

Arignar Anna Government Arts College, Namakkal – 637 002

(Affiliated to Periyar University, Salem)

Department of Business Administration

Programme: B.B.A

Students Admitted from 2021 onwards

| PO No. | Programme Outcomes Upon Completion of the B.B.A Degree Programme, the graduate will able to |
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| PO 1 | Acquire competency in the subject of Business Administration and apply knowledge to various stakeholders in society. |
| PO 2 | Apply innovative, critical, logical and thinking skills in the field of Business Management. |
| PO 3 | Emerge with ethics and social responsibility with high professionalism in order to gain a broader insight for nation building in dynamic unstable environment. |
| PO 4 | Explore and reflect about managerial challenges and to develop formal decisions. |
| PO 5 | Apply the management knowledge in all business activities in order to ensure organizational success. |

| PSO No. | Programme Specific Outcomes Upon Completion of these courses the student would |
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| PSO 1 | Integrative Experience and Experiential Learning: To know and apply the concepts of Business Administration and managerial traits through projects, In-plant training and campus to corporate. |
| PSO 2 | Social, Legal and Ethical Responsibilities of organization and Society: To inculcate the knowledge of Social, Legal and Ethical framework to corporate responsibility and ethical decision making. |
| PSO 3 | Strategic and Innovative Thinking Skills to enable effective Decision Making and Problem Solving. To analyze the environment and the concepts for implementation of strategies in multi – complex environment. |

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| Course Title | PRINCIPLES OF MANAGEMENT |
| Subject Code | 21UBA01 |
| CO No. | Course Outcomes |
| CO 1 | To familiarize the students with management concepts and the experts contributions to management thoughts. |
| CO 2 | To understand the decision making and planning process. |
| CO 3 | To emphasize on organizational structure and staffing. |
| CO 4 | To facilitate the students to update the knowledge on leadership and motivation. |
| CO 5 | To enrich the student co-ordination and controlling process and techniques. |

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| Course Title | BUSINESS COMMUNICATION |
| Subject Code | 21UBA02 |
| CO No. | Course Outcomes |
| CO 1 | To know the communication principles types and various barriers of communication. |
| CO 2 | To familiarize the students with enquiry, sales, circular and collection letters. |
| CO 3 | To facilitate the students to gather knowledge on bank insurance and agency correspondence. |
| CO 4 | To emphasize on company correspondence with directors, shareholders and government departments. |
| CO 5 | To inculcate the students in report preparation, speech and modern forms of communication. |

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| Course Title | ORGANIZATIONAL BEHAVIOUR |
| Subject Code | 21UBA03 |
| CO No. | Course Outcomes |
| CO 1 | To familiarize the organizational behavior concepts and disciplines contributing to various OB models. |
| CO 2 | To understand the concepts on individual behavior personality, trait theory and self-theory. |
| CO 3 | To emphasize on the concepts of perception, attitude, process selectivity. |
| CO 4 | To understand the group types, formation, group cohesiveness and conflict. |
| CO 5 | To analyze the various stress reduction techniques. |

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| Course Title | FINANCIAL ACCOUNTING |
| Subject Code | 21UBA04 |
| CO No. | Course Outcomes |
| CO 1 | To know the principles of financial accounting. |
| CO 2 | To familiarize the students with various subsidiary books. |
| CO 3 | To facilitate the students with trial balance techniques and balance sheet preparation. |
| CO 4 | To emphasize the students with bank reconciliation principles, and non-trading organizations. |
| CO 5 | To inculcate the various methods of depreciation. |

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| Course Title | MARKETING MANAGEMENT |
| Subject Code | 21UBA05 |
| CO No. | Course Outcomes |
| CO 1 | To Familiarize the students with marketing concepts and environmental factor. |
| CO 2 | To educate the students on the knowledge of market segmentation and consumer behavior. |
| CO 3 | To know the various product and pricing strategies. |
| CO 4 | To impart knowledge on the channels of distribution and promotional elements. |
| CO 5 | To facilitate the students with marketing design and trends in marketing. |

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| Course Title | FINANCIAL MANAGEMENT |
| Subject Code | 21UBA06 |
| CO No. | Course Outcomes |
| CO 1 | To educate the students about the concepts of financial management. |
| CO 2 | To understand the various types of cost of capital. |
| CO 3 | To analyze the method of planning a new business. |
| CO 4 | To implement the various capital structure theories. |
| CO 5 | To evaluate various working capital methods related with various companies. |

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| Course Title | HUMAN RESOURCE MANAGEMENT |
| Subject Code | 21UBA07 |
| CO No. | Course Outcomes |
| CO 1 | To study the concepts of Human Resource Management and its role. |
| CO 2 | To gain the knowledge in Manpower planning, recruitment and selection process. |
| CO 3 | To implement various executive development methods. |
| CO 4 | To enrich the knowledge in performance appraisal and job evaluation process. |
| CO 5 | To implement recent trends in HRM. |

