



Department of Business Administration

BBA. Computer Applications

| S.No. | Course Code | Course Name | Course Outcomes |
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| SEMESTER - I | | | |
| 1. | 18UBPL11 | Part I: செயலர் பணிமுறைகள் | <ol style="list-style-type: none">மாணவர்களுக்கு நிறுமத்தின் தன்மைகளை விளக்குதல்.மாணவர்களுக்கு நிறுமச் செயலரின் பொறுப்புகளைப் பற்றி எடுத்துரைத்தல்மாணவர்களுக்கு நிறுமத்தைத் தோற்றுவித்தலில் நிறுமச் செயலரின் கடமைகள் பற்றி விளக்குதல்.மாணவர்களுக்கு நிறுமக் கூட்டம் நடத்தும் முறைகளை எடுத்துரைத்தல்.மாணவர்களுக்கு தீர்மானங்கள் நிறைவேற்றும் விதம் பற்றி விளக்குதல். |
| 2. | 18UBPC11 | Core I: Principles of Management | <ol style="list-style-type: none">Enable the learners acquaint with the principles of management.Helps the learners to understand the various functions of management like planning, organising, staffing, directing and controlling.Assist the learners to involve in Event Management activities.Enrich the learners' managing competency, decision making skills and leadership skillsFacilitates the learners to realize the importance of communication in an organization for smooth flow of operations.Helps the learners to understand the evolution of scientific |



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| | | | management concepts and its application in increasing productivity. 7. Helps the learners to apply the principles of management in solving real life problems |
| 3. | 18UBPC12 | Core II: Fundamentals of Accounting | 1. To understand the basic Accounting concepts. 2. To understand the kinds of cash book. 3. To understand the practice of final accounts. 4. To understand the various methods of Depreciation. 5. To understand the features of Non Trading Organization. 6. To understand the nature of Receipts and Payments account. 7. To understand the concept of Double Entry System. |
| 4. | 18UBPA11 | Allied Course I: Introduction to Computer and Office Automation – Theory | 1. Make the learners to know about the basics of computers. 2. Help the learners to understand the memory concepts of computer. 3. Define and distinguish hardware and software components of computer system. 4. Understand the classification of computers. 5. Gain knowledge about five generations of computer system. |
| 5. | 18UBPN11 | Non Major Elective Course I: Fundamentals of Management | 1. Make the learners realize basic practices of management. 2. Make the learners understand basic principles of management. 3. Impart the management function during the course of time. |
| 6. | 18UBPE11 | Enrichment Course I: | 1. Enable the learners to know the forms of organization. 2. Make the learners to understand the features of partnership. |



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| | | Introduction to Business Organization | 3. Make the learners to realize the importance of co-operative enterprise. |
| SEMESTER - II | | | |
| 7. | 18UBAL21 | Part I: அலுவலக மேலாண்மை | <ol style="list-style-type: none">1. அலுவலகம் என்பதன் தலையாய கடமையை உணர்த்துதல்.2. அலுவலகத்தின் அடிப்படையான அவசியங்களையும், நோக்கங்களையும் புரிதுரைத்தல்.3. கோப்பீட்டின் பயன்பாடுகளையும் மற்றும் பயன்படுவதன் நோக்கங்களையும் கற்றுணர்த்தல்.4. கோப்பீட்டின் பாதுகாப்பு அம்சங்களை ஆராய்தல்.5. செய்திகளை பரிமாற்றும் விதம் மற்றும் வகைகள் பற்றிய முக்கியத்துவத்தை விளக்குதல் |
| 8. | 18UBPC21 | Core III: Business Environment | <ol style="list-style-type: none">1. The learners will understand the nature of environment and suggest a suitable organizational arrangement for scanning the environment2. The learners will be able to know the economic role of government and the political environment factors which influence the business.3. The learners will able to know the elements of demographic environment and its inspection on business.4. The learners will familiarize with the impact of culture in business.5. The learners will understand the technology on business and can bring the interface between technology and business.6. The learners will be able to know the benefits and problems of MNCs to host country and home country.7. To familiarize the learners about the code of conduct of |



