



Nallamuthu Gounder Mahalingam College

(AUTONOMOUS)

Re-Accredited by NAAC and ISO
9001:2015 Certified Institution Affiliated to
Bharathiar University, Coimbatore
Pollachi – 642001

Department of Business Administration (BBA)

2022-2025 BATCH ONWARDS

Nallamuthu Gounder Mahalingam College, Pollachi

Vision

Our dream is to make the college an institution of excellence at the national level by imparting quality education of global standards to make students academically superior, socially committed, ethically strong, spiritually evolved and culturally rich citizens to contribute to the holistic development of the self and society

Mission

Training students to become role models in academic arena by strengthening infrastructure, upgrading curriculum, developing faculty, augmenting extension services and imparting quality education through an enlightened management and committed faculty who ensure knowledge transfer, instill research aptitude and infuse ethical and cultural values to transform students into disciplined citizens in order to improve quality of life

Department of Business Administration (BBA)

Vision

Creating excellence in Business Administration through updated curriculum and with comprehensive knowledge on business theories and concepts. The students are trained to develop competency and provide solutions to business problems

Mission

With the help of relevant curriculum by expertise and by updating the curriculum to meet contemporary practices students are trained. Skill based elective subjects included along with Project work and Industrial visits which are mandatory to get practical exposure

Programme Educational Objectives

PEO1	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context
PEO2	Graduates will be able to apply frameworks and tools to arrive at informed Decisions in profession and practice, striking a balance between business and social dimensions
PEO3	Graduates will have a solid foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, MCM, MMM, MSW and after PG, M.Phil, Ph.D as well as research
PEO4	Graduates with a flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations
PEO5	Graduate 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

Programme Outcomes

P01	Business Administration Programme offers broad exposure to students with comprehensive knowledge on business theories and concepts
P02	The students are trained to develop competency and to provide solutions to business problems
P03	The students are educated towards problems faced by business sector in current scenario
P04	Business Administration students are inculcated to understand ups and downs of businesses
P05	Educates to create nurture global leaders for business excellence and betterment of society
P06	To introduce the students with detailed knowledge on business theories and models
P07	To develop competency to venture into new business opportunities
P08	To train the students to provide solutions to business problems

Programme Specific Outcomes

PSO-01	To Apply Current Technological software in real time management
PSO-02	Ability to apply contemporary practices in the field of management to analyze given management problems

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM101	Title	Batch :	2022-25	
		CORE-I : Principles of Business Management and Business Organization	Semester	I	
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

The students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the types of Business organizations and principles of management	K1
CO2	To understand the principles of management	K2
CO3	To apply the concepts in day to day life	K3
CO4	To analyze the merits and demerits of adapting scientific methods in business arena	K4
CO5	To evaluate the business organization with management styles in future	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	M	M
CO2	H	H	H	H	M	H	M	M	-	H
CO3	M	M	H	M	M	H	M	M	H	H
CO4	M	H	M	H	-	M	H	H	H	-
CO5	H	H	L	H	M	M	M	L	M	L

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM102	Title		Batch :	2022-25
		CORE-II : Business Communication		Semester	I
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		Credits:	3
		-			

Course Objective

The students should have understood the Methods of communication, Drafting letters, report writing, Types of communication and Barriers of communication

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall various types of Oral, Written and Digital communication modes	K1
CO2	To understand the idea of effective business writing, business communication, interpersonal communications	K2
CO3	To apply the skills that maximize team effectiveness, developing and delivering effective presentations, good time management and effective problem solving	K3
CO4	To analyze the usage of current technology related to the communication field and communicates ethically	K4
CO5	To evaluate the desired result of a good communication	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	H	H	H	H
CO2	-	H	H	H	H	M	M	-	H	M
CO3	H	H	H	-	M	M	L	H	M	H
CO4	L	M	M	H	H	-	H	H	L	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM1A1	Title	Batch :	2022-25	
		Allied – I : Mathematical Techniques - I	Semester	I	
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	Credits:	4

Course Objective

On successful completion of this course, the students should have understood Matrices, Mathematics of Finance, Statistical Tools and Their Applications

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the applications of matrices in business	K1
CO2	To understand the problem-solving methods	K2
CO3	To apply Matrix, Statistical tools for Research Process	K3
CO4	To analyze Mathematical Techniques and applications	K4
CO5	To evaluate the business conditions using correlation and regression analysis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	-	L	M	H	L	H	H	H	H
CO2	H	M	M	M	M	M	M	L	L	M
CO3	H	M	M	M	L	-	L	-	H	L
CO4	H	M	M	M	M	M	H	H	M	M
CO5	H	M	M	M	M	H	H	M	H	H

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM203	Title	Batch :	2022-25	
		Core – III : Organizational Behaviour	Semester	II	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

Course Objectives

On successful completion of this course, the student should have understood Personality, Perception, Motivation, Job Satisfaction, Morale, Group Dynamics, Leadership Traits, Counseling and Guidance, Etc

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic organizational behavior principles	K1
CO2	To understand different models used to explain individual behavior related to motivation and reward	K2
CO3	To apply various process used in developing communication and resolving conflicts	K3
CO4	To analyze organizational behavior issues in the context of principle, concepts, theories and models	K4
CO5	To evaluate the appropriateness of various leadership styles and counseling methods	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	M	H	H	H
CO2	H	-	H	M	H	H	L	H	H	H
CO3	H	H	M	H	H	L	-	H	H	H
CO4	M	H	H	L	M	H	H	M	H	M
CO5	M	H	H	M	L	M	M	H	H	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM204	Title		Batch :	2022-25
		CORE – IV: Financial Accounting		Semester	II
Lecture Hrs./Week	6	Tutorial Hrs./Sem.		5	Credits: 4

