

## **SRM ARTS AND SCIENCE COLLEGE**

### **DEPARTMENT OF BUSINESS ADMINISTRATION (BBA)**

#### **PROGRAMME OUTCOMES**

After completion of this program the students will be able to

PO.01: Enumerate the tools and techniques relevant to management theories.

PO.02: Develop the basic ideas of management process and functions from an organization view point.

PO.03: Predict the legal & ethical aspects of business.

PO.04: Use the professional skills to suit current industry requirement.

PO.05: Apply the skills in the field of research & development.

PO.06: Relate the various business strategies and their outcomes.

#### **PROGRAMME SPECIFIC OUTCOMES**

After completion of the program the students were specifically able to

PSO.01: Examine the impact of PEST (political, economical, social & technological) factors of business

PSO.02 : Predict the dynamic and complex working environment of business.

PSO.03: Produce effective entrepreneurs by enhancing critical problem solving and decision making skills.

#### **COURSE OUTCOMES**

##### **Principles of Management - BB21A**

At the end of the course the Students will be able to

CO 1 : State the evolution of management theories and its significance.

CO 2 : Describe the Planning and Decision making process.

CO 3 : Classify the Organisation and its structure.

CO 4 : Identify the importance of Co-ordination and Controlling process in Management.

CO 5 : Relate the significance of ethics in business and its implications.

CO 6 : Summarize all the functions of Management.

### **Financial Accounting - BB21B**

At the end of the course the Students will be able to

- CO 1 : List the basic accounting concepts and its application.
- CO 2 : Prepare the Final Accounts.
- CO 3 : Explain the Partnership accounts.
- CO 4 : Calculate Depreciation.
- CO 5 : Differentiate the single entry system and double entry system.
- CO 6 : Summarize the various financial reporting system.

### **Managerial Economics - BB31A**

At the end of the course the Students will be able to

- CO 1 : Tell the important concepts of economics.
- CO 2 : Describe the concept of and demand analysis and forecasting
- CO 3 : Explain the concepts of production, supply and demand
- CO 4 : Discuss the pricing methods and strategies
- CO 5 : Compare different markets,
- CO 6 : Develop managerial decision making skills pertaining to economics

### **Business Communication - BB22A**

At the end of the course the Students will be able to

- CO 1 : Quote the layout of business letter.
- CO 2 : Classify the kinds of business letters.
- CO 3 : Explain the types of business correspondence.
- CO 4 : Prepare report writing, agenda, minutes of meeting and notes.
- CO 5 : Describe the modern forms of communication.
- CO 6 : Identify the various types & usage of business communication.

### **Management Accounting - BB22B**

At the end of the course the Students will be able to

- CO 1 : Tell the fundamentals of management accounting.
- CO 2 : Prepare the Interpretation of financial statements.
- CO 3 : Classify the ratios.

CO 4 : Differentiate fund flow and cash flow analysis.

CO 5 : Predict the investment decisions by capital budgeting.

CO 6 : Use the management accounting tools in business.

### **International Trade - BB32A**

At the end of the course the Students will be able to

CO 1 : Compare internal and international trade

CO 2 : Define different theories of trade

CO 3 : State the concepts of international trade

CO 4 : Explain IMF, IBR

CO 5 : Summarize WTO and its implications

CO 6 : Classify the theories of International Trade and various international financial institutions, structures & functions.

### **Financial Management - BB23A**

At the end of the course the Students will be able to

CO 1 : State the functions of financial management.

CO 2 : Explain the theories of capital structure.

CO 3 : Classify the cost of capital.

CO 4 : Describe the various dividend models.

CO 5 : Discuss the factors affecting working capital.

CO 6 : Use various financial management tools and techniques in business.

### **Organisational Behaviour - BB23B**

At the end of the course the Students will be able to

CO 1 : Define organization theories and its significance.

CO 2 : List the financial and non-financial motivation techniques.

CO 3 : Explain the theories of leadership.

CO 4 : Discuss about group dynamics.

CO 5 : Describe the organisation culture and climate.

CO 6 : Summarize the concepts underlying organization behaviour and its role.

### **Computer Application in Business - BB23C**

At the end of the course the Students will be able to

CO 1 : Recognize the skills in Ms-Word and Ms-Excel for business functions.

CO 2 : Explain basic concepts of DBMS and its applications.

- CO 3 : State the advantages and future of EDI
- CO 4 : Discuss the evolution and applications of Internet in different sectors.
- CO 5 : Experiment about Information System Audit
- CO 6 : Develop basic computer knowledge and skills required in real time environment

### **Marketing Management - BB23D**

At the end of the course the Students will be able to

- CO 1 : Define the fundamentals of marketing concepts.
- CO 2 : Predict the factors influencing consumer behaviour.
- CO 3 : Explain the new product development process.
- CO 4 : Classify the channel of distribution.
- CO 5 : Use various promotional tools in marketing.
- CO 6 : Summarize the implication of marketing in business.

