



An ISO Certified Institution - 21001 : 2018

An Institution Accredited by NAAC

Affiliated to Bharathiar University, Coimbatore. Approved by Govt. of Tamilnadu.
Recognized by UGC, New Delhi under section 2(f) and 12(B).



Programme Name: B.B.A. with Computer Applications

Program Code: 25G

Graduate attributes:

GA1	Domain Knowledge	Knowledge
GA2	Domain Analysis	
GA3	Design and Development of Solutions	
GA4	Communication Skills	Skills
GA5	Innovative and Entrepreneurial Skills	
GA6	Leadership and Management Skills	
GA7	Individual and Team Work	Attitude
GA8	Ethical and Social Responsibility	
GA9	Life-long Learning	

PROGRAMME EDUCATIONAL OUTCOME (PEO's)

The B.B.A CA program describe accomplishments that graduates are expected to attain within five to seven years after graduation.	
PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisionsinprofessionandpractice,strikingabalancebetweenbusinessand socialdimensions.
PEO3	Graduates will have a solid foundation to pursue professional careers and takeuphigherlearningcoursesuchasMBA,MCA,MCM,MMM,M.Phil,Ph.D as well asresearch.
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intraprenuership for their employer organizations.
PEO5	Graduate will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning inthe broadest context of socio-economic, technological and global change

PROGRAMME SPECIFIC OUTCOME (PSO's)

After the successful completion of B.B.A. CA program the students are expected to	
PSO1	Understand of the corporate world
PSO2	Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO3	Determine conceptual and analytical abilities required for effective decision making.
PSO4	Understand the dynamic and complex working environment of Business..
PSO5	Understand the problems faced by the business sector in the Current scenario.
PSO6	Analyse the ups and downs of the stock market.
PSO7	Understand the rapid changes of financial services include banking and insurance sectors.
PSO8	Understand the micro and macro marketing environment.
PSO9	Understand the international trade procedure and documentation.
PSO10	Understand the Forms of business organization.
PSO11	Understand the business correspondence and communication.
PSO12	Determine the organizational behaviour and its conflict.

PROGRAMME OUTCOME(PO's)

On successful completion of the B.B.A CA Programme	
PO1	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO2	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO3	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, research literature, design tools, analyse and interpret data, and synthesize the information to provide valid conclusions and contextual approaches across a variety of subject matter.
PO4	Exhibit self-confidence and awareness of general issues prevailing in the society and communicate effectively with the accounting, commerce, management, business, professional fraternity and with society at large through digital and nondigital mediums and using a variety of modes such as effective reports & documentation, effective presentations, and give and receive clear instructions

P05	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.
P06	Analyse the sampling techniques of collecting primary and secondary data and tools and techniques of data.
P07	Understand the methods of collecting primary and secondary data. construction of scaling techniques and Determine the steps involved in design of questionnaire. Analyse and preparation of project report for the Functional areas of research.
P08	Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system, Industry 4.0Understand the SERQUAL of the various service industries..
P09	Analyse the various aspect of business research in the area of marketing, human resource and Finance.
P010	Analyse the various financial and accounting concept including Balance sheet , trial balance, etc.,

COURSE OUTCOME(CO's)

SEMESTER -I

Course Name: Principles of management

#	Course Outcome	
C01	Examine and explain the management evolution and how it will affect future managers.	K1
C02	Estimate the conceptual framework of planning and decision-making in day to day life.	K2
C03	Explain the various managerial functions to achieve the goals and objectives of the organization	K1
C04	Analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations.	K4
C05	Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.	K3

Course Name: BASICS OF BUSINESS & BUSINESS ENVIRONMENT

#	Course Outcome	
C01	Develop an understanding on the gamut of business activities	K2
C02	Explain the intricacies in starting a business and knowing the suited business form	K2
C03	Design a business model in order to analyze its sustainability	K3
C04	Comprehend the environmental factors that are conducive /detrimental to the respective businesses	K4
C05	Have a simple and basic comprehension of the international scenario with regard to borderless business world	K5

Course Name: MATHEMATICS AND STATISTICS FOR MANAGEMENT

#	Course Outcome	
C01	Solve systems of linear equations by use of the matrix	K3
C02	Be able to find the nature (maximum and minimum) of a turning point	K5
C03	Outline the meaning of marginal revenue and marginal cost and their relevance for firm's profitability.	K1
C04	Understand and compute the sampling distributions, sampling distributions of means and variances (S^2) and the t- and F-distributions	K1
C05	Summarize a regression analysis, and compute and interpret the coefficient of correlation.	K2

