



LOYOLA COLLEGE OF ARTS AND SCIENCE (Co-Ed.)

(Affiliated to Periyar University – Salem)
Accredited by NAAC with 'B' Grade (I Cycle)
Recognised under section 2(f) of the UGC Act 1956
Mettala, Oilpatty Village.
Rasipuram Taluk, Namakkal District – 636202.

Department of Business Administration

LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	B.B.A., General
Programme Code:	UBA
Duration:	3 years [UG]
Programme Outcomes:	PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study
	PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
	PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
	PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
	PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.



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PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

PO8: Scientific reasoning: Ability to analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11 Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12 : Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.



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PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including „learning how to learn“, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling





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Programme Specific Outcomes:	<p>PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.</p> <p>PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment</p> <p>PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.</p> <p>PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.</p> <p>PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.</p>
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Paper Code	Paper Title	Course Outcomes	
23UBAC001	Principles of Management	CO1	Describe nature, scope, role, levels, functions and approaches of management
		CO2	Apply planning and decision making in management
		CO3	Identify organization structure and various organizing techniques
		CO4	Understand direction, coordination & control mechanisms
		CO5	Relate and infer ethical practices of organisation
23UBAC002	Accounting for managers I	CO1	Prepare Journal, ledger, trial balance and cash book
		CO2	Classify errors and making rectification entries
		CO3	Prepare final accounts with adjustments
		CO4	To understand hire purchase system
		CO5	Prepare single and double entry system of accounting
23UBAGE001	Managerial economics	CO1	Analyze & apply the various managerial economic concepts in individual & business decisions.
		CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.



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		CO3	Employ production, cost and supply analysis for business decision making.
		CO4	Identify pricing strategies.
		CO5	Classify market structures under competitive scenarios.
23UBAFC001	Managerial Communication	CO1	Understand communication process and its barriers.
		CO2	Develop business letters in different scenarios
		CO3	Develop oral communication skills & conducting interviews
		CO4	Use managerial writing for business communication
		CO5	Identify usage of modern communication tools & its significance for managers
23UBAC003	Marketing Management	CO1	To list and identify the core concepts of marketing and its mix.
		CO2	To sketch the market segmentation, nature of product, PLC.
		CO3	To analyze the appropriate pricing methods.
		CO4	To determine the importance of various media.
		CO5	To assess the sales force and applications of digital marketing.
23UBAC004	Accounting for managers II	CO1	Interpret cost sheet & write comments.
		CO2	Compare cost, management & financial accounting
		CO3	Analyze the various ratio and compare it with standards to assess deviations
		CO4	Estimate budget and use budgetary control
		CO5	Evaluate marginal costing and its components
23UBAGE002	International business	CO1	Discuss the modes of entry to International Business
		CO2	Explain international trade theories
		CO3	Understand Foreign exchange market and FDI
		CO4	Outline the Global Business Environment
		CO5	Identify the relevance of international institutions and trading blocs.





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23UBASE003	Business etiquette and corporate grooming	CO1	Describe basic concepts of business etiquette and corporate grooming.
		CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication
		CO3	Create cultural awareness and moral practices in real life workplace scenarios
		CO4	Analyze workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success
		CO5	Apply the professionalism in the workplace considering diversity and courtesy
23UBAC005	Organizational behaviour	CO1	To define Organizational Behaviour. Understand the opportunity through OB.
		CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.
		CO3	To analyze the complexities and solutions of group behaviour.
		CO4	To impact and bring positive change in the culture of the organization.
		CO5	To create a congenial climate in the organization.
23UBAC006	Financial Management	CO1	Understand the basics of finance and roles of finance manage
		CO2	Evaluate Capital structure & Cost of capital
		CO3	Evaluate Capital budgeting
		CO4	Assessing dividends
		CO5	Appraise Working Capital
23UBAGE003	Business statistics	CO1	Measures of Central Tendency
		CO2	Measures of Variation
		CO3	Analyze of Time Series
		CO4	Understand Index Numbers
		CO5	Test Hypothesis
23UBASE005		CO1	Understand the concept of entrepreneurship and skill sets of an entrepreneur.

