

Department of BBA(CA)	
Programme Outcomes	
On the completion of the Programme, the students-	
PO 1:	Will develop an appreciation of the concepts and values required to enhance the quality of life for self and others in the home, workplace and the local and global community
PO 2:	Be able to Apply the knowledge, skills, attitudes and behaviors gained through the program in Co-operative work terms, to take up higher education to become business scientists, researchers, consultants and teachers, with core competencies
PO 3:	Be able to bloom as ethical managers with inter disciplinary knowledge and to assess management's application of risk-management techniques to specific business situations.
PO 4:	To expose and develop technical, analytical and creative skills.
PO 5:	To promote and uphold Self-Discipline, Leadership Qualities, Secular Outlook, National Integration and Civic Responsibility.
PO 6:	Augment the Acquisition of Micro and Macro Skills of Tamil, Malayalam,Hindi and French Language Usage.
PO 7:	Enhance Communicative Linguistic Competency and Employability Quotient
PO 8:	Exhibit consistent academic excellence and integrated personality towards lifelong Learning.
Programme Specific Outcomes	
PSO 1:	Be able to establish a strong foundation of knowledge in different areas of Management.
PSO 2:	Be able to imbibe and demonstrate leadership, teamwork, and social skills
PSO 3:	Will develop a systematic understanding of global perspective and its impact on people, businesses and the economy.

Department of BBA(CA)					
Sem	CourseCode	Course Name	Course Outcome		
I	121V01	Core I - Fundamentals of Business Organization and Management	CO1	Describe the functions of management	U
			CO2	Explain the plan and make decisions in a business	A
			CO3	Explain different types, roles and styles of managers across the Organisation	U
			CO4	Describe the forms of business	U
			CO5	Develop an integrated knowledge on business formats and MSME	A
I	121V02	Core II – Managerial Skills	CO1	Explain self-esteem and time management	U
			CO2	Develop interpersonal skills in relation to their working environment	U
			CO3	Describe the relationship building strategies to establish constructive relationship with the team.	A
			CO4	Develop a better understanding of change management	A
			CO5	Determine themselves to develop a human network by balancing work and life	A
I	121AV1	Allied I – Business Accounting	CO1	Apply accounting concepts, principles, and accounting framework.	A
			CO2	Prepare final accounts of a sole trader	A
			CO3	Explain the methods of depreciation accounting	U
			CO4	Prepare bank reconciliation statement	A
			CO5	Built accounts for non-trading concern	A
II	221V04	Core IV – Human Resource Management	CO1	Explain the basic concepts of human resource management	A
			CO2	Give about an idea of job analysis and man power planning	U
			CO3	Analyze the performance management and job change in HRM	A
			CO4	Explain the significance of training and development and incentive compensation	U
			CO5	Explain the career planning development and grievances in a firm	U
II	221AV2	Allied II – Production and Materials	CO1	Explain the various parts of the production management processes	U

		Management	CO2	Discuss on production system to assist in decision making on production management and strategy.	U
			CO3	Develop an ability to perform the role of a materials manager in an organization	A
			CO4	Prepare themselves to manage the activities of materials manager	A
			CO5	Discuss about the quality control techniques	U
III	321V05	Core V – Advertising Management	CO1	Identify key players in advertising industry and ethics in advertising.	U
			CO2	Demonstrate on different research in order to create an effective advertisement campaign	U
			CO3	Describe different types of media advertisements	U
			CO4	Explain different types of outdoor advertisements	U
			CO5	Modify decisions regarding the most feasible advertising appeal and conduct ad testing to determine their effectiveness.	A
III	321V06	Core VI – Legal Aspects of Business	CO1	List the essential elements of contract	U
			CO2	Explain the legal system and legal doctrines	U
			CO3	Interpret and form contractual relationships in business	U
			CO4	Describe the fundamentals of Company Act	U
			CO5	Analyze facts related to Consumer Protection Act, 1986 & Intellectual Property Rights	A
III	321V07	Core VII – Management Information System	CO1	Explain IS components and MIS	U
			CO2	Implement MIS and DBMS	A
			CO3	Identify the use of computer system for effective management using electronic devices	U
			CO4	Discuss knowledge management and AI	U
			CO5	Interpret E-commerce and EDI application	A
III	321V08	Core VIII - Principles of Marketing	CO1	Describe the concepts of marketing.	U
			CO2	Discuss the functions of physical supply, warehousing, standardization and grading.	U
			CO3	Explain the concept of product life-cycle and pricing policies.	U