Course Objective

The Students Should Have Understood the Basic Accounting Concepts, Double Entry System Of Book Keeping And Various Books Of Accounts, Preparation of Final Accounts, Etc.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the basic accounting concepts and their application in business	K1
CO2	To understand and apply the dual-entry recording framework to a series of transactions that results in a balance sheet	K2
CO3	To apply and gain knowledge on the preparation of financial statements	K3
CO4	To analyze financial statements effectively and take decisions on depreciation method to be adopted	K4
CO5	To evaluate and apply the accounting treatments in Single entry system	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	L	L	M	L	H
CO2	H	-	H	M	M	M	M	M	H	M
CO3	M	M	H	M	M	-	H	M	H	L
CO4	H	H	H	M	-	M	H	H	M	M
CO5	H	L	M	M	H	H	H	M	H	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM2A2	Title	Batch :	2022-25	
		ALLIED – II : Business Economics	Semester	II	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

Course Objectives

On successful completion of this course, the students should have understood the Objectives of Business Firms, Factors of Production and BEP Analysis, Types of Competitions and price administration and Government Measures to Control Monopoly

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember students to know basic economic concepts	K1
CO2	To understand the economic behavior of the society	K2
CO3	To apply economic analysis in the formulation of business Policies	K3
CO4	To analyze the economic reasoning to problems of business	K4
CO5	To evaluate the performance of the GDP and economic situation in India	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	L	H	H	H	H	H	-	H	H	H
CO2	H	-	L	H	M	M	M	H	-	H
CO3	M	M	H	L	H	H	H	M	L	H
CO4	H	H	H	L	-	M	M	M	L	H
CO5	H	H	M	H	L	M	H	-	M	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM305	Title		Batch :	2022-25
		CORE – V: Taxation		Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	5	Credits:	4

Course Objectives

On successful completion of this course, the student should have understood to identify and understand complex tax issues within the context of the global business world, appreciation for tax policy issues those underpin our tax laws, the ethical implications of tax practice.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the canons of taxation	K1
CO2	To classify about Direct and indirect taxes and various sources of incomes	K2
CO3	To apply problems related from salary to income from other sources	K3
CO4	To analyze the knowledge of students in tax liability of individuals	K4
CO5	To measure solutions to complex problems in relation to taxation matters	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	L	M	L	H	M
CO2	H	M	L	M	H	H	M	H	M	L
CO3	H	M	H	M	H	M	L	L	L	H
CO4	H	M	H	H	H	-	M	M	H	M
CO5	L	-	M	L	H	M	H	H	M	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM306	Title		Batch :	2022-25
		CORE – VI : Financial Management		Semester	III
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

Course Objective

To enlighten the students with the theory and techniques of financial management and developing their abilities in respect of investment and capital budgeting, financial planning, capital structure decisions, dividend Policy and working capital management.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the sources of finance for an organization and formulate the optimum capital structure	K1
CO2	To understand the cost of specific source capital and leverages of the firm	K2
CO3	To apply the factors influencing the dividend decision and formulate the dividend Policy of the firm	K3
CO4	To analyze cash flows and make capital budgeting decisions under both certainty and uncertainty	K4
CO5	To determine and evaluate how companies manage the components of working capital to minimize the cost of carrying current assets and the cost of short-term borrowing	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	M	M	H	H	L	M
CO2	M	H	H	M	M	H	M	L	H	H
CO3	H	H	H	H	H	M	L	H	H	H
CO4	L	M	H	H	-	M	H	-	H	L
CO5	M	H	M	-	M	H	L	M	L	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM307	Title		Batch :	2022-25
		CORE-VII : Marketing Management		Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

On successful completion of this course, the student should have understood Principles of Marketing Management, Market Segmentation Product Life Cycle, Segmentation, Distributions of Channels, Pricing strategies, Sales Administration.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of marketing	K1
CO2	To compare marketing and Selling	K2
CO3	To apply the buying motives and buyer behavior	K3
CO4	To analyse the importance of middlemen in the marketing arena	K4
CO5	To evaluate and perform the functions of marketing in organization	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	M	M	H	H	H	H
CO2	H	M	M	H	H	M	H	L	H	H
CO3	H	H	M	H	M	M	L	H	H	H
CO4	M	M	L	H	H	M	H	H	H	L
CO5	M	H	H	H	M	L	M	M	L	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM308	Title		Batch :	2022-25
		CORE-VIII : Mercantile Law		Semester	III
Lecture Hrs./Week		5	Tutorial Hrs./Sem.	-	Credits: 3

Course Objective

This course is designed to provide the student with knowledge of the legal environment in which a consumer and business operates and to provide the student with knowledge of legal principles

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts relevant to the law of contract, law of sale of goods and company law	K1
CO2	To understand the normative and ethical framework of the profession of law administration related to business law & company	K2
CO3	To apply ongoing change and foster development in important fields relevant to the business environment	K3
CO4	To analyze the basic principles of law to business and business transactions	K4
CO5	To evaluate the merits and demerits of company formation formalities and contract implications in business era	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	M	H	M	H	H
CO2	H	H	M	H	L	M	M	M	H	H
CO3	M	H	L	H	-	M	H	L	H	-
CO4	M	M	L	H	H	M	H	H	H	L
CO5	H	M	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM3A3	Title			Batch :	2022-25
		Allied – III : Mathematical Techniques - II			Semester	III
Lecture Hrs./Week	6	Tutorial Hrs./Sem.		5	Credits:	4

