.
- CO5: Apply techniques for developing inter-personal communication skills and positive attitude leading to their professional competence.

**SEMESTER- III (ODD SEMESTER)**

**COURSE: FINANCIAL ACCOUNTING**

**CREDIT: 4**

- CO1: Understand the basic concepts, rules and principles of accounting.
- CO2: Understand the concepts of subsidiary books.
- CO3: Able to know the preparation of financial accounting, procedure to prepare trading, profit and loss account and balance sheet.
- CO4: Able to know the procedure for issue, reissue and forfeiture of shares.
- CO5: Know the different method for calculating the single entry system and their uses.

**COURSE: HUMAN RESOURCE MANAGEMENT**

**CREDIT: 4**

- CO1: Understand the concepts, and basic functions of human resource management.
- CO2: Learn the implementation and evaluation of employee recruitment and selection process.
- CO3: Acquire the knowledge in identifying the training needs and methods.
- CO4: Understand the need and methods of performance appraisal.
- CO5: Analyse the key issues related to compensation, mentoring, career planning, promotion, transfers and termination.

**COURSE: OFFICE MANAGEMENT**

**CREDIT: 3**

- CO1: Understand the management of office, methods and environment.
- CO2: Attain the knowledge of location, layout and the environment of an office.
- CO3: Recognize the use of office furniture, appliances and equipment's.
- CO4: Handling of inward mail and outward mail service and to know the mechanical devices for written communication.
- CO5: Understand the responsibilities and skills required by the office manager and the skill of record management.

**COURSE: MANAGEMENT CONCEPTS**

**CREDIT: 2**

CO1: Understand the concepts related to Management.

CO2: Understand the roles, skills and functions of management.

CO3: Analyze the application of the knowledge in solving organizational problems.

**SEMESTER-IV (EVEN SEMESTER)**

**COURSE: ORGANIZATIONAL BEHAVIOUR**

**CREDIT: 4**

- CO1: Able to know the importance of organizational behavior, factors influencing organizational behavior and its historical development.
- CO2: Analyze the use of group cohesiveness and group dynamics.
- CO3: understand and recognize how the leadership styles are followed in the organization.
- CO4: Understand the significance of organizational culture in functioning an organization.
- CO5: Able to evaluate the culture and conflicts prevail in the organization.

**COURSE: MANAGEMENT ACCOUNTING**

**CREDIT: 4**

- CO1: Develop the ability to collect, analyze and communicate the quantitative and non-quantitative information.
- CO2: Assist the management in making more effective planning and control decision.
- CO3: Compare and contrast the basic management accounting concept and their application in managerial decision making.
- CO4: Analyze and assess the financial situation of a firm with the help of ratio analysis.

**COURSE: RETAIL MANAGEMENT****CREDIT: 5**

- CO1: Understand the concepts and functions of retailer.
- CO2: Gain knowledge about retail property development in India.
- CO3: Able to apply the technology tools that aid merchandise planning.
- CO4: Able to determine retail pricing strategies.
- CO5: Able to identify the opportunities offered in retail as a career.

**COURSE: TRAINING AND DEVELOPMENT****CREDIT: 2**

- CO1: Understand the role of training.
- CO2: Identify the methods of training.
- CO3: Understand the concepts of career development.

**SEMESTER V (ODD SEMESTER)****COURSE: MARKETING MANAGEMENT****CREDIT: 4**

- CO1: Able to identify the primary marketing activities of an organization.
- CO2: Able to use marketing information and research to develop marketing strategies for targeting customers.
- CO3: Able to understand the price elasticity and how it can be used to set price for a product.
- CO4: Able to evaluate how to use distribution channels to market the products/services effectively.
- CO5: Able to use the appropriate promotional tools for the promotion of products/services.

**COURSE: BUSINESS LAW****CREDIT: 4**

- CO1: Understand the fundamental legal principles in developing various contracts.
- CO2: Able to understand the commercial laws in the business world.
- CO3: Able to identify the common forms of business associations and elements of Corporate Governance.
- CO4: Able to understand the legality and statute of frauds in contracts.
- CO5: Able to develop insights regarding the laws and transactions related to sale of goods.

