



**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 with the specialized knowledge developed 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.
PEO4.	responsible citizen and apply professional ethics in the social and legal aspects of business.

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

மொழிப் பாடம்: மாற்றுப் பாடம் - தமிழ்	
Course Code: GLBLA11	Course Title: வணிகக் கடிதங்கள்
On successful completion of the course, the learners should be able to	
CO1.	வணிகக் கடிதத்தின் தேவைகளையும், நோக்கம், கூறுகள் மற்றும் வகைகளை விளக்குதல்
CO2.	வணிகம் சம்பந்தமான பல தரப்பட்ட கடிதங்களை திறம்பட எழுதுதல்
CO3.	விசாரணை,புகார், வசூல், வங்கி மற்றும் காப்பீட்டு கடிதங்கள் வடிவமைப்பதற்கான வழிமுறைகளை பயன்படுத்துவர்
CO4.	வணிகக்கடிதத்தின் அமைப்புத்திட்டம், விண்ணப்பம், அரசு தொடர்பு கடிதங்கள் மற்றும் காப்பீட்டு கடிதங்களை உருவாக்குதல்
CO5.	ஆணை,சுற்றறிக்கை, விற்பனை மற்றும் சரிக்கட்டல் கடிதத்தை வடிவமைப்பர்

Core Course	
Course Code: GLBU11	Course Title: PRINCIPLES OF MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept and functional areas of management
CO2.	explain planning, organizing, directing and controlling of human resources and relate the principles of management
CO3.	classify the organisation structure and examine how to delegate the authority to different levels of Management
CO4.	analyze the managerial practices, types and distinguish various management functions
CO5.	evaluate the management techniques in decision making and determine the degree of delegation

Core Course

Course Code: GLBU12

Course Title: FINANCIAL ACCOUNTING

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

CO1.	outline the concepts, types, principles and practices of accounting system
CO2.	apply the accounting principles in preparing journal, ledger, trial balance, subsidiary books and final accounts
CO3.	assess the accounts of non-trading concern and bank reconciliation statement
CO4.	distinguish the various areas of accounting
CO5.	choose the appropriate method of depreciation and single entry system of accounting

Allied Course

Course Code: GLBU1A

Course Title: BUSINESS ORGANISATION

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

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

மொழிப் பாடம்.: மாற்றுப் பாடம் - தமிழ்

Course Code: GLBLA21

Course Title: அலுவலக மேலாண்மை

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

CO1.	அலுவலக மேலாண்மை, சூழல், இயந்திரங்கள், மனையனியங்கள் மற்றும் கோப்பிடுதல் பற்றி விளக்குவர்
CO2.	அலுவலக சூழல் மற்றும் பணிகளை திறம்பட செய்ய உதவும் இயந்திரங்களை பயன்படுத்துவர்
CO3.	அலுவலகத்தின் கோட்பாடுகள்,மனையனியங்கள் மற்றும் கோப்பிடுதலை திறம்பட செயல்படுத்துதல்
CO4.	அலுவலக கையேடு, சுட்டகராதி, கோப்பிடுதல் மற்றும் இயந்திரங்களை வகைப்படுத்துவர்
CO5.	அலுவலக அமைப்புத் திட்டம் மற்றும் அலுவலக கையேடு பற்றி விளக்குவர்

Core Course

Course Code: GLBU21

Course Title: ENVIRONMENT OF BUSINESS

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

CO1.	summarize the concept of various business environment and its components
CO2.	analyze the business activities based upon different environment under which business operate with ethics and corporate governance
CO3.	classify the business objectives, economic system and know the social responsibility of business
CO4.	evaluate the factors, analyse the environment and its impact on business
CO5.	summarize the law regarding political, legal environment and corporate governance

