



Department of Business Administration

B.B.A. Computer Application

S.No	Course Code	Course Name	Course Outcomes
SEMESTER- I			
1.	21UBPL11	காப்பீடுகோட்பாடுகளும் நடைமுறைகளும்	CO1[K1]: identify the provisions of IRDA Act and its importance. CO2[K2]: classify the various types of insurance. CO3[K3]: apply the principles of insurance for Investment opportunity. CO4[K4]: compare the methods of determining the premium. CO5[K4]: compare the different types of documents associated with insurance.
2.	21UENL11	Communicative English - I	CO1[K1]: relate and state ideas by reading and listening to simple recorded conversations and fables CO2[K2]: demonstrate communicative skills through simple Descriptions, Requests and Instructions CO3[K3]: apply knowledge of word power and grammar rules in Formal and Informal letter writings CO4[K4]: analyze fairy tales and folk tales to develop language skills through literature CO5[K6]: construct grammatically correct and meaningful simple sentences in English



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3.	21UBPC11	Core Course – I: Principles of Management	CO1[K1]: list the various concepts of management CO2[K2]: demonstrate the manager's role in promoting motivation CO3[K3]: apply the principles of management for the effective functioning of the organization CO4[K4]: analyze the planning, decision making process and various forms of organization structure CO5[K4]: examine the leadership qualities, methods and need for control
4.	21UBPC12	Core Course – II: Financial Accounting	CO1 [K1]: recognize the fundamental accounting concepts CO2[K2]: trace the straight line method and written down value method, receipts and payments account and income and expenditure account CO3[K3]: calculate the depreciation by using different methods CO4[K4]: classify the different kinds of cash book and subsidiary book CO5[K6]: prepare final accounts, receipts and payments account and income and expenditure account by applying the accounting rules
5.	21UBPA1P	Allied Course – I: Practical: Office Automation	CO1[K1]: identify and locate the basic tools available in office documents CO2[K4]: analyse the data by using mathematical and statistical operations/functions CO3[K6]: prepare business letter, business cards, newsletter and resume by applying the features of office document CO4[K6]: create graphs and charts by using the available data CO5[K6]: design a business presentation by using animation & transition effects



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6.	21UESR11	Ability Enhancement Compulsory Course: Environmental Studies	CO1[K1]: recognize the importance of environment and role of Individuals in its protection. CO2[K2]: explain the key concepts of Ecosystem, Food Web and Bio geochemical. CO3[K3]: apply the right measures for the sustainable use of natural resources. CO4[K4]: analyse the ethical, cross-cultural, and historical context of environmental issues and the links between Human and Natural Systems. CO5[K4]: examine the impact of human action on the biological
7.	21UBPS11	Skill Enhancement Course – I: Soft Skills	CO1[K1]: relate the skills required to develop the personality CO2[K4]: analyse the body language and emotions of others while dealing with them CO3[K4]: develop the habit of having a good rapport with others CO4[K5]: assess themselves by using SWOT analysis to identify and improve the soft skills CO5[K6]: prepare SWOT analysis and Scheduling for managing the time
SEMESTER- II			
8.	21UBPL21	அலுவலகமேலாண்மை	CO1[K1]: identify the importance and functions of modern office CO2[K3]: apply the principles of office systems CO3[K3]: choose the location for an office CO4[K4]: classify the methods of filing and indexing CO5[K4]: inspect the principles of office environment and objects of using office machines



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9.	21UENL21	Communicative English - II	<p>CO1[K1]: relate and state ideas by reading and listening to recorded interviews and news</p> <p>CO2[K2]: demonstrate effective speaking skills by offering suggestions, seeking permission and reporting ongoing activities</p> <p>CO3[K3]: apply knowledge of word power and grammar rules through proverb expansion and paragraph writings</p> <p>CO4[K4]: analyze simple poems and short stories to develop language skills through literature</p> <p>CO5[K6]: construct grammatically correct and logically coherent paragraphs</p>
10.	21UBPC21	Core Course – III: Business Environment	<p>CO1[K1]: outline the concept of business environment</p> <p>CO2[K1]: relate the culture and business</p> <p>CO3[K2]: classify the economic systems</p> <p>CO4[K4]: analyze the environmental factors influencing business</p> <p>CO5[K5]: assess the impact of MNC's on domestic business</p>
11.	21UBPC22	Core Course – IV: Internet and Web Designing	<p>CO1[K1]: list the fundamental concept of internet and web designing</p> <p>CO2[K2]: outline the importance of E-mail</p> <p>CO3[K3]: use HTML tags to design an impressive web page</p> <p>CO4[K6]: design and create a simple web page using HTML</p> <p>CO5[K6]: develop web-based application using suitable client side and server side web technologies</p>



