



Excel

COLLEGE FOR COMMERCE AND SCIENCE



Approved by Government of TamilNadu & Affiliated with Periyar University, Salem
Pallakpalayam, Komarapalayam, Namakkal Dt-637 303
Tamilnadu, India
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2021-22 REGULATION

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme Outcome(POs)	
PO1	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
PO2	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
PO3	Acquire the core competencies of business acumen, analytical & critical thinking and communication skills and employ empirical approach for effective team building, crisis management and business solutions.
PO4	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
PO5	Analyze the challenges of the dynamic world with a global outlook.

Programme Specific Outcome(PSOs)	
PSO1	Develop conceptual and practical knowledge in the field of business and management.
PSO2	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
PSO3	Demonstrate leadership qualities to take the business/firm to greater heights
PSO4	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
PSO5	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups
PSO6	Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience-moral, ethical and environmental values



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DEPARMENT OF BUSINESS ADMINISTRATION

2021-22 REGULATION-COURSE OUTCOMES

Course Code	Course Title	Course Outcomes	
SEMESTER-I			
21UBA01	PRINCIPLES OF MANAGEMENT	CO1	Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.
		CO2	Understand the planning process in the organization.
		CO3	Apply the concept of organization.
		CO4	Demonstrate the ability to directing, leadership and communicate effectively.
		CO5	Evaluate isolates issues and formulate best control methods.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	M	M	S	S
CO3	M	M	S	S	M
CO4	S	S	S	S	M
CO5	S	S	S	S	S

S- Strong M-Medium L-Low



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21UBA02	BUSINESS COMMUNICATION	CO1	Identify key principles in business communication. Discuss the importance of effective communication in business.
		CO2	Students gained knowledge in the communication and to draft The layout for a business letter.
		CO3	Understand the concept of applications for appointment.
		CO4	Learnt to prepare a report, agenda, minutes, meeting and it's kinds.
		CO5	Discuss the different types of reports and their purposes, Create an informal report and technology communication.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	-	S
CO2	M	L	M	S	S
CO3	L	S	M	-	S
CO4	M	S	S	M	M
CO5	S	M	S	S	-

S- Strong M-Medium L-Low



SEMESTER-II

21UBA03	ORGANIZATION AL BEHAVIOUR	CO1	Identify the study of Human Behaviour in organization.
		CO2	Describe the personality and its determinate of personality.
		CO3	Appreciate different views of how people are motivated.
		CO4	Understand the concept of organizational culture and climate.
		CO5	Identify the organization change and steps in managing change.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	S	M
CO2	M	M	S	S	M
CO3	L	M	S	-	M
CO4	M	S	-	S	S
CO5	S	S	L	M	S

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21UBA04	FINANCIAL ACCOUNTING	CO1	Understand fundamental accounting concepts, principles, conventions and methods of accounting.
		CO2	Student can able to make necessary journal entries, Subsidiary books, Trial balance.
		CO3	Gather knowledge about BRS and Average Due Date.
		CO4	Apply to make necessary journal entries in the books of record under hire.
		CO5	Gain knowledge regarding methods of providing depreciation.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	M	S	S	S
CO3	M	S	S	M	S
CO4	S	S	S	S	S
CO5	S	M	S	S	S

S- Strong M-Medium L-Low



SEMESTER-III

21UBA05	MARKETING MANAGEMENT	CO1	Understand marketing concepts and marketing information system.
		CO2	Describe the concept of marketing mix and Selling proposition for specific products.
		CO3	Understand the Consumer behaviour and their decision making process.
		CO4	Interpret market Segmentation, Targeting and Positioning.
		CO5	Understand and differentiate the unorganized and organized product distribution channels.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	M
CO2	M	S	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	M
CO5	S	M	M	S	S

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21UBA06	FINANCIAL MANAGEMENT	CO1	Develop the knowledge of finance function and understand the role of financial manager.
		CO2	Compute operating, financial and combined leverages for the financing decisions.
		CO3	Compute the techniques of capital budgeting for investment decision purposes.
		CO4	Understand and apply the Concepts and determinants of Working Capital in cash management, receivables management and inventory management.
		CO5	Understand the dividend policies and determinants for dividend decision making.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	S	M	M
CO3	S	S	M	M	S
CO4	M	S	S	S	M
CO5	S	S	M	S	S

