SRI KALISWARI COLLEGE (AUTONOMOUS)
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A.Meenakshipuram, Anaikuttam Post, SIVAKASI - 626 130. Tamilnadu

B.B.A(COMPUTER APPLICATIONS)

Department of Business Administration
B.B.A (Computer Applications)

S.No.	Course Code	Course Name	Course Outcomes
			SEMESTER- I
1.	23UBPC11	Core Course –I : Principles 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[K5]:** relate and infer ethical practices of organisation.
2.	23UBPC12	Core Course –II : Accounting for Management	**CO1[K1]:** recognize the fundamental accounting concepts **CO2[K2]:** trace the hire purchase system, installment system and single entry system **CO3[K3]:** compute bank reconciliation statement and rectify the errors **CO4[K4]:** classify the different kinds of cash book and subsidiary book **CO5[K6]:** prepare statement of affairs method, conversion method under single entry system and also prepare final accounts by applying accounting rules

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3.	23UBPA11	Elective Course Generic/ Discipline Specific - I: Managerial Economics	**CO1[K1]:** identify the various managerial economic concepts in individual & business decisions **CO2[K2]:** explain demand concepts, underlying theories and identify demand forecasting techniques. **CO3[K3]:** employ production, cost and supply analysis for business decision making **CO4[K4]:** examine the pricing strategies **CO5[K5]:** classify the market structures under competitive scenarios.
4.	23UBPS11	Skill Enhancement Course – I: Foundation Managerial Communication	**CO1[K1]:** understand communication process and its barriers. **CO2[K2]:** rephrase business letters in different scenarios. **CO3[K3]:** use oral communication skills & conducting interviews. **CO4[K4]:** analyse the managerial writing for business communication. **CO5[K5]:** evaluate the usage of modern communication tools & its significance for managers.
5.	23UBPN11	Skill Enhancement Course – II: Non Major Elective Course : Basics of Event Management	**CO1[K1]:** identify the basics of event management **CO2[K2]:** interpret the confluence of various factors to make the event successful **CO3[K3]:** apply the marketing practices in the event management **CO4[K5]:** evaluate the event by using appropriate technique **CO5[K6]:** develop their own idea to start the event management business
			SEMESTER- II

S.No.	Course Code	Course Name	Course Outcomes
6.	23UBPC21	Core Course III : Marketing Management	**CO1[K1]:** list and identify the core concepts of Marketing and its mix. **CO2[K2]:** sketch the nature of product, PLC and pricing strategies. **CO3[K3]:** analyze the appropriate promotional mix. **CO4[K4]:** assess the sales and evaluation of customers. **CO5[K5]:** Prepare and rearrange the latest trends in marks
7.	23UBPC22	Core Course IV : Financial Management	**CO1[K1]:** list the various sources of finance and find appropriate source of finance. **CO2[K2]:** explain the dynamic role of financial management function in an organization. **CO3[K3]:** calculate the capital budgeting, capital structure. **CO4[K4]:** analyze the working capital requirements. **CO5[K5]:** prepare investment project based on return estimates. **CO5[K6]:** design database schema and perform SQL and PLSQL operations on table data.
8.	23UBPA21	Elective Course Generic/ Discipline Specific - II: International Business	**CO1[K1]:** discuss the difference between internal and international trade and its Significance **CO2[K2]:** explain international trade theories **CO3[K3]:** outline the balance of trade, balance of payment, exchange rate concept **CO4[K4]:** analyse the relevance of international institutions and trading blocs. **CO5[K5]:** analyse the globalization and its impact on Indian business scenario and Export Business.

S.No.	Course Code	Course Name	Course Outcomes
9.	23UBPS21	Skill Enhancement Course – III: Business Etiquette and Corporate Grooming	**CO1[K1]:** identify the basic concepts of business etiquette and corporate grooming. **CO2[K2]:** explain the etiquette and grooming standards followed in business environment. **CO3[K3]:** apply the workplace courtesy and resolve ethical issues. **CO4[K4]:** analyze Professional qualities expected from an employer's perspective. **CO5[K5]:** assess the Telephonic etiquette, email etiquette and Disability etiquette
10.	23UBPN21	Skill Enhancement Course – IV: Non Major Elective Course : Managerial Skill Development	**CO1[K1]:** list the skills, manners and etiquette required to develop the career and sustain in the world of work **CO2[K2]:** demonstrate effective communication techniques **CO3[K3]:** explain the roll of emotional intelligence in effective leader ship. **CO4[K4]:** analyse real life case studies to identify effective and ineffective managerial practices **CO5[K5]:** examine the root causes of work place issues and propose solutions
			SEMESTER- III