Course Objectives

On Successful Completion of This Course, the Students Should Have Understood Operations Research Models, Game Theory, Queuing Theory, PERT, CPM

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember students how to use variables for formulating complex mathematical models in management	K1
CO2	To understand by solving linear programming and integer programming models	K2
CO3	To apply basic methodology for the solution of linear programs and scientific approaches to decision making	K3
CO4	To discover the strategies of game theory and to make better decisions	K4
CO5	To evaluate Use critical path analysis and programming evaluation and review Techniques for timely project scheduling and completion.	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	H	H	H	H	M
CO2	H	H	H	L	L	M	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	H	M	H	H	H	L	M	M	H	H
CO5	M	L	M	M	H	M	L	M	L	M

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM3N1	Title	Batch :	2022-25	
		Non Major Elective - I Intellectual Property Rights	Semester	III	
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits:	2

Course Objectives

On successful completion of this course, the student should have understood the nature and types of intellectual property Patents, Trademarks, Copy Rights Industrial Design.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of Intellectual property rights.	K1
CO2	To understand, patents, trademarks, copyrights and industrial designs rights.	K2
CO3	To apply the knowledge obtained in industries applicable to patent, copy, and trademark.	K3
CO4	To analyze the students broad knowledge in various intellectual rights	K4
CO5	To evaluate the simple and basic comprehension of the Indian scenario with regard to IPR act	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	M	H	H
CO2	M	H	M	H	H	H	H	H	H	H
CO3	H	H	M	H	M	H	-	M	M	-
CO4	L	M	M	H	H	H	M	L	H	H
CO5	M	L	M	L	M	L	M	H	M	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM3N2	Title			Batch :	2022-25
		Non Major Elective - I Rural Consumer Behavior			Semester	III
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits:	2	

Course Objectives

On successful completion of this course, the student should have understood the behavior of rural consumers

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of rural consumer behavior	K1
CO2	To understand consumer profile and pattern of buying behavior	K2
CO3	To apply the knowledge in consumer buying style	K3
CO4	To analyze the market and brand loyalty of consumers	K4
CO5	To evaluate the trends in rural marketing and rural consumer behavior	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	L	H	H	H	H
CO2	H	M	L	M	M	H	M	L	H	M
CO3	M	M	H	L	H	H	H	M	M	H
CO4	H	H	H	L	H	M	H	H	M	H
CO5	H	H	H	M	M	H	H	M	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM409	Title			Batch :	2022-25
		CORE – XIX : Personnel Management and Industrial Relations			Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.		-	Credits:	4

Course Objective

On successful completion of this course, the student should have understood functions of HR/Personnel Department, Manpower Planning, Performance Appraisal, Salary Administration, Labor Welfare, Industrial Relations

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various functions of Personnel Management	K1
CO2	To understand the need of Job Analysis for recruitment	K2
CO3	To apply knowledge on the strategies for compensation and incentive system	K3
CO4	To analyze the significance of Industrial Relations and various Labor Legislations	K4
CO5	To evaluate the policies and practice of the primary areas of human resource management, including staffing, training and compensation	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	-	M	H	H	H	M
CO2	H	M	H	H	L	H	L	H	L	M
CO3	H	M	M	H	M	M	M	L	H	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	L	M	L	M	L	H	H	H	L

H-High; M-Medium; L-Low

Programme Code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM410	Title			Batch :	2022-25
		Core – X : Production & Materials Management			Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.		-	Credits:	4

Course Objectives

On successful completion of this course, the student should have understood the basic Principles, functions and process of Production Management, Effective Management of materials

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of production and materials Management	K1
CO2	To understand various principles and practices involved in production and materials management	K2
CO3	To apply the knowledge's learnt in plant location and material handling selection	K3
CO4	To analyze practical difficulties in setting a plant and handling materials responsibilities of a store keeper.	K4
CO5	To measure production processes and production planning and control	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	M	L	H	L
CO2	H	H	H	H	M	M	M	M	M	M
CO3	H	H	H	H	H	L	L	H	L	H
CO4	H	H	H	H	H	-	H	H	H	L
CO5	L	M	L	M	M	M	H	L	L	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM411	Title	Batch :	2022-25
		Core – XI : Cost and Management Accounting	Semester	IV
Lecture Hrs./Week	6	Tutorial Hrs./Sem.	-	Credits: 4

Course Objective

The Students should have understood Cost Sheet, Calculation of Tenders, Fund Flow & Cash Flow Statement, Budgeting and make effective management decisions in functional areas like costing

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of costing and costing systems; to prepare cost sheet for a single product and tender	K1
CO2	To understand the importance and uses of management accounting in business and to integrate cost accounting with financial accounting for management decision making	K2
CO3	To develop budget for the organization cash flow and fund flow statement to determine the liquidity Position	K3
CO4	To test for fund flow and cash flow of an organization	K4
CO5	To evaluate the financial Position of an organization by using various ratios	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	L	H	M	M	M	H	M
CO2	H	M	L	M	M	H	M	H	L	M
CO3	L	M	H	M	H	L	M	H	H	H
CO4	H	L	H	H	M	-	L	M	H	M
CO5	L	H	H	H	H	L	H	M	M	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM412	Title	Batch :	2022-25
		Core – XII: Banking Theory Law & Practice	Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 3

Course Objective

On successful completion of this course, through which students learn acquired knowledge and helps to promote banking growth and to promote education and knowledge of law and practice of banking