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| Course Title | PRODUCTION AN MATERIALS MANAGEMENT |
| Subject Code | 21UBA08 |
| CO No. | Course Outcomes |
| CO 1 | To identify the functions of production management. |
| CO 2 | To analyze the various principles of plant layout. |
| CO 3 | To identify the various stages of production planning and control. |
| CO 4 | To identify the concepts of six sigma. |
| CO 5 | To inculcate the various material handling principles and components. |

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| Course Title | MANAGEMENT INFORMATION MANAGEMENT |
| Subject Code | 21UBA09 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts of MIS, Management decisions and information. |
| CO 2 | Students learn the types of computer software, hardware and input/output devices. |
| CO 3 | To analyze the system classification, design and functions of system analyst. |
| CO 4 | To acquire knowledge on transaction processing system, decision support system and data base components. |
| CO 5 | To facilitate on various functional areas and their role in managerial decision making. |

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| Course Title | COST ACCOUNTING |
| Subject Code | 21UBA10 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts of cost accounting, methods and elements of cost. |
| CO 2 | To familiarize on cost sheet preparation, stock levels and pricing of material issues. |
| CO 3 | To study the overheads, types and Allocation of over heads. |
| CO 4 | To understand process costing, process loss and abnormal gain. |
| CO 5 | To facilitate the students with knowledge on types of costing, costing of joint and by products. |

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| Course Title | BUSINESS LAW |
| Subject Code | 21UBA11 |
| CO No. | Course Outcomes |
| CO 1 | To familiarize the students on the concepts and essentials of law of contract. |
| CO 2 | To emphasize on discharge and remedies of contract , agreements and quasi contracts. |
| CO 3 | To understand the rights and duties of bailor mortgage and guarantee. |
| CO 4 | To know the concepts on law of sale of goods and rights of an unpaid seller. |
| CO 5 | To understand the various law of agency classification, duties and rights of agent and principal. |

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| Course Title | TAXATION |
| Subject Code | 21UBA12 |
| CO No. | Course Outcomes |
| CO 1 | To understand the tax system and types of taxes. |
| CO 2 | To familiarize the students regarding the GST,types , and its implications . |
| CO 3 | To know the various teems of CGST and exempted goods and services under GST. |
| CO 4 | To inculcate the students regarding GST registration and concepts related to in supplies. |
| CO 5 | To emphasize knowledge on customs duty and its types. |

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| Course Title | INTERNATIONAL BUSINESS ENVIRONMENT |
| Subject Code | 21UBA13 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts of international business environment and globalization. |
| CO 2 | To facilitate the students on the concepts of international trade theories and models. |
| CO 3 | To analyze the various types and functioning of business environment. |
| CO 4 | To know the international monetary system and exchange rate system. |
| CO 5 | To familiarize the concepts of GATT, WTO IMF and UNCTAD. |

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| Course Title | OPERATION RESEARCH |
| Subject Code | 21UBA14 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts of operations research and lineal programming methods & formulation. |
| CO 2 | To understand the various transportation models. |
| CO 3 | To familiarize the students on the concepts of assignment and game theory. |
| CO 4 | Students the methods of network construction and techniques. |
| CO 5 | To facilitate the students on the decision theory concepts and its applications. |

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| Course Title | COMPANY LAW |
| Subject Code | 21UBA15 |
| CO No. | Course Outcomes |
| CO 1 | To understand the concepts of joint stock companies and various kinds. |
| CO 2 | To know the company formation procedures and its documents. |
| CO 3 | To familiarize the students on prospectus and allotment of shares. |
| CO 4 | To emphasize on company management personnel, meetings, agenda and resolution. |
| CO 5 | To facilitate the knowledge on winding up of companies, role of liquidators and committee of inspection. |

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| Course Title | MANAGEMENT ACCOUNTING |
| Subject Code | 21UBA16 |
| CO No. | Course Outcomes |
| CO 1 | Students learn the objectives, Scope and significance of Management Accounting. |
| CO 2 | To know the concepts of Financial statements, Ratio analysis and its applications. |
| CO 3 | To understand the types, allocation and absorption of overheads. |
| CO 4 | To facilitate the students on the concepts of marginal costing and breakeven analysis. |
| CO 5 | Learners understand the concepts of Budgeting types and the preparation of various budgets. |

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| Course Title | FUNDAMENTALS OF RESEARCH METHODOLOGY |
| Subject Code | 21UBA17 |
| CO No. | Course Outcomes |
| CO 1 | To know the research concepts, Problem definition and Research process. |
| CO 2 | To facilitate knowledge on Research design and Sampling techniques. |
| CO 3 | To know the types of data, questionnaire design and scaling techniques. |
| CO 4 | Learners understand the data processing procedures, hypothesis formulation and testing. |
| CO 5 | To formulate knowledge on Interpretation and report writing. |

