Key Indicator - 1.1 Curriculum Design and Development

1.1.1 Curricula developed and implemented have relevance to the local, regional, national and global developmental needs, which is reflected in the Programme outcomes (POs) and Course Outcomes (COs) of the Programmes offered by the institution

Programme Outcomes (POs) and Course Outcomes (COs) (2021-2022 Onwards)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Sc Nutrition and Dietetics Programme, the students will be able to,
PO1	Students will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.
PO2	Students will be capable of making a positive contribution to business, trade and industry in the national and universal context.
PO3	Students with flair of self-employment will be able to commence and build upon entrepreneurial ventures or exhibit entrepreneurship for their employer organizations.
PO4	Students will have a solid foundation to pursue professional careers and take up higher learning courses.
PO5	Students will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

COURSE OUTCOMES (COs)

Course Title: FUNDAMENTALS OF MANAGEMENT Course Code: 19UBA1CC1		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

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CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: FINANCIAL ACCOUNTING Course Code: 19UBA1CC2		
CO1	Explain the basic concepts, principles and conventions of Accounting and their application in business.	K1
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	K2
CO3	Analyse and compute various methods to depreciate an asset.	K3
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for Non - profit organizations.	K3
CO5	Evaluate the preparation of final accounts effectively.	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: MANAGERIAL ECONOMICS Course Code: 19UBA1AC1		
CO1	Explain the basic concepts of Managerial Economics.	K1
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	K2
CO3	Apply the concept of utility analysis, demand and supply analysis.	K3
CO4	Utilize the cost control and cost reduction strategies.	K3
CO5	Identify the different kinds of market structure in Managerial Economics.	K3
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	K3
	Demonstrate the different phases of Business Cycle.	K3

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CRITERION I   **POs and COs**

Course Title: ELEMENTS OF MARKETING		
Course Code: 19UBA2CC3		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and elements of marketing mix of a firm	K1
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	K2
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	K2
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	K3
CO5	Design an appropriate channel of distribution of goods and services of a firm	K3
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	K3

Course Title: BUSINESS STATISTICS		
Course Code: 19UBA2CC4		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

Course Title: BUSINESS ENVIRONMENT		
Course Code: 19UBA2AC2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Identify the instruments and match their application in Microbiological laboratory.	K1
CO2	Describe the pure culture and staining techniques.	K2
CO3	Illustrate the microbiological analysis of water.	K2
CO4	Explain the chemistry of various nutrients present in food.	K2
CO5	Predict the physical and chemical changes that take place during cooking.	K3

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Key Indicator - 1.1 Curriculum Design and Development

1.1.1 Curricula developed and implemented have relevance to the local, regional, national and global developmental needs, which is reflected in the Programme outcomes (POs) and Course Outcomes (COs) of the Programmes offered by the institution

Programme Outcomes (POs) and Course Outcomes (COs) (2020-2021 Onwards)

DEPARTMENT OF BUSINESS ADMINISTRATION
BBA
PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Sc Nutrition and Dietetics Programme, the students will be able to,
PO1	Students will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.
PO2	Students will be capable of making a positive contribution to business, trade and industry in the national and universal context.
PO3	Students with flair of self-employment will be able to commence and build upon entrepreneurial ventures or exhibit entrepreneurship for their employer organizations.
PO4	Students will have a solid foundation to pursue professional careers and take up higher learning courses.
PO5	Students will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

COURSE OUTCOMES (COs)

Course Title: FUNDAMENTALS OF MANAGEMENT
Course Code: 19UBA1CC1

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

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CRITERION I   **POs and COs**

Course Title: FINANCIAL ACCOUNTING		
Course Code: 19UBA1CC2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts, principles and conventions of accounting and their application in business.	**K1**
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	**K2**
CO3	Analyse and compute various methods to depreciate an asset.	**K3**
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for non-profit organizations.	**K3**
CO5	Evaluate the preparation of final accounts effectively.	**K3**

Course Title: MANAGERIAL ECONOMICS		
Course Code: 19UBA1AC1		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Managerial Economics.	**K1**
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	**K2**
CO3	Apply the concept of utility analysis, demand and supply analysis.	**K3**
CO4	Utilize the cost control and cost reduction strategies.	**K3**
CO5	Identify the different kinds of market structure in Managerial Economics.	**K3**
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	**K3**
CO7	Demonstrate the different phases of Business Cycle.	**K3**

Course Title: ELEMENTS OF MARKETING		
Course Code: 19UBA2CC3		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and elements of marketing mix of a firm	**K1**
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	**K2**
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	**K2**
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	**K3**
CO5	Design an appropriate channel of distribution of goods and services of a firm	**K3**
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	**K3**

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)
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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: BUSINESS STATISTICS		
Course Code: 19UBA2CC4		
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO3	Acquire the conceptual knowledge of measures of dispersion.	K2
CO4	Evaluate the basic method of constructing Index numbers.	K3
CO5	Apply and practice of the simple correlation and Regression analysis.	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: BUSINESS ENVIRONMENT		
Course Code: 19UBA2AC2		
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: ORGANISATIONAL PSYCHOLOGY		
Course Code:19UBA3CC5		
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the Personality and perception in individual and Group decision making.	K2
CO3	Apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the types of leadership skills and power and authority of the effective leader.	K2
CO5	Analyze the organizational behaviour in the recent business scenario.	K3

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Course Title: COMPUTER APPLICATIONS PACKAGE FOR MANAGERS (MS-OFFICE PRACTICAL)
Course Code: 19UBA3CC1P

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To analyse the areas of application of computer.	K1
CO2	To create business letters using wizard and to create mail merge.	K2
CO3	To apply statistical and financial function and to create different types of charts.	K2
CO4	To design power point presentation and apply animations.	K3
CO5	To demonstrate the usage of Internet.	K3

Course Title: BUSINESS LAW
Course Code: 19UBA3AC3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To enable the students to understand the essentials elements of Indian contract Act.	K1
CO2	To Discuss the Performance of Contract and Remedies for breach of contract.	K2
CO3	To Elucidate the Law of Agency.	K2
CO4	Discuss the knowledge of Sale of goods Act relating to transfer of property and Rights of an unpaid seller.	K3
CO5	To acquire basic knowledge on Partnership Act.	K3

Course Title: STOCK EXCHANGE PRACTICES
Course Code: 19UBA3NME1

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets.	K1
CO2	Framing the role and functions of Secondary Markets.	K2
CO3	Discuss the necessity of Listing in Stock Exchange.	K2
CO4	Assess the predominant role of Stock brokers in the trading mechanism.	K3
CO5	Formulate the methods of ranking of institutions through credit rating.	K3

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CRITERION I   **POs and COs**

	Course Title: COST ACCOUNTING Course Code: 19UBA4CC6	
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K3

	Course Title: COMPUTER APPLICATION PACKAGE FOR MANAGERS (TALLY PRACTICAL) Course Code: 19UBA4CC2P	
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Create company, groups and ledgers using Tally.	K1
CO2	Create different types of voucher.	K2
CO3	Create different stock categories, stock item and stock group.	K3
CO4	Create cost centres and cost categories in voucher entry.	K3
CO5	Prepare reports such as Day books and Final accounts.	K3