**COURSE: RESEARCH METHODOLOGY****CREDIT: 4**

- CO1: Understand the fundamental legal principles in developing various contracts.
- CO2: Able to understand the commercial laws in the business world.
- CO3: Able to identify the common forms of business associations and elements of Corporate Governance.
- CO4: Able to understand the legality and statute of frauds in contracts.



- CO5: Able to develop insights regarding the laws and transactions related to sale of goods.

**COURSE: PRODUCTION AND MANAGEMENT**

**CREDIT: 4**

- CO1: Understand the concept of operations and relationship between operations and other business functions.
- CO2: Analyses and evaluate various production and scheduling techniques, and to identify appropriate location for factories.
- CO3: Able to implement work and method study procedures.
- CO4: Able to plan and implement suitable materials planning principles and practices in operations.
- CO5: Able to plan and implement store keeping and material handling and to rate vendors.

**COURSE: INDUSTRIAL RELATIONS AND LABOUR LAWS**

**CREDIT: 4**

- CO1: Understand the importance of industrial relation and know the role of trade union and know the industrial disputes and their resolutions.
- CO2: Understand the salient features of health, safety, welfare and wage legislations.
- CO3: Understand the different committees and various methods of strike and prevention.
- CO4: Understand the meaning of industrial unrest and reasons for employee dissatisfaction and disciplinary action.

**COURSE: E – BUSINESS**

**CREDIT: 3**

- CO1: Able to define appreciate the difference between traditional and electronic business.
- CO2: Know basic infrastructure required to build an E-business and secure it.
- CO3: Become familiar electronic data interchange and how does it help in transaction besides learning the importance of web.
- CO4: Understanding of Electronic Data Interchange and its Application in Business
- CO5: Able to use various electronic governance media and tools.

**SEMESTER- VI (EVEN SEMESTER)**

**COURSE: STRATEGIC MANAGEMENT**

**CREDIT: 5**

- CO1: Understand the importance of industrial relation and know the role of trade union and know the industrial disputes and their resolutions.
- CO2: Understand the salient features of health, safety, welfare and wage legislations.

- CO3: Understand the different committees and various methods of strike and prevention.
- CO4: Understand the meaning of industrial unrest and reasons for employee dissatisfaction and disciplinary action.

**COURSE: INTERNATIONAL BUSINESS**

**CREDIT: 5**

- CO1: Able to understand the enterprise, entrepreneur and entrepreneurship.
- CO2: Able to get the complete picture of government programs available for entrepreneurs.
- CO3: Able to understand and prepare business plan make presentation.
- CO4: Able to write project report for starting an entrepreneur.
- CO5: Able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.

**COURSE: INDIVIDUAL PROJECT**

**CREDIT: 5**

- CO1: Develop the training program capacity among the students.
- CO2: Understand the various functions of the organization during the training period
- CO3: Identify and collect the various sources of data through primary and secondary data
- CO4: Understand the various statistical tools.
- CO5: Apply the suitable statistical tool and analyze the result
- CO6: Identify the findings and suggestions
- CO7: Understand the report writing
- CO8: Outline the conclusion

**COURSE: FINANCIAL MANAGEMENT**

**CREDIT: 3**

- CO1: Understand creativity, innovation and convergent thinking.
- CO2: Recognize the thinking hats method and brain storming.
- CO3: Analyze the attitude towards lateral thinking.

**COURSE: RURAL MARKETING MANAGEMENT**

**CREDIT: 3**

- CO1: Understand the various alternatives available for investment.
- CO2: Identify the new product development and product strategy.
- CO3: Able to measure the risk and return.
  - CO4: Able to value equity and bonds and gain knowledge of the various strategies followed by investment practitioners.

**COURSE: EXTENSION ACTIVITY**

**CREDIT: 1**

- CO1: Able to acquire leadership qualities and democratic attitude.

- CO2: Able to utilize their knowledge in finding practical solution to individual and community problems.

