

**DEPARTMENT OF BUSINESS ADMINISTRATION
(B.B.A)**

2023 – 2026 BATCH ONWARDS

Nallamuthu Gounder Mahalingam College, Pollachi

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society

Mission

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life

Department of Business Administration (BBA)

Vision

Creating excellence in Business Administration through updated curriculum and with comprehensive knowledge on business theories and concepts. The students are trained to develop competency and provide solutions to business problems

Mission

With the help of relevant curriculum by expertise and by updating the curriculum to meet contemporary practices students are trained. Skill based elective subjects included along with Project work and Industrial visits which are mandatory to get practical exposure

Programme Educational Objectives

PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, MSW and after PG, M.Phil, Ph.D as well as research
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change

Programme Outcomes

PO1	Disciplinary Knowledge: Business Administration Programme offers broad exposure to students with comprehensive knowledge on business theories and concepts
PO2	Reflective Thinking: The students are trained to develop competency and to provide solutions to business

	problems
PO3	Morale and ethical Awareness: The students are educated towards problems faced by business sector in current scenario.
PO4	Analytical Reasoning: Business Administration students are inculcated to understand ups and downs of businesses.
PO5	Multicultural Competence: Educates to create nurture global leaders for business excellence and betterment of society.
PO6	Leadership: To introduce the students with detailed knowledge on business theories and models.
PO7	Life long Learning : To develop competency to venture into new business opportunities.
PO8	Employability: To train the students to provide solutions to business problems.

Information and Communication Technology , Digital Library

Readiness/Qualities

Programme Specific Outcomes

PSO-01	To Apply Current Technological software in real time management
PSO-02	Ability to apply contemporary practices in the field of management to analyze given management problems

Mapping

PEOs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	M	H	L	H
PO2	H	H	H	H	H
PO3	H	H	H	H	H
PO4	H	H	H	H	H
PO5	H	H	H	M	H
PO6	H	H	H	H	H
PO7	H	H	H	H	H
PO8	H	H	H	H	H
PSO1	H	H	H	H	H
PSO2	M	H	H	H	H

D. Bhuvanendran

(H.O.D IV)

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(ICDC-COORDINATOR)

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Dr. R. MANICKA CHEZIAN

(CONTROLLER OF EXAMINATION)

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	23UBM101	Title	Batch :	2023-26	
		CC - I : Principles of Business Management and Business Organization	Semester	I	
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	5

Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

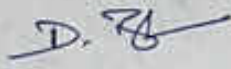
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of Business organizations and principles of management	K1
CO2	To understand the principles of management	K2
CO3	To apply the concepts in day to day life	K3
CO4	To analyze the merits and demerits of adapting scientific methods in business arena	K4
CO5	To evaluate the business organization with management styles in future	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	M	M
CO2	H	H	H	H	M	H	M	M	-	H
CO3	M	M	H	M	M	H	M	M	H	H
CO4	M	H	M	H	-	M	H	H	H	-
CO5	H	H	L	H	M	M	M	L	M	L

H-High; M-Medium; L-Low


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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM102	Title	Batch :	2023-26
Lecture Hrs./Week	6	CC - II :	Semester	I
		Business Communication	Credits:	4
		Tutorial Hrs./Sem.		-

Course Objective

The students should have understood the Methods of communication, Drafting letters, report writing, Types of communication and Barriers of communication

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall various types of Oral, Written and Digital communication modes	K1
CO2	To understand the idea of effective business writing, business communication, interpersonal communications	K2
CO3	To apply the skills that maximize team effectiveness, developing and delivering effective presentations, good time management and effective problem solving	K3
CO4	To analyze the usage of current technology related to the communication field and communicates ethically	K4
CO5	To evaluate the desired result of a good communication	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	H	H	H	H
CO2	-	H	H	H	H	M	M	-	H	M
CO3	H	H	H	-	M	M	L	H	M	H
CO4	L	M	M	H	H	-	H	H	L	H
CO5	M	L	M	L	M	H	H	M	H	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM1A1	Title	Batch :	2023-26
		GE I- Allied – I : Mathematical Techniques - I	Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

On successful completion of this course, the students should have understood Matrices, Mathematics of Finance, Statistical Tools and Their Applications

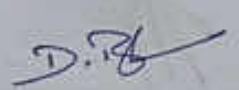
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the applications of matrices in business	K1
CO2	To understand the problem-solving methods	K2
CO3	To apply Matrix, Statistical tools for Research Process	K3
CO4	To analyze Mathematical Techniques and applications	K4
CO5	To evaluate the business conditions using correlation and regression analysis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	-	L	M	H	L	H	H	H	H
CO2	H	M	M	M	M	M	M	L	L	M
CO3	H	M	M	M	L	-	L	-	H	L
CO4	H	M	M	M	M	M	H	H	M	M
CO5	H	M	M	M	M	H	H	M	H	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM1A2	Title	Batch :	2023-26
		GE I -ALLIED I: SPSS Practical	Semester	I
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