	Course Title: COMPANY LAW Course Code: 19UBA4AC4	
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and different types of companies	K1
CO2	Communicate the knowledge about the formation of companies and contents of the prospects	K2
CO3	To assist the students to understand the different types of shares, debentures and dividend	K1
CO4	Apply the laws governing various formalities about meetings and proceedings	K3
CO5	Ability to identify the duties and responsibilities of directors	K2

Course Title: EXPORT IMPORT MANAGEMENT		
Course Code: 19UBA4NME2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Critique the framework of Export and Import in International Scenario	**K1**
CO2	Design various strategies and practices for Export and Import	**K2**
CO3	Plan suitable mode of transportation	**K3**
CO4	Discuss the payment and pricing for Import and Export procedures	**K3**
CO5	Outline the EXIM Policy in India	**K3**

Course Title: E – BUSINESS		
Course Code: 19UBA4SBE1A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Discuss the e-business process	**K1**
CO2	Describe an example of system architecture for an e-business	**K2**
CO3	Identify the major electronic payment issues and options	**K2**
CO4	Discuss security issues and explain procedures used to protect against security threats	**K3**

Course Title: STRESS MANAGEMENT		
Course Code: 19UBA4SBE1B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the sources and types of stress in order to implement appropriate stress management techniques.	**K1**
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	**K3**
CO3	Develop an impact of stress on personality and Perception processes.	**K4**
CO4	Practice the basic elements of the relaxation response.	**K3**
CO5	Identify common stressors inherent in today's global marketplace.	**K3**

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CRITERION I   **POs and COs**

Key Indicator - 1.1 Curriculum Design and Development

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Programme Outcomes (POs) and Course Outcomes (COs) (2021-2022 Onwards)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Sc Nutrition and Dietetics Programme, the students will be able to,
PO1	Students will be able to apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.
PO2	Students will be capable of making a positive contribution to business, trade and industry in the national and universal context.
PO3	Students with flair of self-employment will be able to commence and build upon entrepreneurial ventures or exhibit entrepreneurship for their employer organizations.
PO4	Students will have a solid foundation to pursue professional careers and take up higher learning courses.
PO5	Students will recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

COURSE OUTCOMES (COs)

Course Title: FUNDAMENTALS OF MANAGEMENT Course Code: 19UBA1CC1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

Course Title: FINANCIAL ACCOUNTING		
Course Code: 19UBA1CC2		
CO Number	**CO Statement** On the successful completion of the course, students will be able to,	**Knowledge Level**
CO1	Explain the basic concepts, principles and conventions of Accounting and their application in business.	**K1**
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	**K2**
CO3	Analyse and compute various methods to depreciate an asset.	**K3**
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for non-profit organizations.	**K3**
CO5	Evaluate the preparation of final accounts effectively.	**K3**

Course Title: MANAGERIAL ECONOMICS		
Course Code: 19UBA1AC1		
CO Number	**CO Statement** On the successful completion of the course, students will be able to,	**Knowledge Level**
CO1	Explain the basic concepts of Managerial Economics.	**K1**
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	**K2**
CO3	Apply the concept of utility analysis, demand and supply analysis.	**K3**
CO4	Utilize the cost control and cost reduction strategies.	**K3**
CO5	Identify the different kinds of market structure in Managerial Economics.	**K3**
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	**K3**
CO7	Demonstrate the different phases of Business Cycle.	**K3**

Course Title: ELEMENTS OF MARKETING		
Course Code: 19UBA2CC3		
CO Number	**CO Statement** On the successful completion of the course, students will be able to,	**Knowledge Level**
CO1	Explain the basic concepts and elements of marketing mix of a firm	**K1**
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	**K2**
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	**K2**
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	**K3**
CO5	Design an appropriate channel of distribution of goods and services of a firm	**K3**
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	**K3**

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Course Title: BUSINESS STATISTICS		
Course Code: 19UBA2CC4		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO3	Acquire the conceptual knowledge of measures of dispersion.	K2
CO4	Evaluate the basic method of constructing Index numbers.	K3
CO5	Apply and practice of the simple correlation and Regression analysis.	K3

Course Title: BUSINESS ENVIRONMENT		
Course Code: 19UBA2AC2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

Course Title: ORGANISATIONAL PSYCHOLOGY		
Course Code:19UBA3CC5		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the Personality and perception in individual and Group decision making.	K2
CO3	Apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the types of leadership skills and power and authority of the effective leader.	K2
CO5	Analyze the organizational behaviour in the recent business scenario.	K3

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Course Title: COMPUTER APPLICATIONS PACKAGE FOR MANAGERS (MS-OFFICE PRACTICAL) Course Code: 19UBA3CC1P		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To analyse the areas of application of computer.	K1
CO2	To create business letters using wizard and to create mail merge.	K2
CO3	To apply statistical and financial function and to create different types of charts.	K2
CO4	To design power point presentation and apply animations.	K3
CO5	To demonstrate the usage of Internet.	K3

Course Title: BUSINESS LAW Course Code: 19UBA3AC3		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To enable the students to understand the essentials elements of Indian contract Act.	K1
CO2	To Discuss the Performance of Contract and Remedies for breach of contract.	K2
CO3	To Elucidate the Law of Agency.	K2
CO4	Discuss the knowledge of Sale of goods Act relating to transfer of property and Rights of an unpaid seller.	K3
CO5	To acquire basic knowledge on Partnership Act.	K3

Course Title: STOCK EXCHANGE PRACTICES Course Code: 19UBA3NME1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets.	K1
CO2	Framing the role and functions of Secondary Markets.	K2
CO3	Discuss the necessity of Listing in Stock Exchange.	K2
CO4	Assess the predominant role of Stock brokers in the trading mechanism.	K3
CO5	Formulate the methods of ranking of institutions through credit rating.	K3

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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

Course Title: COST ACCOUNTING Course Code: 19UBA4CC6		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K3

Course Title: COMPUTER APPLICATION PACKAGE FOR MANAGERS (TALLY PRACTICAL) Course Code: 19UBA4CC2P		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Create company, groups and ledgers using Tally.	K1
CO2	Create different types of voucher.	K2
CO3	Create different stock categories, stock item and stock group.	K3
CO4	Create cost centres and cost categories in voucher entry.	K3
CO5	Prepare reports such as Day books and Final accounts.	K3

Course Title: COMPANY LAW Course Code: 19UBA4AC4		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and different types of companies	K1
CO2	Communicate the knowledge about the formation of companies and contents of the prospects	K2
CO3	To assist the students to understand the different types of shares, debentures and dividend	K1
CO4	Apply the laws governing various formalities about meetings and proceedings	K3
CO5	Ability to identify the duties and responsibilities of directors	K2

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CRITERION I   **POs and COs**

Course Title : EXPORT IMPORT MANAGEMENT
Course Code: 19UBA4NME2

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Critique the framework of Export and Import in International Scenario	K1
CO2	Design various strategies and practices for Export and Import	K2
CO3	Plan suitable mode of transportation	K3
CO4	Discuss the payment and pricing for Import and Export procedures	K3
CO5	Outline the EXIM Policy in India	K3