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| Course Title | STRATEGIC MANAGEMENT |
| Subject Code | 21UBA18 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts, process of Strategic Management and TQM. |
| CO 2 | To understand the concepts of strategic formulation, SWOT, ETOP and value analysis. |
| CO 3 | Students acquire knowledge on BCG Matrix and corporate level generic strategies. |
| CO 4 | To emphasize on strategic implementation and resource allocation. |
| CO 5 | Learners understand the concept of strategic evaluation and control systems. |

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| Course Title | FINANCIAL MARKETS AND SERVICES |
| Subject Code | 21UBA19 |
| CO No. | Course Outcomes |
| CO 1 | Learners acquire knowledge on the concepts of capital. |
| CO 2 | To facilitate the knowledge on New Issue Market. |
| CO 3 | To know the features and functions of NSE. |
| CO 4 | To emphasize on concepts of financial services. |
| CO 5 | To gather knowledge on mutual funds. |

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| Course Title | ENTREPRENEURIAL DEVELOPMENT |
| Subject Code | 21UBA20 |
| CO No. | To know the characteristics, types and functions of entrepreneurship and EDP. |
| CO 1 | Students acquire knowledge on rural and women entrepreneurs. |
| CO 2 | Learners understand the concepts of project identification, formulation and appraisal methods. |
| CO 3 | To understand the types of organization, incentives and subsidies and financial analysis. |
| CO 4 | To facilitate the knowledge on Entrepreneurial support Financial institutions and Developmental agencies. |
| CO 5 | To know the characteristics, types and functions of entrepreneurship and EDP. |

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| Course Title | SERVICES MARKETING |
| Subject Code | 21UBA21 |
| CO No. | Course Outcomes |
| CO 1 | To acquire knowledge about the features, types and service marketing triangle. |
| CO 2 | To understand service quality models and PESTEL. |
| CO 3 | Learners understand on service marketing mix elements and matching of demand and supply. |
| CO 4 | To know the concepts of service delivery, service process and types of service personnel. |
| CO 5 | Students acquire knowledge on physical evidence and various marketing of services. |


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| Course Title | CONSUMER BEHAVIOUR |
| Subject Code | 21UBAE01 |
| CO No. | Course Outcomes |
| CO 1 | Students acquire knowledge on the concepts of Consumer Behavior and factors influencing them. |
| CO 2 | To emphasize the importance on Motivation, Perception and Learning. |
| CO 3 | Learners acquire knowledge on Attitudes, family and Groups. |
| CO 4 | To facilitate Purchase decision process and behavior. |
| CO 5 | To know the concepts on Buyer Behavior and Consumer research. |

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| Course Title | RETAIL MARKETING MANAGEMENT |
| Subject Code | 21UBAE07 |
| CO No. | Course Outcomes |
| CO 1 | To know the concepts, features and types of retail marketing. |
| CO 2 | Students acquire knowledge on functions of retail marketing. |
| CO 3 | To understand the concepts of storage, warehousing and retail market information. |
| CO 4 | Learners are familiarized in the concepts of buyer behavior and market segmentation. |
| CO 5 | To emphasize on retail sales forecasting, new product development and product life cycle. |

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| Course Title | FUNDAMENTALS OF INSURANCE |
| Subject Code | 21UBAS01 |
| CO No. | Course Outcomes |
| CO 1 | To understand the context of insurance. |
| CO 2 | Students acquire knowledge on life insurance, policies and claims. |
| CO 3 | To familiarize the knowledge of marine insurance principles and its functions. |
| CO 4 | The students improvise their knowledge in fire insurance, policies and fire waste. |
| CO 5 | To inculcate the students skills in cover note, surveys, inspection and surveys. |

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| Course Title | ADVERTISING MANAGEMENT |
| Subject Code | 21UBAS02 |
| CO No. | Course Outcomes |
| CO 1 | To acquire knowledge on Advertising functions, objectives and its types. |
| CO 2 | Students learn the Indoor and Outdoor Advertising and the various forms of media. |
| CO 3 | To familiarize the concepts of Advertising layout, Advertising campaign and advertising techniques. |
| CO 4 | To emphasize on the concepts of Advertising copy and various elements. |
| CO 5 | Learners gather knowledge on Advertising agencies, Advertising budget and advertising organization. |

துறைத்தலைவர்,
 வணிக நிர்வாகவியல் துறை,
 அறிஞர் அண்ணா அரசு கலைக்கல்லூரி,
 நாமக்கல் - 637 001.

Mr. 
 PRINCIPAL
 Aringnar Anna Government
 Arts College,
 Namakkal - 637 002.
 D.O. Code : CI-103.