



**THE STANDARD FIREWORKS RAJARATNAM COLLEGE FOR WOMEN (AUTONOMOUS),  
SIVAKASI – 626 123.**

(Affiliated to Madurai Kamaraj University, Re-accredited with A Grade by NAAC,  
College with Potential for Excellence by UGC and Mentor Institution under UGC PARAMARSH)

**DEPARTMENT OF BUSINESS ADMINISTRATION  
UG DEGREE PROGRAMME IN B.B.A**

**PROGRAMME EDUCATIONAL OBJECTIVES**

The Graduates will

PEO1.	develop wide spectrum of contribution to business, trade and industry in the national and global context and professional competence to do higher studies.
PEO2.	able to create innovative solutions to the real time business problems and apply professional ethics in the social and legal aspects of business through projects and internship training.
PEO3.	competent in managerial skills in the context of socio technological changes to manage their business successfully with creative, innovative and entrepreneurial potentials

**PROGRAMME SPECIFIC OUTCOMES**

By the Completion of B.B.A programme, the learners will be able to

PSO1.	acquire business acumen that helps them to understand the major disciplines in the field of management.
PSO2.	identify, evaluate and resolve real-time business problems and take part in decision making by using appropriate techniques to manage business challenges.
PSO3.	analyze the various aspects of business research in the area of marketing, human resource and finance.
PSO4.	listen, read and express ideas with clarity to create self confidence for better employability.
PSO5.	make use of leadership skills in team environment to apply technical knowledge in diverse areas of management and formulate various logical components of a business plan to become a successful entrepreneur.
PSO6.	excel as responsible socially committed individuals having high business ethical values.
PSO7.	adapt to the technological advancement in the emerging areas of business management.

## COURSE OUTCOME

மொழிப்பாடம்: மாற்றுப்பாடம் - தமிழ்	
Course Code: BDBLA11	Course Title: வணிகதொடர்பியல்
On successful completion of the course, the learners should be able to	
CO1[K2]	வணிகக்கடிதத்தின் தேவைகளையும், நோக்கம், கூறுகள் மற்றும் வகைகளை விளக்குதல்
CO2[K3]	விசாரணை, புகார், வசூல், வங்கி மற்றும் காப்பீட்டு கடிதங்கள் வடிவமைப்பதற்கான வழிமுறைகளை பயன்படுத்துவர்
CO3[K3]	வணிகக்கடிதத்தின் அமைப்புத்திட்டம், விண்ணப்பம், அரசுதொடர்பு கடிதங்கள் மற்றும் காப்பீட்டு கடிதங்களை உருவாக்குதல்
CO4[K6]	வணிகம் சம்பந்தமான பல தரப்பட்ட கடிதங்களை திறம்பட எழுதுதல்
CO5[K6]	ஆணை, சுற்றறிக்கை, விற்பனை மற்றும் சரிக்கட்டல் கடிதத்தை வடிவமைப்பர்

Core Course	
Course Code: BDBU11	Course Title: PRINCIPLES OF MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept and functional areas of management
CO2[K2]	demonstrate the planning, organizing, staffing, directing and controlling of human resources and relate the principles of management
CO3[K3]	determine the organisation structure and plan how to delegate the authority to different levels of management
CO4[K4]	analyze the managerial practices, types and distinguish various management functions
CO5[K5]	evaluate the management functions and choose the appropriate techniques in management decision making

**Core Course**

**Course Code: BDBU12**

**Course Title: FINANCIAL ACCOUNTING**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concepts, types, principles and practices of accounting system
CO2[K3]	choose the appropriate method of accounting and depreciation
CO3[K4]	distinguish the various areas of accounting
CO4[K5]	assess the accounts of non-trading concern and bank reconciliation statement
CO5[K6]	prepare journal, ledger, trial balance, subsidiary books and final accounts with the help of accounting principles

