



A.D.M. COLLEGE FOR WOMEN

(Autonomous)

Affiliated to Bharathidasan University

(Nationally Accredited with "A" Grade by NAAC – 4th Cycle)

NAGAPATTINAM 611 001.

LOCAL/NATIONAL/REGIONAL/GLOBAL RELEVANCE

DEPARTMENT OF BBA

Programme: BBA

Year: 2022-2023

Course Code	Title of the Course	Local/Regional/ National /Global	Rationale	Course Outcomes	PSOs Addressed	Cognitive Level
AUA	Principles of Management	National	To impart knowledge about the basic concepts and principles of management, Planning and Decision making, process of Organisation. Staffing, Training and Direction, Controlling Principles and Methods.	<ul style="list-style-type: none"> • CO1: To understand the basic concepts and principle of management. 	PSO-1	U
				<ul style="list-style-type: none"> • CO2: To understand the Planning and Decision making process. 	PSO-3	U
				<ul style="list-style-type: none"> • CO3: To understand the concept and process of Organisation. 	PSO-2	U

				<ul style="list-style-type: none"> • C04: To understand the Concepts of Planning and Decision making process. 	PSO-3	U
				<ul style="list-style-type: none"> • C05: To acquire knowledge about controlling activities. 	PSO-1	A
AUB	Marketing Management	Regional	To expose the students about marketing concepts and trends in the market, Provide information about Market Segmentation, Marketing Mix, Channel of Distribution, the role Advertising, Virtual Marketing, Tele Marketing.	<ul style="list-style-type: none"> • C01: To understand the basic concepts and trends in the market. 	PSO-5	U
				<ul style="list-style-type: none"> • C02: To assess about Consumer behavior, product and brand strategies. 	PSO-2	An
				<ul style="list-style-type: none"> • C03: To understand the concept of Marketing Mix, Product life cycle etc. 	PSO-1	U
				<ul style="list-style-type: none"> • C04: To acquire knowledge about the channel of Distribution. 	PSO5	A

				<ul style="list-style-type: none"> • C05:To learn about the role of Advertising, Virtual Marketing, and Tele Marketing etc. 	PSO-3	Ap
AUA1	Managerial Economics	National	To study the relationship between the Economics and Management, inculcate the concept of cost, Role of Supply and Demand, monopolistic and oligopolistic competition, National Income, price control, profit management, Planning, Supply of Money .	<ul style="list-style-type: none"> • C01: To understand the Relationship between the Economics and Management. • C02:To understand the concept of Cost, Role of Supply and Demand etc. • C03: To gain knowledge about monopolistic and oligopolistic competition. • C04:To understand the concept national Income, Price control etc. 	PSO-1	U
					PSO-5	U
					PSO-2	A
					PSO-5	U

				<ul style="list-style-type: none"> • C05: To acquire knowledge about profit management, Planning, Supply of Money etc. 	PSO-5	A
AUC	Organizational Behavior	National	To understanding of organizational behaviour concepts in the workplace from an individual groups and organizational perspective, identify the individual behaviour in organizations including personality, values, perception, decision making and theories of learning, including leadership, communications and leadership styles.	<ul style="list-style-type: none"> • C01: To develop the concept of organizational behavior to understand the behavior of people in the organization. 	PSO-2	U
				<ul style="list-style-type: none"> • C02: To understand the applicability of analyzing the complexities associated with management of individual behavior in the organization. 	PSO-2	U
				<ul style="list-style-type: none"> • C03: To analyze the complexities associated with management of the group behavior in the organization. 	PSO-4	An

				<ul style="list-style-type: none"> • CO4: To know how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization. 	PSO-5	U
				<ul style="list-style-type: none"> • CO5: To evaluate the developments of basic conflict resolutions. 	PSO-3	E
AUD	Business Communication	Global	To impart knowledge about the importance and types of communication, enable the students to know the Medias, Barriers and Principles of Communication, Business Letters, Import – Export	<ul style="list-style-type: none"> • CO1: To understand the importance and types of communication. 	PSO-3	U
				<ul style="list-style-type: none"> • CO2: To gain Knowledge about the Medias, Barriers and Principles of Communication. 	PSO-3	A
				<ul style="list-style-type: none"> • CO3: To write Business Letters. 	PSO-3	Ap