Course Title: E – BUSINESS
Course Code: 19UBA4SBE1A

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Discuss the e-business process	K1
CO2	Describe an example of system architecture for an e-business	K2
CO3	Identify the major electronic payment issues and options	K2
CO4	Discuss security issues and explain procedures used to protect against security threats	K3

Course Title: STRESS MANAGEMENT
Course Code: 19UBA4SBE1B

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the sources and types of stress in order to implement appropriate stress management techniques.	K1
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	K3
CO3	Develop an impact of stress on personality and Perception processes.	K4
CO4	Practice the basic elements of the relaxation response.	K3
CO5	Identify common stressors inherent in today's global marketplace.	K3

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CRITERION I   **POs and COs**

Course Title: ENTREPRENEURIAL DEVELOPMENT
Course Code: 19UBA5CC7

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Entrepreneurial Development and to discuss the entrepreneurial skills to the students.	K1
CO2	Analyse the Entrepreneurial Environment and to plan for the growth of entrepreneurship in economic development.	K3
CO3	Design the course content and curriculum of EDP and to Evaluate the performance of Entrepreneurial Development programme.	K3
CO4	Analyse the Functioning of various EDP Institutions in India.	K3
CO5	Explain the concept of project and to identify the various sources of business idea.	K3
CO6	Formulate the projects and analsye its elements and to prepare the project report.	K3
CO7	Analyse the various incentives and subsidies for the business units located in backward area and to evaluate the empowerment of rural and women entrepreneurs.	K3

Course Title: RESEARCH METHODS IN MANAGEMENT
Course Code: 19UBA5CC8

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Research and its ethics.	K1
CO2	Select and to identify the sources of research problem and to Formulate the research problem	K2
CO3	Discuss the stages in preparation of Research Design.	K3
CO4	Select the sampling techniques and to compare the probability and Non probability sampling methods.	K3
CO5	Formulate Research Hypothesis and to identify the sources of data collection and to analsye and interpret the data.	K3
CO6	Prepare Research Report and to outline the Research report	K3
CO7	Compile the Bibliography and to utilize the Plagiarism and publication rights.	K4

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CRITERION I   **POs and COs**

Course Title: MANAGEMENT ACCOUNTING		
Course Code: 19UBA5CC9		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Illustrate the role of a Management Accountant in the present scenario	K1
CO2	Evaluate the financial statement analysis for strategic decision making of firm	K2
CO3	Examine the solvency, turnover/performance and Liquidity of a business by using live data	K2
CO4	Evaluate the magnitude and pattern of Sources and Application of fund under different head of account	K3
CO5	Show Budget for each managerial function and flexible budgets to exercise budgetary control over functions/level of activity of firm	K3
CO6	Use Standard costing system to analysis the causes of labour, material, overhead and sales margin variances between Standard and Actual cost	K3

Course Title: DIGITAL MARKETING		
Course Code: 19UBA5CC10		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Digital Marketing	K1
CO2	Discuss the Digital Marketing Techniques such as Search Engine Optimization(SEO) & Search Engine Marketing (SEM), Content Marketing, Display Advertising.	K2
CO3	Apply the concept of social media marketing and the rise of online social networking sites.	K3
CO4	Utilize the social media platforms such as face book, twitter, insta gram, you tube.	K3
CO5	Identify the challenges and opportunities in the Digital Marketing and Creation of Website.	K3

Course Title: CONSUMER BEHAVIOUR		
Course Code: 19UBA5MBE1A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Learn the basic concepts of consumer behaviour	K1
CO2	Explain the buying patterns in both the consumer and the organizational markets and analyze their applicability in the real-world buying situations.	K2
CO3	Equip the students to be better decision makers in the field of marketing management as well as to become better customers themselves.	K3

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Tiruchirappalli - 620018, Tamil Nadu, India

NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

Course Title: MANAGERIAL COMMUNICATION		
Course Code: 19UBA5MBE1B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Identify and demonstrate the use of Managerial Communication	**K1**
CO2	Discuss the types of communication	**K2**
CO3	Plan effective and concise letters and memos	**K2**
CO4	Explain the listening and communication skills	**K3**
CO5	Prepare Formal and Informal Reports.	**K3**

Course Title: BANKING PRACTICUM STUDY		
Course Code: 19UBA5SBE2AP		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Banking and its functions.	**K1**
CO2	Discuss the relationship with customer and the different types of account.	**K2**
CO3	Applications and Procedure for taking Demand Drafts and crossing the cheques	**K3**
CO4	Identify the duties of Paying Banker and the Collecting Banker	**K2**
CO5	Utilize the modern banking services such Online Banking, Mobile Banking, NEFT, IMPS and RTGS.	**K3**

Course Title: NEW PRODUCT DEVELOPMENT		
Course Code: 19UBA5SBE2BP		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Outline the Key concepts and principles concerning the role of product and service innovation and their contribution to generate competitive advantage in firms.	**K1**
CO2	Identify and discuss key concepts and principles concerning the activities and competencies involved in New Product Development	**K2**
CO3	Predict and apply key concepts and principles concerning the range of tools and methods that are used to manage New Product Development	**K3**
CO4	Analyse the set of potential innovation triggers and strategically select those opportunities that fit with the organizational resources and strategies	**K3**
CO5	Evaluate the role of design in product development, and the ability to address costs issues through better design decisions	**K3**

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Course Title: STATISTICAL PACKAGE FOR MANAGERS (SPSS)
Course Code: 19UBA5SBE3AP

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Define the statistical terms and its measures	K1
CO2	Describe the procedure to compute descriptive statistical measure	K2
CO3	Recognise the applications of Statistical measure	K3
CO4	Compare data using descriptive measures	K3
CO5	Predict the variation using Regression	K3

Course Title: EVENT MANAGEMENT PRACTICAL
Course Code: 19UBA5SBE3BP

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Discuss the Features and different Types of Events	K1
CO2	Acquire knowledge on an overview of Event Management.	K1
CO3	To Examine Preparing a Planning Schedule	K3
CO4	Explaining the Role and Qualities of Event Manager	K2
CO5	To Examine the Evaluation of an event and prepare an Evaluation Report	K3

Course Title: HUMAN RESOURCE MANAGEMENT
Course Code: 19UBA6CC11

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the concepts of Human Resource Management and their functions.	K1
CO2	Formulate manpower planning and identify the sources of Recruitment, Selection and Induction.	K3
CO3	Assess Training methods and Executive Development and evaluate the performance appraisal methods.	K4
CO4	Utilize the grievance redressal mechanism and analyze Disciplinary Procedure.	K3
CO5	Identify the industrial outcomes, and apply in realistic Scenario.	K3

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CO Number	Course Title: FINANCIAL MANAGEMENT Course Code: 19UBA6CC12	
	CO Statement **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and the role of financial management in business organizations.	**K1**
CO2	Assess the importance of each capital structure employed in the business.	**K2**
CO3	Analyse the prominence of cost of capital in financial decision making.	**K3**
CO4	Evaluate the long term projects using various capital budgeting process.	**K3**
CO5	Predict the various factors influencing dividend policy of a company.	**K3**