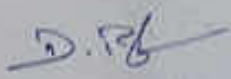
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Create datasheet and enter the data	K1
CO2	Compute descriptive statistics using the package and graphically represent the data	K2
CO3	Perform univariate and bivariate analysis in the software package.	K3
CO4	Perform multivariate analysis in the software package.	K4
CO5	Demonstrate capabilities of problem-solving, critical thinking, and communication skills to infer the output.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	M	M
CO2	H	H	H	H	M	H	M	M	-	H
CO3	M	M	H	M	M	H	M	M	H	H
CO4	M	H	M	H	-	M	H	H	H	-
CO5	H	H	L	H	M	M	M	L	M	L

H-High; M-Medium; L-Low


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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM203	Title	Batch :	2023-26
		CC – III : Organizational Behaviour	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	4

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling and Guidance, Etc

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic organizational behavior principles	K1
CO2	To understand different models used to explain individual behavior related to motivation and reward	K2
CO3	To apply various process used in developing communication and resolving conflicts	K3
CO4	To analyze organizational behavior issues in the context of principle, concepts, theories and models	K4
CO5	To evaluate the appropriateness of various leadership styles and counseling methods	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	M	H	H	H
CO2	H	-	H	M	H	H	L	H	H	H
CO3	H	H	M	H	H	L	-	H	H	H
CO4	M	H	H	L	M	H	H	M	H	M
CO5	M	H	H	M	L	M	M	H	H	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM204	Title	Batch :	2023-26
		CC – IV: Financial Accounting	Semester	II
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

The Students Should Have Understood the Basic Accounting Concepts, Double Entry System Of Book Keeping And Various Books Of Accounts, Preparation of Final Accounts, Etc.

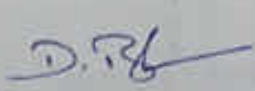
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the basic accounting concepts and their application in business	K1
CO2	To understand and apply the dual-entry recording framework to a series of transactions that results in a balance sheet	K2
CO3	To apply and gain knowledge on the preparation of financial statements	K3
CO4	To analyze financial statements effectively and take decisions on depreciation method to be adopted	K4
CO5	To evaluate and apply the accounting treatments in Single entry system	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	L	L	M	L	H
CO2	H	-	H	M	M	M	M	M	H	M
CO3	M	M	H	M	M	-	H	M	H	L
CO4	H	H	H	M	-	M	H	H	M	M
CO5	H	L	M	M	H	H	H	M	H	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM2A1	Title	Batch :	2023-26
		GE II -ALLIED – II : Business Economics	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

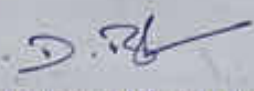
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember students to know basic economic concepts	K1
CO2	To understand the economic behavior of the society	K2
CO3	To apply economic analysis in the formulation of business Policies	K3
CO4	To analyze the economic reasoning to problems of business	K4
CO5	To evaluate the performance of the GDP and economic situation in India	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	L	H	H	H	H	H	-	H	H	H
CO2	H	-	L	H	M	M	M	H	-	H
CO3	M	M	H	L	H	H	H	M	L	H
CO4	H	H	H	L	-	M	M	M	L	H
CO5	H	H	M	H	L	M	H	-	M	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM2A2	Title	Batch :	2023-26
		GE II -ALLIED - II : Macro Economics	Semester	II
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objectives

The aim of this paper is to make the students to understand the important macroeconomic concepts like employment, income, investment and consumption etc., and their mutual dependence in achieving the National

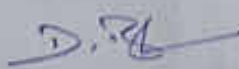
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To concern overall dimensions total size, individual parts of economy and concepts of national income and ailments in measurement.	K1
CO2	To understand employment theories and trends.	K2
CO3	To grasp the attributes of consumption functions, investment functions and working of the chain of action and reaction in investment and national income.	K3
CO4	To Import knowledge on real investment and period of time and key determinations.	K4
CO5	To analyse simultaneous equilibrium in both the goods market and management.	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	L	H	H	H	H	H	-	H	H	H
CO2	H	-	L	H	M	M	M	H	-	H
CO3	M	M	H	L	H	H	H	M	L	H
CO4	H	H	H	L	-	M	M	M	L	H
CO5	H	H	M	H	L	M	H	-	M	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	23UBM2S1	Title	Batch :	2023-26
		SEC I: Naan Mudhalvan: Fundamentals of office automation	Semester	II
Lecture Hrs./Week	2	Tutorial Hrs./ Sem.	-	Credits: 2

Course Objective

To introduce the basic features of Microsoft Office, Windows basics, and file management. Develops familiarity with Word, Excel, Access, PowerPoint, email, and Internet basics.

