

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

## Department of Business Administration

### Course Outcomes

#### B.B.A – UABA

<b>Course Name - Management Concepts</b>		<b>Course Code - U1R1BACC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Staffing and controlling.	
<b>CO 2</b>	be competent in the various processes and functions of management.	
<b>CO 3</b>	identify and apply management techniques when required.	
<b>CO 4</b>	go deeper into the management field to take up courses in advanced management theories and practices	
<b>CO 5</b>	proceed to the study of more complex issues in management	
<b>Course Name - Principles of Accountancy</b>		<b>Course Code - U1R1BACC2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	use basic financial statements to evaluate financial performance	
<b>CO 2</b>	use Generally Accepted Accounting Principles (GAAP) to record common business transactions	
<b>CO 3</b>	use debit and credit to record and adjust basic business transactions	
<b>CO 4</b>	prepare multi-step income statement and classified balance sheet.	
<b>CO 5</b>	take up further training in accounting procedures	
<b>Course Name – Business Economics</b>		<b>Course Code – U1R1BAAC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand demand- analysis	
<b>CO 2</b>	compare and contrast cost and principal determinants	
<b>CO 3</b>	acquire extensive knowledge on market structure	
<b>CO 4</b>	comprehend the evaluation of national income	
<b>CO 5</b>	understand business policies vis-à-vis economic growth	

<b>Course Name - Marketing Management</b>		<b>Course Code – U2R1BACC3</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the concept of market	
<b>CO 2</b>	identify products and their features.	
<b>CO 3</b>	understand the key factors of pricing and market segmentation.	
<b>CO 4</b>	carry on market research in various dimensions.	
<b>CO 5</b>	take up a career in marketing	
<b>Course Name - Business Environment</b>		<b>Course Code – U2R1BAAC2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the various aspects of Business.	
<b>CO 2</b>	be aware of the various forces operating in the business environment.	
<b>CO 3</b>	become aware of social responsibility in business	
<b>CO 4</b>	see the factors that influence the environment of business	
<b>CO 5</b>	understand the impact of business policies on the business environment	
<b>Course Name – Business Mathematics &amp; Statistics</b>		<b>Course Code – U2R1BAAC3</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	use basic statistical methods such as Descriptive statistics	
<b>CO 2</b>	solve the matrix equations	
<b>CO 3</b>	test the degree of association between variables using correlation.	
<b>CO 4</b>	take up analysis of data on one's own	
<b>CO 5</b>	go for further training in the use of statistical and mathematical tools.	

<b>Course Name - Organizational Behaviour</b>		<b>Course Code – U3R1BACC4</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	be conversant with basic concepts of organizational Behavior.	
<b>CO 2</b>	distinguish between individual and group Behavior in the organization.	
<b>CO 3</b>	work as group- players and group builders/leaders.	
<b>CO 4</b>	take up independent reading on Organisational Behaviour	
<b>CO 5</b>	take up or administer training programmes in adaptation strategies	
<b>Course Name - Cost and Management Accounting</b>		<b>Course Code – U3R1BACC5</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the elements and methods of cost accounting	
<b>CO 2</b>	gain fresh knowledge on inventory management	
<b>CO 3</b>	acquire knowledge on financial statement analysis	
<b>CO 4</b>	demonstrate the layout of funds flow and cash flow statements	
<b>CO 5</b>	understand marginal costing and break even analysis.	
<b>Course Name – Human Resource Management</b>		<b>Course Code – U4R1BACC6</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	enhance his knowledge about principles and practice of Human Resource Management by further reading.	
<b>CO 2</b>	handle recruitment procedures.	
<b>CO 3</b>	organize training programmes.	
<b>CO 4</b>	fit into HRD roles, with a little practical training.	
<b>CO 5</b>	advise management on wage policies and welfare measures	

<b>Course Name - Production &amp; Operations Management</b>		<b>Course Code – U4R1BACC7</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	gain knowledge about managing production processes.	
<b>CO 2</b>	understand modern production techniques.	
<b>CO 3</b>	develop the skills needed for effective operations management.	
<b>CO 4</b>	understand quality management concepts and practice	
<b>CO 5</b>	become ready for further training in the field	
<b>Course Name - Operation Research</b>		<b>Course Code – U4R1BAAC6</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	identify and develop OR models from the verbal description of the real system	
<b>CO 2</b>	develop the solving technique, analyse the results and decision making processes	
<b>CO 3</b>	identify the resources required for a project and generate a plan and work schedule	
<b>CO 4</b>	develop linear programming (LP) models for shortest path, critical path and minimum cost flow	
<b>CO 5</b>	so specialized in linear programming problems like the transportation and assignment problems	
<b>Course Name - Total Quality Management</b>		<b>Course Code – U4R1BASBE1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	discuss quality features in products and services	
<b>CO 2</b>	develop skills in Statistical Process Control	
<b>CO 3</b>	become quality ambassadors	
<b>CO 4</b>	build up a quality culture in work places	
<b>CO 5</b>	take up research studies on quality issues	