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the idea about banking and its applications	K1
CO2	To understand negotiable instruments and its applications	K2
CO3	To apply the basic banking legal procedures and policies in to business transactions	K3
CO4	To analyze and compare different lending principles and models related to sound lending	K4
CO5	To evaluate and execute the recent trends in banking	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	L	L	M	L	M
CO2	M	H	H	H	M	M	M	H	H	H
CO3	H	M	M	H	L	M	M	M	H	L
CO4	L	H	M	M	H	-	M	H	M	M
CO5	H	M	M	M	H	H	L	M	M	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM4A4	Title			Batch :	2022-25
		Allied – IV: Management Information System			Semester	IV
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	4

Course Objectives

On successful completion of this course, the students should have understood the basic idea of Computer Based Information System and MIS Support for the Functions of Management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the design, development and security of Management Information System	K1
CO2	To compare the various ethical and social issues in using Information system	K2
CO3	To apply knowledge in various Decision Support System	K3
CO4	To analyze the major importance of information system in doing Business efficiently	K4
CO5	To evaluate the impact of computing on individuals, organizations and society, including ethical, religious, legal, security and global policy issues	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	H	H	H	M	H
CO2	H	M	L	M	H	-	M	H	H	M
CO3	H	H	H	M	M	H	M	H	M	H
CO4	H	H	H	H	H	M	-	H	H	L
CO5	H	M	M	H	M	L	M	L	M	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM4N1	Title			Batch :	2022-25
		Non Major Elective - II Retail Management			Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits:	2	

Course Objectives

On successful completion of this course, the students should have understood the concepts and significance of retail management and to expose students to the emerging area of retailing as an industry

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the scope and significance of Retail management	K1
CO2	To understand retail trends and challenges	K2
CO3	To apply the knowledge of all areas in Retail business process	K3
CO4	To analyze Retail Strategies, Opportunities and competitive advantage	K4
CO5	To evaluate the global retailing process and performance in India	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	H	M	M	H	H	H	H	M
CO2	H	H	H	M	H	-	H	M	H	H
CO3	H	H	H	L	M	H	H	M	H	M
CO4	M	H	H	M	H	L	M	M	H	H
CO5	H	M	-	H	M	M	L	M	L	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM4N2	Title			Batch :	2022-25
		Non Major Elective - II Supply Chain Management			Semester	IV
Lecture Hrs./Week	1	Tutorial Hrs./Sem.	-	Credits:	2	

Course Objectives

On successful completion of this course, the students should have understood the stages of supply chain Management and new opportunities in SCM

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the students to understand the principles, practices and application in Supply Chain Management	K1
CO2	To understand the legal aspects in Supply Chain Management	K2
CO3	To apply the various dimensions of financial supply chain management and its strategies	K3
CO4	To analyze the impact of logistics and supply chain management with a competitive strategy	K4
CO5	To evaluate the issues in supply chain management and understand the parameters supply chain integration	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	L	L	M	M	H	H
CO2	H	M	M	M	-	M	L	M	L	M
CO3	H	H	H	L	M	H	H	H	H	M
CO4	H	H	M	-	H	M	H	M	H	H
CO5	H	M	M	L	M	H	H	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM513	Title	Batch :	2022-25
		Core – XIII : Entrepreneurship & Project Management	Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits: 4

Course Objectives

On successful completion of this course, the student would inculcate entrepreneurial skills and gain knowledge for establishing their own enterprise and undertake project work too

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember entrepreneurship characteristic consequences and its implications in present scenario	K1
CO2	To relate an idea about entrepreneurship development program and institutional support of entrepreneurs	K2
CO3	To apply entrepreneurial skills and knowledge in to project identification and its selection process	K3
CO4	To analyse project report and business plan preparation for competitive business environment	K4
CO5	To evaluate the various sources of business finance and identify the different institutions that supporting entrepreneurs	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	L	M	H	H	H	H
CO2	H	H	H	M	H	H	M	M	L	M
CO3	H	M	H	H	H	L	H	L	H	M
CO4	M	H	M	H	H	M	L	H	M	H
CO5	H	M	L	H	L	H	H	H	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM514	Title			Batch :	2022-25
		CORE – XIV: Skill Enhanced Course : Research Methods for Management			Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	4

Course Objectives

On successful completion of this course, the student should have understood the Application of Scientific Procedures, Find out the hidden reasons which has not discovered as yet

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember fundamentals of research and its implications	K1
CO2	To demonstrate about data collection and sampling methods	K2
CO3	To apply the knowledge's of research through various tests	K3
CO4	To analyses the knowledge's of the students through interpretation and report writing	K4
CO5	To justify the collected data to prove or disprove the hypothesis	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	M	H
CO2	H	H	H	H	H	-	M	M	H	L
CO3	H	H	H	H	M	H	H	H	H	M
CO4	M	M	M	H	M	L	H	H	M	M
CO5	M	L	H	M	H	M	M	L	L	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM515	Title			Batch :	2022-25
		CORE – XV : Insurance Principles and Practices			Semester	V
Lecture Hrs./Week	4	Tutorial Hrs./Sem.		-	Credits:	4

Course Objective

The Students Should Have Understood Principles of Insurance, Life Insurance and General Insurance Business in India

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the insurance operation, functions of insurance, insurance markets, insurance regulations and the use of insurance as a tool to avoid losses and reduce risk	K1
CO2	To understand various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view	K2
CO3	To apply themselves and familiarize with major insurance products, such as life insurance property insurance, liability insurance, etc..	K3
CO4	To analyze what insurance is, why insurance works and how to determine insurance needs	K4
CO5	To evaluate other business insurances and practices of Health insurance in Indian climate	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	H	H	H	H	M
CO2	H	H	H	H	H	-	H	M	H	H
CO3	H	M	H	M	L	H	H	M	H	M
CO4	H	H	-	H	M	L	M	M	H	H
CO5	M	H	M	L	H	M	L	M	L	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :					Bachelor of Business Administration				
Course Code:	22UBM516	Title					Batch :	2022-25			
		CORE – XVI : International Business and Export Management					Semester	V			
Lecture Hrs./Week	5	Tutorial Hrs./Sem.					-	Credits:	4		