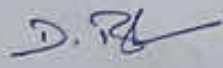
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various features of Windows 2000	K1
CO2	To understand the various MS Office application software	K2
CO3	To apply the knowledge gained in working with MS Excel for scientific calculations.	K3
CO4	To analyse the features of Excel applications	K4
CO5	To evaluate and apply the features of a PowerPoint presentation	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	-	H	H
CO3	H	H	H	H	M	M	M	M	H	M
CO4	M	-	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM305	Title	Batch :	2022-25
		Core – V : Financial Management	Semester	III
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objective

To enlighten the students with the theory and techniques of financial management and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend Policy and working capital management.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the sources of finance for an organization and formulate the optimum capital structure	K1
CO2	To understand the cost of specific source capital and leverages of the firm	K2
CO3	To apply the factors influencing the dividend decision and formulate the dividend Policy of the firm	K3
CO4	To analyze cash flows and make capital budgeting decisions under both certainty and uncertainty	K4
CO5	To determine and evaluate how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	M	H	H	H	M	M	H	H	L	M
CO2	M	H	H	M	M	H	M	L	H	H
CO3	H	H	H	H	H	M	L	H	H	H
CO4	L	M	H	H	-	M	H	-	H	L
CO5	M	H	M	-	M	H	L	M	L	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM306	Title	Batch :	2022-25
Lecture Hrs./Week	5	Core- VI : Marketing Management	Semester	III
		Tutorial Hrs./Sem.	Credits:	3

Course Objective

On successful completion of this course, the student should have understood Principles of Marketing Management, Market Segmentation Product Life Cycle, Segmentation, Distributions of Channels, Pricing strategies, Sales Administration.

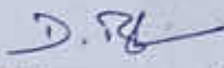
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of marketing	K1
CO2	To compare marketing and Selling	K2
CO3	To apply the buying motives and buyer behavior	K3
CO4	To analyse the importance of middlemen in the marketing arena	K4
CO5	To evaluate and perform the functions of marketing in organization	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	M	M	H	H	H	H
CO2	H	M	M	H	H	M	H	L	H	H
CO3	H	H	M	H	M	M	L	H	H	H
CO4	M	M	L	H	H	M	H	H	H	L
CO5	M	H	H	H	M	L	M	M	L	M

H-High; M-Medium; L-Low


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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM307	Title	Batch :	2022-25
		Core -VII : Mercantile Law	Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	Credits:	5

Course Objective

This course is designed to provide the student with knowledge of the legal environment in which a consumer and business operates and to provide the student with knowledge of legal principles

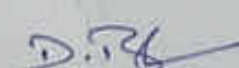
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts relevant to the law of contract, law of sale of goods and company law	K1
CO2	To understand the normative and ethical framework of the profession of law administration related to business law & company	K2
CO3	To apply ongoing change and foster development in important fields relevant to the business environment	K3
CO4	To analyze the basic principles of law to business and business transactions	K4
CO5	To evaluate the merits and demerits of company formation formalities and contract implications in business era	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	M	H	M	H	H
CO2	H	H	M	H	L	M	M	M	H	H
CO3	M	H	L	H	-	M	H	L	H	-
CO4	M	M	L	H	H	M	H	H	H	L
CO5	H	M	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low


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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM3A1	Title	Batch :	2022-25	
		Allied – III : Mathematical Techniques - II	Semester	III	
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	5

Course Objectives

On Successful Completion of This Course, the Students Should Have Understood Operations Research Models, Game Theory, Queuing Theory, PERT, CPM

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember students how to use variables for formulating complex mathematical models in management	K1
CO2	To understand by solving linear programming and integer programming models	K2
CO3	To apply basic methodology for the solution of linear programs and scientific approaches to decision making	K3
CO4	To discover the strategies of game theory and to make better decisions	K4
CO5	To evaluate Use critical path analysis and programming evaluation and review Techniques for timely project scheduling and completion.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	H	M	L	H	H	H	H	M
CO2	H	H	H	L	L	M	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	H	M	H	H	H	L	M	M	H	H
CO5	M	L	M	M	H	M	L	M	L	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM3A2	Title	Batch :	2022-2025	
		Allied III : Tally ERP.9 - Practical	Semester	III	
Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	5

Course Objective

To equip the students to create a company and understand the heads, vouching and inventory valuations.

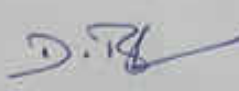
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To understand the creation of a company in tally	K1
CO2	To Familiarize on the account's heads, vouching and inventory valuations.	K2
CO3	To enter the GST invoices in Tally.	K3
CO4	To analyse the ability of creation of financial vouchers.	K4
CO5	To apply the utilization of interest parameters	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	-	M	L	M	H	M
CO4	M	H	L	H	M	M	H	-	H	L
CO5	H	H	M	H	M	L	M	M	H	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3N1	Title	Batch :	2022-25
		Non Major Elective - I Intellectual Property Rights	Semester	III
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

On successful completion of this course, the student should have understood the nature and types of intellectual property Patents, Trademarks, Copy Rights Industrial Design.