**Allied Course**

**Course Code: BDBU1A**

**Course Title: BUSINESS ORGANISATION**

On successful completion of the course, the learners should be able to

CO1[K2]	summarize the concept of business and different forms of organization
CO2[K2]	outline the functions of business, features, merits and demerits of various forms of organization
CO3[K3]	identify the various forms of business organisation
CO4[K4]	analyze the legal, procedural aspects to start a company, identify the activities and reasons for survival of small business
CO5[K5]	evaluate the various vital documents of a company, role, management problems and measures taken by the government for small business

மொழிப் பாடம்: மாற்றுப் பாடம் - தமிழ்

Course Code: BDBLA21

Course Title: அலுவலக மேலாண்மை

On successful completion of the course, the learners should be able to

CO1[K2]	அலுவலக மேலாண்மை, சூழல், இயந்திரங்கள், மனையணியங்கள் மற்றும் கோப்பிடுதல் பற்றி விளக்குவர்
CO2[K2]	அலுவலக கையேடு, சுட்டகராதி, கோப்பிடுதல் மற்றும் இயந்திரங்களை வகைப்படுத்துவர்
CO3[K3]	அலுவலக சூழல் மற்றும் பணிகளை திறம்பட செய்ய உதவும் இயந்திரங்களை பயன்படுத்துவர்
CO4[K4]	அலுவலகத்தின் கோட்பாடுகள், மனையணியங்கள் மற்றும் கோப்பிடுதலை திறம்பட செயல்படுத்துதல்
CO5[K5]	அலுவலக அமைப்புத்திட்டம் மற்றும் அலுவலக கையேடு பற்றி விளக்குவர்

Core Course

Course Code: BDBU21

Course Title: ENVIRONMENT OF BUSINESS

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of various business environment and its components
CO2[K2]	summarize the law regarding political, legal environment and corporate governance
CO3[K3]	plan the business objectives based on the cultural environment, economic system and identify the social responsibility of business
CO4[K4]	analyze the business activities based upon different environment under which business operate with ethics and corporate governance
CO5[K5]	evaluate the factors of the environment and its impact on business

**Core Course**

**Course Code: BDBU22**

**Course Title: COST ACCOUNTING**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of cost accounting, elements and ascertainment of cost
CO2[K3]	make use of the appropriate method of material issues and overhead distribution
CO3[K3]	choose the suitable method of remuneration and stock level
CO4[K5]	evaluate the cost for machine hour, bonus and determine the product cost through process costing
CO5[K6]	estimate the various costs for each process and construct a cost sheet

**Allied Course**

**Course Code: BDBU2A**

**Course Title: ECONOMICS FOR  
MANAGEMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of managerial economics and its components
CO2[K2]	explain the managerial economics with other disciplines, demand forecasting and break even analysis for decision making
CO3[K3]	make use of utility analysis and demand analysis to determine the cost and profit
CO4[K4]	analyze the factors, methods and types of key areas of managerial economics
CO5[K5]	evaluate the price under various market forms and profit

Core Course	
Course Code: BDBU31	Course Title: MARKETING MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of marketing management, various elements of marketing mix and recent trend
CO2[K2]	summarize market service, the strategies for various marketing mix and know the viability of marketing a product through E-marketing
CO3[K3]	identify the contemporary issues in marketing and make decisions on product, price and promotion
CO4[K4]	analyze the pricing methods, promotion and select the suitable distribution channel
CO5[K5]	select the appropriate market segment and evaluate the product positioning, branding and packaging

Core Course	
Course Code: BDBU32	Course Title: BUSINESS LAW
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of law pertaining to business and intellectual property rights
CO2[K2]	summarize the fundamental legal principles relating to intellectual property rights and contract of sale
CO3[K3]	apply legal rules related with capacity to contract and void agreement
CO4[K4]	classify the contract and know the circumstance for discharge and breach of contract
CO5[K5]	evaluate the legal provisions regarding business to solve legal problems

