



## Department of Business Administration

### B.B.A

S.No.	Course Code	Course Name	Course Outcomes
<b>SEMESTER - I</b>			
1.	18UBAL11	Part I: செயலர் பணிமுறைகள்	<ol style="list-style-type: none"><li>மாணவர்களுக்கு நிறுமத்தின் தன்மைகளை விளக்குதல்.</li><li>மாணவர்களுக்கு நிறுமச் செயலரின் பொறுப்புகளைப் பற்றி எடுத்துரைத்தல்</li><li>மாணவர்களுக்கு நிறுமத்தைத் தோற்றுவித்தலில் நிறுமச் செயலரின் கடமைகள் பற்றி விளக்குதல்.</li><li>மாணவர்களுக்கு நிறுமக் கூட்டம் நடத்தும் முறைகளை எடுத்துரைத்தல்.</li><li>மாணவர்களுக்கு தீர்மானங்கள் நிறைவேற்றும் விதம் பற்றி விளக்குதல்.</li></ol>
2.	18UBAC11	Core I: Principles of Management	<ol style="list-style-type: none"><li>Enable the learners acquaint with the principles of management.</li><li>Helps the learners to understand the various functions of management like planning, organising, staffing, directing and controlling.</li><li>Assist the learners to involve in Event Management activities.</li><li>Enrich the learners' managing competency, decision making skills and leadership skills</li><li>Facilitates the learners to realize the importance of communication in an organization for smooth flow of operations.</li><li>Helps the learners to understand the evolution of scientific</li></ol>



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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.	18UBAC12	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.	18UBAA11	Allied Course I: Managerial Economics	1. Familiarizing the learners to learn basic managerial economics concepts. 2. Understanding the internal and external decisions to be made by managers. 3. Identifying the economic analysis in the formulation of business policies. 4. Improving the ability with economic reasoning to solve the business problems. 5. Imparting knowledge of price concepts to the students.
5.	18UBAN11	Non Major Elective 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.



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6.	18UBAE11	Enrichment Course I: Introduction to Business Organization	1. Enable the learners to know the forms of organization. 2. Make the learners to understand the features of partnership. 3. Make the learners to realize the importance of co-operative enterprise.
<b>SEMESTER - II</b>			
7.	18UBAL21	Part I: அலுவலக மேலாண்மை	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.	18UBAC21	Core III: Business Environment	1. The learners will understand the nature of environment and suggest a suitable organizational arrangement for scanning the environment 2. 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



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			of MNCs to host country and home country. 7. To familiarize the learners about the code of conduct of multinational companies in India.
9.	18UBAC22	Core IV: Cost Accounting	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.	18UBAA21	Allied Course II: Monetary Economics	1. Knowing the macroeconomic aspects to the learners. 2. Analyzing the circular flow of money. 3. Inculcating the knowledge of types of money. 4. Make the learners to understand the monetary standard. 5. Equip the learners to understand the principles of note issue.
11.	18UBAN21	Non Major Elective II: Entrepreneurship Development	1. Preach the crucial role of Entrepreneur. 2. Understand the learners to distinguish between an Entrepreneur and a manager. 3. Realize the learners about real function of an entrepreneur
12.	18UBAE21	Enrichment Course II: Business Communication	1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.



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			2. To understand the importance of specifying audience and purpose and to select appropriate communication choices. 3. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
<b>SEMESTER - III</b>			
13.	18UBAC31	Core V: Organisational Behaviour	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.	18UBAC32	Core VI: Business Law	1. Understanding the role and significance of legal enactments influencing business. 2. Know about the essentials of a valid contract. 3. Inculcating the remedies for breach of contract. 4. Identify the contract of sale of goods. 5. Familiarizing the sale and agreement to sell to the students. 6. Identify with the cyber law and information technology.



