



A.D.M. COLLEGE FOR WOMEN

(Autonomous)

Affiliated to Bharathidasan University

(Nationally Accredited with "A" Grade by NAAC – 3rd Cycle)

NAGAPATTINAM 611 001.

DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAMME : BBA

PO NO	Programme Outcomes (PO): On completion of the course the learner will be able
PO 1:	To enable students to apply knowledge of management theories and practices to solve business problems.
PO 2:	To encourages analytical and critical thinking abilities for business decisions making.
PO 3:	To promotes ethical and value – based leadership ability and helps to pre pare students for managerial rules and as entrepreneurs.
PO 4:	To provides a wide knowledge of all discipline of the course and training in management of both animate and inanimate entities and develops leadership skills.
PO 5:	To enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.

PO NO	Programme Specific Outcomes (PSO): On completion of the course the learner will be able
PSO 1:	To acquiring Conceptual clarity of Various functional areas of Management.
PSO 2:	To ability to analyze various functional issues affecting the organization.
PSO 3:	To provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
PSO 4:	To function effectively as a member, leader, individual or group in diverse environment.
PSO 5:	To promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

Course Title	Core Course I - PRINCIPLES OF MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUA		
CO. No	Course Outcomes:		
CO 1:	To understand the basic concepts and principle of management.	PSO-1	U
CO 2:	To understand the Planning and Decision making process.	PSO-3	U
CO 3:	To understand the concept and process of Organisation.	PSO-2	U
CO 4:	To understand the Concepts of Planning and Decision making process.	PSO-3	U
CO 5:	To acquire knowledge about controlling activities.	PSO-1	A

Course Title	CORE COURSE II - MARKETING MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUB		
CO . NO	Course Outcomes:		
CO 1:	To understand the basic concepts and trends in the market.	PSO-5	U
CO 2:	To assess about Consumer behavior, product and brand strategies.	PSO-2	An
CO 3:	To understand the concept of Marketing Mix, Product life cycle etc.	PSO-1	U
CO 4:	To acquire knowledge about the channel of Distribution.	PSO5	A
CO 5:	To learn about the role of Advertising, Virtual Marketing, and Tele Marketing etc.	PSO-3	Ap

Course Title	ALLIED COURSE II – MANAGERIAL ECONOMICS	PSOs Addressed	Cognitive Level
Code	AUA1		
CO . NO	Course Outcomes:		
CO 1:	To understand the Relationship between the Economics and Management.	PSO-1	U
CO 2:	To understand the concept of Cost, Role of Supply and Demand etc.	PSO-5	U
CO 3:	To gain knowledge about monopolistic and oligopolistic competition.	PSO-2	A
CO 4:	To understand the concept national Income, Price control etc.	PSO-5	U
CO 5:	To acquire knowledge about profit management, Planning, Supply of Money etc.	PSO-5	A

Course Title	CORE COURSE III – ORGANISATIONAL BEHAVIOUR	PSOs Addressed	Cognitive Level
Code	AUC		
CO . NO	Course Outcomes:		
CO 1:	To develop the concept of organizational behavior to understand the behavior of people in the organization.	PSO-2	U
CO 2:	To understand the applicability of analyzing the complexities associated with management of individual behavior in the organization.	PSO-2	U
CO 3:	To analyze the complexities associated with management of the group behavior in the organization.	PSO-4	An
CO 4:	To know how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.	PSO-5	U
CO 5:	To evaluate the developments of basic conflict resolutions.	PSO-3	E

Course Title	CORE COURSE II – BUSINESS COMMUNICATION	PSOs Addressed	Cognitive Level
Code	AUD		
CO . NO	Course Outcomes:		
CO 1:	To understand the importance and types of communication.	PSO-3	U
CO 2:	To gain Knowledge about the Medias, Barriers and Principles of Communication.	PSO-3	A
CO 3:	To write Business Letters.	PSO-3	Ap
CO 4:	To acquire knowledge about Import – Export Correspondence.	PSO-5	A
CO 5:	To learn about Listening and Communication, Internet, Multimedia, Video Conferencing etc.	PSO-3	C

Course Title	ALLIED COURSE II – BUSINESS STATISTICS FOR MANAGERS (30% Theory and 70% Problems)	PSOs Addressed	Cognitive Level
Code	AUA2		
CO . NO	Course Outcomes:		
CO 1:	To analyze Statistical data graphically using frequency distributions and Cumulative frequency distributions.	PSO-3	An
CO 2:	To compute descriptive statistics using SPSS.	PSO-3	Ap
CO 3:	To numerical descriptions of data, measures of Skewness and Kurtosis.	PSO-3	U
CO 4:	To identify the principles of correlation Predicting a particular value of Y for a given Value of X and Significance of the Correlation Coefficient.	PSO-2	An
CO 5:	To demonstrate the knowledge of regression Analysis.	PSO-3	Ap