			Correspondence, Listening and Communication, Internet, Multimedia, Video Conferencing etc.	<ul style="list-style-type: none"> • CO4: To acquire knowledge about Import – Export Correspondence. • CO5: To learn about Listening and Communication, Internet, Multimedia, Video Conferencing etc. 	PSO-5	A
					PSO-3	C
AUA2	Business and Statistics for Managers	National	To develop the students ability to deal with Frequency Distribution and Cumulative Distribution, the purpose of Measuring Central Tendency, Variation, Skewness and Kurtosis.	<ul style="list-style-type: none"> • CO1: To analyze Statistical data graphically using frequency distribution and Cumulative frequency distributions. • CO2: To compute descriptive statistics using SPSS. • CO3: To numerical descriptions of data, measures of Skewness and Kurtosis. 	PSO-3	An
					PSO-3	Ap
					PSO-3	U

				<ul style="list-style-type: none"> • CO4: 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
				<ul style="list-style-type: none"> • CO5: To demonstrate the knowledge of regression Analysis. 	PSO-3	Ap
AUE	Financial Accounting	National	To impart knowledge on basics of Accounting, Journal, Ledger, and Trial Balance, Final Accounts, the Receipts & Payment Account and Income & Expenditure Account.	<ul style="list-style-type: none"> • CO1: To formulate the basics of accounting. 	PSO-5	C
				<ul style="list-style-type: none"> • CO2: To outline the types of accounting, Journal, Ledger and Trial Balance. 	PSO-5	E
				<ul style="list-style-type: none"> • CO3: To assess the knowledge on Final Accounts. 	PSO-1	An

				<ul style="list-style-type: none"> • CO4: To plan to gain knowledge on Receipts & Payment Account and Income & Expenditure Account. 	PSO-2	C
				<ul style="list-style-type: none"> • CO5: To create an understanding of Depreciations accounting. 	PSO-2	C
AUF	Business Law	National	To impart knowledge about the basic concepts and kinds of contract in Business Law, Quasi Contracts, Performance of Contract, the Law of Sale of Goods, Types and Transfer of goods , Creation of Agency,	<ul style="list-style-type: none"> • CO1: To outline the basic concepts and kinds of contract in Business Law 	PSO-1	U
				<ul style="list-style-type: none"> • CO2: To plan to gain knowledge on Quasi Contracts, Performance of Contract. 	PSO-2	C
				<ul style="list-style-type: none"> • CO3:To learn about the Law of Sale of Goods, Types and Transfer of goods etc 	PSO-5	U

				<ul style="list-style-type: none"> • C04:To create an understanding of Agency Creation, Duties and Right of an Agent 	PSO-4	C
				<ul style="list-style-type: none"> • C05: To assess the knowledge on Consumer Protection Act. 	PSO-5	E
AUA3	Principles of Computer and MIS	Global	To expose the students about basic concepts, role of components of computer System, Hardware and Software Features, Application, System software ,Concepts of MIS Data, Information System Activities Cycle.	<ul style="list-style-type: none"> • C01: To understand the Basic Concepts, Role of Components of Computer System. 	PSO-1	U
				<ul style="list-style-type: none"> • C02:To assess about Hardware and Software Features, Application, System software etc. 	PSO-2	E
				<ul style="list-style-type: none"> • C03: To understand the Concepts of MIS Data, Information System Activities Cycle. 	PSO-3	U

