

J.J. College of Arts & Science (Autonomous), Pudukkottai

Department of Business Administration

Course Outcomes

M.B.A. Business Administration – PAMA

Course Name - Principles of Management		Course Code - P1R1BACC1
Upon Completion of the course students would be able to		
CO 1	have a working knowledge of the fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Staffing and controlling.	
CO 2	analyze the processes and functions of management.	
CO 3	identify and apply management techniques to ease contemporary issues in organisation.	
CO 4	understand the skills, abilities and tools needed to obtain a job in an organization.	
CO 5	manage recruitment and reward procedures and apply tools of control in various dimensions	
Course Name - Managerial Economics		Course Code - P1R1BACC2
Upon Completion of the course students would be able to		
CO 1	understand the roles of managers in firms.	
CO 2	analyze the demand and supply conditions and assess the status of a company.	
CO 3	design competition strategies, according to the nature of products and the structure of the markets.	
CO 4	analyze real world business problems with a systematic theoretical framework.	
CO 5	assess and forecast market trends.	
Course Name – Organizational Behaviour		Course Code – P1R1BACC3
Upon Completion of the course students would be able to		
CO 1	understand the basic concepts of organizational behavior.	
CO 2	identify attitudes and understand of patterns of individual behavior	
CO 3	adapt to different organizational structures.	
CO 4	fulfill one’s role in the fulfillment of organizational goals.	
CO 5	take up HRD roles in business houses/corporates	

Course Name - Accounting for Management		Course Code – P1R1BACC4
Upon Completion of the course students would be able to		
CO 1	understand accounting concepts and conventions and Human Resource accounting.	
CO 2	produce cost sheets	
CO 3	have knowledge of final accounts.	
CO 4	understand and apply overhead cost analysis in business.	
CO 5	use marginal costing techniques and variance analysis.	
Course Name - Communication Skills		Course Code – P1R1BACC5
Upon Completion of the course students would be able to		
CO 1	understand the essentials of communication skills.	
CO 2	identify the appropriate use of different channels of communication in business.	
CO 3	cultivate self- development skills and communication skills.	
CO 4	manage various kinds of business correspondence.	
CO 5	manage business-reporting	
Course Name – Probability and Statistics		Course Code – P1R1BACC6
Upon Completion of the course students would be able to		
CO 1	appreciate the importance of probability and statistics in computing and research.	
CO 2	develop skills in presenting quantitative data using appropriate diagrams, tabulations and summaries	
CO 3	use appropriate statistical methods in the analysis of simple data sets..	
CO 4	interpret output from statistical analysis in a clear concise and understandable manner.	
CO 5	take up computerized statistical packages like SPSS, AMOS with sufficient additional training	

Course Name - Production and Operations Management		Course Code – P2R1BACC7
Upon Completion of the course students would be able to		
CO 1	understand / manage production processes.	
CO 2	understand modern production techniques.	
CO 3	develop skills needed for effective operations management.	
CO 4	face issues in quality management.	
CO 5	plan maintenance of plant and equipment and the strategies thereof.	
Course Name - Operations Research		Course Code – P2R1BACC8
Upon Completion of the course students would be able to		
CO 1	apply solution methods for linear programming models	
CO 2	make effective decisions	
CO 3	perform functions like inventory control	
CO 4	use optimization techniques for engineering and business problems.	
CO 5	adopt simulation strategies for effective analysis and solution of assembly-line problems.	
Course Name – Marketing Management		Course Code – P2R1BACC9
Upon Completion of the course students would be able to		
CO 1	understand and evaluate marketing concepts and tools.	
CO 2	assess key factors influencing pricing and market segmentations.	
CO 3	acquire the skills needed for building and maintain marketing networks	
CO 4	take up marketing research.	
CO 5	understand global market trends and respond to them and take up consultancy work	

Course Name - Financial Management		Course Code – P2R1BACC10
Upon Completion of the course students would be able to		
CO 1	apply financial decisions in business	
CO 2	compete in the field of financial planning and management	
CO 3	get knowledge about cost of capital, capital structure and Leverage.	
CO 4	understand and apply the theories of dividend policy.	
CO 5	acquire knowledge on working capital management.	
Course Name - Human Resource Management		Course Code – P2R1BACC11
Upon Completion of the course students would be able to		
CO 1	enhance their knowledge on principles and practice of Human Resource Management by further reading .	
CO 2	make job analyse and manage the procurement process	
CO 3	organize training and development programme and evaluate their impact	
CO 4	handle grievance redressal procedure .	
CO 5	fit into HRD roles (with practical training)	
Course Name - Research Methods in Business		Course Code – P2R1BACC12
Upon Completion of the course students would be able to		
CO 1	choose methods appropriate to particular research projects	
CO 2	understand the limitations of particular research methods.	
CO 3	analyse, interpret and present qualitative and quantitative data using appropriate tools and packages	
CO 4	develop advanced critical thinking / presentation skills.	
CO 5	analyse and discourse on issues in trade and commerce and management	