<b>Core Course</b>	
<b>Course Code: BDBU33</b>	<b>Course Title: BUSINESS STATISTICS</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of business statistics and its various tools
CO2[K3]	apply the various formulae to analyze business data with the help of statistical tools
CO3[K3]	make use of the knowledge of measures of central tendency and dispersion in real life situation
CO4[K4]	classify the types of correlation and examine the changes in a group of related variables over a period of time in relation to index numbers.
CO5[K5]	assess the relationship between two variables using correlation, regression and evaluate the methods of dispersion

<b>Core Course</b>	
<b>Course Code: BDBU34</b>	<b>Course Title: ORGANISATIONAL BEHAVIOUR</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of organizational behaviour and its key areas
CO2[K2]	classify the types and the theories of components of organisational behaviour
CO3[K3]	determine the different facets of personality, perception, learning and develop the group behavior and cohesiveness
CO4[K4]	analyse the factors and techniques in morale, motivation and plan for organisational change and development
CO5[K5]	evaluate the organisational change, development, decide the course of action in group decision making, challenges and opportunities for organisational behaviour



<b>Allied Course</b>	
<b>Course Code:</b> BDBU3A	<b>Course Title: COMPUTER APPLICATIONS IN BUSINESS - THEORY</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the basic concepts of internet, Microsoft office and Tally
CO2[K3]	utilize internet resources and computer technology for accomplish projects and manage the accounts
CO3[K3]	apply the various application software and accounting software to enhance business activities
CO4[K4]	analyze effective software tools to produce organizational documents and presentation
CO5[K6]	formulate word document, excel spread sheet and power point presentation for database management

<b>Allied Course</b>	
<b>Course Code:</b> BDBU3AL	<b>Course Title: COMPUTER APPLICATIONS IN BUSINESS - LAB</b>
On successful completion of the course, the learners should be able to	
CO1[K3]	apply the template and mail merge option in MS Word
CO2[K3]	make use of MS Word to create and edit professional-looking documents
CO3[K5]	evaluate formulae and functions using spread sheet
CO4[K6]	prepare ledger, voucher, trial balance, profit and loss account and balance sheet through accounting software
CO5[K6]	create power point presentation to present documents, performed calculations, analyzed data and reports in slides shows



<b>Core Course</b>	
<b>Course Code: BDBU41</b>	<b>Course Title: OPERATIONS MANAGEMENT</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of operation management and its components
CO2[K2]	explain the material requisition, material handling and to obtain ISO certification
CO3[K3]	choose the appropriate techniques of work study in production management and make use of the total quality implementation plan
CO4[K4]	examine the purchase parameters, plant maintenance and list the suitable method of Production
CO5[K5]	evaluate the plant location, design the layout and assess the production and control

<b>Core Course</b>	
<b>Course Code: BDBU42</b>	<b>Course Title: ENTREPRENEURSHIP</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept of entrepreneur, entrepreneurship and its key areas
CO2[K2]	outline the incentive schemes, planning to start a new business and explain the various facets of women entrepreneurship
CO3[K3]	identify the project and correlate the various institutions assisting finance to become a successful entrepreneur
CO4[K4]	analyze the feasibility of a project, the sick units and utilize the institutional support to run the business
CO5[K5]	evaluate the phases, factors, gender barriers and decide the remedial measures in entrepreneurship

<b>Core Course</b>	
<b>Course Code: BDBU43</b>	<b>Course Title: BUSINESS MATHEMATICS</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	explain the concept, mathematical techniques and its applications
CO2[K3]	make use of differential and integral calculus in business
CO3[K3]	apply the theories of sets and matrices for business and societal needs
CO4[K5]	evaluate the mathematical tools in business situation for taking decisions
CO5[K6]	predict maxima, minima, commercial arithmetic for production and business purpose

