

Krishnasamy College of Science, Arts & Management for Women, Cuddalore.

BACHELOR OF BUSINESS ADMINISTRATION

Under CBCS

**(Applicable to the candidates admitted in Affiliated Colleges
in the academic year 2023 -2024 ONLY)**

PROGRAMME OUTCOME

Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling

Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple

perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trends and demands of work place through knowledge/skill development/reskilling.

Programme Specific Outcomes:

- To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.
- To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.
- To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.
- Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.
- Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

Krishnasamy College of Science, Arts and Management for Women,

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OBJECTIVE & OUTCOME (2022-2023)

I YEAR – I SEMESTER & II SEMESTER

22UBBAC13 - PRINCIPLES OF MANAGEMENT

COURSE OBJECTIVES

- To familiarize the students with principles of management concepts.
- To provide an insight about the management functions of planning, organizing, staffing, directing & controlling.
- To enumerate the importance of organizing and organizational structure.
- To make them understand on the importance of HR practices and motivation.
- To enable them to understand the techniques of co-ordinations.

COURSE OUTCOMES

- At the end of the course, the students will be able to
- Understand the basic concept of management and practices
- Understand the proper planning, elements and techniques of planning recognise and apply the skills necessary for carrying out effective management practices.
- Understand the different organization structure need for departmentation.
- Understand the basic concepts of staffing process in the human resource department and theories of motivation.
- Understand the problems and stages in controlling process & coordination.

22UBBAC14 - FINANCIAL ACCOUNTING

COURSE OBJECTIVES

- To inculcate basic accounting concepts and postulates
- To understand how trial balance helps to check accuracy in the ledger positioning
- To provide wide knowledge about final accounts
- To understand the meaning of depreciation and methods of charging depreciation
- To build a base income and expenditure & receipts and payment accounts.

COURSE OUTCOMES

- At the end of the course, the students will be able to
- Understand the fundamentals of financial accounting
- Ensure the mathematical accuracy of the business transaction recorded in company ledger.
- Prepare various books of accounts and final accounts.
- Understand how to determine the amount of depreciation from the total value of property.
- Learn to prepare various accounts; receipts and payments account, income and expenditure, balance sheet for non-profit organisation.

22UBBAP24 CORE PRACTICAL - TALLY

COURSE OBJECTIVES

- Help the students to know the fundamental concepts of Tally.
- Help them to understand how to use Tally software in day to day applications.
- Familiarize the students to use this package for business.
- Introduce the students to some basic tools like creation of voucher, purchase order etc.
- Familiarize the students in the preparation of tax related sales vouchers.

COURSE OUTCOMES

- Using Tally to create personal business documents following current professional and/or industry standards
- Create scientific and technical documents incorporating the billing procedures
- Develop entries for creation of vouchers
- Design bills for implementation of taxation aspects.
- Design and construct financial statements after considering taxes and GST.

22UBBAA15-2 CONSUMER BEHAVIOUR

COURSE OBJECTIVES

- To enable the students to learn the basics of consumer behaviour
- To understand consumer motivation and perception
- To learn consumer learning and attitude
- To learn consumer decision making process.

COURSE OUTCOMES

- After completion of the course, the students will be able to
- Explain the basic concepts and models of consumer behaviour
- Analyse the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results
- Distinguish the relationship between consumer behaviour and marketing practices
- Define the importance of consumer behaviour for businesses
- Compare the relationship between consumer behaviour and other disciplines.

22UBBAS16

SALESMANSHIP

COURSE OBJECTIVES

- To provide the students with various duties and responsibilities of salesman.
- To learn importance of sales presentation and sales aids.
- To enable them to analyse sales forecasting and its methods.
- To help them to know the factors affecting sales decision.

COURSE OUTCOMES

- At the end of the course, the students will be able to understand
- Duties and responsibilities of salesman.
- Essentials of sales.
- Importance of market survey to salesman and producer.
- Sales forecasting.
- Various factors affecting sales decision.