Course Title	CORE COURSE V – FINANCIAL ACCOUNTING	PSOs Addressed	Cognitive Level
Code	AUE		
CO . NO	Course Outcomes:		
CO 1:	To formulate the basics of accounting.	PSO-5	C
CO 2:	To outline the types of accounting, Journal, Ledger and Trial Balance.	PSO-5	E
CO 3:	To assess the knowledge on Final Accounts.	PSO-1	An
CO 4:	To plan to gain knowledge on Receipts & Payment Account and Income & Expenditure Account.	PSO-2	C
CO 5:	To create an understanding of Depreciations accounting.	PSO-2	C

Course Title	CORE COURSE VI – BUSINESS LAW	PSOs Addressed	Cognitive Level
Code	AUF		
CO . NO	Course Outcomes:		
CO 1:	To outline the basic concepts and kinds of contract in Business Law	PSO-1	U
CO 2:	To plan to gain knowledge on Quasi Contracts, Performance of Contract.	PSO-2	C
CO 3:	To learn about the Law of Sale of Goods, Types and Transfer of goods etc	PSO-5	U
CO 4:	To create an understanding of Agency Creation, Duties and Right of an Agent	PSO-4	C
CO 5:	To assess the knowledge on Consumer Protection Act.	PSO-5	E

Course Title	ALLIED COURSE III- PRINCIPLES TO COMPUTER AND MIS	PSOs Addressed	Cognitive Level
Code	AUA3		
CO . NO	Course Outcomes:		
CO 1:	To understand the Basic Concepts, Role of Components of Computer System.	PSO-1	U
CO 2:	To assess about Hardware and Software Features, Application, System software etc.	PSO-2	E
CO 3:	To understand the Concepts of MIS Data, Information System Activities Cycle.	PSO-3	U
CO 4:	To acquire knowledge about system, Approach cycle, Data Base Management System.	PSO-3	A
CO 5:	To learn about the social Dimension of Computerization, Legal Dimensions etc.	PSO-5	U

Course Title	NON-MAJOR ELECTIVE I–PERSONALITY DEVELOPMENT	PSOs Addressed	Cognitive Level
Code	AUE1		
CO . NO	Course Outcomes:		
CO 1:	To develop and exhibit and accurate sense of self.	PSO-2	C
CO 2:	To develop and nurture a deep understanding of personal motivation.	PSO-4	A
CO 3:	To develop an understanding of and practice personal and professional responsibility.	PSO-4	C
CO 4:	To demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and re- assessment.	PSO-5	Ap
CO 5:	To learn to balance confidence with humility.	PSO-4	U

Course Title	CORE COURSE VII - HUMAN RESOURCE MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUG		
CO . NO	Course Outcomes:		
CO 1:	To acquire knowledge about basic elements of HRM.	PSO-1	A
CO 2:	To understand the Job Analysis, Job Description, Job Specification etc.	PSO-2	U
CO 3:	To gain Knowledge about Training methods and Performance Appraisal.	PSO-4	A
CO 4:	To learn about Promotion methods, Transfer etc.	PSO-5	U
CO 5:	To know about Job Evaluation, Wage Payments, Incentives etc.	PSO-5	U

Course Title	CORE COURSE VIII - COST ACCOUNTING	PSOs Addressed	Cognitive Level
Code	AUH		
CO . NO	Course Outcomes:		
CO 1:	To explain the basic concepts of cost accounting.	PSO-2	U
CO 2:	To discuss about material control and pricing of issues.	PSO1	A
CO 3:	To compute the wages of workers under different methods, labour turnover rate, Overtime and idle time wages.	PSO4	E
CO 4:	To apply the methods in overhead apportionment and absorption of overheads.	PSO-5	Ap
CO 5:	To prepare relevant accounts related to job costing, contract costing and process costing.	PSO-5	A

Course Title	ALLIED COURSE IV- COMPANY LAW AND SECRETARIAL PRACTICE	PSOs Addressed	Cognitive Level
Code	AUA4		
CO . NO	Course Outcomes:		
CO 1:	To know about the major legal provisions governing general principles of Incorporation of a company.	PSO-2	A
CO 2:	To acquire knowledge about Articles of Association and Memorandum of Association.	PSO-1	A
CO 3:	To understand about statutory provisions regarding Prospectus of the Company.	PSO-5	U
CO 4:	To plan to gain knowledge on shares, Transfer & Transmission of shares.	PSO-5	C
CO 5:	To gain knowledge about the secretary and their legal position.	PSO-4	C

