Dr. Umayal Ramanathan College for Women
Recognized u/s 2(f) & 12(B) of the UGC Act 1956
Affiliated to Alagappa University
(Estd. by Dr.Alagappa Chettiar Educational Trust)
Karaikudi - 3

DEPARTMENT OF BUSINESS ADMINISTRATION

Programme: BBA

Course outcomes of all courses under regulations 2023

Semester I	
Course Name & Code: தமிழ் இலக்கிய வரலாறு - I - 2311T	
CO1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்
CO2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுவர்
CO3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்
CO4	மொழியறிவோடு சிந்தனைத் திறனைப் பெறுவர்
CO5	மொழிப் பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்
Course Name & Code: General English – I - 2312E	
CO1	Acquire self-awareness and positive thinking required in various life situations.
CO2	Acquire the attribute of empathy.
CO3	Acquire creative and critical thinking abilities.
CO4	Learn basic grammar.
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.
Course Name & Code: Principles of Management	
CO1	Describe nature, scope, role, levels, functions and approaches of management
CO2	Apply planning and decision making in Management
CO3	Identify organization structure and various organizing techniques
CO4	Understand Direction, Co-ordination & Control Mechanisms
CO5	Relate and infer ethical practices of organisation.
Course Name & Code: Accounting for Managers -23BBA1C2	
CO1	Prepare Journal, ledger, trial balance and cash Book
CO2	Classify errors and making rectification entries
CO3	Prepare final accounts with adjustments
CO4	To understand Hire Purchase system
CO5	Prepare single and double entry system of accounting.
Course Name & Code: Business Economics -23BCOA2	
CO1	Explain the positive and negative approaches in economic analysis
CO2	Understood the factors of demand forecasting
CO3	Know the assumptions and significance of indifference curve
CO4	Outline the internal and external economies of scale
CO5	Relate and apply the various methods of pricing
Course Name & Code: Basics of Event Management -23BBA1S1	
CO1	To understand basics of event management
CO2	To design events
CO3	To study feasibility of organizing an event

CO4	To gain Familiarity with marketing & promotion of event
CO5	To develop event budget

Course Name & Code: Managerial Communication 23BBA1FC

CO1	Understand communication process and its barriers.
CO2	Develop business letters in different scenarios
CO3	Develop oral communication skills & conducting Interviews
CO4	Use managerial writing for business communication
CO5	Identify usage of modern communication tools & its Significance for managers

Semester II

Course Name & Code: தமிழ்இலக்கியவரலாறு - II - 2321T

CO1	சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டின் அறிவினையும் பெறுவர்.
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்.
CO3	திராவிடஇயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழிஉணர்வு, இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனையைப் பெறுவர்.
CO4	தமிழ் மொழியைப் பிழையின்றி எழுதவும் புதிய கலைச் சொற்களை உருவாக்கும் அறிந்து கொள்வர்.
CO5	போட்டித்தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ் பாடத்தினைப் பயன் கொள்ளும் வகையில் பயிற்சி பெறுவர்.

Course Name & Code: General English – II - 2312E

CO1	Realize the importarice of resilience.
CO2	Become good decision-makers.
CO3	Imbibe problem-solving skills
CO4	Use tenses appropriately
CO5	Use English effectively at the work place.

Course Name & Code: Marketing Management -23BBA2C1

CO1	To list and identify the core concepts of Marketing and its mix.
CO2	To sketch the market segmentation, nature of product, PLC
CO3	To analyze the appropriate pricing methods
CO4	To determine the importance of various media
CO5	To assess the sales force and applications of Digital marketing

Course Name & Code: Accounting for Managers –II -23BBA2C2

CO1	Interpret cost sheet & write comments.
CO2	Compare cost , management & financial accounting
CO3	Analyze the various ratio and compare it with Standards to assess deviations
CO4	Estimate budget and use budgetary control
CO5	Evaluate marginal costing and its components

Course Name & Code: International Trade – 23BCOA3

CO1	Distinguish between the concept of internal and international trade.
CO2	Define the various theories of international trade.
CO3	Examine the balance of trade and exchange rates
CO4	Appraise the role of IMF and IBRD.
CO5	Define the workings of WTO and with special reference to India.

Course Name & Code: Managerial skill Development – 23BBA2S1

CO1	Identify the personal qualities that are needed to Sustain in the world of work.

CO2	Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.
CO3	Acquire practical management skills that are of Immediate use in management or leadership positions.
CO4	Employ critical-thinking and analytical skills to investigate complex business problems to propose Viable solutions.
CO5	Make persuasive presentations that reveal strong written and oral communication skills needed in the work place.