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| | | | multinational companies in India. |
| 9. | 18UBPC22 | Core IV: Cost Accounting | <ol style="list-style-type: none">1. To enable the learners to prepare the cost sheet.2. To enable the learners to understand the stock levels.3. To enable the learners to learn the Labour turnover ratio.4. To enable the learners to identify the method of Remuneration.5. To enable the learners to understand the allocation of overheads.6. To enable the learners to prepare the primary distribution.7. To enable the learners to learn the procedure for process costing. |
| 10. | 18UBPA2P | Allied Course II: Office Automation Lab | <ol style="list-style-type: none">1. Practice the learners how to open the word in computer.2. Prepare the learners to write a business letter using Word.3. Make the learners to create a time table using Word.4. Prepare the learners to write a resume using Word.5. Help the learners to create an prospectus using Word. |
| 11. | 18UBPN21 | Non Major Elective II: Entrepreneurship Development | <ol style="list-style-type: none">1. Preach the crucial role of Entrepreneur.2. Understand them to distinguish between an Entrepreneur and a manager.3. Realize them about real function of an entrepreneur. |
| 12. | 18UBPE21 | Enrichment Course II: Business Communication | <ol style="list-style-type: none">1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.2. To understand the importance of specifying audience and purpose and to select appropriate communication choices. |



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| | | | 3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. |
| SEMESTER – III | | | |
| 13. | 18UBPC31 | Core V: Organisational Behaviour | <ol style="list-style-type: none">1. Helps to understand the employees in a better way.2. Enable the learners to assess the concepts of OB principles and concepts.3. Helps to know how employees act, feel and think in an organization.4. Motivate the learners to work in a team collectively for better productivity.5. Helps to create and sustain organizational culture.6. Helps to change and develop the organization by applying behavioral theories. |
| 14. | 18UBPC32 | Core VI: Marketing Management | <ol style="list-style-type: none">1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business.2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives.3. Enhance business communication skills required to work effectively with a marketing team.4. Evaluate marketing implementation strategies.5. Identify core concepts of marketing and the role of marketing in business and society. |



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| | | | 6. Ability to communicate the unique marketing |
| 15. | 18UBPC33 | Core VII: Business Statistics | <ol style="list-style-type: none">1. Acquire knowledge in statistical tools applied in Business.2. Learners can get an exposure about the classification, coding and tabulation of Data.3. Enlighten the learners' knowledge about measures of Dispersion.4. Impart the fundamental knowledge of measures of central tendency to the learners.5. Enrich the learners to inculcate the knowledge of measuring correlation and Regression-analysis for the research work.6. Facilitates the learners to get a clear idea about the consumer Price Index Number methods. |
| 16. | 18UBPC3P | Core VIII: DTP and Multimedia Lab | <ol style="list-style-type: none">1. Train the learners to create a Newsletter using PageMaker.2. Practice the learners to design an Invitation using PageMaker.3. Make the learners to create a Logo using CorelDraw.4. Train the learners to create a Business card and Banner using CorelDraw.5. Practice the learners to apply Tweening and Morphing technique using Flash.6. Make the learners to design a greeting card and apply different filters by using Photoshop. |
| 17. | 18UBPA31 | Allied Course III: Desktop Publishing – Theory | <ol style="list-style-type: none">1. Understand the various concepts in Design.2. Enrich the knowledge of various designing.3. Equip the knowledge with formatting text in PageMaker. |