				<ul style="list-style-type: none"> • CO4: To acquire knowledge about system, Approach cycle, Data Base Management System. 	PSO-3	A
				<ul style="list-style-type: none"> • CO5: To learn about the social Dimension Computerization, Dimensions etc. 	PSO-5	U
AUS3	Office Management (Practical)	Global	To impart the knowledge about Ms Word Document, documentation through MS Excel, MS Power Point, provide the Internet for send an email with or without attachments.	<ul style="list-style-type: none"> • CO 1: To familiarize with MS word document. 	PSO-1	U
				<ul style="list-style-type: none"> • CO 2: To understand the knowledge about MS Excel. 	PSO-2	E
				<ul style="list-style-type: none"> • CO 3: To design and develop the Slides in MS Power Point. 	PSO-3	U
				<ul style="list-style-type: none"> • CO 4: To send e messages (with or without attach using Internet. 	PSO-3	A

				<ul style="list-style-type: none"> • CO 5: To gain the practical knowledge on Accounting Software Tally. 	PSO-5	U
AUE1	Personality Development	Global	To make student groom the Personality and prove themselves as good Samaritans of the society, interpersonal skills, communicate clearly, time Management skill.	<ul style="list-style-type: none"> • CO1: To develop and exhibit and accurate sense of self. 	PSO-2	C
				<ul style="list-style-type: none"> • CO2: To develop and nurture a deep understanding of personal motivation. 	PSO-4	A
				<ul style="list-style-type: none"> • CO3: To develop an understanding of and practice personal and professional responsibility. 	PSO-4	C
				<ul style="list-style-type: none"> • CO4: To demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and re-assessment. 	PSO-5	Ap

				<ul style="list-style-type: none"> • CO5: To learn to balance confidence with humility. 	PSO-4	U
AUG	Human Resource Management	Global	To make the students to understand the basic elements of HRM about Job Analysis, Job Description, Job Specification training methods and Performance Appraisal.	<ul style="list-style-type: none"> • CO1: To acquire knowledge about basic elements of HRM. 	PSO-1	A
				<ul style="list-style-type: none"> • CO2: To understand Job Analysis, Job Description, Job Specification etc. 	PSO-2	U
				<ul style="list-style-type: none"> • CO3: To gain Knowledge about Training methods and Performance Appraisal. 	PSO-4	A
				<ul style="list-style-type: none"> • CO4: To learn about Promotion methods, Transfer etc. 	PSO-5	U
				<ul style="list-style-type: none"> • CO5: To know about Job Evaluation, Wage Payments, Incentives etc. 	PSO-5	U

AUH	Cost Accounting	National	To impart knowledge about the basic concept of cost accounting material control and pricing of issues, wages payment, labour turnover, overtime and idle time.	<ul style="list-style-type: none"> • C01: To explain the basic concepts of cost accounting. 	PSO-2	U
				<ul style="list-style-type: none"> • C02: To discuss about material control and pricing of issues. 	PSO1	A
				<ul style="list-style-type: none"> • C03: To compute the wages of workers under different methods, labour turnover rate, Overtime and idle time wages. 	PSO4	E
				<ul style="list-style-type: none"> • C04: To apply the methods in overhead apportionment and absorption of overheads. 	PSO-5	Ap
				<ul style="list-style-type: none"> • C05: To prepare relevant accounts related to job costing, contract costing and process costing. 	PSO-5	A

AUA4	Company Law and Secretarial Practice	National	To understand the procedure for incorporation of the Company, Memorandum of Association and Articles of Association, the prospectus of the company.	<ul style="list-style-type: none"> • CO1: To know about major legal provisions governing general principles of Incorporation a company. 	PSO-2	A
				<ul style="list-style-type: none"> • CO2: To acquire knowledge about Articles of Association and Memorandum of Association. 	PSO-1	A
				<ul style="list-style-type: none"> • CO3: To understand about statutory provisions regarding Prospectus of the Company. 	PSO-5	U
				<ul style="list-style-type: none"> • CO4: To plan to gain knowledge on shares Transfer & Transmission of shares. 	PSO-5	C