SEMESTER -II

Course Name: ORGANISATIONAL BEHAVIOUR

#	Course Outcome	
C01	Analyze the individual and group behavior; and understand the implications of organizational behaviour on the process of management	K4
C02	Identify various theories of motivation from the past and to evaluate motivational strategies used in a variety of organizational settings	K5
C03	Enhance productivity of the organization by ensuring required job satisfaction and employee attitude	K3
C04	Understand the supervisory effects on performance and to train supervisors by understanding different supervision styles	K2
C05	Evaluate the appropriateness of various leadership styles and counselling methods	K5

Course Name: ECONOMICS FOR EXECUTIVES

#	Course Outcome	
C01	Apply the objectives of business firms, demand analysis and elasticity of demand in daily life and in their career	K6
C02	Identify the effective applications of factors of production and BEP Analysis	K3
C03	Understand the determination of the Price, Market structure and competition.	K2
C04	Analyze various theories of wages, Interest and profit in Business field.	K4
C05	Evaluate the performance of the Government sector in India.	K5

Course Name: QUANTITATIVE TECHNIQUES FOR MANAGEMENT

#	Course Outcome	
C01	Define and formulate linear programming problems and evaluate their applications	K6
C02	To understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method	K3
C03	Understand the determination of the Price, Market structure and competition.	K2
C04	Analyze various theories of wages, Interest and profit in Business field.	K4
C05	Evaluate the performance of the Government sector in India.	K5

SEMESTER -III

Course Name: FINANCIAL ACCOUNTING

#	Course Outcome	
C01	Recall the accounting concepts and understand the rules of double entry system, journalizing and posting to ledger in the business transactions	K1
C02	Interpret the trial balance; identify the errors and to reconcile the bank statement by cash book.	K2
C03	Summarises the manufacturing, trading, profit & loss account and balance sheet with the support of financial and accounting transactions..	K5
C04	Illustrate the accounts for non-trading institutions through income & expenditure, receipts & payments along with the methods of depreciation	K3
C05	Classify the sections of accounting statements from incomplete data	K4

Course Name: PRODUCTION AND MATERIALS MANAGEMENT

#	Course Outcome	
C01	Enumerate the production processes and production planning and control.	K1
C02	Describe the importance of materials management function in an organization, and how it can help in integrating various plans and reduce the material related costs	K1
C03	Describe the material management, domestic and import purchase procedures and vendor rating and development.	K2
C04	Outline management issues in receiving, stores, traffic and transportation, warehousing and physical distribution	K4
C05	Discuss about the quality control, Total Quality Management, Bench marking and ISO	K2

Course Name: MARKETING MANAGEMENT

#	Course Outcome	
C01	Recognize the significance of marketing and its role in economic development.	K1
C02	Recognize how market strategy works, market segmentation and product mix have impact on buying behaviour	K2
C03	To apply marketing concepts, pricing for the development of marketing function.	K3
C04	Analyse and perform the functions of marketing in organisation.	K3
C05	Demonstrate the critical thinking skills and analyse e-marketing in the Indian context.	K3

Course Name: BUSINESS LAW

#	Course Outcome	
C01	Develop an understanding on business law in the global context..	K1
C02	Knowing the relevant legal terms in business	K2
C03	Construct the relationship of ethics and law in business	K3
C04	Applying basic principles of law to business and business transactions.	K3
C05	Implementing current law, rules, and regulations related to settling business disputes.	K3

Course Name: PC software (MS OFFICE) – PRACTICAL

#	Course Outcome	
C01	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards	K1
C02	Create scientific and technical documents incorporating equations, images, tables, and bibliographies	K2
C03	Develop technical and scientific presentations which use charts and visual aids to share data	K3
C04	Build spreadsheets to perform calculations, display data, conduct analysis, and explore.	K3
C05	Design and construct databases to store, extract, and analyze scientific and real-world data.	K3

SEMESTER -IV

Course Name: HUMAN RESOURCE MANAGEMENT

#	Course Outcome	
C01	Analyze the process of Job analysis and its importance as a foundation of human resource management practice.	K3
C02	Understand the Human resource planning	K4
C03	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation	K3
C04	Understand the importance of career planning and succession planning	K4
C05	Apply the policies and practice of the primary areas of human resource management, including staffing, training and compensation	K2