<b>Course Name - Legal Aspects of Business</b>		<b>Course Code - U5R1BACC8</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the latest provisions of business laws.	
<b>CO 2</b>	understand and solve legal issues in business	
<b>CO 3</b>	act as legal advisors to business firms (with a little training)	
<b>CO 4</b>	sensitise consumers their rights and responsibilities	
<b>CO 5</b>	comprehend recent amendments to business laws	
<b>Course Name - Strategic Management</b>		<b>Course Code - U5R1BACC9</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the basic concepts of Strategic management	
<b>CO 2</b>	formulate strategic vision and mission statements.	
<b>CO 3</b>	enrich their knowledge on business strategies by independent reading and discussion.	
<b>CO 4</b>	become alive to the social responsibilities of business.	
<b>CO 5</b>	comprehend latest business policies	
<b>Course Name - Financial Management</b>		<b>Course Code - U5R1BACC10</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the basics of financial management.	
<b>CO 2</b>	gain knowledge on theories of capital structure.	
<b>CO 3</b>	understand the methods of capital budgeting.	
<b>CO 4</b>	apply the techniques of cost of capital.	
<b>CO 5</b>	acquire further knowledge on computation of leverages and other financial markers.	

<b>Course Name - Entrepreneurial Development</b>		<b>Course Code - U5R1BACC11</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand and evaluate entrepreneurial skills	
<b>CO 2</b>	understand the various motivational theories	
<b>CO 3</b>	become aware of EDPs and their structure	
<b>CO 4</b>	understand the role of various funding agencies	
<b>CO 5</b>	find reasons for project failures, and the solutions thereof	
<b>Course Name - E-CRM</b>		<b>Course Code - U5R1BAMBE1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand customer's behavior and the changing needs of consumers	
<b>CO 2</b>	understand the importance of CRM in service organizations and the techniques thereof.	
<b>CO 3</b>	understand the art of managing customers through electronic media.	
<b>CO 4</b>	take up further independent reading on CRM	
<b>CO 5</b>	assume CRM roles	
<b>Course Name - Retail Management</b>		<b>Course Code - U5R1BASBE2</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand retailing concepts and frameworks.	
<b>CO 2</b>	discuss retailing skills.	
<b>CO 3</b>	understand the skills, abilities and tools needed to perform on retail.	
<b>CO 4</b>	comprehend trends in e-retail	
<b>CO 5</b>	understand the issues in chain marketing	

<b>Course Name - Quantitative Aptitude -I</b>		<b>Course Code - U5R1BAIDC1</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	learn the techniques for solving problems in arithmetical aptitude	
<b>CO 2</b>	appear for all Competitive examinations conducted by Central and State Government	
<b>CO 3</b>	solve puzzles	
<b>CO 4</b>	take up further training with confidence	
<b>CO 5</b>	impart what they have learnt to peers	
<b>Course Name - Effective Business Communication</b>		<b>Course Code - U6R1BACC12</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	understand the essentials of communication skills.	
<b>CO 2</b>	know about various kinds of business letters and reports, their structure and format	
<b>CO 3</b>	understand Oral and other forms of communication.	
<b>CO 4</b>	use social media to present a business message.	
<b>CO 5</b>	manage office correspondence in business houses	
<b>Course Name - Sales and Distribution Management</b>		<b>Course Code - U6R1BACC13</b>
<b>Upon Completion of the course students would be able to</b>		
<b>CO 1</b>	describe and formulate effective strategies of sales promotion.	
<b>CO 2</b>	perceive the role of the sales manager in recruiting, motivating, managing and leading sales team.	
<b>CO 3</b>	understand the pros and cons of different distribution channels and logistics	
<b>CO 4</b>	address issues of inventory and storage	
<b>CO 5</b>	prepare promotional plans	
<b>Course Name - Enterprise Resource Planning</b>		<b>Course Code - U6R1BACC14</b>