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| | | | <ul style="list-style-type: none"> 4. Help the learners to know working in PageMaker. 5. Exhibit the learners how to create master page in PageMaker. |
| 18. | 18UBPS31 | Skill Based Course I: Soft Skill for Managers – Theory | <ul style="list-style-type: none"> 1. The learners can understand and analyze their own strength and weakness through SWOT analysis. 2. The learners can know the acceptable body language. 3. The learners can effectively participate in Group Discussion. 4. Make the learners to use the available time in an effective way. |
| 19. | 18UBPV31 | Value Based Course I: Business Ethics | <ul style="list-style-type: none"> 1. Enable the learners accustom with the Business Ethics. 2. Helps the learners to understand the professional ethical standards in Marketing and Human Resource Management. 3. Assist the learners to be familiar with the environmental ethics. |
| 20. | 18UBPEX1 | Extra Credit Course I: Personality Development | <ul style="list-style-type: none"> 1. Helps the learners to understand their own personality. 2. To understand the level of perception of human being. 3. Helps the learners to manage them under stress. |
| SEMESTER – IV | | | |
| 21. | 18UBPC41 | Core IX: Entrepreneurship | <ul style="list-style-type: none"> 1. Know the parameters to assess opportunities and constraints for new business ideas. 2. Understand the systematic process to select and screen a business idea. 3. Design strategies for successful implementation of ideas. 4. Equip to write a business plan. 5. Analyze the internal/external factors affecting a |



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| | | | business/organization to evaluate business opportunities. 6. Define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing. |
| 22. | 18UBPC42 | Core X: Banking and Insurance Management | <ol style="list-style-type: none">1. Learners can understand and get expertise in the operations of a commercial bank.2. Learners learn the basic principles of banking.3. Learners can have awareness about technological banking.4. Learners are provided with the basic concepts and principles of Insurance.5. Learners can understand the types of insurance and its benefits.6. Learners provide with the procedure of claims and settlements of Insurance. |
| 23. | 18UBPC43 | Core XI: Business Mathematics | <ol style="list-style-type: none">1. Understanding the basic applications of set theory by independently solving business related problems.2. Acquire the knowledge with practical problems through set theory and venn diagram.3. Enhance the learners to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions.4. Enable the learners to solve the problems in the areas of simple interest, compound interest, Bankers' loan, Bankers' discount and depreciation.5. Enrich the learners to define the basic terms in the areas of |



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| | | | business. 6. Gain the analytical knowledge on the business applications of matrices. |
| 24. | 18UBPC4P | Core XII: Web Designing Lab | 1. Train the learners to create a bio-data using HTML tags. 2. Practice the learners to prepare a student mark list using table. 3. Make the learners to prepare a Hotel menu using Lists. 4. Train the learners to create an Application form using Forms. 5. Help the learners to reserve a railway ticket using Forms. 6. Practice the learners to create website using Frames. |
| 25. | 18UBPA41 | Allied Course IV: Web Designing – Theory | 1. Understand the various tags in HTML. 2. Enrich the knowledge of web designing. 3. Equip the knowledge with formatting tags in HTML. 4. Inculcate the knowledge on ordering lists and Building the tables using tags in HTML. 5. Exhibit the learners how to use image tag and frame tag. |
| 26. | 18UBPO41 | Optional/ Elective Course I: Consumer Affairs | 1. The learners know about the need for consumer protection and the areas covered by consumer protection law. 2. Learners will have a clear idea on legislative controls on unconscionable conduct, misleading or deceptive conduct, false or misleading representations and other unfair practices. 3. The learners know the legal obligations of a supplier of goods or services. 4. The learners know the obligations of manufacturers and the rights of consumers to compensation. |



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| | | | 5. The learners know the bodies available to protect the rights of the consumer and discuss their operations. |
| 27. | 18UBPO42 | Optional/ Elective Course I: Event Management | <ol style="list-style-type: none">1. Make the learners to understand the role of Managerial functions in event management.2. Make the learners to familiarize confluence of various factors made the event successful.3. Make the learners to apply the marketing Practices in Event management.4. Make the learners to evaluate the event by using appropriate techniques.5. Make the learners to start their own event management business. |
| 28. | 18UBPO43 | Optional / Elective Course I: Logistics Management | <ol style="list-style-type: none">1. Helps to analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.2. Enable the learners to analyze the strengths and weaknesses of various transportation modes and perform cost analysis.3. Helps to develop the strategies to find the best paths to route vehicles to deliver and collect goods at multiple stops.4. Develop the strategies to manage inventories in an optimum way5. Helps to know basic characterizes and costs of warehousing and materials handling activities. |
| 29. | 18UBPEX2 | Extra Credit Course II: Soft Skills | <ol style="list-style-type: none">1. The learners can understand and analyze their own strength and weakness through SWOT analysis. |