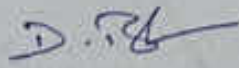
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of Intellectual property rights.	K1
CO2	To understand, patents, trademarks, copyrights and industrial designs rights.	K2
CO3	To apply the knowledge obtained in industries applicable to patent, copy, and trademark.	K3
CO4	To analyze the students broad knowledge in various intellectual rights	K4
CO5	To evaluate the simple and basic comprehension of the Indian scenario with regard to IPR act	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	M	H	H
CO2	M	H	M	H	H	H	H	H	H	H
CO3	H	H	M	H	M	H	-	M	M	-
CO4	L	M	M	H	H	H	M	L	H	H
CO5	M	L	M	L	M	L	M	H	M	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM3N2	Title	Batch :	2022-25
		Non Major Elective - I Rural Consumer Behavior	Semester	III
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

On successful completion of this course, the student should have understood the behavior of rural consumers

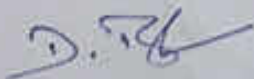
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of rural consumer behavior	K1
CO2	To understand consumer profile and pattern of buying behavior	K2
CO3	To apply the knowledge in consumer buying style	K3
CO4	To analyze the market and brand loyalty of consumers	K4
CO5	To evaluate the trends in rural marketing and rural consumer behavior	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	L	H	H	H	H
CO2	H	M	L	M	M	H	M	L	H	M
CO3	M	M	H	L	H	H	H	M	M	H
CO4	H	H	H	L	H	M	H	H	M	H
CO5	H	H	H	M	M	H	H	M	H	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM3VA	Title	Batch :	2022-25	
		VAC I: Banking Theory Law & Practice	Semester	III	
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2**

Course Objective

On successful completion of this course, through which students learn acquired knowledge and helps to promote banking growth and to promote education and knowledge of law and practice of banking

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea about banking and its applications	K1
CO2	To understand negotiable instruments and its applications	K2
CO3	To apply the basic banking legal procedures and policies in to business transactions	K3
CO4	To analyze and compare different lending principles and models related to sound lending	K4
CO5	To evaluate and execute the recent trends in banking	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	-	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM408	Title	Batch :	2022-25
		Core – VIII : Human Resource Management	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objective

On successful completion of this course, the student should have understood functions of HR/Personnel Department, Manpower Planning, Performance Appraisal, Salary Administration, Labor Welfare, Industrial Relations

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various functions of Personnel Management	K1
CO2	To understand the need of Job Analysis for recruitment	K2
CO3	To apply knowledge on the strategies for compensation and incentive system	K3
CO4	To analyze the significance of Industrial Relations and various Labor Legislations	K4
CO5	To evaluate the policies and practice of the primary areas of human resource management, including staffing, training and compensation	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	-	M	H	H	H	M
CO2	H	M	H	H	L	H	L	H	L	M
CO3	H	M	M	H	M	M	M	L	H	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	L	M	L	M	L	H	H	H	L

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Programme Code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM409	Title	Batch :	2022-25	
		Core – IX : Production & Materials Management	Semester	IV	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

Course Objectives

On successful completion of this course, the student should have understood the basic Principles, functions and process of Production Management, Effective Management of materials

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of production and materials Management	K1
CO2	To understand various principles and practices involved in production and materials management	K2
CO3	To apply the knowledge's learnt in plant location and material handling selection	K3
CO4	To analyze practical difficulties in setting a plant and handling materials responsibilities of a store keeper.	K4
CO5	To measure production processes and production planning and control	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	M	L	H	L
CO2	H	H	H	H	M	M	M	M	M	M
CO3	H	H	H	H	H	L	L	H	L	H
CO4	H	H	H	H	H	-	H	H	H	L
CO5	L	M	L	M	M	M	H	L	L	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM410	Title	Batch :	2022-25
		Core – X : Cost and Management Accounting	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objective

The Students should have understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement Budgeting and make effective management decisions in functional areas like costing

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of costing and costing systems; to prepare cost sheet for a single product and tender	K1
CO2	To understand the importance and uses of management accounting in business and to integrate cost accounting with financial accounting for management decision making	K2
CO3	To develop budget for the organization cash flow and fund flow statement to determine the liquidity Position	K3
CO4	To test for fund flow and cash flow of an organization	K4
CO5	To evaluate the financial Position of an organization by using various ratios	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	M	M	M	H	M
CO2	H	M	L	M	M	H	M	H	L	M
CO3	L	M	H	M	H	L	M	H	H	H
CO4	H	L	H	H	M	-	L	M	H	M
CO5	L	H	H	H	H	L	H	M	M	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4A1	Title	Batch :	2022-25
		Allied IV: Direct Taxation	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objectives

On successful completion of this course, the student should have understood to identify and understand complex tax issues within the context of the global business world, appreciation for tax policy issues those underpin our tax laws, the ethical implications of tax practice.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the canons of taxation	K1
CO2	To classify about Direct and indirect taxes and various sources of incomes	K2
CO3	To apply problems related from salary to income from other sources	K3
CO4	To analyze the knowledge of students in tax liability of individuals	K4
CO5	To measure solutions to complex problems in relation to taxation matters	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	H	M
CO2	H	M	L	M	H	H	M	H	M	L
CO3	H	M	H	M	H	M	L	L	L	H


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Programme code:	BB A	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4A2	Title	Batch :	2022-25
		Allied IV: Indirect Taxation	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	3

Course Objectives

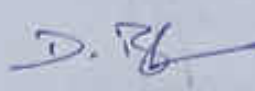
On successful completion of this course, the student should have understood the applicability of indirect taxes in India and familiarize with the calculation and execution of goods and service tax in India and understand the working of custom law in India.