Course Objectives

On successful completion of this course, the students should have understood International Business, Marketing Environmental, Economics Institutions, EXIM Policies, Development Banks and Export Procedures

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of international business and export management	K1
CO2	To understand the issues and challenges in the global trade	K2
CO3	To apply knowledge in the process of export and import trade	K3
CO4	To analyze the recent trends and practices prevalent in the global trade	K4
CO5	To evaluate and execute the procedures for export business	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	M	M	M	M	H	L	H	M
CO2	H	H	L	M	H	M	H	M	H	H
CO3	H	H	H	H	L	H	L	H	M	H
CO4	L	H	H	L	-	M	H	M	H	L
CO5	M	H	H	H	M	L	M	M	-	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM5E1	Title	Batch :	2022-25	
		Core Elective – I : XVII : Microsoft Office Applications for Business – Theory	Semester	V	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	5

Course Objective

To enlighten the students with the Windows operating system; developing their abilities in working with various applications of windows and also learns about various concepts of Operating Systems

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various features of Windows 2000	K1
CO2	To understand the various MS Office application software's	K2
CO3	To apply the knowledge in working with MS Excel for scientific calculations admire the features of Excel applications	K3
CO4	To analyze the features of PowerPoint presentation	K4
CO5	To assess the concept of MS Access in working with records	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	-	H	H
CO3	H	H	H	H	M	M	-	M	H	M
CO4	M	-	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM5E2	Title			Batch :	2022-25
		Core Elective – I : XVII : Programming in C - Theory			Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	5

Course Objective

To understand the basic concepts of programming language and develop well-structured programs using 'C' language. It provides technical skills to design and develop various applications

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To relate the logic behind the performance of various application	K1
CO2	To understand the concepts of C programming	K2
CO3	To apply and find out the debugs in the program	K3
CO4	To analyse an application using various functions	K4
CO5	To evaluate a concept to solve a real-time problem	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	M	M	L	-	H	M
CO4	M	H	L	H	M	M	H	H	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM5E3	Title			Batch :	2022-25
		Core Elective – I : XVII : RDBMS & ORACLE – Theory			Semester	V
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	5

Course Objective

To design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a RDBMS.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamentals of database management system	K1
CO2	To understand the divisions of SQL commands	K2
CO3	To apply PL/SQL architecture and block and to construct a simple form	K3
CO4	To analyze various commands in SQL and PL/SQL to develop a database	K4
CO5	To measure PL/SQL programming using concept of Cursor Management	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	M	L	M	H
CO2	H	L	M	H	H	H	-	L	H	H
CO3	H	H	H	H	M	M	L	M	H	M
CO4	M	H	L	M	H	M	M	H	H	L
CO5	H	H	H	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM5E4	Title	Batch :	2022-25
		Core Elective – I : XVIII : Microsoft Office Applications for Business - Practical	Semester	V
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 3

Course Objective

The students should have understood and become familiarize in creating of documents, spreadsheets and PowerPoint with MS Office Applications

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the various options available in menu of window screen	K1
CO2	To understand the concepts of Mail merge	K2
CO3	To apply the knowledge in working on Excel	K3
CO4	To list the significance of Presentation slides	K4
CO5	To evaluate significance of Office Automation	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	M	H	M	-	H	H	H
CO2	H	M	H	H	L	L	L	H	H	M
CO3	H	H	L	H	M	-	M	L	M	H
CO4	H	M	H	H	H	M	H	M	M	H
CO5	H	H	M	L	H	M	H	L	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM5E5	Title			Batch :	2022-25
		Core Elective – I : XVIII: Programming in C - Practical			Semester	V
Practical Hrs./Week	2	Tutorial Hrs./Sem.		-	Credits:	3

Course Objective

To equip the students to write programming language for developing a system based computer project for the business

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the usage of basic concepts of C	K1
CO2	To understand the loop structures and arrays in application development	K2
CO3	To solve the functions and argument events in generating the applications	K3
CO4	To analyse the ability of developing applications in C using the theoretical exposure of the language	K4
CO5	To evaluate significance Programming Skill	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	H	L	M	H
CO2	H	H	M	H	H	L	H	L	H	H
CO3	H	H	H	H	-	M	L	M	H	M
CO4	M	H	L	H	M	M	H	-	H	L
CO5	H	H	M	H	M	L	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM5E6	Title			Batch :	2022-25
		Core Elective – I : XVIII: RDBMS & ORACLE - Practical			Semester	V
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	3	

Course Objective

To develop the students to Create database-level applications using Oracle PL/SQL. Students will be exposed to various advanced PL/SQL techniques for building and tuning robust business applications

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember structured query language (SQL) queries using DDL,DML, DCL,TCL commands.	K1
CO2	To understand the basic concept how storage techniques are used	K2
CO3	To apply techniques pertaining to Database design practices	K3
CO4	To analyse a database design using SQL and PL/SQL commands	K4
CO5	To evaluate the PL/SQL blocks in creating an oracle application	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	H	L	M	L	M	H
CO2	H	L	M	H	H	H	-	L	H	H
CO3	H	H	H	H	M	M	L	M	H	M
CO4	M	-	L	M	H	M	M	H	H	L
CO5	H	H	H	H	M	L	M	M	H	M

high; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM5AL	Title			Batch :	2022-25
		Advances Learner Course –I Stress Management			Semester	V
Lecture Hrs./Week	*SS	Tutorial Hrs./Sem.	-	Credits:	*	