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15.	18UBAC33	Core VII: Business Statistics	<ol style="list-style-type: none"><li>1. Acquire knowledge in statistical tools applied in Business.</li><li>2. Learners can get an exposure about the classification, coding and tabulation of Data.</li><li>3. Enlighten the learners' knowledge about measures of Dispersion.</li><li>4. Impart the fundamental knowledge of measures of central tendency to the learners.</li><li>5. Enrich the learners to inculcate the knowledge of measuring correlation and Regression-analysis for the research work.</li><li>6. Facilitates the learners to get a clear idea about the consumer Price Index Number methods.</li></ol>
16.	18UBAC3P	Core VIII: Computer Application in Business Lab	<ol style="list-style-type: none"><li>1. Make the learners to understand basic knowledge of computer.</li><li>2. Make the learners to create an effective Advertising Copy.</li><li>3. Make the learners to draw an Invitation for capture the eye movements.</li><li>4. Make the learners to prepare Business letter as well as mail merge concept.</li><li>5. Make the learners to understand sorting concept.</li></ol>
17.	18UBAA31	Allied Course III: Computer Application in Business – Theory	<ol style="list-style-type: none"><li>1. Make the learners to know about the basics of computers memory concepts of computer.</li><li>2. Understand the classification of computers.</li><li>3. Gain knowledge about five generations of computer system.</li><li>4. Make the learners to know the components of MS-Word.</li><li>5. Help the learners to create formulas to calculate values using</li></ol>





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			MS-Excel.
18.	18UBAS31	Skill Based Course I: Soft Skill for Managers – Theory	<ol style="list-style-type: none"> <li>1. The learners can understand and analyze their own strength and weakness through SWOT analysis.</li> <li>2. The learners can know the acceptable body language.</li> <li>3. The learners can effectively participate in Group Discussion.</li> <li>4. Make the learners to use the available time in an effective way.</li> </ol>
19.	18UBAV31	Value Based Course I: Business Ethics	<ol style="list-style-type: none"> <li>1. Enable the learners accustom with the Business Ethics.</li> <li>2. Helps the learners to understand the professional ethical standards in Marketing and Human Resource Management.</li> <li>3. Assist the learners to be familiar with the environmental ethics.</li> </ol>
20.	18UBAEX1	Extra Credit Course I: Personality Development	<ol style="list-style-type: none"> <li>1. Helps the learners to understand their own personality.</li> <li>2. To understand the level of perception of human being.</li> <li>3. Helps the learners to manage them under stress.</li> </ol>
<b>SEMESTER – IV</b>			
21.	18UBAC41	Core IX: Entrepreneurship	<ol style="list-style-type: none"> <li>1. Know the parameters to assess opportunities and constraints for new business ideas.</li> <li>2. Understand the systematic process to select and screen a business idea.</li> <li>3. Design strategies for successful implementation of ideas.</li> <li>4. Equip to write a business plan.</li> <li>5. Analyze the internal/external factors affecting a business/organization to evaluate business opportunities.</li> </ol>



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			6. Define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing.
22.	18UBAC42	Core X: Banking and Insurance Management	<ol style="list-style-type: none"><li>1. Learners can understand and get expertise in the operations of a commercial bank.</li><li>2. Learners learn the basic principles of banking.</li><li>3. Learners can have awareness about technological banking.</li><li>4. Learners are provided with the basic concepts and principles of Insurance.</li><li>5. Learners can understand the types of insurance and its benefits.</li><li>6. Learners provide with the procedure of claims and settlements of Insurance.</li></ol>
23.	18UBAC43	Core XI: Business Mathematics	<ol style="list-style-type: none"><li>1. Understanding the basic applications of set theory by independently solving business related problems.</li><li>2. Acquire the knowledge with practical problems through set theory and venn diagram.</li><li>3. Enhance the learners to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions.</li><li>4. Enable the learners to solve the problems in the areas of simple interest, compound interest, Bankers' loan, Bankers' discount and depreciation.</li><li>5. Enrich the learners to define the basic terms in the areas of business.</li></ol>





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			6. Gain the analytical knowledge on the business applications of matrices.
24.	18UBAC44	Core XII: Labour Legislation	<ol style="list-style-type: none"><li>1. Make the learners to understand the knowledge of the various branches of law relating to industrial units.</li><li>2. Imparting the knowledge of legal rules and principles to factual situations in problem solving exercises.</li><li>3. Understand the basic benefits of employees' state insurance act.</li><li>4. Make the learners to understand the workmen compensation.</li><li>5. Know about the employees provident fund scheme and payment of bonus and wages.</li><li>6. Identify the Industrial Disputes to the learners.</li></ol>
25.	18UBAA41	Allied Course IV: Management Information System	<ol style="list-style-type: none"><li>1. Make the learners to understand the concept of Management Information System and Functional Information system.</li><li>2. Highlighted the importance of Decision making to the learners.</li><li>3. Make the learners to realize Simon's model step-by-step processes while decision making.</li><li>4. Make the learners to ignite Signals will be made quality contents display.</li><li>5. Knowing about the band-width ranges in order to keep the explores.</li></ol>
26.	18UBA041	Optional/ Elective Course I: Consumer Affairs	<ol style="list-style-type: none"><li>1. The learners know about the need for consumer protection and the areas covered by consumer protection law</li></ol>