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21UBA07	HUMAN RESOURCES MANAGEMENT	CO1	To have an understanding of the basic concepts, functions and processes of human resource management.
		CO2	Determine appropriate, objective and effective selection criteria.
		CO3	To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behaviour.
		CO4	Plan, prepare and conduct an effective selection process – using a range of methods as appropriate – that provides evidence against defined selection criteria.
		CO5	Develop, implement, and evaluate employee orientation, training, and development programs.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	M	S	S	M	M

S- Strong M-Medium L-Low



SEMESTER-IV

21UBA09	MANAGEMENT INFORMATION SYSTEM	CO1	Students will be able to understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.
		CO2	Student will be able to analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
		CO3	Students will be able to effectively communicate strategic alternatives to facilitate decision making.
		CO4	Student will be able to establish and understanding of the various techniques for system analysis and design.
		CO5	Student will be able to develop an understanding of the principles and techniques used in the System Development Life Cycle.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	M	S	S	M	M
CO3	S	S	M	M	S
CO4	M	S	S	S	M
CO5	S	S	M	S	M

S- Strong M-Medium L-Low



21UBA10	COST ACCOUNTING	CO1	To provide an in-depth knowledge on cost ascertainment.
		CO2	To enable the students to appreciate the utility of costing in industries.
		CO3	Identify the costing systems used in service, merchandising and manufacturing industries.
		CO4	Use the process costing system to determine the product costs when a large number of homogeneous products are manufactured.
		CO5	Estimate the cost of defective units in a process costing environment.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	M
CO3	S	S	S	M	S
CO4	S	S	S	S	S
CO5	M	S	S	M	M

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21UBA11	BUSINESS LAW	CO1	Understanding of the Legal Environment of Business.
		CO2	Demonstrate recognition of the genuineness of assent in contract formation. Identify contract remedies.
		CO3	Learn knowledge about Bailment, pledge, indemnity, guarantee and mortgage.
		CO4	Analyze recognition of transactions involving the Sales of Goods Act.
		CO5	Learn about Law of agency and creation of agency.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	M	S	S	M	M
CO3	S	S	M	M	M
CO4	M	S	S	S	M
CO5	M	S	S	S	S

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21UBA12	TAXATION	CO1	Understand the concepts and rules of taxation of individual.
		CO2	Computing total income and tax liability of individual.
		CO3	Compute allowable expenses and non-allowable expenses for finding the profits and gains of business.
		CO4	Describe the provisions regarding deductions in capital gains.
		CO5	Compute total income of individuals for tax calculations.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	-	S	M	S
CO2	-	M	M	S	S
CO3	S	M	S	S	M
CO4	M	M	S	-	S
CO5	S	S	M	S	M

S-Strong M-Medium L-Low



SEMESTER -V

21UBA13	INTERNATIONAL BUSINESS ENVIRONMENT	CO1	Understand the concept of International Business, its origin and the Drivers to International Business.
		CO2	Understand how to achieve and sustain International Competitive Advantage through different sources.
		CO3	Understand the concept of Globalization and Technology and their impact upon the International Business.
		CO4	Develop an understanding of Nature and Importance of International Business. Understand the Strategic Management process involving understanding of different.
		CO5	Corporate Level Strategies and Strategic Business Unit Level Strategies that are used for achieving global Competitive Advantage.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	-	S	M	S
CO2	S	M	M	S	S
CO3	S	M	-	S	M
CO4	M	M	S	-	S
CO5	-	S	M	S	M

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21UBA14	OPERATION RESEARCH	CO1	To know the concepts of operations research and lineal programming methods & formulation.
		CO2	To understand the various transportation models.
		CO3	To familiarize the students on the concepts of assignment and game theory.
		CO4	Students the methods of network construction and techniques.
		CO5	To facilitate the students on the decision theory concepts and its applications.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	M	S	S	M	M
CO3	S	S	M	S	S
CO4	M	S	S	S	S
CO5	S	S	S	S	M

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21UBA15	COMPANY LAW	CO1	To understand the concepts of joint stock companies and various kinds.
		CO2	To know the company formation procedures and its documents.
		CO3	To familiarize the students on prospectus and allotment of shares.
		CO4	To emphasize on company management personnel, meetings, agenda and resolution.
		CO5	To facilitate the knowledge on winding up of companies, role of liquidators and committee of inspection.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	M	M	S	M
CO3	S	S	S	S	S
CO4	S	M	M	M	M
CO5	S	S	S	S	S