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11.	23UBPC31	Core Course V – : Organizational Behaviour	**CO1[K1]:** recall the fundamental concepts and principles related to organisational behavior. **CO2[K2]:** interpret the concepts and theories of organizational behavior, providing examples and explanations of their application.. **CO3[K3]:** apply OB concepts and theories to real-world scenarios, demonstrating problem-solving skills **CO4[K4]:** impact and bring positive change in the culture of the organisation **CO5[K5]:** create a congenial climate in the organization.
12.	23UBPC32	Core Course – VI : Applications of Information Technology in Business	**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
13.	23UBPA31	Elective Course Generic/ Discipline Specific - III: Business Statistics	**CO1[K1]:** describe the basic concept of statistics. **CO2[K2]:** explain the methods of measuring trend and seasonal variations. **CO3[K3]:** calculate the measures of central tendency, measures of variation, correlation &regression. **CO4[K4]:** analyze time series and Index Numbers. **CO5[K6]:** develop hypothesis and test the chi-square, T-test, F-test and ANOVA

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14.	23UBPS31	Skill Enhancement Course – V: (Entrepreneurial Skill)- Entrepreneurial Skill New Venture Management	**CO1[K1]:**recall the concept of entrepreneurship and skill sets of an entrepreneur. **CO2[K2]:** assess new venture opportunities & analyze strategic choices in relation to new ventures **CO3[K3]:** apply credible business plan for real life situations. **CO4[K4]:** analyse a team to develop and launch and manage the new venture through the effective leadership **CO5[K5]:** evaluate different sources for financing new venture.
15.	23UBPS3P	Skill Enhancement Course – VI: Computer Applications in Business	**CO1[K1]:** identify and locate the basic tools available in office documents **CO2[K3]:** analyze the data by using mathematical and statistical operations/functions. **CO3[K4]:** design a presentation by using animation & transition effects. **CO4[K5]:** create graphs and charts by using the available data. **CO5[K6]:** create company, groups, vouchers and ledger in Tally.
		SEMESTER- IV	

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16.	23UBPC41	Core Course –VII : Business Regulatory Frame Work	**CO1[K1]:** outline the essentials of contract law, including the elements of a valid contract, contract formation, interpretation, and breach. **CO2[K2]:** explain the laws and regulations aimed at protecting consumers and their privacy rights **CO3[K3]:** apply relevant legal principles, and propose appropriate solutions within a business context **CO4[K4]:** contemporary regulatory issues and trends in cyber security and emerging areas of business regulation. **CO5[K5]:** develop effective communication skills for presenting legal arguments, negotiating contracts, and interacting with regulatory authorities
17.	23UBPC4P	Core Course – VIII : Web Technology Theory and Practical	**CO1[K1]:** recall the basics of HTML **CO2[K2]:** outline the importance of JavaScript **CO3[K3]:** use HTML tags to design an impressive web page **CO4[K4]:** analyze JavaScript document object model **CO5[K5]:** develop web-based application using suitable client side and serverside web technologies
18.	23UBPA41	Elective Course Generic/ Discipline Specific – IV: Operation Research	**CO1[K1]:** outline the concept of operation research **CO2[K2]:** describe the linear equation, Assignment and Transportation Problems **CO3[K3]:** compute the resources, time and allocate the jobs to the machine **C04[K4]:** analyse Network models and Game theory **CO5[K6]:** evaluate the resources and complete the task with minimum time.

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19.	23UBPS41	Skill Enhancement Course – VII: Intellectual Property Rights	**CO1 [K1]:** identify the knowledge of IPR through various laws. **CO2 [K2]:** explain the process of acquiring a trademark. **CO3 [K3]** : apply the knowledge of patents. **CO4 [K4]:** analyse the awareness about copyrights. **CO5 [K5]:** assess the geographical indicators.
20.	23UBPS4P	Skill Enhancement Course – VIII: Tally	**CO1[K1]:** recall the basic concept of accounting and Tally ERP.9 **CO2[K2]:** demonstrate the voucher entries and Taxes in Tally ERP 9. **CO3[K3]:** apply the short keys in Tally ERP 9. **CO4[K5]:** create company groups , vouchers and ledger in tally. **CO5[K6]:** prepare the business transactions using tally.
21.	23UESR41	Environmental Studies	**CO1[K1]:** recognize the importance of environment and role of Individuals in its protection. **CO2[K2]:** explain the key concepts of Ecosystem, biodiversity and climatic change **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[K5]:** evaluate the impact of human action on the biological environment
			SEMESTER- V