S.No	Course Code	Course Name	Course Outcomes
12.	21UBPA2P	Allied Course – II: Practical: Internet and Web Designing	CO1[K3]: use HTML tags to design an impressive web page CO2[K6]: create an e-mail id and send e-mail to an individual or group of individuals at a time with attachments CO3[K6]: develop web-based application using suitable client side and server side web technologies CO4[K6]: develop a HTML page to display an advertisement CO5[K6]: develop an impressive web page using presentational elements
13.	21UVED21	Ability Enhancement Compulsory Course: II -Value Education	CO1[K1]: identify the basic human values and ethics necessary for harmonious Human relationship CO2[K2]: explain the significance of social values and religious tolerance to live in Peace CO3[K3]: articulate the life-changing principles of brotherhood, honesty, loyalty and community solidarity CO4[K4]: analyse emotional, social, spiritual attribute to acquire well balanced Personality CO5[K4]: examine the importance of harmonious living in the multicultural Pluralistic society.



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14.	21UBPS21	Skill Enhancement Course – II: Corporate Skills	CO1[K1]: list the skills, manners and etiquette required to develop the career CO2[K2]: explain the forms and importance of resume, group discussion and interview CO3[K3]: use the guidelines and tips for developing the career planning CO4[K6]: perform in the group discussion, interview and negotiation by applying the techniques CO5[K6]: prepare resume and develop negotiation to apply for the career
15.	21UDMG21	Disaster Management	CO1[K1]: outline the causes and impact of disasters. CO2[K2]: explain the features of national policy on disaster management. CO3[K3]: present the issues in rehabilitation. CO4[K4]: classify the mitigation measures. CO5[K5]: assess the role of the agencies for disaster management
SEMESTER- III			
16.	21UBPC31	Core Course – V: Organisational Behaviour	CO1[K1]: outline the scope and functions of organisational behaviour CO2[K2]: specify the factors influencing perception and attitude CO3[K3]: employ the organisational development intervention techniques CO4[K4]: compare the theories of motivation and leadership CO5[K5]: recommend the coping strategies to overcome stress



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17.	21UBPC32	Core Course – VI: Business Statistics and Mathematics	CO1[K1]: describe the basic concept of statistics, set theory, commercial arithmetic and matrix CO2[K2]: explain the methods of collection of data CO3[K3]: calculate the measures of central tendency, dispersion, venn diagram, bankers gain and bankers discount CO4[K4]: examine the correlation, regression and time series CO5[K5]: prove the set theory and venn diagram and matrix
18.	21UBPC33	Core Course – VII: Entrepreneurship	CO1[K1]: list the qualities and characteristics of a successful entrepreneur CO2[K2]: explain the role of entrepreneur and entrepreneurship in the economic development of the country CO3[K3]: build awareness about the entrepreneurship development programmes and inspect the problems and measures to Overcome the sickness in small – scale enterprises CO4[K4]: analyse the steps involved in project and starting new enterprises CO5[K4]: classify the institutions that render various support services to the entrepreneurs of small – scale enterprises in India



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19.	21UBPC34	Core Course – VIII: Introduction to E-Commerce	CO1[K1]: identify the fundamental concepts of e-commerce and e-marketing CO2[K2]: classify the concepts of e-commerce and related information technology CO3[K4]: analyse the impact of E-commerce on business models and strategy CO4[K5]: assess electronic payment systems; make ethical decisions related to e-commerce considering privacy, and security CO5[K5]: evaluate EDI transactions between vendor and buyer, and Web-based transactions
20.	21UBPA3P	Allied Course – III: Practical: DTP and Multimedia	CO1[K1]: identify the fundamental concepts of multimedia and its application CO2[K3]: apply the fundamental principles of multimedia, including digitization and data CO3[K6]: create Layouts for web pages, Paper Adverts, CD covers, Posters using page maker CO4[K6]: create a logo, Business card and Banner using CorelDraw CO5[K6]: design a greeting card and apply different filters by using Photoshop
21.	21UBPN31	Non-Major Elective Course – I: Fundamentals of Management	CO1[K1]: list the basic functions of management CO2[K2]: demonstrate the importance of management CO3[K3]: compute the need for control within an organization CO4[K4]: examine common organizational structure and the advantages and disadvantages of each CO5 [K4]: analyse the concepts related to business