Course Name - Project Work*		Course Code - P2R1BACC13PW
Upon Completion of the course students would be able to		
CO 1	take up independent project work	
CO 2	manage proper documentation	
CO 3	apply statistical packages like SPSS, AMOS etc. to research data	
CO 4	make use of suitable visuals	
CO 5	proceed to more advanced courses of study	
Course Name - International Strategic Management		Course Code - P3R1BACC14
Upon Completion of the course students would be able to		
CO 1	identify the forces impacting corporate and business strategies.	
CO 2	assess the resources and constraints for strategy making in a business context.	
CO 3	investigate the impact of internationalization on strategy making.	
CO 4	understand the basic concepts and principles of strategic management,analyze the internal and external environment of business.	
CO 5	evaluate business policies and their impact on social welfare.	
Course Name - Entrepreneurial Development		Course Code - P3R1BACC15
Upon Completion of the course students would be able to		
CO 1	discern distinct entrepreneurial traits.	
CO 2	know the parameters to assess opportunities and constraints in new business ideas.	
CO 3	select and screen business ideas and design strategies for successful implementation of ideas.	
CO 4	apply critical thinking and technological skills to select appropriate software to solve a business problems	
CO 5	identify funding sources and assess the performance problems and prospects of units/sectors in relation to business environment.	

Course Name - Management Information system		Course Code - P3R1BACC16
Upon Completion of the course students would be able to		
CO 1	gain adequate knowledge on information system .	
CO 2	manage MIS applications and system oriented management functions.	
CO 3	have a better understanding of Electronic commerce and business.	
CO 4	keep track of various aspects of business through generating appropriate statements/data sheets	
CO 5	ensure sound business reportage	
Course Name -1.MARKETING Advertisement & Sales Promotion Management		Course Code - P3R1BAECM1
Upon Completion of the course students would be able to		
CO 1	categorize advertisements and their types and assess their comparative effectiveness	
CO 2	understand how advertisements are used as a strategic tool to achieve marketing objectives.	
CO 3	critically evaluate a sales promotion packages.	
CO 4	create ads for specific products targeted to specific markets.	
CO 5	take up a career in advertisement and sales promotion.	
Course Name - Consumer Behaviour		Course Code - P3R1BAECM2
Upon Completion of the course students would be able to		
CO 1	identify and explain the factors which influence consumer behavior.	
CO 2	demonstrate how knowledge of consumer behavior can be applied to marketing.	
CO 3	display critical thinking and problem solving skills.	
CO 4	use most appropriate techniques to find market solutions.	
CO 5	take up market surveys and pre-launch and post-launch product/process assessment.	

Course Name - Marketing of Services		Course Code - P3R1BAECM3
Upon Completion of the course students would be able to		
CO 1	comprehend the extended marketing mix required in the services sector	
CO 2	develop and justify marketing planning and control systems appropriate to service based activities.	
CO 3	exhibit the capability to work effectively within a team- environment.	
CO 4	suggest and justify marketing- mixes and information systems for service-based organisations.	
CO 5	become trainers of marketing teams and take up consultancy work.	
Course Name -2.FINANCE Security analysis and portfolio management		Course Code - P3R1BAECF1
Upon Completion of the course students would be able to		
CO 1	assess various investment avenues.	
CO 2	acquire knowledge on stocks and bonds.	
CO 3	evaluate industries and stock issues	
CO 4	keep track of market movements	
CO 5	plan and advise on investment portfolio.	
Course Name - Strategic Cost Management		Course Code - P3R1BAECF2
Upon Completion of the course students would be able to		
CO 1	analyze the existing costing system.	
CO 2	understand profit- variance analysis.	
CO 3	take up ABC analyses.	
CO 4	plan TQM and BPR initiatives.	
CO 5	take up research on costing issues.	
Course Name - Global Financial Management		Course Code - P3R1BAECF3

Upon Completion of the course students would be able to	
CO 1	understand the international business environment and monetary systems.
CO 2	comprehend the foreign- exchange market.
CO 3	analyze the impact of international trade policies.
CO 4	comprehend international- trade finance and taxation issues.
CO 5	assess the impact of government policy on the economy- national and global
Course Name -3.HUMAN RESOURCES Group Dynamics	
Course Code - P3R1BAECH1	
Upon Completion of the course students would be able to	
CO 1	understand the basic concepts of Group Dynamics.
CO 2	identify the factors that influence individual alignments in groups.
CO 3	analyze the factors that lead to group decisions.
CO 4	to develop skills in team building.
CO 5	understand and solve inter- group conflicts and Issues.
Course Name - Compensation Management	
Course Code - P3R1BAECH2	
Upon Completion of the course students would be able to	
CO 1	see the importance of compensation management
CO 2	understand wage/salary issues
CO 3	plan out wage policies
CO 4	manage collective bargaining
CO 5	serve as labour relations officers /negotiators
Course Name - Stress Management	
Course Code - P3R1BAECH3	
Upon Completion of the course students would be able to	
CO 1	define the fundamental terminology and frameworks of Stress Management.

