

Sri Kaliswari College (Autonomous), Sivakasi
Department of Business Administration
B.B.A (Semester) - (2018-2021)
Objectives, Outcomes, Regulation

Programme Objectives:

- To develop the junior level managers.
- To provide basic exposure to the functional areas of business.
- To develop employability of the students by providing value based enrichment courses.
- To develop the personality of students.

Programme Outcomes:

Knowledge

PO 1: Well grounded knowledge in chosen subjects.

PO 2: Updated knowledge related to the subjects.

Skills

PO 1: Acquisition of cognitive skills

PO 2: Acquisition of Life Skills for Employment.

Attitude

PO 1: Holistic Personality Development through Self-directed and lifelong learning.

PO 2: Eco Sensitivity, inclusive culture, moral uprightless and social commitment.

Programme Specific Outcomes:

- Enrich the students to gain conceptual knowledge in the functional areas of management viz., Production, Marketing, Finance and Human Resources
- Help the students to develop decision making skills, communicative skills and organizational skills
- Educate students to solve the Business related issues by applying conceptual knowledge
- Providing the opportunities to upgrade the students to be eligible to pursue higher studies
- Making the students by developing entrepreneurial skills and employable competencies.

Regulation

Duration of the programme : Three years (equivalent to six semesters)

Eligibility:

Candidate should have passed the higher secondary examinations conducted by the board of higher secondary education, Government of Tamilnadu or any other examinations accepted by the Syndicate of the Madurai Kamaraj University as its equivalent.

Medium of Instruction : English

Age Limit:

Max age limit : 21 Years

Age Relaxation:

SC/ST/OBC/MBC/DNC & Women : 3 years age relaxation

Differently Abled Students : 5 years age relaxation

Transitory Permission:

Students joined from 2018 - 2021 may be permitted to write their examinations in this pattern up to April 2026.