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22.	21UBPS31	Skill Enhancement Course – III: Goods and Services Tax	CO1[K1]: describe the functions, powers and structure of GST Council and GSTN CO2[K1]: define basic concepts and terms under CGST Act and IGST Act CO3[K2]: explain the provisions of levy and collection of GST CO4[K4]: analyze the structure of GST and various types of Assessment under CGST Act CO5[K5]: examine the procedure for registration, payment and refund of GST
SEMESTER- IV			
23.	21UBPC41	Core Course – IX: Operations Management	CO1[K1]: outline the fundamental aspects of operations management functions in an organisation CO2[K2]: trace the characteristics and trends in modern manufacturing and challenges faced by operation managers in an organisation CO3[K2]: explain the principles and philosophies of gurus in modern quality management CO4[K4]: analyse the strategies for services and factors influencing the location and layout in an organisation CO5[K6]: prepare the service operations schedule and layout



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24.	21UBPC42	Core Course – X: Financial Management	CO1[K1]: list the various sources of finance and find an appropriate source of finance CO2[K2]: express the dynamic role of financial management function in an organization CO3[K3]: calculate the cost associated with different types of capital CO4[K4]: analyze the working capital requirements of a company and examine the cost of capital in financial decisions CO5[K5]: justify the investment project based on return estimates
25.	21UBPC43	Core Course – XI: Human Resource Management	CO1[K1]: outline the scope and functions of Human Resource Management CO2[K2]: explain the components of Job analysis and wage and salary administration CO3[K3]: present the factors influencing the recruitment process and industrial relations CO4[K4]: analyse the methods of selection and training the employees CO5[K5]: evaluate the methods of performance appraisal and workers participation in management
26.	21UBPC44	Core Course – XII: Marketing Management	CO1[K1]: describe the concepts of marketing management CO2[K2]: estimate the role of marketing in business CO3[K3]: articulate the stages of product life cycle and new product development CO4[K4]: examine the distribution channels and packaging functions for a product CO5[K4]: analyze the tools employed in the activities of advertising and sales promotion



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27.	21UBPA41	Allied Course – IV: Enterprise Resource Planning	CO1[K1]: identify the fundamental concepts of ERP CO2[K1]: describe the advantages, risks, and benefits of an ERP system CO3[K2]: explain the challenges associated with implementing enterprise systems and their impacts in an organization CO4[K4]: analyse the related technologies to implementing an ERP system CO5[K5]: assess the methodologies and strategy to implementing ERP
28.	21UBPM41	Self-Paced Learning (SWAYAM COURSE): Customer Relationship Management	CO1[K1]: identify the background and the key words in customer relationship management CO2[K2]: demonstrate independent and self-paced learning for clear understanding of the concept CO3[K3]: develop computer and communication skills to broaden their knowledge in the course CO4[K3]: use high quality reading resources, communication tools and technology to send assignments and to take up test CO5 [K4]: analyse critically and apply technical skills to comprehend the ideas or theories in the video lectures



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29.	21UBPM42	Self-Paced Learning (SWAYAM COURSE): Innovation, Business Models and Entrepreneurship	<p>CO1[K1]: identify the background and the key words in innovation, business models and entrepreneurship</p> <p>CO2[K2]: demonstrate independent and self-paced learning for clear understanding of the concept</p> <p>CO3[K3]: develop computer and communication skills to broaden their knowledge in the course</p> <p>CO4[K3]: use high quality reading resources, communication tools and technology to send assignments and to take up test</p> <p>CO5 [K4]: analyse critically and apply technical skills to comprehend the ideas or theories in the video lectures</p>
30.	21UBPN41	Non-Major Elective Course – II: Rural Entrepreneurship	<p>CO1[K1]: list the characteristics of a successful entrepreneur</p> <p>CO2[K2]: explain the need and problems of rural entrepreneurship</p> <p>CO3[K3]: build awareness about the entrepreneurship development programmes</p> <p>CO4[K4]: analyse the steps involved in project and starting new enterprises</p> <p>CO5[K4]: classify the institutions that render various support services to the entrepreneurs</p>
31.	21UBPS41	Skill Enhancement Course – IV: Case Analysis	<p>CO1[K1]: identify the fundamental concepts of listening and case analysis</p> <p>CO2[K2]: express the importance of listening and steps in conducting case study</p> <p>CO3[K3]: perform to communicate management cases</p> <p>CO4[K4]: examine the causes and provide alternative course of action for a problem</p> <p>CO5[K6]: solve problem by using critical thinking skills and innovation</p>