<b>Core Course</b>	
<b>Course Code: BDBU44</b>	<b>Course Title: HUMAN RESOURCE MANAGEMENT</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept and various facets of human resource management
CO2[K2]	explain the comprehensive strategies for recruitment, selection, placement and training for retaining suitable human capital
CO3[K3]	develop the human resource planning and solve the employee grievances
CO4[K4]	classify the types, methods and techniques in key areas of HRM
CO5[K5]	evaluate the compensation and the performance appraisal of employees

**Allied Course**

**Course Code: BDBU4A**

**Course Title: INTERNATIONAL BUSINESS  
MANAGEMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	summarize the concept and its various aspects of international trade
CO2[K2]	outline the different types of accounts, method of payment and of e- business
CO3[K3]	apply the export procedures and utilize the incentive scheme in export finance
CO4[K4]	examine the lending financial institutions and commercial banks need for export trade
CO5[K5]	evaluate the various documents in foreign trade, contracts and balance of payment

**Non Major Elective Course I**

**Course Code: BDBU4NM**

**Course Title: ELEMENTS OF  
MANAGEMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	summarize the concept and key areas of management
CO2[K2]	outline the functions of management to explore in the management profession
CO3[K3]	apply the various managerial skills for effective performance of the organisation
CO4[K4]	analyse the various facets of staffing and list the important techniques in management to achieve the goals
CO5[K4]	classify the forms of authority relationship, types of organisation and plan for effective management

**Discipline Specific Course**

**Course Code: BDBU4DS**

**Course Title: PERSONALITY  
DEVELOPMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of personality traits and management in Thirukkural
CO2[K2]	relate the project planning, stress management and management mantras of thirukkural with personality development
CO3[K3]	apply the management functions of leadership, delegation of powers, diplomats and courtesy with thirukkural
CO4[K4]	identify the verse of Thirukkural in recruitment, selection and perseverance
CO5[K4]	analyse the personality skill to match with thirukkural in decision making, communication, motivation and success

**Core Course**

**Course Code: BDBU51**

**Course Title: MANAGEMENT ACCOUNTING**

On successful completion of the course, the learners should be able to

CO1[K2]	explain the concept and tools of management accounting
CO2[K3]	compute financial statements analysis and various ratios
CO3[K3]	make use of various tools of management accounting to enhance the business activities
CO4[K5]	predict the different types of budget and evaluate the breakeven analysis
CO5[K6]	create fund flow, cash flow and application of marginal costing for management decision making

<b>Core Course</b>	
<b>Course Code: BDBU52</b>	<b>Course Title: MARKETING RESEARCH</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept of marketing research and its key areas
CO2[K2]	explain the research design, data collection, sampling, data analysis, advertising research and trends in marketing research
CO3[K3]	apply the appropriate method of data collection, statistical test, research proposal and develop a product life cycle
CO4[K4]	analyze and interpret the results from various statistical tools and prepare a research report
CO5[K5]	evaluate the introduction of a new product development, plan for preparation of report and media selection

<b>Core Course</b>	
<b>Course Code: BDBU53</b>	<b>Course Title: INDUSTRIAL RELATIONS MANAGEMENT</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept and various facets of industrial relations
CO2[K2]	explain the context in which unions and employers meet to organize, bargain and workers participation in management
CO3[K3]	identify the human relations, industrial disputes and approaches used in the resolution of industrial disputes
CO4[K4]	examine the health, safety, welfare and analyse the quality of work life
CO5[K5]	evaluate the work environment, stress and how to manage the stress in the industrial relations systems

**Core Course**

**Course Code: BDBU5V**

**Course Title: INTERNSHIP/ON-THE-JOB  
TRAINING**

On successful completion of the course, the learners should be able to

CO1[K2]	relate the class room theory with work place practice
CO2[K3]	apply the practices / procedures observed in real time working environment
CO3[K4]	analyse the workflow and communication flow prevailing in the institution/industry
CO4[K5]	assess interests and abilities in their field of study
CO5[K6]	propose strategies, policies and guidelines for enhancing efficiency of industrial/institutional operations

