



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
[Re-accredited with 'A' Grade by NAAC]
Virudhunagar – 626 001.

DEPARTMENT OF BUSINESS ADMINISTRATION
PROGRAMME SPECIFIC OUTCOME

On the successful completion of B.B.A programme, students will

PSO1:	Develop conceptual understanding of the basic Principles of Management.
PSO2:	Understand the importance of economic theories in managerial decision making of the business.
PSO3:	Analyse basic theoretical framework of the concepts of retail management to identify the retailing opportunities.
PSO4:	Familiarize with the nature and dimensions of evolving business environment in India.

COURSE OUTCOMES

I - B.B.A

SEMESTER: I

Subject Name: Principles of Management

Subject Code: U2BAC11

In this course the students will

CO1:	Provide fundamental knowledge and expose to the concepts of management.
CO2:	Describe the contributions of various management authors.
CO3:	Analyse the various functions of management. Understand the nature, Importance of planning.
CO4:	Understand the basic theories of motivation.
CO5:	Familiarize the various types of organisation and Leadership with basic Qualities of a good leader.
CO6:	Understand the process of control and communication with barriers to Communication.



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Subject Name: Financial Accounting

Subject Code: U1BAC12

In this course the students will

CO1:	Develop conceptual understanding of the basic accounting systems through Book – keeping mechanism.
CO2:	Describe the meaning of Journal, Ledger, Subsidiary books, Cash book and Trial Balance.
CO3:	Understand to prepare the final accounts by distinguishing capital expenditure and Revenue expenditure.
CO4:	Write down the various methods of calculating depreciation.
CO5:	Analyse the accounts of Non – trading concerns.

SEMESTER: II

Subject Name: Business Environment

Subject Code: U2BAC21

In this course the students will

CO1:	Familiarize the nature and dimensions of evolving business environment in India to influence managerial decisions.
CO2:	Describe the internal and external environment and Micro and Macro environment.
CO3:	Analyse the social and cultural environment with understanding some basic Business ethics.
CO4:	Understand the areas of government regulations of business.
CO5:	Analyse the concept of privatization with basic consumer rights.
CO6:	Identify Business and Economic Systems : Socialism, Capitalism, Private sector, Public sector and Cooperation sector.



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Subject Name: Cost Accounting

Subject Code: U1BAC22

In this course the students will

CO1:	Familiarise the basic cost concepts, allocation and control of various cost.
CO2:	Analyse the various methods of material control and valuation of material issues.
CO3:	Understand the concept of labour turnover with various methods of wage payment and Incentive plans.
CO4:	Describe the allocation, apportionment and absorption of overheads.
CO5:	Preparation of cost sheet by understanding the meaning of Job costing, Batch costing and Contract costing.

II - B.B.A

SEMESTER: III

Subject Name: Business Law

Subject Code: U2BAC31

In this course the students will

CO1:	Enable to secure a basic general knowledge in business law and its impact on business.
CO2:	Develop skills so as to apply the law of business to various practical situations.
CO3:	Acquaint with latest developments in the field of business law.
CO4:	Analyse the Law of contract with types of agreement.
CO5:	Describe offer and Acceptance and Essentials of valid consideration, Free consent, Coercion, Fraud and Mistake.
CO6:	Understand Contract of Agency and Rights and Duties of an Agent and Principal.
CO7:	Analyse the Sale of Goods Act with rights of buyer and unpaid seller.
CO8:	Write down Factories Act Provisions : Health, Safety, Welfare, Working hours and Holidays.
CO9:	Understand the provisions of Industrial Disputes Act and Trade Unions Act.
CO10:	Enable to Understand payment of Gratuity Act, Workmen's Compensation Act and Payment of Bonus Act.



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Subject Name: Banking Law and Practice

Subject Code: U2BAC32

In this course the students will

CO1:	Understand the impact of various laws on banking and latest developments in the field of banking.
CO2:	Acquaint knowledge about the relationship between Banker and Customer.
CO3:	Write down the legal implications of current account, savings account, fixed deposit and recurring deposit.
CO4:	Analyse the essentials of a valid cheque, material alteration, crossing and endorsement.
CO5:	Understand the duties of a Paying Banker and a Collecting Banker and General principles of Bank lending.

Subject Name: Computer Application in Business

Subject Code: U2BAC33

In this course the students will

CO1:	Impact the basic knowledge about Computer systems, Hardware, CPU and Software.
CO2:	Introduce Word processing concepts : MS Word and creating word documents.
CO3:	Inculcate the knowledge of electronic spread sheets and Entering data in worksheet.
CO4:	Develop knowledge of creating presentations using PowerPoint, design PowerPoint, design templates and Blank presentation.
CO5:	Introduce MS Access and Creating data base.

Subject Name: Organisational Behaviour

Subject Code: U2BAC34

In this course the students will

CO1:	Import the knowledge on the behaviour of individual and group.
CO2:	Understand Group dynamics, Group norms, and Consequences of group cohesiveness.
CO3:	Write down the factors affecting morale, cause of low morale and factors



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	improving morale.
CO4:	Describe conflict management and stress management.
CO5:	Analyse the forces for change and cause of resistance to change and steps in OD.

SEMESTER: IV

Subject Name: Marketing Management

Subject Code: U1BAC42

In this course the students will

CO1:	Develop a basic knowledge on concepts of marketing and services.
CO2:	Analyse marketing mix, consumer behaviour, product planning, branding, packaging and labelling.
CO3:	Describe the factors influencing pricing decisions, and types of channel of distribution.
CO4:	Write down the features of advertising qualities of good advertisement copy and media selection.
CO5:	Impact knowledge about Advertising budget, Advertising agency and Sales promotion.