Core Course

Course Code: GLBU22

Course Title: COST ACCOUNTING

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

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

Allied Course

Course Code: GLBU2A

**Course Title: ECONOMICS FOR
MANAGEMENT**

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

CO1.	outline the concept of managerial economics and its components
CO2.	classify the factors, methods and types of key areas of managerial economics
CO3.	explain the managerial economics with other disciplines, demand forecasting and break even analysis for decision making
CO4.	examine utility analysis, demand analysis to determine the cost and profit
CO5.	evaluate the price under various market forms and profit

Core Course	
Course Code: GLBU31	Course Title: MARKETING MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of marketing management, various elements of marketing mix and global trend
CO2.	determine the appropriate market segment and evaluate the product positioning, branding and packaging
CO3.	analyze the pricing methods, promotion and list the distribution channel
CO4.	examine the contemporary issues in marketing, customer relationship management and make decisions on product, price and promotion
CO5.	summarize market service, the strategies for various marketing mix and know the viability of marketing a product or service in a global market

Core Course	
Course Code: GLBU32	Course Title: BUSINESS LAW
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of law pertaining to business
CO2.	evaluate the legal provisions regarding business to solve legal problems
CO3.	classify the contract and know the circumstance for discharge and breach of contract
CO4.	summarize the fundamental legal principles relating to law of agency and contract of sale
CO5.	apply legal rules related with capacity to contract and void agreement

Core Course	
Course Code: GLBU33	Course Title: BUSINESS STATISTICS
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of business statistics and its various tool
CO2.	apply the various formulae to analyze business data with the help of statistical tools
CO3.	list the probability rules, probability theory and types of correlation in relation to general statistical analysis
CO4.	determine the relationship between two variables using correlation, regression and methods of dispersion
CO5.	make use of the knowledge of measures of central tendency and dispersion in real life situation

Core Course	
Course Code: GLBU34	Course Title: ORGANISATIONAL BEHAVIOUR
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of organisational behaviour and its key areas
CO2.	classify the types and the theories of components of organisational behaviour
CO3.	analyze the different facets of attitudes, values and plan for organisational change and development
CO4.	list the elements of group dynamics, leadership, factors and techniques in morale and motivation
CO5.	evaluate the organisational change, development, challenges and opportunities for organisational behaviour and the key areas of attitudes and values

Allied Course	
Course Code: GLBU3A	Course Title: COMPUTER APPLICATIONS IN BUSINESS - THEORY
On successful completion of the course, the learners should be able to	
CO1.	summarise the basic concepts of internet and Microsoft office
CO2.	utilize internet resources and computer technology for accomplish projects
CO3.	analyze effective software tools to produce organisational documents and presentation
CO4.	apply the various application software to enhance business activities
CO5.	formulate ms.excel and ms.access in business for database management

Allied Course	
Course Code: GLBU3AL	Course Title: COMPUTER APPLICATIONS IN BUSINESS - LAB
On successful completion of the course, the learners should be able to	
CO1.	demonstrate pictures, objects, use the template and mail merge option
CO2.	make use of ms word to create and edit professional-looking documents
CO3.	analyse the database to create and store the information
CO4.	evaluate formulae and functions using spread sheet
CO5.	create power point presentation to present documents, performed calculations, analyzed data and reports in slides shows

Non-Major Elective Course	
Course Code: GLBU3N	Course Title: ELEMENTS OF MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept and key areas of management
CO2.	explain the managerial skills in organizing and directing for effective performance
CO3.	outline the functions of management to explore in the management profession
CO4.	examine the person while recruiting and selection to achieve the management goals
CO5.	analyze the plan and implement organizing, directing and controlling for effective management

Core Course	
Course Code: GLBU41	Course Title: OPERATIONS MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of operation management and its components
CO2.	evaluate the plant location, design the layout and assess the production and control
CO3.	explain the material requisition, material handling and to obtain ISO certification
CO4.	examine the purchase parameters, plant maintenance and list the suitable method of production
CO5.	choose the appropriate techniques of work study in production management and make use of the total quality implementation plan