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| | | | 2. The learners can know the acceptable body language. 3. The learners can learn to shape their career. |
| SEMESTER – V | | | |
| 30. | 18UBPC51 | Core XIII: VB.Net – Theory | 1. Make the learners to build the applications using vb.net. 2. Enable the learners to build the applications using asp.net. 3. Display proficiency in VB by building stand –alone applications in the .NET framework using VB. 4. Create distributed data-driven applications using the .NET framework, VB, SQL Server and ADO.NET. 5. Create web-based distributed applications using VB, ASP.NET,SQL Server and ADO.NET. 6. Utilize XML in the .NET environment to create Web Service-based applications and components. |
| 31. | 18UBPC52 | Core XIV: Human Resource Management | 1. Demonstrate ethical and socially responsible behaviour. 2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. 3. Build effective internal and external relationships using influencing, communication and consultative skills. 4. Develop self-leadership strategies to enhance personal and professional effectiveness. 5. Develop, implement, and evaluate employee orientation, training, and development programs. 6. Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global |



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| | | | economy. 7. Inculcate the capabilities of coordinating the workers in a work place through workers participation in management |
| 32. | 18UBPC53 | Core XV: Financial Management | 1. Enable the learners to understand the basic concepts of financial decisions, investment, liquidity and dividend decisions. 2. Critically evaluate the theories of capital structure adopted in the company form of organisation. 3. Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital using financial data. 4. Gain practical knowledge on capital budgeting and project appraisal. 5. Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy. 6. Gain practical knowledge on working capital management. 7. Examine the company financial position through the analytical approach |
| 33. | 18UBPC5P | Core XVI: VB.Net Lab | 1. Make the learners to perform Arithmetic Operation using .Net application. 2. Help the learners to prepare Student Mark List in VB.NET. 3. Practice the learners to calculate interest using functions in VB.NET. 4. Enable the learners to use String functions in VB.NET. 5. Inculcating the knowledge about class concepts in VB.NET. 6. Equip the learners to create home page using Master Page in |



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| | | | ASP.NET. 7. Prepare the learners to create advertisement using Adrotator control in ASP.NET. |
| 34. | 18UBP051 | Optional / Elective Course II: Marketing Research | 1. Understand the process of marketing research and its different processes. 2. Identify sources of information. 3. Understand different research methods. 4. Apply selected research methods. 5. Analyse and interpret both qualitative and quantitative data. |
| 35. | 18UBP052 | Optional/Elective Course II: Industrial Relations | 1. Analyze the three actors of industrial relations. 2. Identify the causes of grievance and need for grievance procedure. 3. Understand the implications of the Red-Hot Stove Rule. 4. Understand the different types of industrial conflicts. 5. Analyze the functions of collective bargaining. |
| 36. | 18UBP053 | Optional / Elective II: Financial Services | 1. This course provides the knowledge about financial services. 2. This course helps the students to get an exposure on the current scenario of financial system. 3. This course focuses on the qualities required for Merchant Bankers. 4. This course gives an understanding about the features of Hire Purchase Agreement. 5. This course deals with steps involved in Leasing Transaction. |



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| 37. | 18UBPS51 | Skill Based Course II: Advertising Management | <ol style="list-style-type: none">1. Make the learners to understand advertising to reach nook and corner.2. Make the learners to realize the importance of advertising media that acts like a pipeline carries message to the public.3. Make the learners to explore right Proportion of Advertising copy catches the eye movement and also mesmerism. |
| 38. | 18UBPS52 | Skill Based Course III: Co-operative Management | <ol style="list-style-type: none">1. Helps the learners to understand the Principles of Cooperation.2. Make the learners to know the structure of Cooperatives and the evaluation of performance.3. Make the learners to know Powers and duties of the functioning in Cooperatives. |
| 39. | 18UBPJ51 | Part IV: On Job Training | <ol style="list-style-type: none">1. Exploring the Practices of questioning and also observing capacity.2. Train the learners to observe the functions of the functional areas of business organization.3. Equip the learners to gain practical knowledge and enrich their employability skills. |
| 40. | 18UDMG51 | Part IV: Disaster Management | <ol style="list-style-type: none">1. Make the learners to plan and prepare for the management of Disaster.2. Helps the learners to know the issues related with the Disaster rehabilitation.3. Make the learners to know the role of Government in Disaster management.4. Make the learners to aware of the agencies available in India |