				<ul style="list-style-type: none"> • CO5: To gain knowledge about the secretary and their legal position. 	PSO-4	C
AUE2	Managerial Skills	National	To introduce the basic concepts of Management, the steps involved in Creative Thinking, Leadership Skills, Time Management Skills.	<ul style="list-style-type: none"> • CO1: To understand the concepts related to Management. 	PSO-1	U
				<ul style="list-style-type: none"> • CO2: To demonstrate the Creative Thinking Skills. 	PSO-4	Ap
				<ul style="list-style-type: none"> • CO3: To analyze the effective leadership Skills. 	PSO-4	An
				<ul style="list-style-type: none"> • CO4: To develop the complexities associated with Time Management Skills. 	PSO-3	C
				<ul style="list-style-type: none"> • CO5: To gain the knowledge about Problem Solving Skills. 	PSO-3	A

AUI	Production and Material Management	Global	To impart the knowledge about production Material Management Production System, production Planning and Control, Inspection and Quality Control, Inventor Management.	• CO1: To acquire the knowledge about production material management	PSO-1	A
				• CO2: To learn about production system.	PSO-5	U
				• CO3: To gain the knowledge about production planning and control.	PSO-3	A
				• CO4: To understand the Concepts of inspection and quality control.	PSO-5	U
				• CO5: To assess the knowledge about Inventory management.	PSO-5	E
AUJ	Operation's Research	National	To impart knowledge in Concepts of Linear Programming Problems. Transportation Problem., Games and Strategies	• CO1: To formulate a Linear Programming Problems	PSO-5	C

				<ul style="list-style-type: none"> • CO2:To solve Transportation and Assignment Problems 	PSO-3	A
				<ul style="list-style-type: none"> • CO3:To understand the usage of Games and Strategies for Solving Business Problems 	PSO-3	U
				<ul style="list-style-type: none"> • CO4: To demonstrate the concept of Game theory, PERT / CPM, simulation, Investment analysis with real life applications. 	PSO-3	Ap
				<ul style="list-style-type: none"> • CO5:To decide an Optimal Replacement Models / Equipment / Machine 	PSO-5	A

AUK	Research Methodology	National	To familiarize students with basic of research and the Research Process, procedures of Sampling and Sampling errors, the concept of Data Collection Methods.	<ul style="list-style-type: none"> • CO1: To develop understanding on various kinds of Research and the Research Process 	PSO-2	U
				<ul style="list-style-type: none"> • CO2: To apply the need for Sampling and Sampling errors. 	PSO-3	Ap
				<ul style="list-style-type: none"> • CO3: To gain the knowledge about Data Collection methods. 	PSO-3	A
				<ul style="list-style-type: none"> • CO4: To demonstrate knowledge and understanding of testing of hypothesis. 	PSO-3	Ap
				<ul style="list-style-type: none"> • CO5: To identify the overall process of designing a Research Reports. 	PSO-4	E

AUL	Management Accounting	National	To enable the student to know the importance of management Accounting and its concepts, the financial statement analysis. understand the fund flow.	<ul style="list-style-type: none"> • CO1: To acquire knowledge about the basics of Management Accounting. 	PSO-1	A
				<ul style="list-style-type: none"> • CO2: To gain knowledge on financial statement Analysis. 	PSO-5	A
				<ul style="list-style-type: none"> • CO3: To learn to prepare Fund Flow. 	PSO-2	U
				<ul style="list-style-type: none"> • CO4: To learn to prepare Cash Flow 	PSO-2	U
				<ul style="list-style-type: none"> • CO5: To familiarize the concepts of Marginal costing and Break Even Analysis. 	PSO-5	A
AUE3	Advertising and sales Management.	National	To impart knowledge about the important function and Role and Importance of Advertising, Advertising Copy, Kinds, Advertising	<ul style="list-style-type: none"> • CO1: To identify the importance of role and functions of Advertising. 	PSO-2	An
				<ul style="list-style-type: none"> • CO2: To understand the different kinds of Advertising copy Advertising Budget etc., 	PSO-5	U