Core Course	
Course Code: GLBU42	Course Title: ENTREPRENEURSHIP
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept of entrepreneur, entrepreneurship and its key areas
CO2.	outline the plan for starting a new business, the incentive schemes and women entrepreneur in business
CO3.	analyse the feasibility of a project, the sick units and utilize the institutional support to run the business
CO4.	determine the phases, factors, gender barriers and remedial measures in entrepreneurship
CO5.	Analyze the project, compare the various institutions assisting finance to entrepreneurs and notice them to become a successful entrepreneur

Core Course	
Course Code: GLBU43	Course Title: BUSINESS MATHEMATICS
On successful completion of the course, the learners should be able to	
CO1.	explain the concept, mathematical techniques and its applications
CO2.	make use of differential and integral calculus in business
CO3.	apply the theories of sets and matrices for business and societal needs
CO4.	estimate maxima, minima, commercial arithmetic for production and business purpose
CO5.	evaluate the mathematical tools in business situation for taking decisions

Core Course	
Course Code: GLBU44	Course Title: HUMAN RESOURCE MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept and various facets of human resource management
CO2.	list the comprehensive strategies for recruitment, selection, placement and training for retaining suitable human capital
CO3.	classify the types, methods and techniques in key areas of HRM
CO4.	analyze the approaches to HRM, human resource planning and solve the employee grievances
CO5.	evaluate the compensation and the performance appraisal of employees

Allied Course	
Course Code: GLBU4A	Course Title: INTERNATIONAL BUSINESS MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept of and its various aspects international trade
CO2.	apply the export procedures and utilize the incentive scheme in export finance
CO3.	list the lending financial institutions and commercial banks for export trade
CO4.	evaluate the various documents in foreign trade contracts and balance of payment
CO5.	outline the different types of accounts, contract and method of payment

Non-Major Elective Course

Course Code: GLBU4N

Course Title: MANAGERIAL SKILLS

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

CO1.	outline the concept and functions of management
CO2.	summarize the principles, barriers in communication and techniques in management
CO3.	list the communication network and decision making styles
CO4.	analyze the facets of motivation, team development and decision making
CO5.	explain the communication process, decision making process and motivational challenges

Discipline Specific Course

Course Code: GLBU4DS

**Course Title: PERSONALITY
DEVELOPMENT**

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

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

Core Course	
Course Code: GLBU51	Course Title: MANAGEMENT ACCOUNTING
On successful completion of the course, the learners should be able to	
CO1.	explain the concept and tools of management accounting
CO2.	compute financial statements analysis and various ratios
CO3.	identify various accounting financial statements and analyse the various tools of management accounting
CO4.	estimate break even analysis and different types of budget
CO5.	create fund flow, cash flow and application of marginal costing statement for management decision making

Core Course	
Course Code: GLBU52	Course Title: MARKETING RESEARCH
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of marketing research and its key areas
CO2.	evaluate introduction of a new product development, plan for preparation of report and media selection
CO3.	analyze and interpret the results from various statistical tools and prepare a research report
CO4.	explain the research design, data collection, sampling, data analysis, advertising research and trends in marketing research
CO5.	apply the appropriate method of data collection, statistical test, research proposal and develop a product life cycle

Core Course	
Course Code: GLBU53	Course Title: PROMOTION MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept of promotion and its mix
CO2.	plan the advertisement copy, layout and tools of sales promotion schemes
CO3.	classify the various types of promotional mix to promote the sales
CO4.	choose the suitable advertising agency, media and salesmanship in marketing the products
CO5.	explain the personal selling process, salesmanship and publicity

Elective Course	
Course Code: GLBU5E1	Course Title: BANKING LAW AND PRACTICE
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of banking, functions, services and recent trends in banking
CO2.	evaluate the recent important services and operations of bank accounts
CO3.	summarize the functions of RBI, commercial banks, types of customers and relationship with customers
CO4.	choose suitable remittance of funds, loans and advances before granting loans
CO5.	classify the securities, various department of RBI and know the social responsibility of banks