Course Title	NON MAJOR ELECTIVE II- MANAGERIAL SKILLS	PSOs Addressed	Cognitive Level
Code	AUE2		
CO . NO	Course Outcomes:		
CO 1:	To understand the concepts related to Management.	PSO-1	U
CO 2:	To demonstrate the Creative Thinking Skills.	PSO-4	Ap
CO 3:	To analyze the effective leadership Skills.	PSO-4	An
CO 4:	To develop the complexities associated with Time Management Skills.	PSO-3	C
CO 5:	To gain the knowledge about Problem Solving Skills.	PSO-3	A

Course Title	SKILL BASED COURSE I - FRONT OFFICE MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUS1		
CO . NO	Course Outcomes:		
CO 1:	To acquire the knowledge about the basic of Front Office System.	PSO-1	A
CO 2:	To learn about the responsibilities of front office in inter-departmental communication and security functions.	PSO-3	U
CO 3:	To gain the knowledge about front office management Function operations.	PSO-2	A
CO 4:	To understand the concept and elements of yield management.	PSO-1	U
CO 5:	To assess the night audit functions and process.	PSO-2	An

Course Title	CORE COURSE IX - PRODUCTION AND MATERIAL MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUI		
CO . NO	Course Outcomes:		
CO 1:	To acquire the knowledge about production material management	PSO-1	A
CO 2:	To learn about production system.	PSO-5	U
CO 3:	To gain the knowledge about production planning and control.	PSO-3	A
CO 4:	To understand the Concepts of inspection and quality control.	PSO-5	U
CO 5:	To assess the knowledge about Inventory management.	PSO-5	E

Course Title	CORE COURSE X- OPERATIONS RESEARCH	PSOs Addressed	Cognitive Level
Code	AUJ		
CO . NO	Course Outcomes:		
CO 1:	To formulate a Linear Programming Problems	PSO-5	C
CO 2:	To solve Transportation and Assignment Problems	PSO-3	A
CO 3:	To understand the usage of Games and Strategies for Solving Business Problems	PSO-3	U
CO 4:	To demonstrate the concept of Game theory, PERT / CPM, simulation, Investment analysis with real life applications.	PSO-3	Ap
CO 5:	To decide an Optimal Replacement Models / Equipment / Machine	PSO-5	A

Course Title	CORE COURSE XI- RESEARCH METHODOLOGY	PSOs Addressed	Cognitive Level
Code	AUK		
CO . NO	Course Outcomes:		
CO 1:	To develop understanding on various kinds of Research and the Research Process	PSO-2	U
CO 2:	To apply the need for Sampling and Sampling errors.	PSO-3	Ap
CO 3:	To gain the knowledge about Data Collection methods.	PSO-3	A
CO 4:	To demonstrate knowledge and understanding of testing of hypothesis.	PSO-3	Ap
CO 5:	To identify the overall process of designing a Research Reports.	PSO-4	E

Course Title	CORE COURSE XII- MANAGEMENT ACCOUNTING	PSOs Addressed	Cognitive Level
Code	AUL		
CO . NO	Course Outcomes:		
CO 1:	To acquire knowledge about the basics of Management Accounting.	PSO-1	A
CO 2:	To gain knowledge on financial statement Analysis.	PSO-5	A
CO 3:	To learn to prepare Fund Flow.	PSO-2	U
CO 4:	To learn to prepare Cash Flow	PSO-2	U
CO 5:	To familiarize the concepts of Marginal costing and Break Even Analysis.	PSO-5	A

Course Title	MAJOR BASED ELECTIVE I- ADVERTISING AND SALES MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUE3		
CO . NO	Course Outcomes:		
CO 1:	To identify the importance of role and functions of Advertising.	PSO-2	An
CO 2:	To understand the different kinds of Advertising copy, Advertising Budget etc.,	PSO-5	U
CO 3:	To develop knowledge on Advertising Agency, Mobile and Online Advertising.	PSO-5	C
CO 4:	To assess the different qualities and kinds of salesman.	PSO-5	E
CO 5:	To formulate the tools and objectives of Sales Promotion.	PSO-5	C

Course Title	SKILL BASED ELECTIVE II - E- BUSINESS	PSOs Addressed	Cognitive Level
Code	AUS2		
CO . NO	Course Outcomes:		
CO 1:	To understand the various aspects of e-business.	PSO-2	U
CO 2:	To outline the evolution of e-CRM software..	PSO-3	U
CO 3:	To assess the knowledge about MS Word.	PSO-4	E
CO 4:	To gain the knowledge on Electronic market.	PSO-3	A
CO 5:	To create an understanding of internet.	PSO-3	C