CO Number	CO Statement	Knowledge Level
CO1	To Recall the fundamental concepts of indirect taxes.	K1
CO2	To Know about the GST concepts.	K2
CO3	To Know about the filing of returns.	K3
CO4	To Gain knowledge about levy and collection of tax.	K4
CO5	To Understand about customs law	K5

Course Outcomes (CO)

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	H	M
CO2	H	M	L	M	H	H	M	H	M	L
CO3	H	M	H	M	H	M	L	L	L	H
CO4	H	M	H	H	H	-	M	M	H	M
CO5	L	-	M	L	H	M	H	H	M	L
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Programme code:	UAP	Programme Title :	B.A., / B.Sc., / B. Com., BBA.,	
Course Code:	22UBM4S1	Title	Batch :	2022-25
		SEC I: Naan Mudhalvan: Quantitative Aptitude	Semester	IV
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	5	Credits: 2

Course Objective

- To enable the students to refine their mathematical, logical, and analytical skills.
- The student will be able to answer real-life simple problems by using HCF and LCM.
- The student is able to apply the correct sequence of operations to find out the value of a given mathematical expression.
- The student will be able to solve the problem involving square roots, cube roots, and average.
- To make them prepare for various public and private sector exams and placement drives.
- To understand the functions of tableau for data process and deploy dashboard.

Course Outcomes

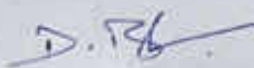
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To have fundamental knowledge of Mathematics about problems of numbers using Mathematical formulae.	K1
CO2	To understand the concepts of profit & loss related processing, simplification, etc.,	K2
CO3	To apply the formulae to real time problems on probability, Areas of surfaces and apply data visualization tool for any data set.	K3
CO4	To analyze the problems solving related to Age, Time and Distance and Time and Work etc. To examine their employability skills.	K4
CO5	Use their logical thinking and analytical abilities to evaluate puzzle and decision making related questions from company specific and other competitive tests / To critically evaluate numerous possibilities related to puzzles.	K5
	To develop their Competitive skills and improve the decision-making skills. To generate analytical reports and presentations using Data Interpretation.	K6

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	L	H	M	M	M	M	M	M
CO2	H	L	H	M	M	M	L	M	M	M	M	M
CO3	H	H	M	M	L	H	H	H	L	H	M	H
CO4	H	M	H	H	H	M	H	H	H	H	L	H
CO5	M	M	L	H	M	H	M	M	M	M	H	M

*H-High; M-Medium; L-Low


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Programme Code:	BBA			Programme Title:	Bachelor of Business Administration	
Course Code:	22UBM4S2			Title	Batch:	2022-2025
				SEC II: Nan Mudhalvan: Fundamentals of Insurance	Semester:	IV
Lecture Hrs./Week or Practical Hrs./Week	2	Tutorial Hrs./Sem.	30		Credits:	2

Course Objective

To provide a customized business education that prepares students for seeking careers Opportunities in the growing risk and insurance industries.

Course Outcomes(CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of insurance	K1
CO2	To understand claim processing with any insurance company, both cashless and pre-paid claims	K2
CO3	To understand campaigns about the government's insurance schemes and private offerings available in the market.	K3
CO4	To fill out any application under the insurance segment	K4
CO5	To promote life, health, rural, and group insurance to appropriate clients	K2

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate
Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	H	M	M	M	M	M	M	H	H
CO2	H	M	M	H	M	H	M	M	M	H
CO3	H	H	M	H	M	H	M	H	H	H
CO4	H	H	M	H	H	H	M	M	H	H
CO5	H	H	H	M	M	H	M	H	H	M

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Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM4N1	Title		Batch :	2022-25
		Non Major Elective - II Retail Management		Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits:	2

Course Objectives

On successful completion of this course, the students should have understood the concepts and significance of retail management and to expose students to the emerging area of retailing as an industry

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the scope and significance of Retail management	K1
CO2	To understand retail trends and challenges	K2
CO3	To apply the knowledge of all areas in Retail business process.	K3
CO4	To analyze Retail Strategies, Opportunities and competitive advantage	K4
CO5	To evaluate the global retailing process and performance in India	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	M	H	H	H	H	M
CO2	H	H	H	M	H	-	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	M	H	H	M	H	L	M	M	H	H
CO5	H	M	-	H	M	M	L	M	L	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4N2	Title	Batch :	2022-25
		Non Major Elective - II Supply Chain Management	Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

On successful completion of this course, the students should have understood the stages of supply chain Management and new opportunities in SCM

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the students to understand the principles, practices and application in Supply Chain Management	K1
CO2	To understand the legal aspects in Supply Chain Management	K2
CO3	To apply the various dimensions of financial supply chain management and its strategies	K3
CO4	To analyze the impact of logistics and supply chain management with a competitive strategy	K4
CO5	To evaluate the issues in supply chain management and understand the parameters supply chain integration	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	H	L	L	M	M	H	H
CO2	H	M	M	M	-	M	L	M	L	M
CO3	H	H	H	L	M	H	H	H	H	M
CO4	H	H	M	-	H	M	H	M	H	H
CO5	H	M	M	L	M	H	H	M	H	M