Elective Course

Course Code: GLBU5E2

Course Title: DISASTER MANAGEMENT

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

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

Elective Course

Course Code: GLBU5E3

**Course Title: TOTAL QUALITY
MANAGEMENT**

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

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

Core Course	
Course Code: GLBU61	Course Title: OPERATIONS RESEARCH FOR MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept and techniques of operation research
CO2.	analyze the linear programming models for managerial decision making
CO3.	apply the various methods of linear programming, transportation and assignment to find out the minimum and maximum cost
CO4.	determine the best strategy in competitive situation and estimate the completion time of a project
CO5.	formulate mathematical models and construct a network diagram in solving real world Problems

Core Course	
Course Code: GLBU62	Course Title: FINANCIAL MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept and functional areas of financial management
CO2.	outline the various sources of raising finance and plan for financial decision
CO3.	analyze the factors influencing financial decision, methods of capital budgeting and working capital requirement
CO4.	estimate the working capital and cost of capital for various sources of finance
CO5.	choose the appropriate method of cost of capital by combining various sources of funds for capital structure decision

Core Course	
Course Code: GLBU63	Course Title: RETAIL MANAGEMENT
On successful completion of the course, the learners should be able to	
CO1.	summarize the concept, key elements of retail management and international retailing
CO2.	identify the location, retail promotion and make use of e-tailing
CO3.	classify the retail formats, types of retailers and sales promotion
CO4.	explain the theories of retail development, business ethics and phases in developing a merchandise plan
CO5.	list the functions of retailers and challenges faced by the retailers in India and global market

Core Course	
Course Code: GLBU6P	Course Title: PROJECT & VIVA VOCE
On successful completion of the course, the learners should be able to	
CO1.	outline introduction and conceptual framework about the project
CO2.	construct the questionnaire and select the methods of collecting data
CO3.	classification and tabulation of data
CO4.	interpret the result after analyzing the data by using statistical tools
CO5.	compose the findings, suggestions for the topic and prepare a project report

Elective Course

Course Code: GLBU6E1

Course Title: CAPITAL MARKET

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

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

Elective Course

Course Code: GLBU6E2

Course Title: CONSUMER BEHAVIOUR

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

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

Self Employment Course

Course Code: GLSE62

Course Title: BEAUTICIAN COURSE

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

CO1.	classify the types of skin, facial, hair styles and mehendi
CO2.	identify the different makeup for different occasions
CO3.	list basic skin care services including skin analysis, facials, makeup application and superfluous hair removal
CO4.	decide the suitable facial depending upon the type of skin
CO5.	choose the materials required to prepare homemade packs

Self Employment Course

Course Code: GLSE62L

Course Title: BEAUTICIAN COURSE LAB

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

CO1.	apply the knowledge for bridal makeup
CO2.	demonstrate the preparation of homemade packs
CO3.	analyse and carryout different types of hair styles on the event of different functions
CO4.	create employment opportunity by starting a parlour and become an entrepreneur
CO5.	determine 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

Add on Course	
Course Code: GLBUEC1	Course Title: LEADERSHIP DEVELOPMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept of leadership and team development
CO2.	make use of different styles of leadership and building team performance for Organizational effectiveness
CO3.	classify the types of leaders and teams
CO4.	explain leadership skills and theories of leadership according to the situation
CO5.	list the leadership qualities and analyze the techniques in team building

Add on Course	
Course Code: GLBUEC2	Course Title: INDIVIDUAL DEVELOPMENT
On successful completion of the course, the learners should be able to	
CO1.	outline the concept and the key aspects of individual behavior
CO2.	apply the various comprehensive ideas on personality, attitudes, values, career and time management in the organisation
CO3.	classify the stages of career development, types of attitudes and values
CO4.	analyse the factors, barriers, challenges in individual development and major traits influencing behaviour of an individual
CO5.	summarise the sources of attitudes, values, managing the time and career development