Course Title	SKILL BASED ELECTIVE III - CAPACITY BUILDING FOR EMPLOYMENT	PSOs Addressed	Cognitive Level
Code	AUS3		
CO . NO	Course Outcomes:		
CO 1:	To acquire the knowledge about the Communication, Listening, and Presentation Skills etc.	PSO-3	A
CO 2:	To understand the Students about Decision Making and Leadership.	PSO-3	U
CO 3:	To gain the knowledge about the Counseling and Competitive Exam.	PSO-3	A
CO 4:	To develop students about Interview and prepare Bio – Data.	PSO-1	C
CO 5:	To learn about the students to develop Self Help Groups and Schemes	PSO-5	U

Course Title	CORE COURSE XIII - BUISNESS POLICY AND STRATEGIC MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUM		
CO . NO	Course Outcomes:		
CO 1:	To describe the students knowledge about Business Policy and its Objectives.	PSO-2	An
CO 2:	To demonstrate a clear understanding of the concepts, tools & techniques used by SWOT and ETOP Analysis.	PSO-3	C
CO 3:	To effective application of concepts in Organisational Appraisal	PSO-2	C
CO 4:	To demonstrate capability of making their Leadership Implementation Strategies.	PSO-4	C
CO 5:	To develop their capacity to think and execute Strategic Evaluation and Control .	PSO-3	C

Course Title	CORE COURSE XIV - ENTERPRISE RESOURCE PLANNING	PSOs Addressed	Cognitive Level
Code	AUN		
CO . NO	Course Outcomes:		
CO 1:	To understand the concepts of Enterprise Resource Planning.	PSO-1	U
CO 2:	To acquire knowledge about ERP Systems and Software.	PSO-2	A
CO 3:	To learn about Business Process Re-engineering.	PSO-5	U
CO 4:	To assess about Supply Chain Management.	PSO-1	E
CO 5:	To identify the ERP Implementation Life Cycle and Functional Modules.	PSO-5	E

Course Title	Core Course XV - FINANCIAL MANAGEMENT (60% THEORY, 40% PROBLEMS)	PSOs Addressed	Cognitive Level
Code	AUO		
CO . NO	Course Outcomes:		
CO 1:	To assess the basic concepts of financial management.	PSO-1	An
CO 2:	To compute leverages and Cost of Capital.	PSO-5	Ap
CO 3:	To prepare capital structure under different approaches.	PSO-2	Ap
CO 4:	To identify the methods of Capital Budgeting.	PSO-2	A
CO 5:	To formulate the Financial Planning and Forecasting.	PSO-3	C

Course Title	MAJOR BASED ELECTIVE II ENTREPRENEURIAL DEVELOPMENT	PSOs Addressed	Cognitive Level
Code	AUE4		
CO . NO	Course Outcomes:		
CO 1:	To understand the aspects of Entrepreneurial Development.	PSO-5	U
CO 2:	To formulate the various Entrepreneurial Development Programme.	PSO-5	C
CO 3:	To explore the knowledge about classification of project.	PSO-3	An
CO 4:	To plan to gain knowledge on Role of Management consultant in India.	PSO-1	A
CO 5:	To learn about Financial Institutions of Entrepreneurs.	PSO-2	U

Course Title	MAJOR BASED ELECTIVE I- CAPACITY BUILDING FOR EMPLOYMENT	PSOs Addressed	Cognitive Level
Code	AUE4		
CO . NO	Course Outcomes:		
CO 1:	To acquire the knowledge about the Communication, Listening, and Presentation Skills etc.	PSO-3	A
CO 2:	To understand the Students about Decision Making and Leadership.	PSO-3	U
CO 3:	To gain the knowledge about the Counseling and Competitive Exam.	PSO-3	A
CO 4:	To develop students about Interview and prepare Bio – Data.	PSO-1	C
CO 5:	To learn about the students to develop Self Help Groups and Schemes	PSO-5	U

Course Title	MAJOR BASED ELECTIVE III - RETAIL MARKETING MANAGEMENT	PSOs Addressed	Cognitive Level
Code	AUE5		
CO . NO	Course Outcomes:		
CO 1:	To acquire the knowledge about Retailing.	PSO-1	A
CO 2:	To understand the concept of Buying, Selling, Assembling and Transporting	PSO-2	U
CO 3:	To gain the knowledge about Storage and Warehousing.	PSO-5	A
CO 4:	To gain the knowledge about Storage and Warehousing.	PSO-2	C
CO 5:	To gain the knowledge about Storage and Warehousing.	PSO-2	U

Course Title	MAJOR BASED ELECTIVE III TRAINING AND DEVELOPMENT	PSOs Addressed	Cognitive Level
Code	AUE5		
CO . NO	Course Outcomes:		
CO 1:	To increased job satisfaction and morale among employees	PSO-1	A
CO 2:	To increased employee motivation.	PSO-1	A
CO 3:	To increased efficiencies in processes resulting in financial gain	PSO-5	An
CO 4:	To increased capacity to adopt new technologies and methods	PSO-5	C
CO 5:	To increased Innovation in Strategies and products.	PSO-5	C