CO Number	Course Title: BUSINESS ANALYTICS Course Code: 19UBA6MBE2A	
	CO Statement **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basics of Business Analytics and Data Science	**K1**
CO2	Describe the Big Data Management	**K1**
CO3	Explore the Data Mining concept and its Techniques	**K2**
CO4	Analysing Machine Learning Concept	**K3**
CO5	Application of Business Analytics in Different Domain	**K2**

CO Number	Course Title: GLOBAL BUSINESS MANAGEMENT Course Code: 19UBA6MBE2B	
	CO Statement **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the Basic concept of International Business Environment.	**K1**
CO2	Assess comprehensive knowledge about the Global Trade Institution.	**K2**
CO3	Acquire the concepts of Global Marketing Strategies.	**K2**
CO4	Examine the Ethics in International Business, OECD CSR policy tool	**K3**
CO5	Gain knowledge on Documentation in International Trade and United Nations Global Compact	**K3**

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CRITERION I   **POs and COs**

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: OPERATIONS MANAGEMENT **Course Code: 19UBA6MBE3A**		
CO1	Explain the basic concepts and acquire knowledge on an overview of production Management.	K1
CO2	Expertise in selecting a suitable plant location and plant layout.	K2
CO3	Interpret the elements related to various aspects of time study, work study and motion study.	K2
CO4	Define and identify the concepts of production planning and control, improve the productivity by using effective quality control standards and techniques.	K3
CO5	Discuss basic concepts on Materials Management, Materials Handling and Inventory Management.	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: BUSINESS ETHICS **Course Code: 19UBA6MBE3B**		
CO1	Create the knowledge on fundamental concepts of business ethics and application of the ethical concepts.	K1
CO2	Creates a platform to understand the workplace ethics**.**	K2
CO3	Discuss the theories of consequence Ethics.	K3
CO4	Demonstrate the ability to apply business ethics and social responsibility to business practices	K2
CO5	Discussion regarding the implementation of business ethics in global economy	K3

Signature Not Verified

Digitally Signed
Signed by: Sujatha.V
Designation: Principal
Reason: NAAC
Location: Tiruchirappalli, Tamil Nadu, India
Date: 30-Sep-2024 10:43:54

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Key Indicator - 1.1 Curriculum Design and Development

1.1.1   Curricula developed and implemented have relevance to the local, regional, national and global developmental needs, which is reflected in the Programme outcomes (POs) and Course Outcomes (COs) of the Programmes offered by the institution

Programme Outcomes (POs) and Course Outcomes (COs) (2022-2023 Onwards)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	**LEARNING ENVIRONMENT** To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	**ACADEMIC EXCELLENCE** To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	**EMPLOYABILITY** To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	**PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY** To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	**GREEN SUSTAINABILITY** To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

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PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Sc Nutrition and Dietetics Programme, the students will be able to,
PO 1	**PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY** Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO 2	**CRITICAL THINKING AND DECISION-MAKING SKILLS** Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO 3	**ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT** Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO 4	**TEAM WORK AND PROFICIENCY DEVELOPMENT** Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO 5	**PROFESSIONAL SKILLS AND EMPLOYABILITY** Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSOs	Programme Specific Outcomes Students of B. Sc Nutrition and Dietetics will be able to	POs Addressed
PSO1	Apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.	PO1, PO3
PSO2	Solid foundation to pursue professional careers and take up higher learning courses.	PO2, PO5
PSO3	Function effectively as a member, leader, individual or group in diverse environment.	PO4
PSO4	Fostering entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development and high-growth potential entities.	PO3
PSO5	Apply ethical principles and commitment towards professional ethics and responsibility.	PO4, PO5

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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

COURSE OUTCOMES (COs)

Course Title: MANAGEMENT CONCEPTS		
Course Code: 22UBA1CC1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and functions of management and explain the principles of management.	K1
CO2	Design the concepts and competence of planning and process of Decision Making.	K3
CO3	Acquire the knowledge of organization structure and exploring the need of authority decentralization in an organization.	K2
CO4	Discuss the importance of effective selection and recruitment and the methods of training the employees in an organization.	K2
CO5	Assess the importance, process, types and techniques of controlling and discussing the methods of Budgeting.	K3

Course Title: FINANCIAL ACCOUNTING		
Course Code: 22UBA1CC2		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts, principles and conventions of accounting and their application in business.	K1
CO2	Prepare the students to journalize the transactions and post them into ledger, and to maintain subsidiary books.	K2
CO3	Analyse and compute various methods to depreciate an asset.	K3
CO4	Computing Receipts and Payments, Income and Expenditure and Balance sheet for non-profit organizations.	K3
CO5	Evaluate the preparation of final accounts effectively.	K3

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CRITERION I   **POs and COs**

Course Title: MANAGERIAL ECONOMICS		
Course Code: 22UBA1AC1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Managerial Economics.	K1
CO2	Discuss the Roles and responsibilities of Managerial Economist and analyse the Relationship with other disciplines	K2
CO3	Apply the concept of utility analysis, demand and supply analysis.	K3
CO4	Utilize the cost control and cost reduction strategies.	K3
CO5	Identify the different kinds of market structure in Managerial Economics.	K3
CO6	Explain the concept of National Income and to assess the various methods of Measurement of National Income.	K3
CO7	Demonstrate the different phases of Business Cycle.	K3

Course Title: ELEMENTS OF MARKETING		
Course Code: 22UBA2CC3		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and elements of marketing mix of a firm	K1
CO2	Develop segmentation, Targeting and Positioning Strategy on the basis of consumer buying behaviour	K2
CO3	Use appropriate Branding, Pricing and product strategy in accordance with prevailing phase of product life cycle	K2
CO4	Evaluate the role of each element of promotion mix as sale promotion tool while designing the promotion mix strategy of a firm	K3
CO5	Design an appropriate channel of distribution of goods and services of a firm	K3
CO6	Illustrate the role of marketing manager in the wake of recent trends in Marketing	K3

Course Title: BUSINESS STATISTICS		
Course Code: 22UBA2CC4		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO3	Acquire the conceptual knowledge of measures of dispersion.	K2
CO4	Evaluate the basic method of constructing Index numbers.	K3
CO5	Apply and practice of the simple correlation and Regression analysis.	K3

| Course Title: BUSINESS ENVIRONMENT | | |
| Course Code: 22UBA2AC2 | | |
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Discuss the Business Environment and its factors	K1
CO2	Evaluate the effects of government policy on the economic environment and economic Planning	K2
CO3	Explain the political and legal framework that regulates the Business	K2
CO4	Outline how an entity operates in a business environment	K2
CO5	Describe how financial information is utilized in business and its various financial institutions	K3

| Course Title: ORGANISATIONAL PSYCHOLOGY | | |
| Course Code:19UBA3CC5 | | |
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the Personality and perception in individual and Group decision making.	K2
CO3	Apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the types of leadership skills and power and authority of the effective leader.	K2
CO5	Analyze the organizational behaviour in the recent business scenario.	K3

| Course Title: COMPUTER APPLICATIONS PACKAGE FOR MANAGERS (MS-OFFICE PRACTICAL) | | |
| Course Code: 19UBA3CC1P | | |
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To analyse the areas of application of computer.	K1
CO2	To create business letters using wizard and to create mail merge.	K2
CO3	To apply statistical and financial function and to create different types of charts.	K2
CO4	To design power point presentation and apply animations.	K3
CO5	To demonstrate the usage of Internet.	K3