Subject Name: Internet and Web Designing

Subject Code: U2BAC43

In this course the students will

CO1:	Introduce Internet, Web pages, ISP, Modern, Web Browsers and E-Mail.
CO2:	Analyse HTML with its basic command tags, features and elements.
CO3:	Creating list in HTML, Forms in HTML and Tables in HTML.
CO4:	Write down the marquee tag, Frames in HTML and creating Hyperlinks and Image map.
CO5:	Describe Java Script and also various window methods.



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Subject Name: Entrepreneurship

Subject Code: U2BAE4

In this course the students will

CO1:	Secure a basic knowledge in entrepreneurship, characteristics and functions of Entrepreneur.
CO2:	Understand the impact of entrepreneurship development programmes and Women Entrepreneurship.
CO3:	Understand the problems of Rural Entrepreneurship and the role of NGOs.
CO4:	Identify projects and preparing project report and study its various appraisal methods.
CO5:	Analyse the various institutional and Govt., support to start a small scale industry.

III - B.B.A

SEMESTER: V

Subject Name: Operation Management

Subject Code: U2BAC51

In this course the students will

CO1:	Enlighten on various functions of production management and manufacturing practices.
CO2:	List out the factors affecting plant location and the principles of plant layout.
CO3:	Describe material management with its objections, functions and its importance.
CO4:	Analyse Double bin system, ABC analysis, and production planning and control.
CO5:	Impart knowledge about Quality control, Quality circles and TQM.

Subject Name: Retail Management

Subject Code: U2BAC52

In this course the students will

CO1:	Provide a basic theoretical framework of the concepts of retail management.
CO2:	Analyse Retailers with their functions, characteristics and various types.
CO3:	Understand retail promotional objectives and promotional advertising.



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CO4:	Describe retail pricing policies and strategies, FDI in retailing and service retailing.
CO5:	Introduce Online retail with its types, and also complaints management.

Subject Name: Management Accounting

Subject Code: U2BAC53

In this course the students will

CO1:	Enlighten various functions of Management accounting and Financial Statement Analysis.
CO2:	Give a detailed report about Ratio analysis with its merits, demerits.
CO3:	Analyse Fund flow statement with its merits, demerits and also cash flow statement with its uses.
CO4:	Write down the meaning of Marginal costing, Break – even analysis, Profit volume ratio and Margin of safety.
CO5:	Understand the objections of Budgetary control with its merits, demerits and various classification.

Subject Name: Research Methodology

Subject Code: U1BAC54

In this course the students will

CO1:	Provide s basic theoretical framework of the concepts of research methodology.
CO2:	Impart knowledge about sampling objectives, characteristics and sampling methods.
CO3:	Write down the various methods of data collection and the requisites of a good questionnaire.
CO4:	Analyse data processing : Editing, coding, tabulation and interpretation of data.
CO5:	Understand the essential of report writing and steps in report writing with its contents.



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Subject Name: Sales Management

Subject Code: U2BAE51

In this course the students will

CO1:	Familiar with sales management practices and selling techniques.
CO2:	Understand the existing practices in sales management and personal selling.
CO3:	Analyse the sales planning process, the factors influencing sales forecast and the methods of sales budgeting.
CO4:	Understand the management of sales force, recruitment, selection and training of sales force.
CO5:	Write down the meaning of sales report, sales quota, sales territories, sales force compensation and motivation.
CO6:	Introduce the process of effecting selling – prospecting, approach, presentation, demonstration handling objections, closing the sale and follow – up.

SEMESTER: VI

Subject Name: Financial Management

Subject Code: U1BAC61

In this course the students will

CO1:	Enlighten various functions of financial management, financial decisions, investment decisions and dividend decisions.
CO2:	Write down the source of capital, types of securities and capital structure.
CO3:	Understand the determinants and estimations of working capital and also Cash management.
CO4:	Analyse the cost of capital, cost of Debt and cost of equity.
CO5:	Describe the capital budgeting, forms of dividend and factors affecting dividend policy.

Subject Name: Service Marketing

Subject Code: U1BAC62

In this course the students will

CO1:	Introduce service marketing, nature and classification of service.
CO2:	Analyse service product concept, branding and service positioning and pricing in



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	services.
CO3:	Determine promotion mix for services and channels in service delivery.
CO4:	Identify the people in services and the role of customer in service delivery.
CO5:	Write down the Physical evidence, Tourism marketing, Bank marketing, Hospital marketing and Hotel marketing.

Subject Name: Human Resource Management

Subject Code: U2BAC63

In this course the students will

CO1:	Enable to secure basic knowledge in Human resource management and Human resource planning.
CO2:	Describe Job analysis, Job description. Job specification, Recruitment and selection.
CO3:	Understand the meaning of training and wage and salary administration.
CO4:	Analyse the performance appraisal and worker's participation in management.
CO5:	Enlighten the importance of Industrial relations and importance of collective bargaining.

Subject Name: Project Report

Subject Code: U2BA6PR

In this course the students will

CO1:	Undergo a 3 week field study in any one functional area of management like Marketing, Human Resource Management, Finance etc.,
CO2:	Project report should be submitted.
CO3:	Project report must contain objectives, methodology, analysis, findings and suggestions.
CO4:	Appear for a Viva – voce examination.
CO5:	Evaluation of the project report and performance in viva – voce.