H-High; M-Medium; L-Low

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM4VA	Title	Batch :	2022-25
		VAC II: Introduction to MSMEs	Semester	IV
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	Credits:	2**

Course Objective

On successful completion of this course, students acquire knowledge and help create job opportunities through self-employment schemes.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea of to start MSMEs.	K1
CO2	To understand the growth and development of MSMEs and their impacts.	K2
CO3	To apply the basic banking legal procedures and policies to start a new business.	K3
CO4	To analyze a study on the feasibility of existing enterprises and starting a new venture.	K4
CO5	To evaluate the impact of globalization and execute Micro, Small and Medium Enterprises Development.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	H	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM513	Title	Batch :	2021-24
		Core – XIII : Entrepreneurship & Project Management	Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	4

Course Objectives

On successful completion of this course, the student would inculcate entrepreneurial skills and gain knowledge for establishing their own enterprise and undertake project work too

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	o remember entrepreneurship characteristic consequences and its implications in present scenario	K1
CO2	o relate an idea about entrepreneurship development program and institutional support of entrepreneurs	K2
CO3	o apply entrepreneurial skills and knowledge in to project identification and its selection process	K3
CO4	o analyse project report and business plan preparation for competitive business environment	K4
CO5	o evaluate the various sources of business finance and identify the different institutions that supporting entrepreneurs	K5

Mapping

PQ/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	M	H	H	H	H
CO2	H	H	H	M	H	H	M	M	L	M
CO3	H	M	H	H	H	L	H	L	H	M
CO4	M	H	M	H	H	M	L	H	M	H
CO5	H	M	L	H	L	H	H	H	H	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM514	Title	Batch :	2021-24
		CORE – XIV: Skill Enhanced Course : Research Methods for Management	Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objectives

On successful completion of this course, the student should have understood the Application of Scientific Procedures, Find out the hidden reasons which has not discovered as yet

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	o remember fundamentals of research and its implications	K1
CO2	o demonstrate about data collection and sampling methods	K2
CO3	o apply the knowledge's of research through various tests	K3
CO4	o analyses the knowledge's of the students through interpretation and report writing	K4
CO5	o justify the collected data to prove or disprove the hypothesis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	M	H
CO2	H	H	H	H	H	-	M	M	H	L
CO3	H	H	H	H	M	H	H	H	H	M
CO4	M	M	M	H	M	L	H	H	M	M
CO5	M	L	H	M	H	M	M	L	L	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration
Course Code:	21UBM515	Title	Batch : 2021-24
Lecture Hrs./Week	4	CORE – XV : Insurance Principles and Practices	Semester V
		Tutorial Hrs./Sem.	Credits: 4

Course Objective

The Students Should Have Understood Principles of Insurance, Life Insurance and General Insurance Business in India

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the insurance operation, functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk	K1
CO2	To understand various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view	K2
CO3	To apply themselves and familiarize with major insurance products, such as life insurance property insurance, liability insurance, etc..	K3
CO4	To analyze what insurance is, why insurance works and how to determine insurance needs	K4
CO5	To evaluate other business insurances and practices of Health insurance in Indian climate	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	H	H	H	H	M
CO2	H	H	H	H	H	-	H	M	H	H
CO3	H	M	H	M	L	H	H	M	H	M
CO4	H	H	-	H	M	L	M	M	H	H
CO5	M	H	M	L	H	M	L	M	L	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM516	Title	Batch :	2021-24
		CORE – XVI : International Business and Export Management	Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objectives

On successful completion of this course, the students should have understood International Business, Marketing Environmental, Economics Institutions, EXIM Policies, Development Banks and Export Procedures

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of international business and export management	K1
CO2	To understand the issues and challenges in the global trade	K2
CO3	To apply knowledge in the process of export and import trade	K3
CO4	To analyze the recent trends and practices prevalent in the global trade	K4
CO5	To evaluate and execute the procedures for export business	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	M	M	H	L	H	M
CO2	H	H	L	M	H	M	H	M	H	H
CO3	H	H	H	H	L	H	L	H	M	H
CO4	L	H	H	L	-	M	H	M	H	L
CO5	M	H	H	H	M	L	M	M	-	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM517	Title	Batch :	2021-24
		Core – XIV Google Workspace -Practical	Semester	V
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 1

Course Objective

To reinforce human connections is even more important when people are working remotely and interacting with their customers digitally.