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Course Title: BUSINESS LAW		
Course Code: 19UBA3AC3		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	To enable the students to understand the essentials elements of Indian contract Act.	K1
CO2	To Discuss the Performance of Contract and Remedies for breach of contract.	K2
CO3	To Elucidate the Law of Agency.	K2
CO4	Discuss the knowledge of Sale of goods Act relating to transfer of property and Rights of an unpaid seller.	K3
CO5	To acquire basic knowledge on Partnership Act.	K3

Course Title: STOCK EXCHANGE PRACTICES		
Course Code: 19UBA3NME1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets.	K1
CO2	Framing the role and functions of Secondary Markets.	K2
CO3	Discuss the necessity of Listing in Stock Exchange.	K2
CO4	Assess the predominant role of Stock brokers in the trading mechanism.	K3
CO5	Formulate the methods of ranking of institutions through credit rating.	K3

Course Title: COST ACCOUNTING		
Course Code: 19UBA4CC6		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K3

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Course Title: COMPUTER APPLICATION PACKAGE FOR MANAGERS (TALLY PRACTICAL)
Course Code: 19UBA4CC2P

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Create company, groups and ledgers using Tally.	K1
CO2	Create different types of vouchers.	K2
CO3	Create different stock categories, stock item and stock group.	K3
CO4	Create cost centres and cost categories in voucher entry.	K3
CO5	Prepare reports such as Day books and Final accounts.	K3

Course Title: COMPANY LAW
Course Code: 19UBA4AC4

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and different types of companies	K1
CO2	Communicate the knowledge about the formation of companies and contents of the prospects	K2
CO3	To assist the students to understand the different types of shares, debentures and dividend	K1
CO4	Apply the laws governing various formalities about meetings and proceedings	K3
CO5	Ability to identify the duties and responsibilities of directors	K2

Course Title : EXPORT IMPORT MANAGEMENT
Course Code: 19UBA4NME2

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Critique the framework of Export and Import in International Scenario	K1
CO2	Design various strategies and practices for Export and Import	K2
CO3	Plan suitable mode of transportation	K3
CO4	Discuss the payment and pricing for Import and Export procedures	K3
CO5	Outline the EXIM Policy in India	K3

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Course Title: E – BUSINESS		
Course Code: 19UBA4SBE1A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Discuss the e-business process	K1
CO2	Describe an example of system architecture for an e-business	K2
CO3	Identify the major electronic payment issues and options	K2
CO4	Discuss security issues and explain procedures used to protect against security threats	K3

Course Title: STRESS MANAGEMENT		
Course Code: 19UBA4SBE1B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the sources and types of stress in order to implement appropriate stress management techniques.	K1
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	K3
CO3	Develop an impact of stress on personality and Perception processes.	K4
CO4	Practice the basic elements of the relaxation response.	K3
CO5	Identify common stressors inherent in today's global marketplace.	K3

Course Title: ENTREPRENEURIAL DEVELOPMENT		
Course Code: 19UBA5CC7		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Entrepreneurial Development and to discuss the entrepreneurial skills to the students.	K1
CO2	Analyse the Entrepreneurial Environment and to plan for the growth of entrepreneurship in economic development.	K3
CO3	Design the course content and curriculum of EDP and to Evaluate the performance of Entrepreneurial Development programme.	K3
CO4	Analyse the Functioning of various EDP Institutions in India.	K3
CO5	Explain the concept of project and to identify the various sources of business idea.	K3
CO6	Formulate the projects and analyses its elements and to prepare the project report.	K3
CO7	Analyse the various incentives and subsidies for the business units located in backward area and to evaluate the empowerment of rural and women entrepreneurs.	K3

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Course Title: RESEARCH METHODS IN MANAGEMENT		
Course Code: 19UBA5CC8		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Research and its ethics.	K1
CO2	Select and to identify the sources of research problem and to Formulate the research problem	K2
CO3	Discuss the stages in preparation of Research Design.	K3
CO4	Select the sampling techniques and to compare the probability and Non probability sampling methods.	K3
CO5	Formulate Research Hypothesis and to identify the sources of data collection and to analsye and interpret the data.	K3
CO6	Prepare Research Report and to outline the Research report	K3
CO7	Compile the Bibliography and to utilize the Plagiarism and publication rights.	K4

Course Title: MANAGEMENT ACCOUNTING		
Course Code: 19UBA5CC9		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Illustrate the role of a Management Accountant in the present scenario	K1
CO2	Evaluate the financial statement analysis for strategic decision making of firm	K2
CO3	Examine the solvency, turnover/performance and Liquidity of a business by using live data	K2
CO4	Evaluate the magnitude and pattern of Sources and Application of fund under different head of account	K3
CO5	Show Budget for each managerial function and flexible budgets to exercise budgetary control over functions/level of activity of firm	K3
CO6	Use Standard costing system to analysis the causes of labour, material, overhead and sales margin variances between Standard and Actual cost	K3

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Course Title: DIGITAL MARKETING		
Course Code: 19UBA5CC10		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Digital Marketing	**K1**
CO2	Discuss the Digital Marketing Techniques such as Search Engine Optimization(SEO) & Search Engine Marketing (SEM), Content Marketing, Display Advertising.	**K2**
CO3	Apply the concept of social media marketing and the rise of online social networking sites.	**K3**
CO4	Utilize the social media platforms such as face book, twitter, insta gram, you tube.	**K3**
CO5	Identify the challenges and opportunities in the Digital Marketing and Creation of Website.	**K3**

Course Title: CONSUMER BEHAVIOUR		
Course Code: 19UBA5MBE1A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Learn the basic concepts of consumer behaviour	**K1**
CO2	Explain the buying patterns in both the consumer and the organizational markets and analyze their applicability in the real world buying situations.	**K2**
CO3	Equip the students to be better decision makers in the field of marketing management as well as to become better customers themselves.	**K3**

Course Title: MANAGERIAL COMMUNICATION		
Course Code: 19UBA5MBE1B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Identify and demonstrate the use of Managerial Communication	**K1**
CO2	Discuss the types of communication	**K2**
CO3	Plan effective and concise letters and memos	**K2**
CO4	Explain the listening and communication skills	**K3**
CO5	Prepare Formal and Informal Reports.	**K3**

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Course Title: BANKING PRACTICUM STUDY		
Course Code: 19UBA5SBE2AP		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Banking and its functions.	K1
CO2	Discuss the relationship with customer and the different types of account.	K2
CO3	Applications and Procedure for taking Demand Drafts and crossing the cheques	K3
CO4	Identify the duties of Paying Banker and the Collecting Banker	K2
CO5	Utilize the modern banking services such Online Banking, Mobile Banking, NEFT, IMPS and RTGS.	K3