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PSOs and COs**

**2023-2024**

## DEPARTMENT OF BUSINESS ADMINISTRATION

### PROGRAMMES OUTCOMES (PO):

**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; analyse 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 trends and demands of work place through knowledge/skill development/reskilling.

#### **PROGRAM SPECIFIC OUTCOMES (PSO):**

**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 analyse effectiveness of economic policies.

## **COURSE OUTCOME**

### **SEMESTER I**

#### **COURSE: PRINCIPLES OF MANAGEMENT**

**CREDIT: 5**

- CO1: understand planning process and importance of decision making in organization.
- CO2: Analyse the application of Principles in Organization.
- CO3: Recognize the effectiveness of Directing in organization.
- CO4: Identify the process of effective controlling in organization and to familiarize students about significance of ethics in business.

#### **COURSE: ACCOUNTING FOR MANAGERS I**

**CREDIT: 5**

- CO1: Understand basic concepts of accounting its applications.
- CO2: Analyze and interpret financial reports of a company.
- CO3: Understand the gross profit and net profit earned by organization.
- CO5: Understand the procedure of Accounting under Single entry system.

#### **COURSE: MANAGERIAL ECONOMICS**

**CREDIT: 3**

- CO1: Understand concepts of managerial economics and its relevant concepts of economics in current business scenario.
- CO2: Understand the applications & implications of economics and its knowledge of mechanics of supply and demand markets in decision-making and problem solving.
- CO3: Understand the optimal point of cost analysis and production factors of the firm
- CO4: Identify pricing methods and strategies that are consistent with evolving marketing needs.
- CO5: Analyse various market structures in an economy.

#### **COURSE: BASICS OF EVENT MANAGEMENT**

**CREDIT: 2**

- CO1: Understand the basic of event management its concepts.
- CO2: Understand how to make an event design.
- CO3: Analyze feasibility analysis for event.
- CO4: Understand the 5 Ps of Event Marketing.
- CO5: Identify the financial aspects of event management and its promotion.

#### **COURSE: MANAGERIAL COMMUNICATION**

**CREDIT: 2**

- CO1: Understand the role & importance of communication skills.
- CO2: Recognize their Listening, reading, writing & speaking communication skills.
- CO3: Identify the modern communication for managers.
- CO4: Understand the skills required for facing interview.

## **SEMESTER-II (EVEN SEMESTER)**

### **COURSE: MARKETING MANAGEMENT**

**CREDIT: 5**

- CO1: Understand the marketplace.
- CO2: Identify the market segmentation and the Product mix.
- CO3: Understand the different pricing methods.
- CO4: Identify communication mix and sales promotion tools and latest trends in market.

### **COURSE: ACCOUNTING FOR MANAGERS II**

**CREDIT: 5**

- CO1: Understanding of cost concepts and classification.
- CO2: Understand the skills in tools & techniques and critically evaluate decision making in business and Various Ratios.
- CO3: Identify cash flow related to finance and the importance.
- CO4: Recognize the role of budgets and variance as a tool of planning and control.
- CO5: Understand the Marginal costing and Analysis.

### **COURSE: INTERNATIONAL BUSINESS**

**CREDIT: 3**

- CO1: Understand basic concepts of International Business
- CO2: Understand about theories of international trade.
- CO3: Understand concepts of foreign exchange market and foreign direct investment.
- CO4: Understand the global environment.

### **COURSE: MANAGERIAL SKILL DEVELOPMENT**

**CREDIT: 2**

- CO1: Understand concepts of self-confidence, groom the personality and build emotional Competence, self-awareness.
- CO3: Recognize the need of communication, working with teams.
- CO3: Analyze the Emotional intelligence
- CO4: Analyze need of critical-thinking and analytical skills to investigate complex problems to propose viable solutions
- CO5: To improve professional etiquette

### **COURSE: BUSINESS ETIQUETTE AND CORPORATE GROOMING**

**CREDIT: 2**

- CO1: Understand basic concepts on etiquettes in professional conduct
- CO2: understand the workplace courtesy
- CO3: Identify guidelines in managing rude and impatient clients
- CO4: To stress on the importance of attire.