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32.		Extension	<p>CO1 [K1]: recognize the importance of community service through training and education</p> <p>CO2 [K2]: interpret ecological concerns, consumer rights, gender issues & legal protection</p> <p>CO3 [K3]: develop team spirit, verbal/non verbal communication and organizational ethics by participating in community service</p> <p>CO4 [K4]: examine the necessity of professional skills & community-oriented services for a holistic development</p> <p>CO5 [K6]: create awareness on human rights, legal rights, First Aid, Physical fitness and wellbeing</p>
SEMESTER- V			
33.	21UBPC51	Core Course – XIII: Strategic Management	<p>CO1[K1]: outline the criteria for effective strategy and guidelines for successful implementation of strategy</p> <p>CO2[K2]: explain the types of strategies</p> <p>CO3[K3]: perform the SWOT analysis for an individual business firm</p> <p>CO4[K4]: examine the impact of environmental sectors on strategic management</p> <p>CO5[K4]: compare strategy analysis framework alternatives</p>



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34.	21UBPC52	Core Course – XIV: Cost and Management Accounting	CO1[K1]: state the cost and management Accounting concepts and its applications CO2[K2]: outline the methods of costs, pricing of material issues and methods of remuneration CO3[K3]: calculate the labour turnover ratio and classification of ratio analysis CO4[K4]: classify the financial statement analysis, cash flow and fund flow analysis CO5[K6]: prepare cost sheet, stock levels, cash flow and fund flow statement
35.	21UBPC5P	Core Course – XV: Practical: Programming in PHP	CO1[K1]: identify the basic tags with PHP coding CO2[K2]: demonstrate the concept file uploading, date and time functions in PHP CO3[K4]: analyze the concepts of cookies & sessions and apply in websites familiarization and validation CO4[K6]: create a database table using SQL queries and perform insert, update and delete operations in a table CO5[K6]: design a webpage using PHP
36.	21UBPC5Q	Core Course – XVI: Practical: Accounting Packages	CO1[K1]: identify the concepts of creating a company in Tally CO2[K3]: determine the fundamental steps in accounting system using Tally CO3[K4]: analyse the profit and loss account, income statement and balance sheet to take business decisions through Tally CO4[K6]: create company, groups, vouchers and ledger in Tally CO5[K6]: compose transactions using Tally



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37.	21UBP051	Major Elective Course - I: Programming in PHP	CO1[K1]: identify the fundamentals of PHP and MySQL CO2[K2]: demonstrate the concept file uploading, date and time functions in PHP CO3[K4]: analyze the concepts of cookies & sessions and apply in websites familiarization and validation CO4[K6]: design a database table using SQL queries CO5[K6]: develop dynamic web pages
38.	21UBP052	Major Elective Course - I: Introduction to Industry 4.0	CO1[K1]: outline the basic concepts of Industry 4.0 and the features of artificial intelligence CO2[K2]: classify the big data domain stack and Internet of things CO3[K3]: use the big data processing frameworks CO4[K4]: classify the applications and tools of Industry 4.0 CO5[K5]: assess the skills required for future and tools for education
39.	21UBP053	MAJOR ELECTIVE COURSE - I: BIG DATA ANALYTICS	CO1[K1]: identify the fundamental concept of data analytics phases and techniques CO2[K2]: interpret results based on the choice of domain CO3[K3]: apply data analytics techniques practically using R environment CO4[K4]: differentiate the applications of RDBM and Hadoop CO5[K4]: analyze various domains of data characteristics, platform, programming model and design data analytic ecosystem, and data processing framework



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40.	21UBP054	Major Elective Course – II: E – Marketing	CO1[K1]: identify the basic E-marketing concepts and E-Marketing plan CO2[K3]: utilize the online payment options CO3[K3]: present the market segmentation bases CO4[K4]: analyze the differentiation and positioning strategies CO5[K4]: examine the E-Marketing communication tools
41.	21UBP055	Major Elective Course – II: Services Marketing	CO1[K1]: state the nature of services and distinguish between products and services CO2[K2]: specify the stages in new service development and developing effective communication CO3[K3]: employ the pricing strategies and pricing methods for services CO4[K4]: examine the challenges of global service marketers CO5[K4]: analyze the marketing of services of bank, tourism, hospital and airline
42.	21UBP056	Major Elective Course – II: Consumer Behaviour	CO1[K1]: identify the basic concepts and theories of motivation and personality CO2[K2]: express the factors influencing consumer behaviour CO3[K3]: present the role of family and reference groups CO4[K4]: analyze the nature of consumer reference groups CO5[K4]: analyze the models of attitude
43.	21UBPS51	Skill Enhancement Course – V: Salesmanship	CO1[K1]: state the importance of salesmanship and product knowledge CO2[K2]: explain the qualities of a good salesman CO3[K3]: select the appropriate methods of prospecting CO4[K4]: classify the methods of pre-approach and approach CO5[K4]: analyze the methods of handling objections