Course Title: NEW PRODUCT DEVELOPMENT		
Course Code: 19UBA5SBE2BP		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Outline the Key concepts and principles concerning the role of product and service innovation and their contribution to generate competitive advantage in firms.	K1
CO2	Identify and discuss key concepts and principles concerning the activities and competencies involved in New Product Development	K2
CO3	Predict and apply key concepts and principles concerning the range of tools and methods that are used to manage New Product Development	K3
CO4	Analyse the set of potential innovation triggers and strategically select those opportunities that fit with the organizational resources and strategies	K3
CO5	Evaluate the role of design in product development, and the ability to address costs issues through better design decisions	K3

Course Title: STATISTICAL PACKAGE FOR MANAGERS (SPSS)		
Course Code: 19UBA5SBE3AP		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Define the statistical terms and its measures	K1
CO2	Describe the procedure to compute descriptive statistical measure	K2
CO3	Recognise the applications of Statistical measure	K3
CO4	Compare data using descriptive measures	K3
CO5	Predict the variation using Regression	K3

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Course Title: EVENT MANAGEMENT PRACTICAL		
Course Code: 19UBA5SBE3BP		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Discuss the Features and different Types of Events	K1
CO2	Acquire knowledge on an overview of Event Management.	K1
CO3	To Examine Preparing a Planning Schedule	K3
CO4	Explaining the Role and Qualities of Event Manager	K2
CO5	To Examine the Evaluation of an event and prepare an Evaluation Report	K3

Course Title: HUMAN RESOURCE MANAGEMENT		
Course Code: 19UBA6CC11		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the concepts of Human Resource Management and their functions.	K1
CO2	Formulate manpower planning and identify the sources of Recruitment, Selection and Induction.	K3
CO3	Assess Training methods and Executive Development and evaluate the performance appraisal methods.	K4
CO4	Utilize the grievance redressal mechanism and analyze Disciplinary Procedure.	K3
CO5	Identify the industrial outcomes, and apply in realistic Scenario.	K3

Course Title: FINANCIAL MANAGEMENT		
Course Code: 19UBA6CC12		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and the role of financial management in business organizations.	K1
CO2	Assess the importance of each capital structure employed in the business.	K2
CO3	Analyse the prominence of cost of capital in financial decision making.	K3
CO4	Evaluate the long term projects using various capital budgeting process.	K3
CO5	Predict the various factors influencing dividend policy of a company.	K3

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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

Course Title: BUSINESS ANALYTICS		
Course Code: 19UBA6MBE2A		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basics of Business Analytics and Data Science	K1
CO2	Describe the Big Data Management	K1
CO3	Explore the Data Mining concept and its Techniques	K2
CO4	Analysing Machine Learning Concept	K3
CO5	Application of Business Analytics in Different Domain	K2

Course Title: GLOBAL BUSINESS MANAGEMENT		
Course Code: 19UBA6MBE2B		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the Basic concept of International Business Environment.	K1
CO2	Assess comprehensive knowledge about the Global Trade Institution.	K2
CO3	Acquire the concepts of Global Marketing Strategies.	K2
CO4	Examine the Ethics in International Business, OECD CSR policy tool	K3
CO5	Gain knowledge on Documentation in International Trade and United Nations Global Compact	K3

Course Title: OPERATIONS MANAGEMENT		
Course Code: 19UBA6MBE3A		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and acquire knowledge on an overview of production Management.	K1
CO2	Expertise in selecting a suitable plant location and plant layout.	K2
CO3	Interpret the elements related to various aspects of time study, work study and motion study.	K2
CO4	Define and identify the concepts of production planning and control, improve the productivity by using effective quality control standards and techniques.	K3
CO5	Discuss basic concepts on Materials Management, Materials Handling and Inventory Management.	K3

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CRITERION I   **POs and COs**

Course Title: BUSINESS ETHICS		
Course Code: 19UBA6MBE3B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Create the knowledge on fundamental concepts of business ethics and application of the ethical concepts.	**K1**
CO2	Creates a platform to understand the workplace ethics**.**	**K2**
CO3	Discuss the theories of consequence Ethics.	**K3**
CO4	Demonstrate the ability to apply business ethics and social responsibility to business practices	**K2**
CO5	Discussion regarding the implementation of business ethics in global economy	**K3**

Signature Not Verified

Digitally Signed
Signed by: Sujatha.V
Designation: Principal
Reason: NAAC
Location: Tiruchirappalli, Tamil Nadu, India
Date: 30-Sep-2024 10:43:54

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Key Indicator - 1.1 Curriculum Design and Development

1.1.1 Curricula developed and implemented have relevance to the local, regional, national and global developmental needs, which is reflected in the Programme outcomes (POs) and Course Outcomes (COs) of the Programmes offered by the institution

Programme Outcomes (POs) and Course Outcomes (COs) (2023-2024 Onwards)

DEPARTMENT OF BUSINESS ADMINISTRATION

BBA

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEOs	Statements
PEO1	**LEARNING ENVIRONMENT** To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	**ACADEMIC EXCELLENCE** To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	**EMPLOYABILITY** To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	**PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY** To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	**GREEN SUSTAINABILITY** To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

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PROGRAMME OUTCOMES (POs)

POs	Programme Outcome On completion of B. Sc Nutrition and Dietetics Programme, the students will be able to,
PO 1	**PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY** Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO 2	**CRITICAL THINKING AND DECISION-MAKING SKILLS** Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
PO 3	**ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT** Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
PO 4	**TEAM WORK AND PROFICIENCY DEVELOPMENT** Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
PO 5	**PROFESSIONAL SKILLS AND EMPLOYABILITY** Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSOs	Programme Specific Outcomes Students of B. Sc Nutrition and Dietetics will be able to	POs Addressed
PSO1	Apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions.	PO1, PO3
PSO2	Solid foundation to pursue professional careers and take up higher learning courses.	PO2, PO5
PSO3	Function effectively as a member, leader, individual or group in diverse environment.	PO4
PSO4	Fostering entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development and high-growth potential entities.	PO3
PSO5	Apply ethical principles and commitment towards professional ethics and responsibility.	PO4, PO5

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COURSE OUTCOMES (COs)

Course Title: PRINCIPLES OF MANAGEMENT		
Course Code: 23UBA1CC1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Define and acquire the concepts of functions of Management.	K1, K2
CO2	Apply the concepts of Planning and decision-making process in an organization.	K3
CO3	Analyze the knowledge of Business organization structure and its resources.	K4
CO4	Elucidate the process of effective controlling in organization	K2
CO5	Discuss the significance of ethics in business and its implications.	K2

Course Title: ACCOUNTING FOR MANAGERS I		
Course Code: 23UBA1CC2		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts and their application in business.	K1,K2
CO2	Analyze and interpret financial reports of a company.	K4
CO3	Evaluate the methods for preparing financial reports	K4
CO4	Acquire basic knowledge on Depreciation Accounting.	K3
CO5	Elucidate the procedures of Accounting under Single entry system	K2

Course Title: MANAGERIAL ECONOMICS		
Course Code: 23UBA1AC1		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Analyse & apply the various economic concepts in individual & business decisions.	K1,K2
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.	K2
CO3	Employ production, cost and supply analysis for business decision making	K3
CO4	Identify pricing strategies	K3
CO5	Classify market under competitive scenarios.	K4

