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 OFBUSINESS ADMINISTRATION

UG DEGREE PROGRAMME IN BUSINESS ADMINISTRATION

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 LEARNING OUTCOMES	
By the Completion BBA programme, the learners will be able to	
PLO1.	Apply the knowledge of Arts, Science and Humanities to address fundamental and complex questions appropriate to their programmes.
PLO2.	Make use of appropriate knowledge and skills to identify, formulate, analyze and solve problems in order to reach substantiated conclusions.
PLO3.	Critically analyze research processes, products and practices with a view of strategic use of data in their field.
PLO4.	Demonstrate skills in oral and written communication and make use of ICT in various learning ambience.
PLO5.	Interact productively with people from diverse backgrounds as both leaders/mentors and team members with integrity and professionalism.
PLO6.	Defend the society against gender and environmental issues with moral and ethical awareness.
PLO7.	Formulate their own educational needs in a changing world in ways sufficient to maintain their competence and to allow them to contribute to the advancement of knowledge.

COURSE LEARNING OUTCOME

Core Course	
Course Code: 23GAC11	**Course Title:** PRINCIPLES OF MANAGEMENT

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

CLO1[K2]	Summarize the concept and functional areas of management.
CLO2[K3]	apply the principles and techniques in organization, significance of ethics in business and its implications.
CLO3 K4]	analyse the organization structure and plan how to delegate the authority to different levels of management.
CLO4[K5]	evaluate the management functions and choose the appropriate techniques in management decision making.
CLO5[K6]	Formulate the managerial tasks of planning, organizing, and Controlling can be executed in a variety of circumstances.

Core Course	
Course Code: 23GAC12	**Course Title :** ACCOUNTING FOR MANAGERS

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

CLO1[K2]	outline the concepts, types, principles and practices of accounting.
CLO2[K3]	Choose the appropriate method of accounting and rectification of errors.
CLO3 K4]	analyze and interpret financial reports of a company.
CLO4[K5]	assess the accounts of hire purchase, installment system and bank reconciliation statement.
CLO5[K6]	prepare single entry and double entry system of accounts with the help of Accounting principles.

Generic Elective Course	
Course Code: 23GAEG11	**Course Title:** MANAGERIAL ECONOMICS
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept of managerial economics and its components.
CLO2[K3]	make use of utility analysis and demand analysis to determine the cost and profit.
CLO3 K4]	analyze the interrelationship among different types of cost and revenue and decide the best-suited level of production.
CLO4[K5]	evaluate demand forecasting, economies of scale and predict optimal point of productivity of a firm related to cost and supply analysis.
CLO5[K6]	formulate the pricing strategies under various market forms that are Consistent with evolving marketing needs.

Foundation Course	
Course Code: 23GAFC11	**Course Title:** MANAGERIAL COMMUNICATION
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the concept and various facets of business communication.
CLO2[K3]	apply the principles of communication in writing the resume, business letters and business development letters.
CLO3 K4]	classify the different types of letters in current scenarios for day to day business operations.
CLO4[K5]	select the appropriate form of communication and assess the usage and barriers in modern communication.
CLO5[K6]	Prepare different types of letters, reports, agenda and minutes.

Core Course	
Course Code: 23GAC21	**Course Title:** MARKETING MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	Outline the core concept of marketing management, various elements of Marketing mix and recent trends.
CLO2[K3]	identify the PLC stages, strategies for various marketing mix and know the viability of marketing product through sales force management and digital marketing.
CLO3 K4]	analyze the contemporary issues in marketing to make decisions on product, price, promotion and communication mix.
CLO4[K5]	select the appropriate market segment and evaluate the product positioning, branding and packaging.
CLO5[K6]	formulate the pricing methods, promotion and select the suitable distribution channel.

Core Course	
Course Code: 23GAC22	**Course Title:** COST ACCOUNTING
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept of cost accounting, elements and ascertainment of cost.
CLO2[K3]	make use of the appropriate method of material issues and overhead distribution.
CLO3 K4]	choose the suitable method of remuneration and stock level.
CLO4[K5]	evaluate the cost for machine hour, bonus and determine the product cost through process costing.
CLO5[K6]	estimate the various costs for each process and construct a cost sheet.

