

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

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOME & COURSE MAPPING (2023-2024)

I YEAR – I SEMESTER & II SEMESTER

23UBBAC13 - Principles of Management

Course Outcomes

On completion of this course, students will;

1. Describe nature, scope, role, levels, functions and approaches of management
2. Apply planning and decision making in management
3. Identify organization structure and various organizing techniques
4. Understand Direction, Co-ordination & Control mechanisms
Relate and infer ethical practices of organization.

OUTCOME MAPPING:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	S	S	S	S
CO 2	S	S	S	S	M	M	S	S
CO 3	M	S	S	M	S	S	S	S
CO 4	S	M	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S

23UBBAC14 - Accounting for Managers

Course Outcomes

On completion of this course, students will;

1. Prepare Journal, ledger, trial balance and cash book
2. Classify errors and making rectification entries
3. Prepare final accounts with adjustments
4. Pass depreciation entries and prepare depreciation accounts
5. Prepare single and double entry system of accounting.

OUTCOME MAPPING:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M	M	M	M	S	L	M
CO 2	S	M	M	M	M	S	L	S
CO 3	S	M	M	M	M	S	L	S
CO 4	S	M	M	M	M	S	L	M
CO 5	S	M	M	M	M	S	L	M

23UBBAE15-2 - Business Organization**Course Outcomes**

1. To introduce the concepts and forms of business organization and provide insights into advertising and stock exchange.
2. To learn about the various forms of business organization and the process of setting a new venture entity under a country's legal-economic structure.
3. To explore the international prospects of trade and business under globalization and understand the working of different functionaries of business
4. To acquaint the students with the forms of business organization.
5. To create the Knowledge about Business.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO 4	PO 5	PO 6		
CO 1	S		M		M			
CO 2			M	M	M			
CO 3	S		M			M		
CO 4				M	M			
CO 5	M		M			M		

23UBBAN16 - Basics of Event Management

Course Outcomes

1. To understand basics of event management
2. To design events
3. To study feasibility of organizing an event
4. To gain Familiarity with marketing & promotion of event
5. To develop event budget.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	S	S	S	M	S	S	S
CO 2	M	S	S	S	M	S	S	S
CO 3	S	M	S	S	S	S	S	M
CO 4	S	M	S	S	S	S	S	S
CO 5	M	S	S	S	M	S	S	S

23UBBAF17 - Managerial Communication

Course Outcomes

On completion of this course, students will;

1. Understand communication process and its barriers.
2. Develop business letters in different scenarios
3. Develop oral communication skills & conducting interviews
4. Use managerial writing for business communication
5. Identify usage of modern communication tools & its significance for managers.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	M	S	S	S
CO 2	S	S	S	S	S	S	M	M
CO 3	M	S	S	S	S	S	S	M
CO 4	S	S	M	S	S	S	M	S
CO 5	M	M	S	S	S	S	S	S

23UBBAC23 - MARKETING MANAGEMENT**Course Outcomes****On completion of this course, students will:**

1. To list and identify the core concepts of Marketing and its mix.
2. To sketch the market segmentation, nature of product, PLC
3. To analyze the appropriate pricing methods
4. To determine the importance of various media
5. To assess the sales force and applications of digital marketing.

OUTCOME MAPPING:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	M	M	S	M	M
CO 2	S	S	M	S	M	S	M	S
CO 3	S	S	M	M	M	S	M	S
CO 4	S	S	M	M	M	S	M	M
CO 5	S	S	M	M	M	S	M	S

23UBBAC24 - Business Environment

Course Outcomes

On completion of this course, students will;

1. To understand the concepts of Business Environment.
2. To apply knowledge in the business and strategic decisions.
3. To analyze the importance of business.
4. To evaluate the types of business environment and its global impact.
5. To construct and stimulate environment for real-time business.

OUTCOME MAPPING:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S	M	S	S	M	S	S
CO 2	S	S	M	S	S	M	S	S
CO 3	S	S	M	M	S	M	S	S
CO 4	S	S	M	S	S	M	S	S
CO 5	S	S	M	S	S	S	S	S

23UBBAE25-1 - International Business

Course Outcomes

On Completion of the course the students will

1. Discuss the modes of entry to International Business
2. Explain international trade theories
3. Understand Foreign exchange market and FDI
4. Outline the Global Business Environment
5. Identify the relevance of international institutions and trading blocs.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	M	M	M	S	S	M	M
CO2	M	M	S	S	S	S	M	S
CO3	S	S	M	M	M	S	M	M
CO4	S	S	M	S	S	S	M	S
CO5	M	M	M	M	M	M	S	S

23UBBAN26 - MANAGERIAL SKILL DEVELOPMENT**Course Outcomes**

On completion of this course, students will;

1. Identify the personal qualities that are needed to sustain in the world of work.
2. Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
3. Acquire practical management skills that are of immediate use in management or leadership positions.
4. Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
5. Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	S	S	M
CO3	S	S	S	S	S	S	S	
CO4	S	S	S	S	S	S	M	S
CO5	M	M	S	S	S	M	S	S

23USECG27 – (Skill Enhancement Course-3) INTERNET AND ITS APPLICATIONS**Course Outcomes****On completion of this course, students will;**

1. Describe basic concepts of business etiquette and corporate grooming.
2. Outline the etiquette and grooming standards followed in business environment and the significance of communication
3. Create cultural awareness and moral practices in real life workplace scenarios
4. Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success
5. Apply the professionalism in the workplace considering diversity and courtesy.

OUTCOME MAPPING:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	M	M	S	S	S	M	M	S
CO2	M	M	S	S	S	M	M	S
CO3	M	M	S	S	S	M	M	S
CO4	M	M	S	S	S	S	M	S
CO5	M	M	M	S	S	S	M	S

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COURSE OUTCOME & COURSE MAPPING(2022-2023)

I YEAR – I SEMESTER & II SEMESTER

22UBBAC13 - PRINCIPLES OF MANAGEMENT

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2			2			
CO3			2			
CO4				2		
CO5					2	

22UBBAC14 - FINANCIAL ACCOUNTING

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3				
CO3	3					
CO4	2					
CO5	2					

22UBBAP24 CORE PRACTICAL - TALLY

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2		2				
CO3		3				
CO4		3				
CO5	2					

22UBBAA15-2 CONSUMER BEHAVIOUR

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2					
CO2		2				
CO3				2		
CO4				3		

CO5					3	
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22UBBAS16 SALESMANSHIP

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1		3				
CO2	2					
CO3	2					
CO4			2			
CO5						3

22UENVS18 ENVIRONMENTAL STUDIES

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 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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2		2	
CO2		3		2	2	
CO3	2		3			2
CO4		3		2	2	
CO5	2		2			2

22UBBAA25-2 CUSTOMER RELATIONSHIP MANAGEMENT

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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1				3		
CO2						2
CO3				3		
CO4						2
CO5		3				

22UBBAS26 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.

OUTCOME MAPPING

Course Outcome	Programme Outcome					
	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3					
CO2		3				
CO3	3					

CO4	2					
CO5	2					

22UVALE27 VALUE EDUCATION

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 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.