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NAAC - Cycle IV SSR

CRITERION I   **POs and COs**

Course Title: ELEMENTS OF MARKETING		
Course Code: 23UBA2CC3		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Understand and acquire marketing concepts and functions of Marketing.	K1
CO2	Classify and understand the various approaches to segmentation and buyer behaviour, decision process.	K2
CO3	Identify the need of new product development and pricing objectives, importance and methods.	K2
CO4	Estimate the various classification of advertising and selling and apply the knowledge as a tool for promotion.	K3
CO5	Apply the Knowledge for recent trends in marketing.	K3

Course Title: BUSINESS STATISTICS		
Course Code: 23UBA2CC4		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Examine the basics of Statistics in Business and Analyze the data – Graphs and Diagrams.	K1
CO2	Analyze the data – Graphs and Diagrams.	K2
CO3	Estimating the measures of central tendency – Mean, Median, Mode.	K2
CO4	Acquire the conceptual knowledge of measures of dispersion.	K2
CO5	Apply and practice of the simple correlation and Regression analysis	K3

Course Title: BUSINESS ENVIRONMENT		
Course Code: 23UBA2AC2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Enable the students to acquire basic ideas about Business environment andits components	K1 ,K2
CO2	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in business	K2
CO3	Students will have a fair understanding of the Business	K2
CO4	Students will know the concept of business environment and factors influencing the environment	K2
CO5	Students will get to learn the latest trends in the Business	K3

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Course Title: ORGANISATIONAL PSYCHOLOGY
Course Code:22UBA3CC5

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Create the knowledge on fundamental concepts of Organization behavior and application of the organization concepts.	K1
CO2	Discuss the issues relating to individual and group behaviour.	K2
CO3	Define Human behaviour at work place and apply the concept of Group dynamics, Group cohesiveness and Group Norms.	K3
CO4	Communicate the knowledge about the motivation, leadership and learning theories at work place.	K2
CO5	Analyze the complexities and solutions relating organizational behaviour in the recent business scenario.	K3

Course Title: COMPUTER APPLICATIONS PACKAGE FOR MANAGERS (MS-OFFICE PRACTICAL)
Course Code: 23UBA3CC1P

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Analyse the areas of application of computer.	K1
CO2	Create business letters using wizard and to create mail merge.	K2
CO3	Demonstrate hands on experience with Ms-Excel for business activities and to create different types of charts.	K3
CO4	Design power point presentation and apply animations.	K3
CO5	Demonstrate the usage of Internet.	K3

Course Title: BUSINESS LAW
Course Code: 22UBA3AC3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Identify the essential elements for a valid contract in business.	K1
CO2	Discuss the Performance of Contract and Remedies for breach of contract.	K2
CO3	Elucidate the Law of Agency and the various classification of Agent.	K2
CO4	Discuss the knowledge of Sale of goods Act relating to Performance of contract of sale and Rights of an unpaid seller.	K2
CO5	Acquire the conceptual knowledge on Partnership Act.	K3

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Course Title: INNOVATION & ENTREPRENEURSHI P		
Course Code: 22UGIE		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Identify Self-Entrepreneurial traits and passion leads.	K3
CO2	Discover problem solving opportunities and generate ideas	K3
CO3	Analyse the process of design thinking	K4
CO4	Develop Business Model canvas for the idea generated	K5
CO5	Validate the business idea by creating Capstone project	K6

Course Title: STOCK EXCHANGE PRACTICES		
Course Code: 22UBA3GEC1		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Identify the essential of Capital Markets and to evaluate the need for New Issue Markets.	K1
CO2	Framing the role and functions of Secondary Markets.	K2
CO3	Discuss the necessity of Listing in Stock Exchange.	K2
CO4	Assess the predominant role of Stock brokers in the trading mechanism.	K3
CO5	Formulate the methods of ranking of institutions through credit rating.	K3

Course Title: COST ACCOUNTING		
Course Code: 22UBA4CC6		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Impart the knowledge of basic Cost Concepts, elements of cost and preparation of Cost sheet.	K1
CO2	Formulate stores ledger using FIFO, LIFO, Simple Average and Weighted Average Method as tool of material control	K3
CO3	Compute cost of labour using time and differential piece rate system as a tool of labour control	K2
CO4	Design statement showing allocation and apportionment of overhead of service Department to producing department by using various methods	K3
CO5	Analyze the various types of costing	K3

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Course Title: COMPUTER APPLICATION PACKAGE FOR MANAGERS (TALLY PRACTICAL)		
Course Code: 22UBA4CC2P		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Create company, groups and ledgers using Tally.	**K1**
CO2	Create different types of voucher.	**K2**
CO3	Create different stock categories, stock item and stock group.	**K3**
CO4	Create cost centres and prepare reports such as Day books and Final accounts.	**K3**
CO5	Creating Company with GST and Budgets.	**K3**

Course Title: COMPANY LAW		
Course Code: 22UBA4AC4		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and different types of companies	**K1**
CO2	Communicate the knowledge about the formation of companies and contents of the prospects	**K2**
CO3	To assist the students to understand the different types of shares, debentures and dividend	**K1**
CO4	Apply the laws governing various formalities about meetings and proceedings	**K3**
CO5	Ability to identify the duties and responsibilities of directors	**K2**

Course Title : EXPORT MANAGEMENT		
Course Code: 22UBA4GEC2		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Critique the framework of Export in International Scenario.	**K1**
CO2	Design various strategies and practices for Export.	**K2**
CO3	Plan suitable mode of transportation.	**K3**
CO4	Discuss the payment and pricing for Export procedures.	**K3**
CO5	Outline the EXIM Policy in India	**K3**

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	Course Title: STRESS MANAGEMENT	
	Course Code: 22UBA4SEC1	
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the sources and types of stress in order to implementappropriate stress management techniques.	**K1**
CO2	Analyze effectiveness of stress in human body system and causes of diseases.	**K3**
CO3	Develop an impact of stress on personality and Perceptionprocesses.	**K4**
CO4	Practice the basic elements of the relaxation response.	**K3**
CO5	Identify common stressors inherent in today's global marketplace.	**K3**

	Course Title: ENTREPRENEURIAL DEVELOPMENT	
	Course Code: 19UBA5CC7	
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Entrepreneurial Development and to discuss the entrepreneurial skills to the students.	**K1**
CO2	Analyse the Entrepreneurial Environment and to plan for the growth of entrepreneurship in economic development.	**K3**
CO3	Design the course content and curriculum of EDP and to Evaluate the performance of Entrepreneurial Development programme.	**K3**
CO4	Analyse the Functioning of various EDP Institutions in India.	**K3**
CO5	Explain the concept of project and to identify the various sources of business idea.	**K3**
CO6	Formulate the projects and analyses its elements and to prepare the project report.	**K3**
CO7	Analyse the various incentives and subsidies for the business units located in backward area and to evaluate the empowerment of rural and women entrepreneurs.	**K3**

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Course Title: RESEARCH METHODS IN MANAGEMENT		
Course Code: 19UBA5CC8		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts of Research and its ethics.	K1
CO2	Select and to identify the sources of research problem and to Formulate the research problem	K2
CO3	Discuss the stages in preparation of Research Design.	K3
CO4	Select the sampling techniques and to compare the probability and Non probability sampling methods.	K3
CO5	Formulate Research Hypothesis and to identify the sources of data collection and to analsye and interpret the data.	K3
CO6	Prepare Research Report and to outline the Research report	K3
CO7	Compile the Bibliography and to utilize the Plagiarism and publication rights.	K4