Generic Elective Course	
Course Code: 23GAEG21	**Course Title:** INTERNATIONAL BUSINESS

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

CLO1[K2]	summarize the concept and its various aspects and theories of international trade.
CLO2[K3]	identify the institutional support to international business and choose the mode of foreign direct investment entry.
CLO3 K4]	analyse the factors influencing foreign direct investment and contemporary issues in international business.
CLO4[K5]	evaluate the various modes of entry and roles played by the global institutions in International business.
CLO5[K6]	predict the foreign exchange rate and improve the globalization of markets.

Core Course	
Course Code: 23GAC31	**Course Title:** ORGANISATIONAL BEHAVIOUR

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

CLO1[K2]	outline the concept of organizational behaviour and its key areas.
CLO2[K3]	apply the elements, types and theories of leadership, job satisfaction in the field of organizational context to improve the morale of the employees for organizational development.
CLO3 K4]	analyze the different facets of work environment and develop the group behaviour and cohesiveness.
CLO4[K5]	evaluate the factors and techniques in the field of organizational behaviour and assess the causes of stress to overcome by counselling.
CLO5[K6]	build organizational culture, climate and frame work for organizational development to increase the productivity and job satisfaction of employees.

Core Course	
Course Code: 23GAC32	**Course Title:** FINANCIAL MANAGEMENT

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

CLO1[K2]	summarize the concept and functional areas of financial management.
CLO2[K3]	plan for financial requirement through various sources of finance and identify the models of dividend for financial decision.
CLO3 K4]	analyze the factors influencing financial decision and examine the working capital requirement, dividend policy and the methods of capital budgeting.
CLO4[K5]	select the appropriate method of cost of capital by combining various sources of funds for capital structure decision.
CLO5[K6]	predict the capital budgeting and the working capital requirement through various sources of finance.

Generic Elective Course	
Course Code: 23GAEG31	**Course Title:** BUSINESS STATISTICS

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

CLO1[K2]	outline the concept of business statistics and its various tools.
CLO2[K3]	make use of the knowledge of measures of central tendency, variation, Skewness and kurtosis in real life situation.
CLO3 K4]	analyze the business data with the help of statistical tools by applying the various formulae.
CLO4[K5]	assess the relationship between two variables using correlation, regression and evaluate the methods of index number.
CLO5[K6]	develop managerial decision problems using testing of hypothesis and time series.

Skill Enhancement Course	
Course Code: 23GADS31	**Course Title:** COMPUTER APPLICATION IN BUSINESS
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the basic concepts of internet, Microsoft office and Tally.
CLO2[K3]	apply the various application software and accounting software to enhance business activities.
CLO3 K4]	analyze effective software tools to produce organizational documents and presentation.
CLO4[K5]	assess internet resources for making google forms and share questionnaire by make use of computer technology for accomplish projects.
CLO5[K6]	formulate word document, excel spread sheet and power point presentation for large amount of information.

Skill Enhancement Course	
Course Code: 23GAES31	**Course Title:** NEW VENTURE MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the concept of entrepreneurship and the key areas of new venture creation and the business plan.
CLO2[K3]	apply the knowledge of entrepreneurship skills to startup a business and identify the sources of finance.
CLO3 K4]	examine the various opportunities for starting a new venture and analyze the feasibility for Moving from an Idea to a New Venture.
CLO4[K5]	evaluate the strategies involved in setting up a new venture and choose the financial schemes offered by various financial institutions.
CLO5[K6]	develop a Successful Business plan from idea generation to concept development and prepare a feasibility report to the creation of new venture.

Core Course	
Course Code: 23GAC41	**Course Title:** BUSINESS ENVIRONMENT

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

CLO1[K2]	outline the concept of various business environment and its components.
CLO2[K3]	make use of economic, political and technological environment for the improvement of local and global business.
CLO3 K4]	plan the business objectives based on the cultural environment, economic system and types of social organization.
CLO4[K5]	evaluate the factors of the environment and its impact on business.
CLO5[K6]	develop the business activities based upon different environment under which business operate with social and economic factors.