			Budget, Advertising Agency, Mobile and Online Advertising. sales promotion.	<ul style="list-style-type: none"> • CO3: To develop knowledge on Advertising Agency Mobile and Online Advertising. 	PSO-5	C
				<ul style="list-style-type: none"> • CO4: To assess the different qualities and kinds of salesman. 	PSO-5	E
				<ul style="list-style-type: none"> • CO5: To formulate the tools and objectives of Sales Promotion. 	PSO-5	C
UE3	Financial Services	National	To provide basic knowledge about the finance concept a market services, the role of intermediaries and its regulating bodies the prevailing financial system in India.	<ul style="list-style-type: none"> • CO1: To evaluate and create strategies to promote financial products and services. 	PSO-5	E
				<ul style="list-style-type: none"> • CO2: To identify about lease and hire purchase. 	PSO-2	E
				<ul style="list-style-type: none"> • CO3: To explain about different financial instrument. 	PSO-3	U

				<ul style="list-style-type: none"> • C04: To assess new venture opportunities. 	PSO-5	E
				<ul style="list-style-type: none"> • C05: To evaluate recent developments regarding factoring in India. 	PSO-5	E
AUS2	E-Business	Global	<p>To make the students to understand about the concepts of e- business.</p> <p>e –CRM software, documentation through MS word.</p> <p>Electronic Market.</p>	<ul style="list-style-type: none"> • C01: To understand the various aspects of e business. 	PSO-2	U
				<ul style="list-style-type: none"> • C02: To outline evolution of e-C software.. 	PSO-3	U
				<ul style="list-style-type: none"> • C03:To assess the knowledge about MS Word. 	PSO-4	E
				<ul style="list-style-type: none"> • C04: To gain the knowledge on Electronic market. 	PSO-3	A
				<ul style="list-style-type: none"> • C05: To create an understanding of internet. 	PSO-3	C

AUS1	Front Office Management	Global	To impart the knowledge about the basic of Front Office Systems, educate the responsibilities of front office in inter-departmental communications and security functions, front office management Functions and operations.	<ul style="list-style-type: none"> • CO1: To familiarize with MS word document. 	PSO-1	U
				<ul style="list-style-type: none"> • CO2: To understand the knowledge about MS Excel. 	PSO-2	U
				<ul style="list-style-type: none"> • CO3: To design and develop the Slides in MS Power Point. 	PSO-5	C
				<ul style="list-style-type: none"> • CO4: To send e mail messages (with or without attachments) using Internet. 	PSO-5	Ap

				<ul style="list-style-type: none"> • CO5: To gain the practical knowledge on Accounting Software Tally. 	PSO-3	A
AUM	Business Policy and Strategic Management	National	To impart the knowledge about Enterprise Resource Planning, ERP Systems and Software, gain the knowledge about Business Process Re-engineering, Supply Chain Management.	<ul style="list-style-type: none"> • CO1: To describe the students' knowledge about Business Policy and its Objectives. 	PSO-2	An
				<ul style="list-style-type: none"> • CO2: To demonstrate a clear understanding of the concepts, tools & techniques used by SWOT and ETOP Analysis. 	PSO-3	C
				<ul style="list-style-type: none"> • CO3: To effective application of concepts in Organisational Appraisal 	PSO-2	C
				<ul style="list-style-type: none"> • CO4: To demonstrate capability of making their Leadership Implementation Strategies. 	PSO-4	C

				<ul style="list-style-type: none"> • C05: To develop their capacity to think and execute Strategic Evaluation and Control 	PSO-3	C
AUN	Enterprise Resource Planning	National	To impart knowledge about basic concept of financial management, educate the students on leverages and Cost of Capital, Capital Structure, Capital Budgeting Methods.	<ul style="list-style-type: none"> • C01: To understand the concepts of Enterprise Resource Planning. 	PSO-1	U
				<ul style="list-style-type: none"> • C02: To acquire knowledge about ERP Systems and Software. 	PSO-2	A
				<ul style="list-style-type: none"> • C03: To learn about Business Process Re-engineering. 	PSO-5	U
				<ul style="list-style-type: none"> • C04: To assess about Supply Chain Management. 	PSO-1	E
				<ul style="list-style-type: none"> • C05: To identify the ERP Implementation Life Cycle and Functional Modules. 	PSO-5	E