			CO4	Suggest promotional techniques in marketing.	A
			CO5	Identify the methods of channels of distribution.	A
III	321AV3	Allied III – Business Environment	CO1	Explain nature of business environment and its components.	U
			CO2	Explain the significance of global business	U
			CO3	Examine the environment of a business from the legal, regulatory, economic, cultural, political, technological and natural perspectives	U
			CO4	Apply an understanding of the nature of the multi-national firm as an institutional structure for conduct of cross-border trade	A
			CO5	Analyze and interact social, cultural and environmental processes	A
III	321NAD	Non Major Elective – Principles of Advertising	CO1	Explain principles of advertising	U
			CO2	Interpret different forms of indoor media advertising	A
			CO3	Apply different types of outdoor media advertising	A
			CO4	Discuss the different modes of direct advertisement in creative process	A
			CO5	Discuss display advertising and non-media advertising	A
III	321VS1	Skill Enhancement Course – I Professional English for Management	CO1	Recognize their own ability to improve their own competence in using the language	K
			CO2	Use language for speaking with confidence in an intelligible and acceptable	A
				manner	
			CO3	Understand the importance of reading for life	U
			CO4	Read independently unfamiliar texts with comprehension	A
CO5	Understand the importance of writing in academic life	U			
IV	421V09	Core IX - Cost and Management	CO1	Acquire conceptual knowledge of cost accounting	U

		Accounting	CO2	Identify different techniques of material control	A
			ÇO3	Explain financial statement analysis in management accounting	U
			CO4	Apply skills recording the preparation of Fund flow and cash flow analysis	A
			CO5	Identifying and prepare different kinds of budgets	A
IV	421V10	Core X – Foreign Exchange Management	CO1	Explain about importance, kinds and types of Foreign Exchange Markets.	U
			CO2	Describe International Trade and Balance of Payment	U
			ÇO3	Determine the factors influencing Exchange rate system	A
			CO4	Identify foreign exchange risk management and Foreign Currency Transaction	U
			CO5	Analyze Financing of Forex Trading and Documentation in Foreign Trade	A
IV	421V12	Core XII - Organizational Behavior	CO1	Explain about organizational behaviour and human behaviour	U
			ÇO2	Identify theories of personality and perception	A
			CO3	Apply the concept of attitude and theories of motivation	A
			CO4	Articulate the tactics for resolving conflicts and handling Interpersonal relationship	A
			CO5	Describe leadership styles and Organisational culture & climate	U
IV	421VS2	Part IV – Skill Enhancement Course - II – Modern Banking	CO1	Describe the Relationship between a Banker and Customer	U
			CO2	Explain different types of Deposits and Negotiable Instruments	U
			ÇO3	Apply the concept of bank lending advances and its security	A
			ÇO4	Demonstrate the role of banking institutions in different sectors and developing the society.	U
			CO5	Utilize different E-Banking transactions & Products offered by banks	A

IV	421VA1	Part IV- Advanced Learners Course I - Management Thoughts in Thirukkural	CO1	Explain the words of wisdom and contains profound messages about management.	U
			CO2	Discuss the importance of solving their problems according to the democratic practices	U
			CO3	Identify on self-leadership and to live& Practice with ethical principles	U
			CO4	Develop the sense of oneness of mankind and to work for a fair and just world	A
			CO5	Explore the dimensions of business ethics from ancient Indian times and its contemporary relevance for business leadership.	U
V	521V13	Core XIII E- Accounting – Practical	CO1	Apply knowledge on basics and importance of e-accounting in computerized environment.	A
			CO2	Apply knowledge of computerized accounting in creating account heads.	A
			CO3	Application of knowledge in preparing stock summary.	A
			CO4	Create cost centres and tax masters.	A
			CO5	Prepare payroll of a company.	A
V	521V14	Core XIV – Taxation Law and Practice	CO1	Describe the direct tax assessment.	A
			CO2	Apply tax provision relating to Computation of salary income and house property	A
			CO3	Familiarize on provision of tax relating to computation of business and professional income.	U
			CO4	Explain the basic tax concepts in the area of indirect taxes.	A
			CO5	Describe the basic concepts and terms of GST Act	U
V	521V15	Core XV – Financial Management	CO1	Explain the various concepts and principles of financial management.	U
			CO2	Describe the various sources of Finance.	U
			CO3	Classify the various sources of cost of capital	A
			CO4	Identify the capital structure and leverage	A
			CO5	Explain the Working Capital Management and cash management	U