Course Name & Code: Business Etiquette and Corporate Grooming – 23BBA2S2

CO1	Describe basic concepts of business etiquette and corporate grooming.
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of Communication
CO3	Create cultural awareness and moral practices in real life Work place scenarios
CO4	Analyze work place courtesy and resolve ethical issues with Respect to etiquette and grooming for success
CO5	Apply the professionalism in the work place Considering diversity and courtesy

Semester III

Course Name & Code: தமிழகவரலாறும்பண்பாடும்-2331T

CO1	தமிழக வரலாற்றை அறிந்துகொள்வர்.
CO2	தமிழரின் தொன்மையை அறிவர்.
CO3	தமிழரின் பண்பாட்டினை அறிந்துகொள்வர்.
CO4	பிற பண்பாட்டுத்தாக்கம் ஏற்படும் முறையினை அறிவர்.
CO5	தமிழரின் வரலாற்றுத் தொன்மையையும் பண்பாட்டு பழமையையும் அறிந்து கொள்வர்.

Course Name & Code: General English -III-2332E

CO1	Listen actively
CO2	Develop interpersonal relationship skills
CO3	Acquire self - confidence to cope with stress
CO4	Master grammar skills
CO5	Carryout business communication effectively

Course Name & Code: Organisational Behaviour – 23BBA3C1

CO1	To define Organisational Behaviour, Understand the Opportunity through OB.
CO2	To apply self-awareness, motivation, leadership and Learning theories at work place.
CO3	To analyze the complexities and solutions of group behaviour.
CO4	To impact and bring positive change in the culture of the organisaiton.
CO5	To create a congenial climate in the organization.

Course Name & Code: Financial Management -23BBA3C2

CO1	Understand the basics of finance and roles of finance manager
CO2	Evaluate Capital structure & Cost of capital
CO3	Evaluate Capital budgeting
CO4	Assessing dividends
CO5	Appraise Working Capital

Course Name & Code: Business Statistics - 23BBAA3

CO1	Measures of Central Tendency
CO2	Measures of Variation
CO3	Analyze of Time Series

CO4	Understand Index Numbers
CO5	Test Hypothesis

Course Name & Code: Computer Application in Business -23BBA3S1	
CO1	Demonstrate hands on experience with Ms-word for Business activities
CO2	Demonstrate hands on experience with Ms-Excel for Business activities
CO3	Demonstrate hands on experience with Ms-power Point for business activities
CO4	Demonstrate hands on experience with Tally for Business activities
CO5	Demonstrate hands on experience with Tally for Reporting in business

Course Name & Code: Entrepreneurial Skill New Venture Management – 23BBA3S2	
CO1	Understand the concept of entrepreneurship and skill Sets of an entrepreneur.
CO2	Assess new venture opportunities & analyze strategic Choices in relation to new ventures
CO3	Develop a credible business plan for real life situations.
CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership
CO5	Evaluate different sources for financing new venture

Course Name & Code: Adipadai Tamil -233AT	
CO1	தமிழ்உயிமெழுத்துவடிவங்கடைஅறிந்துமகொள்வர்
CO2	மமய்மயழுத்துக்கள்வடிவங்கடைஅறிந்துமகொள்வர்
CO3	எழுதும்பயிற்சிமபறுவர்
CO4	மசொற்கடைஅறிவர்
CO5	எழுத்துக்கள்ஒலிக்கும்முடறஅறிவர்

Semester IV	
Course Name & Code: TamilumAriviyalum -2341T	
CO1	தாய்மொழி வழியாக அறிவியல் பற்றி சிந்தித்து செயலாற்றும் திறன் பெற்றிருப்பர்.
CO2	தாய்மொழி வழியாக அறிவியல் பற்றி சிந்திக்கவும் செய்திருப்பர்.
CO3	அறிவியல் கலைச் சொல்லாக்கம் பற்றி அறிய செய்வர்.
CO4	அறிவியல் தொழில் நுட்பத்தின் வளர்ச்சி பற்றி அறிந்திருப்பர்.
CO5	அறிவியல் வளர்ச்சியில் தகவல் தொழில்நுட்பத்தின் பங்கு பற்றி அறிந்து கொள்ளுதல்.

Course Name & Code: General English-IV -2342E	
CO1	Determine their goals
CO2	Identify the value of integrity.
CO3	Deal with emotions.
CO4	Frame grammatically correct sentences
CO5	Write cohesive reports.