22UENV518

ENVIRONMENTAL STUDIES

COURSE OBJECTIVES

- To gain knowledge about the importance of environmental sciences and natural resources.
- To learn the concept, structure and function of ecosystem and the importance of biodiversity.
- To understand and gain knowledge about environmental pollution and management.
- To impart knowledge about social issues and human population.
- To acquire the skills for identifying and solving pollution problem.

COURSE OUTCOMES

After completion of this course, students will be able to gain knowledge in

- The scope and importance of environmental science and natural resources.
- The structure and functions of Ecosystem and biodiversity and its conservation.
- The problem of environmental pollution and its management.
- The social issues and human population.
- They will identify and solve the pollution problem.

II SEMESTER (EVEN SEMESTER)

22UBBAC23

BUSINESS ENVIRONMENT

COURSE OBJECTIVES

- To enable the students to understand the nature of business and its environment.
- To know how economic culture, culture systems influence organizations
- To understand how government pertaining to business have an influence on an organization
- To understand how privatization and globalization affects organizations

- To enable the students to examine and evaluate the business economic systems.

COURSE OUTCOMES

- At the end of the course, the students will be able to
- Acquaint with business objectives, dynamics of business and environment
- Able to recall and relate business and society.
- Enable to discuss the contemporary issues in business.
- Describe concepts like business ethics, ethical dilemmas, corporate culture.
- Acquaint with various strategies of global trade.

22UBBAA25-2

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVES

- To understand the significance of customer satisfaction, how CRM enhance customer satisfaction, how customer loyalty benefits companies and how CRM help in marketing.
- To enable students learn various stages of CRM, factors that drive CRM, benefits and growth of CRM market in India.
- To understand what CRM program is, to know the groundwork required for effective use of CRM, to know various components of CRM and types of CRM.
- To understand processes that involve in CRM to get customers and maintain a relationship with them.
- Students will learn how to facilitate CRM processes and procedures while integrating with other business workflows.

COURSE OUTCOMES

- After reading each unit, student will be able to understand
- Basis of building relationship, types of relationship marketing, customer life cycle.
- CRM and relationship marketing, CRM strategy, importance of customer divisibility in CRM.
- Sales force automation, contact management.
- Benchmarks and metrics.

- Data warehouse and data mining.

22UBBAS26

PRESENTATION SKILLS

COURSE OBJECTIVES

- To impart knowledge to develop the presentation skills.
- To help the students to make their presentations effectively.
- To learn about the fundamental presentation skills.

COURSE OUTCOMES

- At the end of the course, the students will be able to
- Use and practice delivery techniques for making presentation
- Structure presentation skills in order to improve presentation
- Understand the importance of presentation materials
- Know the audience to have effective presentation
- Demonstrate the methods for power point presentation.
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22UVALE27

VALUE EDUCATION

Course Objectives:

- To teach and inculcate the importance of value based living.
- To give students a deeper understanding about the purpose of life.
- To teach and inculcate the essential qualities to become a good leader.

Course Outcome:

- Students will understand the importance of value based living.
- Students will gain deeper understanding about the purpose of their life.
- Students will understand and start applying the essential steps to become good leaders.
- Students will emerge as responsible citizens with clear conviction to practice values and ethics in life.
- Students will become value based professionals.
- Students will contribute in building a healthy nation

22USOFS28
SOFT SKILLS

COURSE OBJECTIVES

- 1) To develop the receptive skills of listening and reading.
- 2) To improve the skills of interpreting and transcoding information.
- 3) To develop the presentation skills of speaking and writing.
- 4) To improve communication skills with reference to Personal and interpersonal Interaction.
- 5) To enhance the personality traits with regard to employability

COURSE OUTCOMES

- 1) The students understand the receptive skills of listening and reading.
- 2) Students learn how to interpret and transcode information.
- 3) Students learn Personal and Interpersonal Skills of Speaking.
- 4) Students learn to write without mistakes.
- 5) Students become aware of the effect of Good Personality Traits.