Course Outcomes

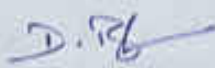
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To illustrate the concept of quickly schedule meetings and events and get reminders about upcoming activities using calendar	K3
CO2	Understand and integrate skills such as creating, editing, sharing, and customizing documents using documents.	K4
CO3	Validate the idea of creating and presenting professional presentations for sales, projects, training modules, and much more using Slides	K3
CO4	Develop data visualization options in Google Sheets, as well as how to use Google Forms	K4
CO5	Illustrate the concept of GMail and drives	K4

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	L	H	H	H
CO2	H	M	H	M	H	H	M	H	M	H	M	L
CO3	H	M	H	M	H	L	M	H	M	H	M	H
CO4	M	H	L	H	M	M	H	M	H	M	H	M
CO5	H	L	H	M	H	H	M	H	M	L	M	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM5E3	Title	Batch :	2021-24
		Core Elective – I : Industry 4.0	Semester	V
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

At the end of completing this course, students will have knowledge on Industry 4.0, need for digital transformation and the following Industry 4.0 tools:

- Artificial Intelligence
- Big Data and Data Analytics
- Internet of Things

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Understand the drivers and enablers of Industry 4.0	K2
CO2	Appreciate the smartness in Smart Factories, Smart cities, smart products and smart services	K2
CO3	Able to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world	K3
CO4	Appreciate the power of Cloud Computing in a networked economy	K4
CO5	Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	H	H	H	M	H	H	H
CO2	H	H	H	H	H	H	H	H	H	H
CO3	M	H	H	M	H	M	H	H	M	H
CO4	H	H	H	H	M	H	H	M	H	M
CO5	H	M	M	H	H	H	M	H	H	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM5S1	Title	Batch :	2021-24
		SKILL BASED ELECTIVE – I (Major) Service Marketing	Semester	V
Lecture Hrs./Week	3	Tutorial Hrs./Sem.	-	Credits: 3

Course Objectives

On Successful Completion of this Course, the Student should have understood Service Marketing & Its Types, Market Segmentation and Marketing Mix for Various Service Sectors

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of service marketing	K1
CO2	To understand the strategies for managing and marketing of services	K2
CO3	To apply service marketing concepts in various business sector	K3
CO4	To analyze the device strategies for marketing services in liberalized business environment	K4
CO5	To evaluate how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	M	M	M	L	H	-	H	H
CO2	H	H	-	L	H	H	M	L	H	M
CO3	H	H	H	L	M	M	-	H	L	H
CO4	H	-	H	-	H	H	H	H	L	H
CO5	M	L	M	H	M	H	H	M	H	L

H-High; M-Medium; L-Low]

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM619	Title	Batch :	2021-24
		CORE – XIX Investment and Portfolio Management	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management

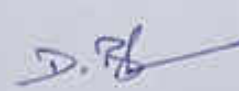
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember that how to identify and analyze the various investment avenues	K1
CO2	To understand the functions and importance of Indian security market	K2
CO3	To apply the knowledge to analyze and predict the trend of stock price movement	K3
CO4	To analyze portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement	K4
CO5	To evaluate and be able to frame portfolio of investment to reduce risk and earn profit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	M	M	H	H	H	H
CO2	H	L	H	H	M	H	L	H	H	M
CO3	L	M	M	H	M	-	M	L	M	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	M	M	H	M	L	L	H	H	L

H-High; M-Medium; L-Low


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Programme	BBA	Programme Title :	Bachelor of Business
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM620	Title	Batch :	2021-24
		CORE – XX : Consumer Behavior	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objectives

On successful completion of the course, the students should have understood about Consumer Motivation and Perception, Learning and Attitude, Decision Making.

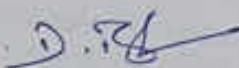
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the importance of consumer and his behavior	K1
CO2	To compare psychological and social factors influencing consumer behavior	K2
CO3	To apply the knowledge obtained to innovate the product	K3
CO4	To analyse the problems, needs, search, evaluation, pre and post purchase behavior	K4
CO5	To evaluate consumer relationship survey and produce results with recommendations	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	H	M	H	H	L	H
CO2	H	H	H	H	M	L	M	L	H	M
CO3	H	H	H	M	L	M	L	H	M	L
CO4	H	H	H	H	M	M	H	M	M	H
CO5	M	H	H	H	H	-	H	H	L	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM621	Title	Batch :	2021-24
		Core – XXI: Skill Enhanced Course : Advertising and Sales Promotion	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	Credits:	4

Course Objectives

By the end of the course, students should have a good working knowledge of the range of communication tools and options available for marketers within an integrated marketing communications perspective. Students should also be able to apply information they have converted in order to plan, integrate and deliver marketing communications that they build equity for brands and sales force management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the idea about advertising and sales promotion	K1
CO2	To compare merits and demerits of advertising media, sales force management and sales promotion	K2
CO3	To apply concepts in to managing ongoing change and foster developing competitive globalised market	K3
CO4	To analyse implement and evaluate knowledge driven strategic public relations plan of organization	K4
CO5	To evaluate public policy on privacy and security	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1
CO1	H	M	M	H	H	M	H	H	L
CO2	H	H	H	M	-	L	M	L	H
CO3	H	M	H	H	H	M	L	H	M
CO4	M	H	L	H	H	M	H	M	M
CO5	H	L	H	H	L	H	H	H	L

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Programme	BBA	Programme Title :	Bachelor of Business
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM622	Title	Batch :	2021-24
		CORE – XXII : Business Environment	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