<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	see the growth of ERP in the market.
<b>CO 2</b>	realize the need for ERP in Business functions.
<b>CO 3</b>	gain knowledge on the application of ERP in E-Business.
<b>CO 4</b>	manage the tools and modules in ERP
<b>CO 5</b>	become business analysts and consultants
<b>Course Name - Supply Chain Management</b>	
<b>Course Code - U6R1BAMBE2</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	understand the supply chain management concepts.
<b>CO 2</b>	implement the fundamentals of supply chain management.
<b>CO 3</b>	identify and apply appropriate supply chain management techniques for managing organizations.
<b>CO 4</b>	develop a working knowledge of supply chain related issues.
<b>CO 5</b>	manage inventories and relate supply and demand chains
<b>CO 6</b>	
<b>Course Name - Transportation Management</b>	
<b>Course Code - U6R1BAMBE3</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	see the significance of logistics and transportation
<b>CO 2</b>	gain skills in handling transportation procedures
<b>CO 3</b>	manage technology -oriented transportation strategies
<b>CO 4</b>	choose/advise on right transportation channels
<b>CO 5</b>	pass on to more advanced logistics-based programmes of study
<b>Course Name - E-Commerce</b>	
<b>Course Code - U6R1BASBE3</b>	
<b>Upon Completion of the course students would be able to</b>	
<b>CO 1</b>	understand recent trends in e-commerce.



<b>CO 2</b>	<b>enrich their skills in advertisement and electronic marketing</b>
<b>CO 3</b>	<b>acquire knowledge on e-commerce for service industries</b>
<b>CO 4</b>	<b>manage various tools of e-commerce</b>
<b>CO 5</b>	<b>disseminate knowledge on e-commerce tools and popularization.</b>
<b>Course Name - Quantitative Aptitude-II</b>	
<b>Course Code - U6R1BAIDC2</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	<b>master the techniques for solving aptitude problems</b>
<b>CO 2</b>	<b>appear for all competitive examinations conducted by central and state government</b>
<b>CO 3</b>	<b>solve questions in logical reasoning</b>
<b>CO 4</b>	<b>predict series-behaviour</b>
<b>CO 5</b>	<b>take up further courses in mathematical aptitude.</b>
<b>Course Name – Investment Management</b>	
<b>Course Code - U6R1BAMBE4</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	<b>learn the basic Concept of Investment and various investment avenues</b>
<b>CO 2</b>	<b>gain various ways of investments</b>
<b>CO 3</b>	<b>develop portfolio strategies for individual and institutional investors.</b>
<b>CO 4</b>	<b>operate ethically as investment management professionals.</b>
<b>CO 5</b>	<b>knew the significance of investment.</b>
<b>Course Name – Business Ethics</b>	
<b>Course Code - U6R1BAMBE5</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	<b>understand the basic Concept of Business Ethics</b>
<b>CO 2</b>	<b>gain various types of ethical issues.</b>
<b>CO 3</b>	<b>acquire the significance of values</b>

<b>CO 4</b>	encourage reflection on the ethical dimension of own decision-making in workplace and other settings.
<b>CO 5</b>	analyse and argue the ethical dimension.
<b>Course Name – Insurance Management</b>	
<b>Course Code - U6R1BAMBE6</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	understand the basic of Insurance.
<b>CO 2</b>	gain various types of Insurance.
<b>CO 3</b>	know the laws of Insurance
<b>CO 4</b>	practice in professional development seminars, internships, and/or a practicum's in insurance and risk management.
<b>CO 5</b>	examine the role of public policy including social insurance in personal financial planning and risk management.
<b>Course Name – Soft skill for Business</b>	
<b>Course Code - U6R1BASBE4</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	gain knowledge and apply it
<b>CO 2</b>	develop and exhibit the accurate sense of self.
<b>CO 3</b>	improve problem solving
<b>CO 4</b>	enhance creative and critical thinking
<b>CO 5</b>	Gain the art of speaking,reading, listening and writing
<b>Course Name – Leadership skills</b>	
<b>Course Code - U6R1BASBE5</b>	
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	turn as a good leader like College representative, Students Spokes person etc.
<b>CO 2</b>	identify vital motivators and its impact on performance.
<b>CO 3</b>	be a Good Communicator.
<b>CO 4</b>	approach things with different perspective.

<b>CO 5</b>	<b>be emotionally stable</b>
<b>Course Name – Creativity and Innovation Management</b>	<b>Course Code - U6R1BASBE6</b>
<b>Upon completion of the course students would be able to</b>	
<b>CO 1</b>	<b>prepare them to lead teams to achieve breakthrough creativity and problem solving.</b>
<b>CO 2</b>	<b>understand the brainstorming and its necessity in business</b>
<b>CO 3</b>	<b>understand ,develop and implement business management models</b>
<b>CO 4</b>	<b>articulate the importance of innovation.</b>
<b>CO 5</b>	<b>assess and carry out scientific work in a well –considered methodological and theoretical basis</b>