Course Name: FINANCIAL MANAGEMENT

#	Course Outcome	
C01	Use business finance terms and concepts while communicating.	K3
C02	Explain the financial concepts used in making financial management decision.	K4
C03	Use effective methods to promote respect and relationship for financial deals	K3
C04	Utilize information to maximize and manage finance.	K4
C05	Demonstrate a basic understanding of Budgeting.	K2

Course Name: MANAGEMENT INFORMATION SYSTEM

#	Course Outcome	
C01	Apply modern tools, techniques and technology in a functional and productive manner in Professional Activities	K3
C02	Analyze, Design, Construct, Implement and Maintain, Usable, Reliable and Cost-Effective Information Systems (IS) that support Operational, Managerial and Strategic activities of Organizations.	K6
C03	Study and evaluate existing manual and automated business processes and identify opportunities for re-engineering and/or automation.	K5
C04	Coordinate confidently and competently with the user community in IS requirements analysis/design activities, provide guidance and technical support to end user computing activities.	K3
C05	Analyze the impact of computing on individuals, organizations and society, including ethical, religious, legal, security and global policy issues	K4

Course Name: FINANCIAL ACCOUNTING PACKAGE TALLY ERP 9 - PRACTICAL

#	Course Outcome	
C01	Understand basic Accounting concepts and principles	K3
C02	Be able to generate Accounting and Inventory Masters, Vouchers and Basic Reports in Tally	K4
C03	Understand Advanced Accounting and Inventory in Tally. ERP 9	K3
C04	Have an understanding of Advanced Accounting and Inventory in Tally.ERP 9	K4
C05	Understand basic concepts and practical application of VAT, CST, TDS and Service Tax	K2

Course Name: TAXATION LAW AND PRACTICE

#	Course Outcome	
C01	Elucidate an understanding of theoretical and technical knowledge of taxation law principles as they apply through legislation, for both individuals and business entities	K2
C02	Analyze, generate and transmit solutions to complex problems in relation to taxation matters.	K5
C03	To efficiently compute tax for Business and Profession and knowledge on tax authorities.	K3
C04	To efficiently handle indirect taxes and GST.	K3
C05	To be a potential person on the procedural compliance of tax	K3

SEMESTER -V

Course Name: RESEARCH METHODOLOGY FOR MANAGEMENT

#	Course Outcome	
C01	Understand fundamental concepts of research, types and research process.	K2
C02	Summarize the sampling design and scaling techniques	K2
C03	Construct a method for data collection and able to edit, code ,classify and tabulate the collected data..	K3
C04	Analyse the collected data to prove or disprove the hypothesis.	K4
C05	Interpret the data and prepare a research report.	K5

Course Name: BUSINESS CORRESPONDENCE

#	Course Outcome	
C01	Learn and apply effective written communication techniques.	K3
C02	Review and refine communications skills.	K4
C03	Developing and delivering effective presentations.	K6
C04	Determine and use proper psychological approach in writing situations.	K4
C05	Skills that maximize team effectiveness in the world of work	K5

Course Name: INTERNET AND WEB PAGE DESIGN

#	Course Outcome	
C01	Comfortable creating, coding and posting basic HTML and CSS files to the Internet.	K2
C02	Equipped with a historical understanding of the web's evolution	K2
C03	Have a foundational knowledge of website creation and apply it to the planning, design and development of own web page.	K3
C04	Create a full functioning website	K4
C05	Equipped with key industry-standard design guidelines to ensure strong online presentation.	K5

Course Name: INTERNET AND WEB PAGE DESIGN (Practical)

#	Course Outcome	
C01	Comfortable creating, coding and posting basic HTML and CSS files to the Internet	K2
C02	Equipped with a historical understanding of the web's evolution	K2
C03	Have a foundational knowledge of website creation and apply it to the planning, design and development of own web page	K3
C04	Create a full functioning website	K4
C05	Equipped with key industry-standard design guidelines to ensure strong online presentation.	K5