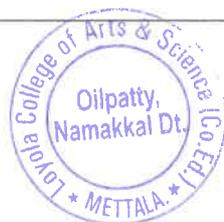




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	Entrepreneurial skill new venture development	CO2	Assess new venture opportunities & analyze strategic choices in relation to new ventures
		CO3	Develop a credible business plan for real life situations
		CO4	Coordinate a team to develop and launch and manage the new venture through the effective leadership
		CO5	Evaluate different sources for financing new venture
23UBAC007	Business environment	CO1	To understand the concepts of Business Environment.
		CO2	To apply knowledge in the business and strategic decisions
		CO3	To analyze the importance of business in various social groups.
		CO4	To evaluate the types of economic environment and its impact on business.
		CO5	To construct and assess the environment for realtime business
23UBAC008	Business regulatory framework	CO1	Explain Indian Contracts Act
		CO2	Understand Sales of goods act and Contract of Agency
		CO3	Understand Indian Companies Act 1956
		CO4	Understand Consumer Protection Act – RTI
		CO5	Understand Cyber law
23UBAGE004	Operation research	CO1	Analyze Linear Programming
		CO2	Analyze Transportation problem
		CO3	Analyze Assignment problem
		CO4	Analyze Network models
		CO5	Analyze Game Theory and Decision Theory
23UBASE007	Intellectual property rights	CO1	Imbibe the knowledge of IPR through various laws
		CO2	Apply the knowledge of patents
		CO3	Understand the process of acquiring a trademark
		CO4	Create an awareness about copyrights





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		CO5	Understand geographical indicator
23UBAC009	Human resource management	CO1	Explain the concepts, functions and process of HRM
		CO2	Examine the selection and placement process
		CO3	Evaluate the training and performance appraisal
		CO4	Understand the employee engagement and compensation
		CO5	Understand the recent trends in HR
23UBAC010	Research methodology	CO1	Understand the concepts and principles of Research
		CO2	Comprehend and decide the usage of design and formulate hypothesis
		CO3	Analyze data collection sources and tools
		CO4	Summarize and establish solutions through data analysis
		CO5	Compare and justify the process of writing and organizing a research report.
23UBAC011	Business taxation	CO1	To define and understand the basic concepts of tax.
		CO2	To Examine and apply GST rules in real-time business situations.
		CO3	To analyze the elements of GST mechanism in India.
		CO4	To evaluate the rules of Income Tax and methods of valuation for customs.
		CO5	To prepare the needed documents under GST Compliance.
23UBAC012	Management Information System	CO1	Understand MIS in decision making
		CO2	Explain MIS, its structure and role in management functions
		CO3	Classify & discuss information system categories, Database Management systems
		CO4	Discuss SDLC and functional information system categories
		CO5	Outline functions of BPO, Data mining and the recent trends in information management





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23UBAGE005	Digital Marketing	CO1	Discuss digital marketing and its framework
		CO2	Identify, use appropriately and explain digital marketing tools
		CO3	Explain social media marketing and crowdsourcing
		CO4	Discuss online reputation management and its influence
		CO5	Identify the various data analytics and measurement tools in digital marketing
23UBAC013	Entrepreneurial Development	CO1	To understand the concepts of Entrepreneurship development.
		CO2	To apply knowledge in the business plans and implementation.
		CO3	To analyze the various analyses of business in setting up of enterprises.
		CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.
		CO5	To evaluate and assess the various problems and remedies of entrepreneurship
23UBAC014	Services Marketing	CO1	To define and understand the concepts of Services Marketing.
		CO2	To Examine and apply Marketing Mix in Service Marketing.
		CO3	To analyze and design various strategies in the field of Services Marketing.
		CO4	To evaluate the role of delivering Quality Service
		CO5	To design the tools of Marketing
23UBAC015	Production and Materials Management	CO1	Provide comprehensive outlook on basic concepts, and practices of production.
		CO2	Identify right plant location and plant layout of factory
		CO3	Know work study & method study, its procedure & quality control techniques in production.
		CO4	Outline inventory control concepts and its



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			replenishment to manage inventory
		CO5	Discuss purchase management procedure and identify vendor rating mechanisms
23UBAGE008	Consumer Behaviour	CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.
		CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
		CO3	Analyze the consumer decision process.
		CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.
		CO5	Determine customer satisfaction and consequent post purchase behavior
23UBAGE012	E-Business	CO1	To define and understand the basic concepts of business done through web
		CO2	To Examine and apply web tools in real-time business situations.
		CO3	To analyze the security threats in e-business.
		CO4	To evaluate strategies for marketing.
		CO5	To prepare the environment for e-business.



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