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S.No.	Course Code	Course Name	Course Outcomes
22.	23UBPC51	Core Course – IX : Research Methodology	**CO1[K1]:** outline the different types of research and the format of a research report **CO2[K2]:** comprehend and decide the usage of design and formulate hypothesis **CO3[K3]:** analyze data collection sources and tools **CO4[K4]:** summarize and establish solutions through data analysis **CO5[K5]:** compare and justify the process of writing and organizing a research report.
23.	23UBPC52	Core Course – X : Production and Materials Management	**CO1[K1]:** outline the fundamental aspects of operations management **CO2[K2]:** explain the trends in modern manufacturing andchallenges faced by operation managers in an organisation **CO3[K3]:** explain the principles and philosophies of gurus in modern qualitymanagement **CO4[K4]:** analyse the strategies for services and factors influencing the locationand layout in an organisation **CO5[K6]:** prepare the service operations schedule and layout

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S.No.	Course Code	Course Name	Course Outcomes
24.	23UBPC53	Core Course – XI : Human Resource Management	**CO1[K1]:** identify the fundamental concepts, theories, and models in HRM **CO2[K2]:** examine the selection, placement and training process **CO3[K3]:** identifying potential issues related to staffing, employee performance, employee engagement, labor relations, and developing strategies to address these challenges effectively. **CO4[K4]:** apply strategic HRM principles to contribute to organizational success. **CO5[K5]:** design and implement performance management systems that Align individual and organizational goals.
25.	23UBPC54	Core Course – XII: Management Information system	**CO1[K1]:** identify the fundamental concepts and elements management information system **CO2[K2]:** classify the various process systems and models in database **CO3[K3]:** apply the information system in the functional areas of business **CO4[K4]:** analyse the various architecture in the data and decision support system **CO5[K5]:** estimate the various components of database and computing system
26.	23UBPO51	Elective Courses Generic/ Discipline Specific – V: 1. E-Business	**CO1[K1]:** relates and states the basic concepts of business done through web. **CO2[K2]:** explain and apply web tools in real-time business situations. **CO3[K3]:** identify the security threats in electronic payment methods. **CO4[K4]:** discuss the recent strategies for marketing. **CO5[K5]:** analyze cyber crime barriers for e-business.

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27.	23UBPO52	Elective Courses Generic/ Discipline Specific – V: 2. Strategic Management	**CO1[K1]:** state the process and complexitites of business environment. **CO2[K2]:** develop organizational strategy formultion **CO3[K3]:** list the most suitable strategies for organization. **CO4[K4]:** evaluate the organizational status and achievements **CO5[K5]:** analyze the successful implementation of the chosen strategies
28.	23UBPJ51	Elective Course VI – Project : Project with Viva -Voce	**CO1[K2]:** recollect the basic principles and concepts of research **CO2[K3]:** explain the methodology of research **CO3[K4]:** apply the appropriate research tools **CO4[K5]:** recommend solutions to problems based on the study **CO5[K6]:** produce suitable suggestions for the selected research problem
29.	23UVED51	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[K5]:** assess the importance of harmonious living in the multi-cultural pluralistic society

S.No.	Course Code	Course Name	Course Outcomes
30.	23UBPJ52	Internship/Industrial Training	**CO1[K1]:** identify different career paths within the industry and gain insights into potential future roles. **CO2[K3]:** apply theoretical concepts and academic knowledge to real-world situations and challenges encountered during the internship. **CO3[K4]:** analyse problems, generate innovative solutions, and make Informed decisions. **CO4[K5]:** evaluate how to manage time effectively and prioritize tasks to meet deadlines and deliver quality work. **CO5[K6]:** create a portfolio of the work, projects, and achievements during the internship.
		SEMESTER- VI	
31.	23UBPC61	Core Course – XIII : Entrepreneurial Development	**CO1[K1]:** list the role of entrepreneur and entrepreneurship in the economic development of the country. **CO2[K2]:** trace the innovative ideas of new business and business plan **CO3[K3]:** build awareness about the entrepreneurship development programmes, role of women entrepreneur and inspect the problems and measures to overcome the sickness in small – scale enterprises **CO4[K4]:** analyze the steps involved in project and starting new enterprises **CO5[K5]:** classify the institutions that render various support services to the entrepreneurs of small – scale enterprises in India