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21UBA09	MANAGEMENT ACCOUNTING	CO1	To gain a working knowledge of the principle and practices of management accounting,
		CO2	Prepare Funds Flow statements this helps in planning for long-term finances.
		CO3	Prepare Cash Flow and statements this helps in planning for short-term finances.
		CO4	Calculate various accounting ratios, reports and relevant data.
		CO5	Prepare a master budget and demonstrate an understanding of the relationship between the components.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	S	M	M	M	M
CO3	S	S	S	M	S
CO4	S	M	M	M	M
CO5	S	S	S	M	S

S- Strong M-Medium L-Low



21UBA17	FUNDAMENTALS OF RESEARCH METHODOLOGY	CO1	Understand the basic concepts of fundamentals of research.
		CO2	Understand research problems and to formulate research design.
		CO3	Apply suitable method of primary data collection and frame questionnaire, interview and schedule.
		CO4	Apply the processing stages by using different types of measurements of central tendency, dispersion and index numbers.
		CO5	Describe the steps in drafting reports and format in writing reference and bibliography.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	S	S	M	M	M
CO3	S	M	S	M	M
CO4	S	S	M	M	M
CO5	S	M	S	M	M

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SEMSTER-VI

21UBA18	STRATEGIC MANAGEMENT	CO1	To know the concepts, process of Strategic Management and TQM.
		CO2	To understand the concepts of strategic formulation, SWOT, ETOP and value analysis.
		CO3	Students acquire knowledge on BCG Matrix and corporate level generic strategies.
		CO4	To emphasize on strategic implementation and resource allocation.
		CO5	Learners understand the concept of strategic evaluation and control systems

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	-	S	S
CO2	M	M	S	S	-
CO3	S	-	S	M	M
CO4	S	L	M	S	M
CO5	S	M	S	M	L

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21UBA19	FINANCIAL MARKETS & SERVICES	CO1	Learners acquire knowledge on the concepts of capital.
		CO2	To facilitate the knowledge on New Issue Market.
		CO3	To know the features and functions of NSE.
		CO4	To emphasize on concepts of financial services.
		CO5	To gather knowledge on mutual funds.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	S	S	-
CO2	-	M	M	S	M
CO3	S	S	S	L	S
CO4	S	-	M	M	S
CO5	M	M	S	L	S

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21UBA20	ENTREPRENEURIAL DEVELOPMENT	CO1	Students acquire knowledge on rural and women entrepreneurs.
		CO2	Learners understand the concepts of project identification, formulation and appraisal methods.
		CO3	To understand the types of organization, incentives and subsidies and financial analysis.
		CO4	To facilitate the knowledge on Entrepreneurial support Financial institutions and Developmental agencies.
		CO5	To know the characteristics, types and functions of entrepreneurship and EDP.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	-	S	M	M
CO2	S	M	-	M	L
CO3	M	L	S	M	S
CO4	S	M	S	S	M
CO5	S	S	L	-	S

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21UBA21	SERVICES MARKETING	CO1	To acquire knowledge about the features, types and service marketing triangle.
		CO2	To understand service quality models and PESTEL.
		CO3	Learners understand on service marketing mix elements and matching of demand and supply.
		CO4	To know the concepts of service delivery, service process and types of service personnel.
		CO5	Students acquire knowledge on physical evidence and various marketing of services.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	L
CO2	-	M	M	L	M
CO3	S	S	S	M	S
CO4	S	M	L	-	M
CO5	S	-	S	M	S

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21UBA22	PROJECT WORK	CO1	Provide basic knowledge about Project Management including Concept, Nature of Project Planning and Evaluation.
		CO2	Provide knowledge about determinants and development of Projected Cash Flow Statement and Projected Balance Sheet.
		CO3	Provide knowledge about determinants and development of Projected Cash Flow Statement and Projected Balance Sheet.
		CO4	Define Project and Project Management as empirical phenomena and a field of Research.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	-
CO2	S	M	-	M	M
CO3	S	L	S	M	S
CO4	L	S	M	L	M

S- Strong M-Medium L-Low