Course Objective

The students should understand the Causes of Stress, coping with stress, and to overcome from stress resistant in life style

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall sources and types of stress in order to implement appropriate stress management techniques	K1
CO2	To classify the effectiveness of stress in human body system and causes of diseases	K2
CO3	To develop an impact of stress on personality and Perception processes	K3
CO4	To analyse the basic elements of the relaxation response	K4
CO5	To evaluate stressors inherent in today's global marketplace	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	L	H	H	H	H
CO2	M	H	M	H	H	H	M	L	H	M
CO3	H	H	M	H	M	M	-	H	L	H

Programme code:	BBA		Programme Title :					Bachelor of Business Administration		
Course Code:	22UBM5VA		Title					Batch :	2022-25	
			Department Specific Value Added Course (Mandatory) Strategic Brand Management					Semester	V	
Lecture Hrs		30*	Tutorial Hrs./Sem.				-	Credits:	2*	
CO4	L	M	M	-	H	H	H	H	L	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

Course Objective

On successful completion of this course, the student of Non Business Administration would have a solid understanding of the key 'branding' strategies used by marketing practitioners and able to be confidently engage in and contribute to brand building projects and developments.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To understand the basic Principles of branding.	K1
CO2	To understand the key issues in crafting and evaluating brand strategies	K2
CO3	To improve the skills in delivering persuasive brand presentations	K3
CO4	To develop an application of brand equity and a range of performance related outcomes.	K4
CO5	To evaluate brand extension and its adoption practices	K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	M	H	M	H	L	H	-	M	H
CO3	M	M	H	M	H	H	H	L	H	M
CO4	M	H	H	L	M	H	M	H	M	M
CO5	M	H	L	-	H	H	H	H	M	H

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM5S1	Title		Batch :	2022-25
		SKILL BASED ELECTIVE – I (Major) Service Marketing		Semester	V
Lecture Hrs./Week	3	Tutorial Hrs./Sem.	-	Credits:	3

Course Objectives

On Successful Completion of this Course, the Student should have understood Service Marketing & Its Types, Market Segmentation and Marketing Mix for Various Service Sectors

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of service marketing	K1
CO2	To understand the strategies for managing and marketing of services	K2
CO3	To apply service marketing concepts in various business sector	K3
CO4	To analyze the device strategies for marketing services in liberalized business environment	K4
CO5	To evaluate how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
	CO1	H	L	M	M	M	L	H	-	H
CO2	H	H	-	L	H	H	M	L	H	M
CO3	H	H	H	L	M	M	-	H	L	H
CO4	H	-	H	-	H	H	H	H	L	H
CO5	M	L	M	H	M	H	H	M	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM5S2	Title	Batch :	2022-25
		SKILL BASED ELECTIVE – I (Major) Concepts of Rural Marketing Management	Semester	V
Lecture Hrs./Week	3	Tutorial Hrs./Sem.	-	Credits: 3

Course Objectives

On successful completion of this course, the students should have understood to give the basis of rural marketing and to emphasis on the significance of rural marketing

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To define the concepts, nature and significance of Rural Marketing	K1
CO2	To understand and appreciate the differences and similarities between Rural and Urban Indian markets	K2
CO3	To apply the Rural Marketing Management strategies in Real life	K3
CO4	To analyze the marketing strategies that are unique to Rural India	K4
CO5	To evaluate the rural economy development and its growth in India	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	L	M	H	-	H	H	H	M
CO2	H	H	M	M	L	M	H	M	H	H
CO3	M	H	H	H	H	H	H	M	H	M
CO4	H	H	H	M	H	L	M	M	H	H
CO5	M	L	M	M	H	M	L	M	L	M

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM619	Title	Batch :	2022-25	
		CORE – XIX Investment and Portfolio Management	Semester	VI	
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	4

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember that how to identify and analyze the various investment avenues	K1
CO2	To understand the functions and importance of Indian security market	K2
CO3	To apply the knowledge to analyze and predict the trend of stock price movement	K3
CO4	To analyze portfolio theory in practice, covering asset allocation and international investment, portfolio risk management and risk-adjusted performance measurement	K4
CO5	To evaluate and be able to frame portfolio of investment to reduce risk and earn profit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	H	H	M	M	H	H	H	H
CO2	H	L	H	H	M	H	L	H	H	M
CO3	L	M	M	H	M	-	M	L	M	H
CO4	H	M	M	H	H	H	H	M	M	H
CO5	H	M	M	H	M	L	L	H	H	L

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM620	Title			Batch :	2022-25
		CORE – XX : Consumer Behavior			Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	4

Course Objectives

On successful completion of the course, the students should have understood about Consumer Motivation and Perception, Learning and Attitude, Decision Making.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the importance of consumer and his behavior	K1
CO2	To compare psychological and social factors influencing consumer behavior	K2
CO3	To apply the knowledge obtained to innovate the product	K3
CO4	To analyse the problems, needs, search, evaluation, pre and post purchase behavior	K4
CO5	To evaluate consumer relationship survey and produce results with recommendations	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	H	M	H	H	L	H
CO2	H	H	H	H	M	L	M	L	H	M
CO3	H	H	H	M	L	M	L	H	M	L
CO4	H	H	H	H	M	M	H	M	M	H
CO5	M	H	H	H	H	-	H	H	L	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM621	Title			Batch :	2022-25
		Core – XXI: Skill Enhanced Course : Advertising and Sales Promotion			Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.		-	Credits:	4