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			<ol style="list-style-type: none"><li>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</li><li>3. The learners know the legal obligations of a supplier of goods or services</li><li>4. The learners know the obligations of manufacturers and the rights of consumers to compensation</li><li>5. The learners know the bodies available to protect the rights of the consumer and discuss their operations.</li></ol>
27.	18UBA042	Optional/ Elective Course I: Event Management	<ol style="list-style-type: none"><li>1. Make the learners to understand the role of Managerial functions in event management.</li><li>2. Make the learners to familiarize confluence of various factors made the event successful.</li><li>3. Make the learners to apply the marketing Practices in Event management.</li><li>4. Make the learners to evaluate the event by using appropriate techniques.</li><li>5. Make the learners to start their own event management business.</li></ol>
28.	18UBA043	Optional / Elective Course I: Logistics Management	<ol style="list-style-type: none"><li>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.</li><li>2. Enable the learners to analyze the strengths and weaknesses of various transportation modes and perform cost analysis.</li></ol>



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			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 way. 5. Helps to know basic characterises and costs of warehousing and materials handling activities.
29.	18UBAEX2	Extra Credit Course II: Soft Skills	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 learn to shape their career.
<b>SEMESTER – V</b>			
30.	18UBAC51	Core XIII: Operations Management	1. Make the learners to understand basics of Production and Operations management. 2. Educates the learners about manufacturing and service operations. 3. Make the learners to realize and adopt effective method of production processes. 4. Make the learners to design layout. 5. Make the learners to select a location for a plant. 6. Make the learners to learn the practices of scheduling of operations.
31.	18UBAC52	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.



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			<ol style="list-style-type: none"><li>3. Build effective internal and external relationships using influencing, communication and consultative skills.</li><li>4. Develop self-leadership strategies to enhance personal and professional effectiveness.</li><li>5. Develop, implement, and evaluate employee orientation, training, and development programs.</li><li>6. Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy.</li><li>7. Inculcate the capabilities of coordinating the workers in a work place through workers participation in management.</li></ol>
32.	18UBAC53	Core XV: Financial Management	<ol style="list-style-type: none"><li>1. Enable the learners to understand the basic concepts of financial decisions, investment, liquidity and dividend decisions.</li><li>2. Critically evaluate the theories of capital structure adopted in the company form of organization.</li><li>3. Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital using financial data.</li><li>4. Gain practical knowledge on capital budgeting and project appraisal.</li><li>5. Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy.</li><li>6. Gain practical knowledge on working capital management.</li></ol>



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			7. Examine the company financial position through the analytical approach.
33.	18UBAC54	Core XVI: Marketing Management	<ol style="list-style-type: none"><li>1. Develop understanding about marketing management concepts and frameworks, and apply these to a new or existing business</li><li>2. Develop skills to analyze and synthesize information and derive insights related to marketing management, from several perspectives</li><li>3. Enhance business communication skills required to work effectively with a marketing team.</li><li>4. Evaluate marketing implementation strategies</li><li>5. Identify core concepts of marketing and the role of marketing in business and society.</li><li>6. Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.</li><li>7. Ability to develop marketing strategies based on product, price, place and promotion objectives.</li></ol>
34.	18UBA051	Optional / Elective Course II: Marketing Research	<ol style="list-style-type: none"><li>1. Understand the process of marketing research and its different processes.</li><li>2. Identify sources of information.</li><li>3. Understand different research methods.</li><li>4. Apply selected research methods.</li><li>5. Analyze and interpret both qualitative and quantitative data.</li></ol>
35.	18UBA052	Optional/Elective Course II:	<ol style="list-style-type: none"><li>1. Analyze the three actors of industrial relations.</li></ol>