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44.	21UBPJ51	Internship	CO1 [K1]: outline the basic concepts of business and management CO2 [K2]: estimate the employability qualities CO3 [K3]: compare the theory and practices CO4 [K4]: justify the policies and practices followed by the business Organization CO5 [K6]: develop the problem-solving skills
SEMESTER- VI			
45.	21UBPC61	Core Course – XVII: International Business	CO1[K1]: list the drivers of globalisation and goals of international business. CO2[K2]: explain the stages of internationalisation and factors causing conflict. CO3[K3]: present the role of international agencies in conflict resolution. CO4[K4]: analyse different modes of entering into international business. CO5[K4]: examine the methods of selection of manufacturing and market centres
46.	21UBPC62	Core Course – XVIII: Business Ethics & Corporate Governance	CO1[K1]: outline the theories of corporate governance CO2[K2]: explain the relationship between ethics, morals and values in the workplace CO3[K3]: present the ethical issues in finance, marketing, human resource management and global business CO4[K4]: examine the forms of corporate social responsibility performed by business organization CO5[K4]: compare the theories of business ethics



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47.	21UBPC63	Core Course – XIX: RDBMS and Oracle Programming	<p>CO1[K1]: identify the fundamental concepts of database design</p> <p>CO2[K2]: specify the functional dependency and normalization</p> <p>CO3[K3]: apply different constraints to display table information- and altering an existing table</p> <p>CO4[K4]: classify the views, joins and sequences in tables</p> <p>CO5[K6]: design a database table using SQL and perform insert, update, delete operations in a table</p>
48.	21UBPJ61	Core Course – XX: Project Viva–Voce	<p>CO1[K1]: identify major problems and obstacles to be overcome in completing project</p> <p>CO2[K2]: demonstrate the concept of form designing, file uploading, date and time functions etc.,</p> <p>CO3[K3]: apply form validations to handling errors gracefully</p> <p>CO4[K4]: analyze the concepts of cookies and sessions also apply in websites</p> <p>CO5[K6]: develop a website using application software with data base connectivity and warehousing</p>
49.	21UBPC6P	Core Course – XXI: Practical: RDBMS and Oracle Programming	<p>CO1[K1]: list the fundamental concept of design a database</p> <p>CO2[K2]: demonstrate insert, select and delete a record from a table</p> <p>CO3[K3]: apply different operators in a single query</p> <p>CO4[K5]: predict the redundancies in Database</p> <p>CO5[K6]: create queries in SQL to retrieve any type of information from a data base</p>



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50.	21UBP061	Major Elective Course - III: International Marketing	<p>CO1[K1]: describe the stages of a product life cycle</p> <p>CO2[K2]: explain the basic concepts, principles and practices in pricing and distribution</p> <p>CO3[K3]: present the economic union and economic integration in international trade</p> <p>CO4[K4]: analyse the market entry strategies</p> <p>CO5[K4]: examine the impact of social and cultural implications on marketing</p>
51.	21UBP062	Major Elective Course - III: International Human Resource Management	<p>CO1 [K1]: list the approaches to international human resource management and expatriate's success factors</p> <p>CO2 [K2]: differentiate the international human resource management from domestic human resource management</p> <p>CO3 [K3]: present the basic components of performance management and compensation package</p> <p>CO4 [K4]: analyze the different international labour market sources</p> <p>CO5 [K4]: examine the different methods of training</p>
52.	21UBP063	Major Elective Course -III: International Finance	<p>CO1[K1]: outline the basic concepts of International Financial Markets</p> <p>CO2[K2]: explain the Forms of International Investment</p> <p>CO3[K3]: present the foreign Investment theories</p> <p>CO4[K4]: classify the types of Foreign Exchange Exposure</p> <p>CO5[K4]: differentiate the International Financial Management and Domestic Financial Management</p>



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53.	21UBPS61	Skill Enhancement Course - VI: Fundamentals of Research Methodology	CO1[K1]: outline the different types of research and the format of a research report CO2[K2]: trace the tools of data collection in methods CO3[K3]: choose the appropriate sampling technique CO4[K4]: examine the elements of processing the data CO5[K6]: construct a questionnaire or interview schedule for data collection