V	521V16	Core XVI Business Communication	CO1	Explain the importance, media, types and principles of communication.	U
			CO2	Discuss the need, functions, layout and kinds of business letters.	A
			CO3	Prepare credit and status enquiry and adjustment letters.	A
			CO4	Describe the procedure for preparing collection, sales and circular letters.	A
			CO5	Preparation of reports of the meeting.	A
V	521VE1	Elective I – Research Methodology for Management	CO1	Explain fundamentals of research concept and its implications.	U
			CO2	Develop and understanding various kinds 'of research process and research designs.	U
			CO3	Apply Different methods of Data collection	A
			CO 4	Identify the Data preparation process	A
			CO 5	Explain the key elements of Research report	U
V	521VE2	Elective I – Services Marketing	CO1	Explain concepts of services marketing	U
			CO2	Apply Different kinds of services marketing mix	A
			CO3	Develop and understanding various P's in services marketing	U
			CO4	Identify the various services process and services quality management	A
			CO5	Explain the key elements of international services marketing	U
V	521VS3	Skill Enhancement Course III – Business Ethics and Global Values	CO1	Define and identify the concepts of business ethics	U
			CO2	Explain the legal aspects of ethics and Ethical Leadership	U
			CO3	Describe the Indian Ethos in management	U
			CO4	Explain the Ethics in functional areas of management	U
			CO5	Apply ethical thoughts to corporate governance.	A
VI	621V17	Core XVII – Strategic Management	CO1	Explain about Strategic management	U
			CO2	Describe about Environmental and organizational analysis	U

			CO3	Apply the concepts and tools that support strategic management in organization	A
			CO4	Analyze the competitive situation and strategic implementation in dealing with dynamic global business environment	A
			CO5	Summarize various techniques of strategic control	U
VI	621V18	Core XVIII- Customer Relationship Management	CO1	Explain the concept of CRM.	U
			CO2	Describe the basic concept of customer satisfaction and customer loyalty.	U
			CO3	Develop the service quality and implementation of E-CRM.	A
			CO4	Apply various IT Tools in CRM	A
			CO5	Explain the emerging trends in CRM.	U
VI	621V19	Core XIX– Project Work and Viva- voce	CO1	Identify the overall process of designing a research study	K
			CO2	Demonstrate a greater understanding about how academic theories and principles apply to the field	A
			CO3	Extrapolate with identification and selection of tools and techniques to use in the research.	U
			CO4	Demonstrate the understanding of inquiry and critical thinking.	A
			CO5	Demonstrate a sound technical knowledge of their selected project topic	A
VI	621VE3	Elective-II – Entrepreneurship and Project Management	CO1	Explain the important role of entrepreneurship and its value within economic environment	U
			CO2	Outline the Factors affecting entrepreneurial growth	U
			CO3	Analyze and reflect the process to identify workable business ideas for successful implementation	A
			CO 4	Define the essential operating elements of business in project formulation	A
			CO 5	Explain the project appraisal techniques.	U
VI	621VE4	Elective-II – Global Business	CO1	Explain fundamentals of international trade and its implications	U

		Management	CO2	Develop and understanding various regulations of international trade	U
			ÇO3	Identify and Apply various sources of finance and instruments used in financing export trade	A
			CO 4	Apply various procedure for export trade	A
			CO 5	Explain the various promotional measures for export trade	U
VI	621VE5	Elective III – Consumer Behavior	CO1	Identify the major influences in Consumer Behaviour	U
			CO2	Describe the Relevance of consumer perception, learning and life style influence in making decisions	U
			ÇO3	Explain the concepts of personality, attitude and motivation in relation to consumer behaviour	U
			CO4	Describe the Social factors influencing consumer behaviour	U
			CO5	Choose most appropriate techniques to make Consumer decisions	A
VI	621VE6	Elective III – Industrial Relations and Labour Welfare	CO1	Explain fundamentals of industrial relations	U
			CO2	Develop and understanding various industrial conflicts	U
			ÇO3	Apply Different measures for labour welfare	A
			CO 4	Identify and apply various measures for labour safety	A
			CO 5	Explain about welfare of special categories of labour	U
VI	621VS4	Skill Enhancement Course IV- Event Management	CO1	Explain the fundamentals of event management and role of event manager	U
			CO2	Develop and understanding the importance of event management	U
			ÇO3	Describe the different types of event management	U
			CO4	Identify and prepare the business plan and action plan	A
			CO5	Apply suitable media for event management	A

VI	621VA2	Advanced Learners Course II - E-Commerce	CO1	Explain the basics of E-commerce	U
			CO2	Analyze the impact of E-payment system	A
			CO3	Describe the Network Infrastructure and Application of EDI	U
			CO4	Describe about mobile commerce and its applications	U
			CO5	Discuss Security issues in E-Commerce	U