SEMESTER -VI

Course Name: ENTREPRENEURSHIP AND PROJECT MANAGEMENT

#	Course Outcome	
C01	Define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur.	K1
C02	Foster the students in the areas of entrepreneurial growth and equip with different entrepreneurial development programmes.	K2
C03	Project management is a powerful discipline in the core areas of project life cycle and to know about the roles and responsibilities of a project manager	K3
C04	Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.	K5
C05	Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs	K4

Course Name: RDBMS AND ORACLE PROGRAMMING

#	Course Outcome	
C01	Write stored procedures, functions, packages, and triggers, and implement complex business rules with oracle	K3
C02	Interpret different Queries to access the database.	K2
C03	Underline Functional Dependency and Functional Decomposition. Apply various Normalization techniques.	K1
C04	Write SQL code based on ANSI/ISO standards to build and maintain database structures	K3
C05	Manipulate PL/SQL programming using concept of Cursor Management,	K3

Course Name: RDBMS AND ORACLE PROGRAMMING PRACTICAL

#	Course Outcome	
C01	Write stored procedures, functions, packages, and triggers, and implement complex business rules with oracle	K3
C02	Interpret different Queries to access the database.	K2
C03	Underline Functional Dependency and Functional Decomposition. Apply various Normalization techniques.	K1
C04	Write SQL code based on ANSI/ISO standards to build and maintain database structures	K3
C05	Manipulate PL/SQL programming using concept of Cursor Management	K3

Course Name: SERVICES MARKETING

#	Course Outcome	
C01	Examine the nature of services, and distinguish between products and services	K1
C02	Identify the major elements needed to improve the marketing of services	K3
C03	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service	K3
C04	Appraise the nature and development of a services marketing strategy	K4
C05	Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems	K5

ELECTIVE COURSES

Elective- I (A) - INTELLECTUAL PROPERTY RIGHTS

#	Course Outcome	
C01	The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works	K2
C02	During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations	K2
C03	Pave the way for the students to catch up Intellectual Property(IP) as an career option R&D IP Counsel, Government Jobs – Patent Examiner, Private Jobs, Patent agent and Trademark agent, and Entrepreneur	K3
C04	Develop knowledge on trademarks and registration aspects	K4
C05	Have a simple and basic comprehension of the Indian scenario with regard to IPR act	K5

Elective- II (B) - INDUSTRIAL RELATIONS AND LABOUR LAW

#	Course Outcome	
C01	Develop an understanding on industrial relation determinates of IR and IR scenario in India	K1
C02	Develop skill in negotiation with unions and conflict resolution	K2
C03	Handle grievances.	K3
C04	Develop skill in collective bargaining.	K4
C05	Know the application of Industrial dispute Act 1947and The Employee's State Insurance Act, 1948.	K5

Elective- III (C) - FINANCIAL SERVICES

#	Course Outcome	
C01	Identify and distinguish big data analytics applications	K2
C02	Describe big data analytics tools	K2
C03	Explain big data analytics techniques	K3
C04	Present cases involving big data analytics in solving practical problems	K4
C05	Conduct big data analytics using system tools and Suggest appropriate solutions to big data analytics problems	K5

SKILL BASED COURSES

COMMUNICATION SKILLS - I

#	Course Outcome	
C01	Remember the core contents of any communication	K1
C02	Understand the nuances of communication	K2
C03	Able to understand and speak well in any situation	K3
C04	Demonstrate a good command in responding to any queries	K4
C05	Achieve the desired result of a good communication	K5

COMMUNICATION SKILLS II

#	Course Outcome	
C01	Remember the core contents of any communication	K1
C02	Understand the importance of good written communication	K2
C03	Able to draft and write any type of documents	K3
C04	Demonstrate a good command in responding to any queries	K4
C05	Achieve the desired result of a good communication	K5

CAMPUS TO CORPORATE

#	Course Outcome	
C01	Remember the industry expectations	K1
C02	Understand the importance of etiquette in organizational culture	K2
C03	Able to develop a confidence level and facing interviews	K3
C04	Demonstrate a good command in responding to any queries	K4
C05	Achieve the desired result thro proper evaluation of competencies and be creative	K5,K6

SOFT SKILLS FOR BUSINESS

#	Course Outcome	
C01	Remember the various organizational entry level skill requirements	K1
C02	Understand the need for different skill requirement at different occasions	K2
C03	Able to appropriately respond to the situation during recruitment and selection	K3
C04	Demonstrate a good command in work environment	K4
C05	Achieve the desired result of a good employability	K5,K6