Core Course	
Course Code: 23GAC42	**Course Title:** BUSINESS REGULATORY FRAMEWORK

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

CLO1[K2]	outline the concept of law pertaining to business and cyber law.
CLO2[K3]	apply legal rules related with Sales of goods act, Contract of Agency and Companies act.
CLO3 K4]	classify the contract and analyze the provisions of IT Act related to e-contract.
CLO4[K5]	evaluate the legal provisions regarding business to solve legal problems.
CLO5[K6]	anticipate the way in which the law operates on a day to day basis for business.

Generic Elective Course	
Course Code: 23GAEG41	**Course Title:** OPERATIONS RESEARCH
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept and techniques of operations research.
CLO2[K3]	apply the various methods of linear programming, transportation and assignment to find out the minimum and maximum cost.
CLO3 K4]	analyze the linear programming models for managerial decision making.
CLO4[K5]	select the best strategy in competitive situation, predict the completion time of a project and assess the decision theory.
CLO5[K6]	create mathematical models, construct a network diagram and predict the strategy in games to solve the real world problems.

Core Course	
Course Code: 23GAC51	**Course Title:** HUMAN RESOURCE MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the concept and various facets of human resource management.
CLO2[K3]	estimate the human resource for administering the human elements by job evaluation, managing performance and human resource audit at competitive advantage in Global level.
CLO3 K4]	analyze the key issues related to employee engagement regarding HR policies and procedure.
CLO4[K5]	evaluate the compensation, performance appraisal of employees and interpret the recent trends in HRM.
CLO5[K6]	design the human resource planning for recruitment, selection, placement and training for retaining suitable human capital.

Core Course	
Course Code: 23GAC52	**Course Title:** RESEARCH METHODOLOGY
On successful completion of the course, the learners should be able to	
CLO1[K2]	outline the concept of research and its key areas of methodology.
CLO2[K3]	apply the appropriate method of data collection, research design, sampling and scaling techniques for a research project work.
CLO3 K4]	analyze and formulate the problem with the help of research process through data collection and measurement tools.
CLO4[K5]	choose the appropriate research design and assess the data analysis to present the research results.
CLO5[K6]	design the questionnaire, schedule, tabulation and formulate hypothesis to develop data analytics skills for preparing research report.

Core Course	
Course Code: 23GAC53	**Course Title:** MANAGEMENT ACCOUNTING
On successful completion of the course, the learners should be able to	
CLO1[K2]	explain the concept and tools of management accounting.
CLO2[K3]	make use of various tools of management accounting to enhance the business activities.
CLO3 K4]	analyze the various ratios and financial statements and use them in day-to-day business scenarios.
CLO4[K5]	predict the different types of budget and evaluate the breakeven analysis.
CLO5[K6]	create fund flow, cash flow statement and application of marginal costing for management decision making.

Core Course	
Course Code: 23GAC54	**Course Title:** MANAGEMENT INFORMATION SYSTEM
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept and technologies used in the field of management information system.
CLO2[K3]	choose the appropriate functional information system and plan database management to implement business decisions in real world situation.
CLO3 K4]	examine the decision support system through business analytics and relevance of big data by makes use of Computers and Information Processing to improve the database management system.
CLO4[K5]	evaluate the role of MIS in functional management to develop System Analysis and design to resolve the complex computing problems in an organisation.
CLO5[K6]	design the subsystems and global systems for the effective functioning of BPO and data mining operations.

Core Course	
Course Code: 23GAC5P	**Course Title:** PROJECT WITH VIVA VOCE
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline introduction and conceptual framework about the project.
CLO2[K3]	construct the questionnaire and select the methods of collecting data.
CLO3 K4]	classify and tabulate the data.
CLO4[K5]	interpret the result after analyzing the data by using statistical tools.
CLO5[K6]	compose the findings, suggestions for the topic and prepare a project report.