**Major Elective Course**

**Course Code: BDBU5E1**

**Course Title: PRINCIPLES AND PRACTICES  
OF BANKING**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of banking, functions, services and recent trends in banking
CO2[K2]	summarize the functions of RBI, commercial banks, types of customers and relationship with customers
CO3[K3]	choose suitable remittance of funds, loans and advances before granting loans
CO4[K4]	classify the securities, various department of RBI and know the relationship between banker and customer
CO5[K5]	evaluate the recent important services and operations of bank accounts

**Major Elective Course**

**Course Code: BDBU5E2**

**Course Title: TOTAL QUALITY  
MANAGEMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	summarize the concept and key areas of TQM
CO2[K2]	explain the philosophies of quality gurus, focus on customers and the role of top management commitment in TQM
CO3[K3]	apply the principles of quality management, measurement of customer satisfaction and service quality
CO4[K4]	analyze quality cost and obtain different quality certification
CO5[K5]	evaluate the change management and implementation strategy for quality certification

**Major Elective Course**

**Course Code: BDBU5E3**

**Course Title: DISASTER MANAGEMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	summarize the concept and various phases of disaster management
CO2[K2]	classify the types of disaster, rehabilitation, recovery plan and the role of government in disaster management
CO3[K3]	make use of remote sensing for pre, post disaster, plan for disaster preparedness and mitigation
CO4[K4]	analyse the stages in disaster, damage due to different types of disaster and plan for disaster recovery
CO5[K5]	evaluate the disaster mitigation with the help of remote sensing and the appropriate arrangements from various levels of government



### Major Elective Course

**Course Code:**BDBU5E4

**Course Title:** STRATEGIC MANAGEMENT

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of strategic management and its key areas
CO2[K2]	explain the various facets in the process of strategic management, organizational analysis, strategic choice and strategic control
CO3[K3]	identify the various strategic alternatives and discover proper implementation and control techniques
CO4[K4]	analyze the environment, organisation to determine the corporate and business strategies
CO5[K5]	evaluate the corporate and business strategies for the appropriate strategy selection

### Non Major Elective Course

**Course Code:**BDBU5NM

**Course Title:** MANAGERIAL SKILLS

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept and functions of management
CO2[K2]	summarize the principles, barriers in communication and techniques in management
CO3[K4]	classify the communication network and decision making styles
CO4[K4]	analyze the facets of motivation, team development and decision making
CO5[K5]	evaluate the process of communication, decision making and assess the motivational challenges

<b>Core Course</b>	
<b>Course Code: BDBU61</b>	<b>Course Title: OPERATIONS RESEARCH FOR MANAGEMENT</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	outline the concept and techniques of operation research
CO2[K3]	apply the various methods of linear programming, transportation and assignment to find out the minimum and maximum cost
CO3[K4]	analyze the linear programming models for managerial decision making
CO4[K5]	select the best strategy in competitive situation and predict the completion time of a project
CO5[K6]	create mathematical models, construct a network diagram and predict the strategy in games to solve the real world problems

<b>Core Course</b>	
<b>Course Code: BDBU62</b>	<b>Course Title: FINANCIAL MANAGEMENT</b>
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept and functional areas of financial management
CO2[K2]	outline the various sources of raising finance and plan for financial decision
CO3[K4]	analyze the factors influencing financial decision and examine the methods of capital budgeting and working capital requirement
CO4[K5]	select the appropriate method of cost of capital by combining various sources of funds for capital structure decision
CO5[K6]	predict the working capital and cost of capital for various sources of finance