### **Human Resource Management - BB24A**

At the end of the course the Students will be able to

- CO 1 : Define the basic concepts of personnel management and human resource management.
- CO 2 : State the benefits of training and development.
- CO 3 : Enumerate the components of remuneration.
- CO 4 : Explain the functions of Trade Unions.
- CO 5 : Tell the benefits of human resource audit.
- CO 6 : Describe the role of human resource management in organisation.

### **Business Regulatory Frame Work - BB24B**

At the end of the course the Students will be able to

- CO 1 : Tell the outline of Indian contracts act.
- CO 2 : Discuss the Indian companies act 1956.
- CO 3 : Identify the benefits of consumer protection act.
- CO 4 : Explain the Intellectual property rights.
- CO 5 : Define the cyber laws.
- CO 6 : Enumerate the legal remedies for business.

### **Financial Services - BB24C**

At the end of the course the Students will be able to

CO 1 : Explain the nature and importance of financial services.

CO 2 : Describe merchant banking functions, stock exchanges and role of SEBI.

CO 3 : Illustrate leasing methods and factoring functions.

CO 4 : Relate the venture capital, credit rating and consumer finance.

CO 5 : Examine the concept of mutual funds.

CO 6 : Summarize the concepts of financial services and fund based financial services in financial institutions.

### **Management Information System - BB24D**

At the end of the course the Students will be able to

CO 1 : Define the basic concept & technologies used in the field of management information system.

CO 2 : List the characteristics of system.

CO 3 : Classify the computer.

CO 4 : Describe the system analysis and design.

CO 5 : Discuss the role of decision support system in business.

CO 6 : Summarize the fundamental principles of computer based information system analysis.

### **Advertising Management & Sales Promotion - BB25A**

At the end of the course the Students will be able to

CO 1 : State the basic concepts of advertising.

CO 2 : Differentiate the effectiveness of various mass media in advertising.

CO 3 : Describe the role of advertising agencies.

CO 4 : Explain the sales promotion activities.

CO 5 : Summarize the advertising effectiveness.

CO 6 : Correlate the effectiveness of advertisement and know its implications on society.

### **Operations Management - BB25C**

At the end of the course the Students will be able to

CO 1 : Define the nature and scope of operations management.

CO 2 : Discuss the layout of manufacturing facilities.

CO 3 : Illustrate production and inventory control.

CO 4 : Explain method analysis and work measurement.

CO 5 : Enumerate the service operations management.

CO 6 : Describe how the operations management have strategic importance & competitive advantage in the organization.

### **Material Management - BB25D**

At the end of the course the Students will be able to

CO 1 : List the importance of materials management.

CO 2 : Recognize the need and importance of inventory.

CO 3 : State the role of purchase management.

CO 4 : Describe about store keeping and materials handling.

CO 5 : Discuss on vendor management.

CO 6 : Explain the various functions of material management.

### **Entrepreneurial Development – BB45B**

At the end of the course the Students will be able to

CO1: Define the basic concept of Entrepreneurship.

CO2: Enumerate entrepreneurial development agencies.

CO3: Describe the business idea generation techniques.

CO4: Classify Entrepreneurial development programme.

CO5: Relate the role of entrepreneur in economic growth.

CO6: Summarize all the functions of entrepreneurs.

### **Business Environment**

At the end of the course the Students will be able to

CO 1 : State the concept of business environment and its significance.

CO 2 : Predict the impact of political environment in business.

CO 3 : List the types of social organization.

CO 4 : Describe economic systems and their impact on business.

CO 5 : Discuss on financial environment.

CO 6 : Summarize the various environment factors and its impact on business.

### **Business Taxation**

At the end of the course the Students will be able to

- CO1: State the objectives and types of taxation.
- CO2: State the central excise duty.
- CO3: Discuss on customs duty.
- CO4: Classify the central sales tax act.
- CO5: Describe the administrative structure of GST.
- CO6: Tell about the tax system in India.

### **Services Marketing**

At the end of the course the Students will be able to

- CO 1 : Define the service concept, its evolution and growth.
- CO 2 : Explain the concept of marketing mix in service marketing.
- CO 3 : Describe effective management of service marketing.
- CO 4 : State the importance and need of customer relationship management
- CO 5 : Relate marketing of service with other services.
- CO 6 : Summarize the service marketing techniques applied in various sectors.

### **Customer Relationship Management**

At the end of the course the Students will be able to

- CO1: List the importance of communication in business.
- CO2: Use the approaches of CRM in business.
- CO3: Relate CRM in Banking.
- CO4: Explain the nature and types of customer.
- CO5: Quote the importance of market segment.
- CO6: Summarize all the basic concepts and customer satisfaction in CRM.