Core Course	
Course Code: 23GAIN51	**Course Title:** INTERNSHIP
On successful completion of the course, the learners should be able to	

CLO1[K2]	Relate the classroom theory with work place practice.
CLO2[K3]	apply the practices / procedures observed in real time working environment
CLO3 K4]	Analyse the work flow and communication flow prevailing in the Institution/industry
CLO4[K5]	Assess interests and abilities in their field of study
CLO5[K6]	propose strategies, policies and guidelines for enhancing efficiency of Industrial/institutional operations

Discipline Specific Elective Course	
Course Code: 23GADS51	**Course Title:** INDUSTRIAL RELATIONS
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the concept and various facets of industrial relations.
CLO2[K3]	identify the human relations, industrial disputes and approaches used in the resolution of industrial disputes.
CLO3 K4]	examine the health, safety, welfare and analyse the impact of industrial disputes.
CLO4[K5]	evaluate the various process and procedures of handling employee relations and grievances.
CLO5[K6]	anticipate the situation in which unions and employers meet to organize, bargain and workers participation in management.

Discipline Specific Elective Course	
Course Code: 23GADS52	**Course Title:** BUSINESS TAXATION
On successful completion of the course, the learners should be able to	
CLO1[K2]	summarize the concept and various facets of industrial relations.
CLO2[K3]	identify the human relations, industrial disputes and approaches used in the resolution of industrial disputes.
CLO3 K4]	examine the health, safety, welfare and analyse the impact of industrial disputes.
CLO4[K5]	evaluate the various process and procedures of handling employee relations and grievances.
CLO5[K6]	anticipate the situation in which unions and employers meet to organize, bargain and workers participation in management.

Core Course	
Course Code: 23GAC61	**Course Title:** ENTREPRENEURSHIP DEVELOPMENT
On successful completion of the course, the learners should be able to	
CLO1[K2]	summarize the concept of entrepreneur, entrepreneurship and its key areas.
CLO2[K3]	identify the project and correlate the various institutions assisting finance to become a successful women entrepreneur
CLO3 K4]	analyze the problems of sick units, feasibility of a project, business plan and utilize the institutional support to run the business.
CLO4[K5]	evaluate the market analysis, technical analysis, cost benefit analysis and network analysis of opportunity identification for the survival of business enterprise.
CLO5[K6]	create a new business venture with the help of various incentive schemes to improve women entrepreneurship with effective training program.

Core Course	
Course Code: 23GAC62	**Course Title:** SERVICES MARKETING
On successful completion of the course, the learners should be able to	

CLO1[K2]	summarize the concept and various facets of services marketing.
CLO2[K3]	determine the marketing mix for services and the unique challenges inherent in managing and delivering quality services.
CLO3 K4]	analyze the effectiveness of service marketing and managing customer service experiences, expectations and perceptions
CLO4[K5]	evaluate the effectiveness of customer service offerings by developing appropriate communication to resolve the gap in the related context
CLO5[K6]	develop knowledge about financial, health, hospitality, professional, public utility and educational services.

Core Course	
Course Code: 23GAC63	**Course Title:** PRODUCTION AND MATERIAL MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the basic concepts of production and material management.
CLO2[K3]	choose the appropriate techniques of work sampling for the implementation of material requirement planning.
CLO3 K4]	examine the quality control, service facilities and classify the method for production system and layout.
CLO4[K5]	evaluate the basic inventory models, predict the reorder point and assess the safety stock for effective purchase management.
CLO5[K6]	predict the location, design the layout and work sampling techniques for improving production function.

Discipline Specific Elective Course	
Course Code: 23GADE61	**Course Title:** FINANCIAL SERVICES
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept of financial services, stock exchange and financial system.
CLO2[K3]	select the different stock exchange in the capital market and the functions of commercial banks and SEBI.
CLO3 K4]	plan the investment in mutual fund, leasing, hire purchase, venture capital, consumer finance and crypto currency
CLO4[K5]	evaluate the development of financial system in India and the role of SEBI, credit rating agencies, factoring services and digital payments.
CLO5[K6]	create venture capital and consumer finance with the help of credit rating agencies.