Course Name & Code: Business Environment -23BBA4C1	
CO1	To understand the concepts of Business Environment.
CO2	To apply knowledge in the business and strategic decisions.
CO3	To analyze the importance of business in various social groups.
CO4	To evaluate the types of economic environment and its impact on business.
CO5	To construct and assess the environment for real Time business

Course Name & Code: Business Regulatory Frame work -23BBA4C2	
CO1	Explain Indian Contracts Act
CO2	Understand Sales of goods act and Contract of Agency
CO3	Understand Indian Companies Act 1956
CO4	Understand Consumer Protection Act – RTI
CO5	Understand Cyber law

Course Name & Code: Operation Research -23BBAA4	
CO1	Analyse Linear Programming
CO2	Analyse Transportation problem

CO3	Analyse Assignment problem
CO4	Analyse Network models
CO5	Analyse Game Theory and Decision Theory

Course Name & Code: Tally -23BBA4S1

CO1	To understand about the basic accounting and Tally. ERP9
CO2	Identify the maintained of Ledger and inventory system
CO3	Creation of various vouchers and bill wise details
CO4	Understand various taxes returns and filing
CO5	Relate and infer various reports generated in Tally.ERP9

Course Name & Code: 23BBA4S2-Intellectual Property Rights

CO1	Imbibe the knowledge of IPR through various laws
CO2	Apply the knowledge of patents
CO3	Understand the process of acquiring a trade mark
CO4	Create an awareness about copy rights
CO5	Understand geographical indicators

Course Name & Code: Adipadai Tamil- 234AT

CO1	அறம் உணர்தல்
CO2	அறச்சிந்தடைகடைப் ிந்துமகொள்ளுதல்
CO3	குறள்கூறும் அறத்டதப்ம பொருத்திப் பொர்த்தல்
CO4	தமிழறிஞர்கடை அறிதல்
CO5	சுயமொக எழுதத்மதொடை∘ங்குதல்

Semester V

Course Name & Code: 23BBA5C1- Human Resource Management

CO1	Explain the concepts, functions and process of HRM
CO2	Examine the selection and placement process
CO3	Evaluate the training and performance appraisal
CO4	Understand the employee engagement and compensation
CO5	Understand the recent trends in HR

Course Name & Code: 23BBA5C2 – Research Methodology

CO1	Understand the concepts and principles of Research
CO2	Comprehend and decide the usage of design and Formulate hypothesis
CO3	Analyze data collection sources and tools
CO4	Summarize and establish solutions through data analysis
CO5	Compare and justify the process of writing and organizing a research report.

Course Name & Code: 23BBA5C3 –Business Taxation

CO1	To define and understand the basic concepts of tax.
CO2	To Examine and apply GST rules in real-time business situations.
CO3	To analyze the elements of GST mechanism in India.
CO4	To evaluate the rules of Income Tax and methods of Valuation for customs.
CO5	To prepare the needed documents under GST Compliance.

Course Name & Code: 23BBA5C4- Management Information System

CO1	Understand MIS in decision making
CO2	Explain MIS, its structure and role in management Functions
CO3	Classify & discuss information system categories, Database Management System
CO4	Discuss SDLC and functional information system Categories
CO5	Outline functions of BPO, Data mining and the recent Trends in information management

Course Name & Code : 23BBA5E1 – Digital Marketing

CO1	Discuss digital marketing and its frame work
CO2	Identify, use appropriately and explain digital Marketing tools
CO3	Explain social media marketing and crowd sourcing
CO4	Discuss online reputation management and its Influence
CO5	Identify the various data analytics and measurement Tools in digital marketing

Course Name & Code: 23BBA5E2 – Industrial Law

CO1	Understand the role and importance of Industrial Relations
CO2	Understanding the concepts of industrial Disputes and settlement.
CO3	Understanding the concepts of Labour legislation.
CO4	Identifying the concepts of Workers Participation in Management
CO5	Understanding the concepts of Trade Union
	Course Name & Code: 23BBA5E3-Finanacial Services
CO1	List types of financial services and their role
CO2	Recognize role and functions of merchant banker and capital market
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
CO4	Understand Consumer Finance, Venture capital and Credit rating
CO5	Understand mutual funds and its functions
	Course Name & Code: Project work - 23BBA5PR
CO1	Gain knowledge about Research Project
CO2	Increase knowledge on research problem
CO3	Improve practice in review of literature
CO4	Gain knowledge on Data Collection and Analysis
CO5	Be Proficient in Project Preparation