Course Objectives

By the end of the course, students should have a good working knowledge of the range of communication tools and options available for marketers within an integrated marketing communications perspective. Students should also be able to apply information they have converted in order to plan, integrate and deliver marketing communications that they build equity for brands and sales force management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the idea about advertising and sales promotion	K1
CO2	To compare merits and demerits of advertising media, sales force management and sales promotion	K2
CO3	To apply concepts in to managing ongoing change and foster developing competitive globalised market	K3
CO4	To analyse implement and evaluate knowledge driven strategic public relations plan of organization	K4
CO5	To evaluate public policy on privacy and security	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1
CO1	H	M	M	H	H	M	H	H	L
CO2	H	H	H	M	-	L	M	L	H
CO3	H	M	H	H	H	M	L	H	M
CO4	M	H	L	H	H	M	H	M	M
CO5	H	L	H	H	L	H	H	H	L

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM622	Title		Batch :	2022-25
		CORE – XXII : Business Environment		Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	3

Course Objectives

On successful completion of this course, the students should have understood the contemporary issues in the Business Environment and to facilitate a better-informed economic system, Environment, socio-political environment Business Ethics, Globalization , International Business scenario

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts of public sector in India	K1
CO2	To understand the various environment, culture and society	K2
CO3	To apply business environment strategies and systems	K3
CO4	To analyze the differences between business and government	K4
CO5	To evaluate the global business environment strategies and its regulations	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO										
CO1	H	M	M	H	-	L	H	H	H	H
CO2	H	H	H	H	H	L	M	M	H	H
CO3	H	H	H	H	H	M	M	H	L	H
CO4	M	M	L	L	H	-	-	H	M	H
CO5	M	L	M	L	M	H	H	M	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :		Bachelor of Business Administration	
Course Code:	22UBM6E1	Title		Batch :	2022-25
		Core Elective – II : XXIV: Internet and E-Commerce & Information Security - Theory		Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-	Credits:	5

Course Objective

The Students should have understood the basics of computers and the development of internet and business on net. He should have learn the HTML and its concepts

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the various domain names	K1
CO2	To understand the significance of e-business	K2
CO3	To apply the various models of e-commerce in real business	K3
CO4	To analyze and list the importance of Information Security	K4
CO5	To assess and apply the knowledge in creating simple web sites	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	L	H	M	L	H	H	H	H
CO2	H	M	H	H	L	M	M	L	L	M
CO3	M	M	M	M	L	M	L	M	H	H
CO4	H	M	H	M	H	M	H	H	M	M
CO5	H	H	M	M	H	H	H	M	H	L

H-High; **M**-Medium; **L**-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM6E2	Title			Batch :	2022-25
		Core Elective – II : XXIV: Visual Basic - Theory			Semester:	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

The Students should have understood the basics of computers and the Visual Basic- Theory on completion of this course

Course Outcomes (CO)

To enable the students to develop an application oriented software

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamentals of client / server architecture	K1
CO2	To understand the concepts of visual basic	K2
CO3	To apply the procedures and functions to create application software	K3
CO4	To analyse the data access objects and generate data reports	K4
CO5	To evaluate and apply the knowledge in to data designing and report generation for business world	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	L	M	M	L	H	H	H	H
CO2	M	M	M	H	L	M	M	L	H	M
CO3	M	H	H	M	M	-	M	L	L	H
CO4	M	M	M	H	M	M	H	M	M	L
CO5	H	M	M	H	H	M	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM6E3	Title			Batch :	2022-25
		Core Elective – II : XXIV: Customer Relationship Management - Theory			Semester	VI
Lecture Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enlighten the students about the customer relationship management techniques and practices used in banking and insurance

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall insight in the area of customer relationship management	K1
CO2	To understand the conceptual foundations of relationship marketing and its implications for further development in the field of business	K2
CO3	To apply the different components of customer relationship management plan	K3
CO4	To compare the values created by customer relationship management and customer's behavior in present scenario	K4
CO5	To evaluate and execute e CRM for current scenario	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	M	H	H	H	H
CO2	M	H		H	M	M	M	L	H	M
CO3	H	-	M	H	M	-	H	M	L	M
CO4	M	M	M	M	M	M	M	H	M	L
CO5	H	H	M	H	H	M	-	H	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM6E4	Title			Batch :	2022-25
		Core Elective – III : XXV : HTML - Practical			Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.		-	Credits:	2

Course Objective

The Students Should Have Understood Investment Avenues, Security Analysis, and Portfolio Management

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To remember the tags for various instructions usage in website creation	K1
CO2	To understand the significance of HTML document	K2
CO3	To apply the various procedures for web page creation	K3
CO4	To analyze the procedures and steps to follow for create sample web sites	K4
CO5	To evaluate and develop website designing skill in real business world	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	L	H	H	H	H
CO2	H	-	H	H	M	M	M	L	H	M
CO3	H	M	M	H	H	-	L	H	M	H
CO4	M	M	M	M	H	M	H	H	L	H
CO5	M	M	M	M	M	H	-	M	H	L

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration		
Course Code:	22UBM6E5	Title			Batch :	2022-25	
		Core Elective – III : XXV:			Semester	VI	
		Visual Basic - Practical					
Practical Hrs./Week	2	Tutorial Hrs./Sem.			-	Credits:	2