Discipline Specific Elective Course	
Course Code: 23GADE62	**Course Title:** CONSUMER BEHAVIOUR
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the basic concepts of consumer behaviour.
CLO2[K3]	Identify the factors influencing consumer behaviour and apply the Internal dynamics of personality, learning, motivation and attitude to determine the consumer behaviour.
CLO3 K4]	analyze the various dimensions of learning and involvement to persuade the buying behaviour of the consumer in the new digital era.
CLO4[K5]	measure the beliefs and attitude and interpret the power of individual influences on decision making and consumption.
CLO5[K6]	create the strategies for marketing program based upon the consumer decision making process relevant to consumer behaviour.

Discipline Specific Elective Course	
Course Code: 23GADE63	**Course Title:** E-BUSINESS
On successful completion of the course, the learners should be able to	

CLO1[K2]	Outline the concept of e-business and its application.
CLO2[K3]	identify the security threats of e-business through web portal for applying the web based tools to achieve success in the business.
CLO3 K4]	analyze the marketing strategies for the implementation of e–commerce and \ electronic payment systems in the environment of E-business
CLO4[K5]	examine the mechanism for conducting business through electronic means and resolve security threats to develop thee-business environment.
CLO5[K6]	design the website for business to execute a successful business plan without any security issues.

Discipline Specific Elective Course	
Course Code: 23GADE64	**Course Title:** FUNDAMENTALS OF LOGISTICS MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	Outline the basic concept and various operating areas of Logistics management.
CLO2[K3]	apply the various key logistic activities with the help of technology in global logistics and supply chain management.
CLO3 K4]	analyse the role of outsourcing and customer service relevant to logistic and issues relating to global logistics.
CLO4[K5]	evaluate the various areas of logistics where technology can be applied and its impact on both costs and service in business.
CLO5[K6]	develop standards to achieve business performance by integrating and optimizing the logistics process to sustain the customer relationship in the business environment.

Non Major Elective	
Course Code: 23GANE11	**Course Title:** BASICS OF EVENT MANAGEMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	Outline the basic concept of event management and various dimensions of event management.
CLO2[K3]	Apply the event management skills in different setting to implement and Conduct special events.
CLO3 K4]	analyze the Event Feasibility, budgeting and sponsorship for an event required to plan a successful event.
CLO4[K5]	evaluate management techniques and strategies required for the 5P's of event marketing and financial aspects of event management.
CLO5[K6]	prepare an event design using the event management techniques.

Non Major Elective	
Course Code: 23GANE21	**Course Title:** MANAGERIAL SKILL DEVELOPMENT
On successful completion of the course, the learners should be able to	

CLO1[K2]	outline the concept of managerial skills and its components.
CLO2[K3]	apply the various management skills that are of immediate use in management or leadership position.
CLO3 K4]	examine the various managerial activities that contribute to managerial effectiveness needed for managing employees in the organisation
CLO4[K5]	assess the situation that communication and leadership skills required for the effective management of employees.
CLO5[K6]	predict the situation in which the emotional, critical and analytical skills to investigate business problems.

Skill Enhancement Course	
Course Code: 23GSE46	**Course Title:** BEAUTICIAN COURSE
On successful completion of the course, the learners should be able to	

CLO1[K2]	classify the types of skin, facial, hair styles and Mehandi.
CLO2[K3]	prepare different types of homemade packs.
CLO3 K4]	plan for basic skin care services including skin analysis, facials, makeup application and superfluous hair removal.
CLO4[K5]	decide the suitable facial depending upon the type of skin.
CLO5[K6]	Propose the different make up for different occasions.

Skill Enhancement Course	
Course Code: 23GSE46L	**Course Title:** BEAUTICIAN COURSE LAB
On successful completion of the course, the learners should be able to	

CLO1[K2]	prepare homemade packs, herbal oil and mehandi.
CLO2[K3]	Apply the knowledge for bridal makeup.
CLO3 K4]	Analyse and carry out different types of hairstyles on the event of different functions.
CLO4[K5]	decide the professional attitude and knowledge of skin care, facial, hair styles, beauty treatments comprising of casual makeup, making of eye brows, eyelashes, henna applications and massage.
CLO5[K6]	create employment opportunity by starting a parlour and become an entrepreneur.