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		Industrial Relations	<ol style="list-style-type: none"><li>2. Identify the causes of grievance and need for grievance procedure.</li><li>3. Understand the implications of the Red-Hot Stove Rule.</li><li>4. Understand the different types of industrial conflicts.</li><li>5. Analyze the functions of collective bargaining.</li></ol>
36.	18UBA053	Optional / Elective II: Financial Services	<ol style="list-style-type: none"><li>1. This course provides the knowledge about financial services.</li><li>2. This course helps the students to get an exposure on the current scenario of financial system.</li><li>3. This course focuses on the qualities required for Merchant Bankers.</li><li>4. This course gives an understanding about the features of Hire Purchase Agreement.</li><li>5. This course deals with steps involved in Leasing Transaction.</li></ol>
37.	18UBAS51	Skill Based Course II: Advertising Management	<ol style="list-style-type: none"><li>1. Make the learners to understand advertising to reach nook and corner.</li><li>2. Make the learners to realize the importance of advertising media that acts like a pipeline carries message to the public.</li><li>3. Make the learners to explore right Proportion of Advertising copy catches the eye movement and also mesmerism.</li></ol>
38.	18UBAS52	Skill Based Course III: Co-operative Management	<ol style="list-style-type: none"><li>1. Helps the learners to understand the Principles of Cooperation.</li><li>2. Make the learners to know the structure of Cooperatives and the evaluation of performance.</li><li>3. Make the learners to know Powers and duties of the</li></ol>





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			functioning in Cooperatives.
39.	18UBAJ51	Part IV: On Job Training	<ol style="list-style-type: none"> <li>1. Exploring the Practices of questioning and also observing capacity.</li> <li>2. Train the learners to observe the functions of the functional areas of business organization.</li> <li>3. Equip the learners to gain practical knowledge and enrich their employability skills.</li> </ol>
40.	18UDMG51	Part IV: Disaster Management	<ol style="list-style-type: none"> <li>1. Make the learners to plan and prepare for the management of Disaster.</li> <li>2. Helps the learners to know the issues related with the Disaster rehabilitation.</li> <li>3. Make the learners to know the role of Government in Disaster management.</li> <li>4. Make the learners to aware of the agencies available in India for Disaster management.</li> </ol>
<b>SEMESTER – VI</b>			
41.	18UBAC61	Core XVII: Strategic Management	<ol style="list-style-type: none"> <li>1. Understand the relationship between the business and functional objectives.</li> <li>2. Provide a clear structure for all of the various activities that organizations carryout.</li> <li>3. Induce to achieve the stated objectives within the time period.</li> <li>4. Enable to reveal their professional ability and skills to respond to a business scenario.</li> <li>5. Make to understand the simplified processes relating to</li> </ol>



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			environment compliance. 6. Ability to examining the causes and provide alternative courses of actions for a problem. 7. Motivate the learners to investigate the cases in further aspects and diversified angles.
42.	18UBAC62	Core XVIII: Management Accounting	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 approaches.
43.	18UBAC63	Core XIX: International Business	1. Helps the learners to perform environmental scan to evaluate the impact of world issues on an organization's international business opportunities. 2. Enable the learners to assess the role of social, cultural, political, legal, and technological environment in aiding or hindering international business. 3. Enrich the learners the ways and means of entering into international business.



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			<ol style="list-style-type: none"><li>4. Make the learners to stay the foreign market operations.</li><li>5. Enable to understand the theoretical relationship underlying international business transactions and the integration of functional activities in international firms.</li><li>6. Helps to identify the opportunities and challenges in the international environment and design strategies to deal with effectively.</li><li>7. Helps to know the control mechanism of the international business.</li></ol>
44.	18UBAC64	Core XX: Retail Management	<ol style="list-style-type: none"><li>1. Get familiarity with the role of retailer in the distribution channel.</li><li>2. Identify the functions of a retailer.</li><li>3. Developing the benefits of retail sectors in the society to the learners.</li><li>4. Understanding the wide variation of retail organizations in terms of product orientation and format.</li><li>5. Identify the store, non-store, generalist, specialist and service retailing.</li><li>6. Make the learners to understand the supply chain management.</li><li>7. Equip the learners to get employment in retail stores and markets.</li></ol>
45.	18UBA061	Optional / Elective Course III: Family Business Management	<ol style="list-style-type: none"><li>1. Make the learners to know the Core values of Family Business.</li><li>2. Enable the learners to know the succession options in Family</li></ol>



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			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.
46.	18UBA062	Optional / Elective Course III: Travel and Tourism Management	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. 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.
47.	18UBA063	Optional / Elective Course III: Services Marketing	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



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			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.
48.	18UBAJ61	Skill Based Course IV: Project Viva Voce	1. Make the learners to apply data collection tools. 2. Make the learners to analyse the data. 3. Make the learners to prepare research report based on their analysis. 4. Make the learners to compare the theory and practice.
49.	18UBAV61	Value Based Course – II: Fundamentals of Goods and Services Tax	1. We will have rudimentary knowledge in GST. 2. We could know the details of the IGST, SGST and CGST. 3. To have the thorough knowledge on GST council and its functions. 4. To know the procedures for registration through GST portal.