CO 2	analyze and evaluate the various coping strategies to overcome stress.
CO 3	identify and implement job related stress management strategies
CO 4	serve as staff counselors
CO 5	understand skills, abilities and tools needed to develop emotional intelligence.
Course Name - International Business Environment	
Course Code - P4R1BACC17	
Upon Completion of the course students would be able to	
CO 1	understand and apply appropriate frameworks to analyse the international business environment.
CO 2	recognize and use relevant analytical tools to address issues of importance to international business practice
CO 3	critically evaluate the prevalent international business culture
CO 4	determine how the international business environment influences business practices.
CO 5	read the LPG scenario.
Course Name - Business Laws	
Course Code - P4R1BACC18	
Upon Completion of the course students would be able to	
CO 1	to understand the basic concepts behind business laws
CO 2	to understand the intellectual property rights and consumer protection laws
CO 3	to acquire problem solving techniques and be able to present coherent, concise legal arguments
CO 4	to identify the fundamental legal principles behind contractual agreements
CO 5	serve as legal advisors to business (with further training)
Course Name - Total Quality Management	
Course Code - P4R1BACC19	
Upon Completion of the course students would be able to	
CO 1	assess the quality system standards in products and services .
CO 2	manage Statistical Process Control (SPC) and the tools there of.
CO 3	promote team work in quality enhancement leading to Total Quality Management.
CO 4	relate quality standards to environmental sustenance

CO 5	prepare SSRs for institutional evaluation and accreditation
Course Name -1.MARKETING Rural Marketing	
Course Code - P4R1BAECM4	
Upon Completion of the course students would be able to	
CO 1	define concepts and techniques in rural marketing.
CO 2	differentiate locational markets
CO 3	apply adaptations to the marketing mix to meet the needs of rural consumers.
CO 4	understand the concept and methodology for conducting research in rural markets.
CO 5	conceptualise and implement MIS for rural marketing
Course Name - Customer Relationship Management	
Course Code - P4R1BAECM5	
Upon Completion of the course students would be able to	
CO 1	appreciate the basis and essentiality of CRM
CO 2	use 'e-tools' for data collection and analysis
CO 3	be ready to take up CRM jobs
CO 4	plan and implement strategies to improve CRM in corporates.
CO 5	have become staunch advocates of sound CRM
Course Name - Brand Management	
Course Code - P4R1BAECM6	
Upon Completion of the course students would be able to	
CO 1	explain branding concepts and ideas to marketing personnel
CO 2	understand the factors that govern brand image
CO 3	understand and measure brand equity and brand performance.
CO 4	practically develop a brand, and plan positioning and communication strategies.
CO 5	take up careers in advertisement and sales promotion
Course Name -2.FINANCE Wealth Management	
Course Code - P4R1BAECF4	

Upon Completion of the course students would be able to	
CO 1	analyze various aspects of wealth.
CO 2	identify the relevance of Insurance.
CO 3	set the relationship between Investment and the Economic Environment.
CO 4	advise on retirement plans.
CO 5	identify income streams and Tax benefits.
Course Name - Stock Exchange Practices	
Course Code - P4R1BAECF5	
Upon Completion of the course students would be able to	
CO 1	understand the functions of stock exchange and the role of SEBI
CO 2	monitor stock exchange movements.
CO 3	manage stock issues and sales
CO 4	make comparative estimates on investment options
CO 5	serve as investment guides (with little in-house training)
Course Name - Financial Institutions And Services	
Course Code - P4R1BAECF6	
Upon Completion of the course students would be able to	
CO 1	have adequate knowledge about the roles of intermediaries and regulatory bodies.
CO 2	have a basic knowledge about the financial market and various services available therein
CO 3	be alive to the prevailing financial and capital scenario.
CO 4	discriminate among various types of mutual funds
CO 5	act as investment counselors
Course Name - Human Resources Training And Development	
Course Code - P4R1BAECH4	
Upon Completion of the course students would be able to	
CO 1	realize the need for creative thinking and constant skill upgradation
CO 2	match their skills with organisational needs.

CO 3	manage their roles and responsibilities in the organisations with confidence
CO 4	prepare and implement training programmes
CO 5	serve as career counselors and team-builders
Course Name - Labour Laws	
Course Code - P4R1BAECH5	
Upon Completion of the course students would be able to	
CO 1	understand the provisions of Labour Laws.
CO 2	compute the amount of employee compensation in case of accidents.
CO 3	analyze the contribution of employees and employers in ESI.
CO 4	identify the procedures for fixation of wages
CO 5	recognize the rights and privileges of trade unions.
Course Name - Managing The Global Work Force	
Course Code - P4R1BAECH6	
Upon Completion of the course students would be able to	
CO 1	understand the causes for the emergence of the global work force.
CO 2	identify and analyze cultural and political issues as they affect the job market.
CO 3	understand the role of HR in managing the globalized work force
CO 4	design and negotiate on compensation packages
CO 5	identify and solve diasporic issues