AUO	Financial Management	National	To expose the students about the various aspects related to entrepreneurial Development, Entrepreneurship Development Programme, the classification of project, role of management consultant in India.	<ul style="list-style-type: none"> • CO1: To assess the basic concepts of financial management. 	PSO-1	An
				<ul style="list-style-type: none"> • CO2: To compute leverages and Cost of Capital. 	PSO-5	Ap
				<ul style="list-style-type: none"> • CO3: To prepare capital structure under different approaches. 	PSO-2	Ap
				<ul style="list-style-type: none"> • CO4: To identify the methods of Capital Budgeting. 	PSO-2	A
				<ul style="list-style-type: none"> • CO5: To formulate the Financial Planning and Forecasting. 	PSO-3	C
AUE4	Entrepreneurial Development	National	To expose the students about the various aspects related to entrepreneurial Development,	<ul style="list-style-type: none"> • CO1: To understand the aspects of Entrepreneurial Development. 	PSO-5	U

			Entrepreneurship Development Programme, the classification of project, role of management consultant in India.	<ul style="list-style-type: none"> • CO2: To formulate the various Entrepreneurial Development Programme. • CO3: To explore the knowledge about classification of project. • CO4: To plan to gain knowledge on Role of Management consultant in India. • CO5: To learn about Financial Institutions of Entrepreneurs. 	PSO-5	C
					PSO-3	An
					PSO-1	A
					PSO-2	U
AUE4	Capacity Building For Employment	Local & National	To impart the knowledge about the Communication, Listening, and Presentation Skills etc, Decision Making and	<ul style="list-style-type: none"> • CO1: To acquire the knowledge about the Communication, Listening, and Presentation Skills etc. 	PSO-3	A

			Leadership, Counseling and Competitive Exam, Interview and prepare Bio – Data.	<ul style="list-style-type: none"> • CO2: To understand the Students about Decision Making and Leadership. 	PSO-3	U
				<ul style="list-style-type: none"> • CO3: To gain the knowledge about the Counseling and Competitive Exam. 	PSO-3	A
				<ul style="list-style-type: none"> • CO4: To develop students about Interview and prepare Bio – Data. 	PSO-1	C
				<ul style="list-style-type: none"> • CO5: To learn about the students to develop Self Help Groups and Schemes 	PSO-5	U
AUE5	Retail Marketing Management	Local	To provide information about Retail Marketing Buying, Assembling Selling and Transporting Storage and warehousing, Buyer Behaviour.	<ul style="list-style-type: none"> • CO1: To acquire the knowledge about Retailing. 	PSO-1	A
				<ul style="list-style-type: none"> • CO2: To understand the concept of Buying, Selling Assembling and Transporting 	PSO-2	U

				<ul style="list-style-type: none"> • C03: To gain the knowledge about Storage and Warehousing. 	PSO-5	A
				<ul style="list-style-type: none"> • C04: To gain the knowledge about Storage and Warehousing. 	PSO-2	C
				<ul style="list-style-type: none"> • C05: To gain the knowledge about Storage and Warehousing. 	PSO-2	U
AUE5	Training and Development	National	To gain new knowledge or information that helps employees to do a job well, Physical Skills, like using physical machinery quickly and efficiently, employee attitudes and Perceptions towards learning or Organizational Change	<ul style="list-style-type: none"> • C01: To increased job satisfaction and morale among employees 	PSO-1	A
				<ul style="list-style-type: none"> • C02: To increase employee motivation. 	PSO-1	A
				<ul style="list-style-type: none"> • C03: To increase efficiencies in processes resulting in financial gain 	PSO-5	An
				<ul style="list-style-type: none"> • C04: To increased capacity to adopt new technologies and methods 	PSO-5	C
				<ul style="list-style-type: none"> • C05: To increased Innovation in Strategies and products. 	PSO-5	C