Course Objective

To develop the business application software using Visual Basic

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the fundamental concepts of visual basic programming	K1
CO2	To understand the significance of visual basic programming for software development	K2
CO3	To apply the application knowledge in visual basic	K3
CO4	To analyse and execute the various control structures	K4
CO5	To evaluate and apply the visual basic applications in various business activities	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	L	H	L	H	H	H	H
CO2	M	H	M	H	M	M	L	L	H	M
CO3	H	H	M	M	M	M	L	M	L	M
CO4	M	M	M	M	M	M	M	H	M	L
CO5	H	H	M	M	H	M	M	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM6E6	Title			Batch :	2022-25
		Core Elective – III : XXV : Business Application Tools - Practical			Semester	VI
Practical Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2	

Course Objective

To develop the Business Application skills of the students

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recollect the structure of trade letters	K1
CO2	To understand the format of preparing resume, agenda and minutes	K2
CO3	To deploy assignments for developing oral communication skills	K3
CO4	To analyze the students' communication skills in real world situation	K4
CO5	To evaluate and develop core competitive skill in real business world	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	L	L	H	H	L	H
CO2	H	M	H	M	M	M	M	M	H	L
CO3	M	M	M	H	M	H	L	H	M	H
CO4	M	M	M	M	H	M	H	L	M	M
CO5	M	M	M	M	M	H	H	M	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :			Bachelor of Business Administration	
Course Code:	22UBM6AL	Title			Batch :	2022-25
		ADVANCED LEARNER COURSE– II : (Optional) Self - Study : Event Management			Semester	VI
Lecture Hrs./Week	*SS	Tutorial Hrs./Sem.	-	Credits:	*	

Course Objectives

On Successful Completion of this Course, the Student should have understood the event management and how to conduct the event management successfully

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall the various concepts of event management	K1
CO2	To understand the strategies for managing and planning of event	K2
CO3	To apply the budget and success of event operations	K3
CO4	To analyze the qualities of successful event manager	K4
CO5	To evaluate the various event activities considered for event management	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	L	M	M	-	L	H	H	H	H
CO2	H	H	H	L	H	M	L	M	H	M
CO3	H	H	H	L	M	M	M	-	L	H
CO4	H	H	H	H	H	H	H	H	L	H
CO5	M	L	M	L	M	H	M	L	H	M

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM6VA	Title	Batch :	2022-25
		Department Specific Value Added Course (Mandatory) New Business Strategy	Semester	VI
Lecture Hrs	30*	Tutorial Hrs./Sem.	-	Credits: 2*

Course Objectives

On Successful Completion of this Course, the Student should have understood the strategies of e-Business and become a successful businessman.

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To get an idea about the e-business.	K1
CO2	To acquire knowledge about e-Business opportunities	K2
CO3	To analyze the potential impacts of different e-Business strategies	K3
CO4	To use digital platforms and related technology for offering better service to customers.	K4
CO5	To determine a successful business man by seeking the right knowledge	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	H	H	M	H	L	H	M	M	H
CO3	H	H	H	M	-	H	M	L	H	M
CO4	M	H	H	M	M	H	L	H	M	M
CO5	M	H	H	H	H	L	H	H	M	H

H-High; M-Medium;L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration	
Course Code:	22UBM6S1	Title	Batch :	2022-25
		SKILL BASED ELECTIVE (Major) : Logistics Management	Semester	VI
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits: 2

Course Objectives

On successful completion of this course, the student should have understood about Export Procedures and Management, Inventory and Materials Handling, Clearance Procedure for Imports

Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To tell about the transport systems and inter link logistics in business	K1
CO2	To understand logistics methods storage systems and material handling	K2
CO3	To apply broad knowledge about logistics and storage systems through practices	K3
CO4	To analyse the students knowledge in filling combined transport documents	K4
CO5	To evaluate quality consideration of reverse logistics in different sectors like electronics etc.	K5

Mapping

PO/ PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	M	M	M	H	L	H	M
CO2	M	M	H	H	M	H	L	M	M	M
CO3	M	H	-	M	M	M	H	L	H	M
CO4	M	H	H	M	M	M	-	M	H	M
CO5	M	H	H	H	H	M	L	H	M	H

H-High; M-Medium; L-Low

Programme code:	BBA	Programme Title :	Bachelor of Business Administration		
Course Code:	22UBM6S2	Title	Batch :	2022-25	
		SKILL BASED ELECTIVE (Major) : Agricultural Marketing Management	Semester	VI	
Lecture Hrs./Week	2	Tutorial Hrs./Sem.	-	Credits:	2

Course Objectives

On successful completion of this course, the student should have understood the essentials of marketing, the contents are prepared keeping in mind the importance of agriculture and the rural area students. The syllabus covers the prospects for export possibilities and also for self-employment

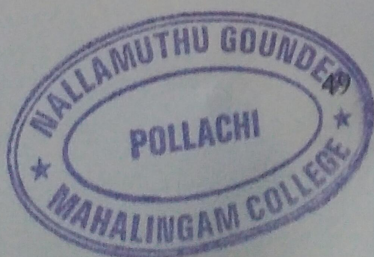
Course Outcomes (CO)

CO Number	CO Statement	Knowledge Level
CO1	To recall types of markets and marketing	K1
CO2	To understand grading and standardization of agricultural products	K2
CO3	To apply the knowledge about agricultural marketing in promotion and distribution of agricultural products	K3
CO4	To analyse the knowledge of students in agricultural marketing, role of credit agencies in India	K4
CO5	To explain the role of financial institutions in agriculture credit	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	L	H	H	H	L	M	H
CO2	H	H	-	M	H	L	H	M	M	H
CO3	H	H	H	M	M	H	M	L	H	M
CO4	M	H	H	M	M	H	L	H	M	M
CO5	M	H	H	H	H	L	H	-	M	H

H-High; M-Medium;L-Low



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