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32.	23UBPC6P	Core Course – XIV : RDBMS and Oracle Programming Theory and Practical	**CO1[K1]:** identify the fundamental concepts of database design **CO2[K2]:** specify the functional dependency and normalization **CO3[K3]:** apply different queries to access the database **CO4[K4]:** classify the views, joins and sequences in tables **CO5[K6]:** design a database table using PL/SQL and manipulate the table
33.	23UBPC6Q	Core Course – XV: Python Programming Theory and Practical	**CO1[K1]:** identify the fundamentals of Python **CO2[K2]:** rephrase simple Python programs using conditionals and looping for solving problems **CO3[K3]:** develop a Python program using functions **CO4[K4]:** classify compound data using Python lists, tuples, dictionaries etc. **CO5[K6]:** develop and execute simple Python programs
34.	23UBPO61	Elective Courses Generic/ Discipline Specific – VII: 1. Fundamentals of Logistics	**CO1[K1]:** identify the philosophy of the logistics concept and evolution of warehousing as a concept **CO2[K2]:** specify the inventory management policy, principles of designing, transportation and warehouse design **CO3[K3]:** determine the operational objectives of logistics, functions of logistics Information , transportation, and inventory & warehousing **CO4[K4]:** examine the application of information technology in logistics, participants in transport decisions and role of warehousing **CO5[K5]:** classify the model characteristics in transportation, types of inventory and warehousing

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35.	23UBPO62	Elective Courses Generic/ Discipline Specific – VII: 2.Innovation Management	**CO1[K1]:** identify the concepts of innovation management. **CO2[K2]:** estimate the value of customers to increase the profitability ratio. **CO3[K3]:** apply the knowledge of new business plans and strategies. **CO4[K4]** : analyse the knowledge about the need and importance of creative techniques **CO5[K5]:** analyse critically and apply technical skills to comprehend the ideas and tools for innovation
36.	23UBPO63	Elective Courses Generic/ Discipline Specific – VII: 3. Services Marketing	**CO1[K1]:** detail outline the concepts of services marketing. **CO2[K2]:** examine the marketing mix in service marketing **CO3[K3]:** apply and design the various strategies in the field of services marketing **CO4[K4]:** analyze the role of delivering quality service and demand and supply **CO5[K5]:** evaluate the tools of marketing with effective communication about service quality.
37.	23UBPO64	Elective Courses Generic/ Discipline Specific – VIII: 1. Big Data Analytics	**CO1[K1]:** identify the fundamental concept of data information and data mining **CO2[K2]:** interpret results based on the choice of domain **CO3[K3]:** apply data analytics techniques **CO4[K4]:** differentiate the applications of big data industry **CO5[K5]:** assess various domains of big data platform

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38.	23UBPO65	Elective Courses Generic/ Discipline Specific – VIII: 2. Artificial Intelligence	**CO1[K1]:** outline the basic concepts of artificial intelligence **CO2[K2]:** classify supervised learning and unsupervised learning **CO3[K3]:** use the AI principles of pattern recognition **CO4[K4]:** apply difficult real life problems in a state space representation so as to solve them using AI techniques **CO5[K5]:** assess the skills required for classifications
39.	23UBPS61	Skill Enhancement Course – IX: Professional Competency Skill: Quantitative Aptitude I And Quantitative Aptitude II	**CO1[K1]:** use their logical thinking and analytical abilities to solve reasoning questions **CO2[K2]:** solve questions related to time and distance and time and work **CO3[K3]:** apply concept of percentages, profit and loss, discount **CO4[K4]:** interpret data using bar charts and diagrams **CO5[K6]:** solve questions relating to geometry and mensuration , syllogisms, clocks and calendars
40.		Part V – Extension	**CO1[K1]:** recognize the importance of community service through training and education **CO2[K2]:** interpret ecological concerns, consumer rights, gender issues & legal protection **CO3[K3]:** develop team spirit, verbal/nonverbal communication and organizational ethics by participating in community service **CO4[K4]:** examine the necessity of professional skills & community-oriented services for a holistic development **CO5[K6]:** create awareness on human rights, legal rights, First Aid, physical fitness and wellbeing

Course Outcomes (COs)