Course Title: MANAGEMENT ACCOUNTING		
Course Code: 19UBA5CC9		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Illustrate the role of a Management Accountant in the present scenario	K1
CO2	Evaluate the financial statement analysis for strategic decision making of firm	K2
CO3	Examine the solvency, turnover/performance and Liquidity of a business by using live data	K2
CO4	Evaluate the magnitude and pattern of Sources and Application of fund under different head of account	K3
CO5	Show Budget for each managerial function and flexible budgets to exercise budgetary control over functions/level of activity of firm	K3
CO6	Use Standard costing system to analysis the causes of labour, material, overhead and sales margin variances between Standard and Actual cost	K3

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CRITERION I   **POs and COs**

Course Title: DIGITAL MARKETING
Course Code: 19UBA5CC10

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Explain the basic concepts of Digital Marketing	K1
CO2	Discuss the Digital Marketing Techniques such as Search Engine Optimization(SEO) & Search Engine Marketing (SEM), Content Marketing, Display Advertising.	K2
CO3	Apply the concept of social media marketing and the rise of online social networking sites.	K3
CO4	Utilize the social media platforms such as face book, twitter, insta gram, you tube.	K3
CO5	Identify the challenges and opportunities in the Digital Marketing and Creation of Website.	K3

Course Title: CONSUMER BEHAVIOUR
Course Code: 19UBA5MBE1A

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Learn the basic concepts of consumer behaviour	K1
CO2	Explain the buying patterns in both the consumer and the organizational markets and analyze their applicability in the real world buying situations.	K2
CO3	Equip the students to be better decision makers in the field of marketing management as well as to become better customers themselves.	K3

Course Title: MANAGERIAL COMMUNICATION
Course Code: 19UBA5MBE1B

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Identify and demonstrate the use of Managerial Communication	K1
CO2	Discuss the types of communication	K2
CO3	Plan effective and concise letters and memos	K2
CO4	Explain the listening and communication skills	K3
CO5	Prepare Formal and Informal Reports.	K3

CRITERION I   **POs and COs**

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: BANKING PRACTICUM STUDY **Course Code: 19UBA5SBE2AP**		
CO1	Explain the basic concepts of Banking and its functions.	K1
CO2	Discuss the relationship with customer and the different types of account.	K2
CO3	Applications and Procedure for taking Demand Drafts and crossing the cheques	K3
CO4	Identify the duties of Paying Banker and the Collecting Banker	K2
CO5	Utilize the modern banking services such Online Banking, Mobile Banking, NEFT, IMPS and RTGS.	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: NEW PRODUCT DEVELOPMENT **Course Code: 19UBA5SBE2BP**		
CO1	Outline the Key concepts and principles concerning the role of product and service innovation and their contribution to generate competitive advantage in firms.	K1
CO2	Identify and discuss key concepts and principles concerning the activities and competencies involved in New Product Development	K2
CO3	Predict and apply key concepts and principles concerning the range of tools and methods that are used to manage New Product Development	K3
CO4	Analyse the set of potential innovation triggers and strategically select those opportunities that fit with the organizational resources and strategies	K3
CO5	Evaluate the role of design in product development, and the ability to address costs issues through better design decisions	K3

CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
Course Title: STATISTICAL PACKAGE FOR MANAGERS (SPSS) **Course Code: 19UBA5SBE3AP**		
CO1	Define the statistical terms and its measures	K1
CO2	Describe the procedure to compute descriptive statistical measure	K2
CO3	Recognise the applications of Statistical measure	K3
CO4	Compare data using descriptive measures	K3
CO5	Predict the variation using Regression	K3

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Course Title: EVENT MANAGEMENT PRACTICAL		
Course Code: 19UBA5SBE3BP		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Discuss the Features and different Types of Events	K1
CO2	Acquire knowledge on an overview of Event Management.	K1
CO3	To Examine Preparing a Planning Schedule	K3
CO4	Explaining the Role and Qualities of Event Manager	K2
CO5	To Examine the Evaluation of an event and prepare an Evaluation Report	K3

Course Title: HUMAN RESOURCE MANAGEMENT		
Course Code: 19UBA6CC11		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the concepts of Human Resource Management and their functions.	K1
CO2	Formulate manpower planning and identify the sources of Recruitment, Selection and Induction.	K3
CO3	Assess Training methods and Executive Development and evaluate the performance appraisal methods.	K4
CO4	Utilize the grievance redressal mechanism and analyze Disciplinary Procedure.	K3
CO5	Identify the industrial outcomes, and apply in realistic Scenario.	K3

Course Title: FINANCIAL MANAGEMENT		
Course Code: 19UBA6CC12		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and the role of financial management in business organizations.	K1
CO2	Assess the importance of each capital structure employed in the business.	K2
CO3	Analyse the prominence of cost of capital in financial decision making.	K3
CO4	Evaluate the long term projects using various capital budgeting process.	K3
CO5	Predict the various factors influencing dividend policy of a company.	K3

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Course Title: BUSINESS ANALYTICS		
Course Code: 19UBA6MBE2A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basics of Business Analytics and Data Science	K1
CO2	Describe the Big Data Management	K1
CO3	Explore the Data Mining concept and its Techniques	K2
CO4	Analysing Machine Learning Concept	K3
CO5	Application of Business Analytics in Different Domain	K2

Course Title: GLOBAL BUSINESS MANAGEMENT		
Course Code: 19UBA6MBE2B		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the Basic concept of International Business Environment.	K1
CO2	Assess comprehensive knowledge about the Global Trade Institution.	K2
CO3	Acquire the concepts of Global Marketing Strategies.	K2
CO4	Examine the Ethics in International Business, OECD CSR policy tool	K3
CO5	Gain knowledge on Documentation in International Trade and United Nations Global Compact	K3

Course Title: OPERATIONS MANAGEMENT		
Course Code: 19UBA6MBE3A		
CO Number	**CO Statement** **On the successful completion of the course, students will be able to,**	**Knowledge Level**
CO1	Explain the basic concepts and acquire knowledge on an overview of production Management.	K1
CO2	Expertise in selecting a suitable plant location and plant layout.	K2
CO3	Interpret the elements related to various aspects of time study, work study and motion study.	K2
CO4	Define and identify the concepts of production planning and control, improve the productivity by using effective quality control standards and techniques.	K3
CO5	Discuss basic concepts on Materials Management, Materials Handling and Inventory Management.	K3

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Course Title: BUSINESS ETHICS		
Course Code: 19UBA6MBE3B		
CO Number	CO Statement On the successful completion of the course, students will be able to,	Knowledge Level
CO1	Create the knowledge on fundamental concepts of business ethics and application of the ethical concepts.	K1
CO2	Creates a platform to understand the workplace ethics.	K2
CO3	Discuss the theories of consequence Ethics.	K3
CO4	Demonstrate the ability to apply business ethics and social responsibility to business practices	K2
CO5	Discussion regarding the implementation of business ethics in global economy	K3