Course Objectives

On successful completion of this course, the students should have understood the contemporary issues in the Business Environment and to facilitate a better-informed economic system, Environment, socio- political environment Business Ethics, Globalization , International Business scenario

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of public sector in India	K1
CO2	To understand the various environment, culture and society	K2
CO3	To apply business environment strategies and systems	K3
CO4	To analyze the differences between business and government	K4
CO5	To evaluate the global business environment strategies and its regulations	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	M	H	-	L	H	H	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	H	H	M	M	H	L	H
CO4	M	M	L	L	H	-	-	H	M	H
CO5	M	L	M	L	M	H	H	M	H	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6E1	Title	Batch :	2021-24
		Core Elective – II : XXIV: Internet and E-Commerce & Information Security - Theory	Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 5

Course Objective

The Students should have understood the basics of computers and the development of internet and business on net. He should have learnt the HTML and its concepts

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the various domain names	K1
CO2	To understand the significance of e-business	K2
CO3	To apply the various models of e-commerce in real business	K3
CO4	To analyze and list the importance of Information Security	K4
CO5	To assess and apply the knowledge in creating simple web sites	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	L	H	M	L	H	H	H	H
CO2	H	M	H	H	L	M	M	L	L	M
CO3	M	M	M	M	L	M	L	M	H	H
CO4	H	M	H	M	H	M	H	H	M	M
CO5	H	H	M	M	H	H	H	M	H	L

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	21UBM6E4	Title	Batch :	2021-24	
		Core Elective – III : XXV : HTML - Practical	Semester	VI	
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the tags for various instructions usage in website creation	K1
CO2	To understand the significance of HTML document	K2
CO3	To apply the various procedures for web page creation	K3
CO4	To analyze the procedures and steps to follow for create sample web sites	K4
CO5	To evaluate and develop website designing skill in real business world	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	L	H	H	H	H
CO2	H	-	H	H	M	M	M	L	H	M
CO3	H	M	M	H	H	-	L	H	M	H
CO4	M	M	M	M	H	M	H	H	L	H
CO5	M	M	M	M	M	H	-	M	H	L

H-High; M-Medium; L-Low

D. P. B.
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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6S2	Title	Batch :	2021-24
		SKILL BASED ELECTIVE (Major) : Agricultural Marketing Management	Semester	VI
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

On successful completion of this course, the student should have understood the essentials of marketing, the contents are prepared keeping in mind the importance of agriculture and the rural area students. The syllabus covers the prospects for export possibilities and also for self-employment

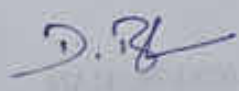
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall types of markets and marketing	K1
CO2	To understand grading and standardization of agricultural products	K2
CO3	To apply the knowledge about agricultural marketing in promotion and distribution of agricultural products	K3
CO4	To analyse the knowledge of students in agricultural marketing, role of credit agencies in India	K4
CO5	To explain the role of financial institutions in agriculture credit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	H	-	M	H	L	H	M	M	H
CO3	H	H	H	M	M	H	M	L	H	M
CO4	M	H	H	M	M	H	L	H	M	M
CO5	M	H	H	H	H	L	H	-	M	H

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course code:	21UBM6S1	Title	Batch :	2021-24	
		SEC-IV: Naan Mudhalvan : Mutual Fund Foundation	Semester	VI	
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

Course Objective

To impart basic knowledge about of what mutual funds are, their types, and their significance in the investment landscape.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To know the various types of mutual funds and make informed decisions about which types suit their investment objectives	K1
CO2	To Understand the structure and functioning of mutual funds, including their advantages and limitations.	K2
CO3	To Assess the risk associated with mutual fund investments and align their choices with their risk tolerance.	K3
CO4	To Evaluate the performance of mutual funds using appropriate metrics and benchmarks	K4
CO5	To Demonstrate improved financial literacy and an ability to make well-informed investment decisions.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	M	M	M	H	H
CO2	H	H	H	H	H	M	M	M	H	H
CO3	H	M	H	H	H	M	M	M	H	M
CO4	H	H	H	M	M	M	M	M	H	H
CO5	H	M	H	H	H	M	M	M	H	M

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Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	21UBM6S2	Title	Batch :	2021-24
		SEC IV : Naan Mudhalvan : Agri Business Management	Semester	VI
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	Credits:	2

Course Objectives

To the study of Agri Business Management introduces students to the processes of agriculture and various business and marketing system in context of agricultural inputs to motivate them to become entrepreneurs in Agri-business.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	Understand the scope of agricultural business	K1
CO2	Demonstrate economic principles to the problems of farm planning and budgeting	K2
CO3	Apply the fundamentals of management with reference to farm business opportunities	K3
CO4	Analyze various theories and practice of Agriculture	K4
CO5	Evaluate a business plan on value addition of farm products	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	M	H	H	H	H
CO2	H	H	H	M	H	H	M	M	L	M
CO3	H	M	H	H	H	L	H	L	H	M
CO4	M	H	M	H	H	M	L	H	M	H
CO5	H	M	L	H	L	H	H	H	H	L

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