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| | | | for Disaster management. |
| SEMESTER - VI | | | |
| 41. | 18UBPC61 | Core XVII: Enterprise Resource Planning – Theory | <ol style="list-style-type: none"> 1. Make the learners to learn the fundamentals of ERP and related Technologies. 2. Understand the various concepts of ERP. 3. Make the learners to acquire the knowledge about Business functions and business process in ERP. 4. Inculcate knowledge on History of ERP & Future of ERP Packages. 5. Prepare the learners how to manage risks on ERP projects. 6. Equip the knowledge with BPR, Data Mining, Data warehousing, OLAP, and PLM & SCM. 7. Help the learners how to use advanced technology and ERP security. |
| 42. | 18UBPC62 | Core XVIII: Management Accounting | <ol style="list-style-type: none"> 1. Understanding the basic concepts and processes used to take management related decisions. 2. Able to interpret financial statements and ratio analysis. 3. Enable the learners to analyze and evaluate the fund flow and cash flows of the organization. 4. Make the learners to get proficiency in marginal cost analysis. 5. Gain practical knowledge on budgetary control. 6. Understand the learners in the area of application of marginal costing technique. 7. Examine the financial position of a company using |



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| | | | approaches. |
| 43. | 18UBPC6P | Core XIX: Enterprise Resource Planning – Lab | <ol style="list-style-type: none">1. Practice the learners to do inventory calculation using Tally ERP 9.2. Train the learners to calculate interest by using Tally ERP 9.3. Help the learners to make debit note and credit note using Tally ERP 9.4. Make the learners to do multiple currencies using Tally ERP 9.5. Enable the learners to create price lists using Tally ERP 9.6. Encourage the learners to prepare a Bill wise details using Tally ERP 9.7. Practice the learners to create a budget using Tally ERP 9. |
| 44. | 18UBPO61 | Optional / Elective Course III: Family Business Management | <ol style="list-style-type: none">1. Make the learners to know the Core values of Family Business.2. Enable the learners to know the succession options in Family Business.3. Helps the learners to understand the types of Family Business.4. Make the learners to develop the organisation structure for a Family Business.5. Helps the learners to offer tips to prepare the next generation. |
| 45. | 18UBA062 | Optional / Elective Course III: Travel and Tourism | <ol style="list-style-type: none">1. Understand the infrastructure and its importance of tourism.2. Understand about the evaluation of accommodation concept in tourism and various department and sections of a hotel. |



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| | | Management | <ol style="list-style-type: none">3. Know the significance of different mode of transport in tourism.4. Know about the evaluation of travel trade around the world and India.5. Know about travel itinerary and its various components.6. Know about different travel documents and their importance in travel.7. Understand the concept of marketing mix in tourism. |
| 46. | 18UBA063 | Optional / Elective Course III: Services Marketing | <ol style="list-style-type: none">1. Understand the theory and concepts pertaining to Services marketing.2. Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.3. Understand how to develop effective service marketing strategies that emphasizes the value exchange between suppliers and their customers.4. Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area.5. Develop familiarity with the concepts of Services Marketing. |
| 47. | 18UBPS6P | Skill Based Course IV: E- Commerce – Lab | <ol style="list-style-type: none">1. Train the learners how to create a mail ID.2. Practice the learners how to apply for online examination.3. Make the learners how to registration for employment. |
| 48. | 18UBAV61 | Value Based Course – II: Fundamentals of Goods and | <ol style="list-style-type: none">1. We will have rudimentary knowledge in GST.2. We could know the details of the IGST, SGST and CGST. |



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| | | Services Tax | 3. To have the thorough knowledge on GST council and its functions. 4. To know the procedures for registration through GST portal. |