Core Course	
Course Code: BDBU63	Course Title: RETAIL MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1[K2]	summarize the concept, key elements of retail management and international retailing
CO2[K2]	classify the retail formats, types of retailers and sales promotion
CO3[K3]	identify the location, retail promotion and make use of e-tailing
CO4[K4]	analyze the functions of retailers and examine the challenges faced by the retailers in India and global market
CO5[K5]	evaluate the phases in developing a merchandise plan, importance of business ethics and the theories of retail development

Core Course	
Course Code: BDBU6P	Course Title: PROJECT & VIVA VOCE
On successful completion of the course, the learners should be able to	
CO1[K2]	outline introduction and conceptual framework about the project
CO2[K3]	construct the questionnaire and select the methods of collecting data
CO3[K4]	classify and tabulate the data
CO4[K5]	interpret the result after analyzing the data by using statistical tools
CO5[K6]	compose the findings, suggestions for the topic and prepare a project report

**Major Elective Course**

**Course Code: BDBU6E1**

**Course Title: CAPITAL MARKET**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of capital market, stock exchange and financial system
CO2[K2]	explain the SEBI guidelines for capital market, powers and functions of SEBI
CO3[K3]	select the different stock exchange, know the money market and capital market
CO4[K4]	examine the financial market, primary market, listing of securities and brokers
CO5[K5]	evaluate the new issue market, secondary market and depository system

**Major Elective Course**

**Course Code: BDBU6E2**

**Course Title: CONSUMER BEHAVIOUR**

On successful completion of the course, the learners should be able to

CO1[K2]	explain the concept and various dimensions of consumer behavior
CO2[K2]	classify the types of group and analyse the buying behaviour of individual and industry
CO3[K3]	select the appropriate market segment according to the perspectives of consumer behavior
CO4[K4]	analyse the stages in diffusion process, individual and industrial buying decision process
CO5[K5]	evaluate the factors influencing consumer behaviour and its impact

### Self Employment Course

**Course Code:BDSE62**

**Course Title: BEAUTICIAN COURSE**

On successful completion of the course, the learners should be able to

CO1[K2]	classify the types of skin, facial, hair styles and mehendi
CO2[K3]	prepare different types of homemade packs
CO3[K4]	plan for basic skin care services including skin analysis, facials, makeup application and superfluous hair removal
CO4[K5]	decide the suitable facial depending upon the type of skin
CO5[K6]	propose the different makeup for different occasions

### Self Employment Course

**Course Code:BDSE62L**

**Course Title: BEAUTICIAN COURSE LAB**

On successful completion of the course, the learners should be able to

CO1[K3]	prepare homemade packs, herbal oil and mehendi
CO2[K3]	apply the knowledge for bridal makeup
CO3[K4]	analyse and carryout different types of hair styles on the event of different functions
CO4[K5]	decide the professional attitude and knowledge of skin care, facial, hair styles, beauty treatments comprising of casual makeup, making of eye brows, eye lashes, henna applications and massage
CO5[K6]	create employment opportunity by starting a parlour and become an entrepreneur

**Extra Credit Course**

**Course Code: BDBUEC1**

**Course Title: LEADERSHIP DEVELOPMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept of leadership and team development
CO2[K2]	explain leadership skills and theories of leadership according to the situation
CO3[K3]	make use of different styles of leadership and building team performance for organizational effectiveness
CO4[K4]	classify the types of leaders and teams
CO5[K4]	examine the leadership qualities and analyze the techniques in team building

**Extra Credit Course**

**Course Code: BDBUEC2**

**Course Title: INDIVIDUAL DEVELOPMENT**

On successful completion of the course, the learners should be able to

CO1[K2]	outline the concept and the key aspects of individual behavior
CO2[K2]	summarize the sources of attitudes, values, managing the time and career development
CO3[K3]	apply the various comprehensive ideas on personality, attitudes, values, career and time management in the organisation
CO4[K4]	classify the types of attitudes, values and analyze the stages of career development
CO5[K4]	analyze the factors, barriers, challenges in individual development and major traits influencing behaviour of an individual