



FATIMACOLLEGE(AUTONOMOUS),MADURAI-625018
COURSEOUTCOMES

NAME OF THE PROGRAMME: BUSINESS ADMINISTRATION
PROGRAMME CODE: USBA

Academic Year : 2020 -2021

COURSE CODE	COURSE TITLE	COURSE OUTCOMES
19U1CC1	BUSINESS CORRESPONDENCE	CO1: To demonstrate the necessary of effective communication. CO2: To design different kinds of business letters CO3: To compile complaints and adjustment letters CO4: To prepare letters for public authorities and other agencies. CO5: To analyze and draft the different types of business report.
19U1CC2	FUNDAMENTALS OF MANAGEMENT	CO1: To apply the management concept in functional areas. CO2: To demonstrate the need for planning and decision making for progressive existence of a firm.

		<p>CO3: To compile the strengths of Departmentation.</p> <p>CO4: To analyze the different performance appraisal methods.</p> <p>CO5: To compare the difference between tall and flat span of management</p>
19U1AC1	FUNDAMENTALS OF STATISTICS	<p>CO 1: The student is able to collect, organize, and represent data, and be able to recognize and Describe relationships.</p> <p>CO 2: The student is able to understand and use the basic measure of central tendency which helps to identify behaviour of data. It acts as a representative figure for the entire mass of data.</p> <p>CO 3: Compute measures of dispersion to know the extent of variability in central values and measure the spread or dispersion, understand it, and identify its causes to provide a basis for action.</p> <p>CO 4: Recognize the basic concepts of</p>

		<p>correlation and regression. Perform a regression analysis, and compute and interpret the coefficient of correlation.</p> <p>CO 5: Identify the changes in economic activity and predict future events using index numbers. Spot out the underlying forces leading to a particular trend using time series.</p>
19U1NME	SOFT SKILLS DEVELOPMENT -	<p>CO1:Learn to have an increased awareness of leadership skills within the context of their daily life.</p> <p>CO2:Acquire thorough knowledge and understanding of multiple facts of team management.</p> <p>CO3:To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.</p> <p>CO4:To identify some of the essential soft skills needed for effective management.</p>

19U2CC3	INTRODUCTION TO FINANCIAL ACCOUNTING	<p>CO 1: Identify the underlying principles, characteristics and objectives of a set of financial statements.</p> <p>CO 2: Learn how to resolve the difference between cash book and pass book in a systematic manner</p> <p>CO 3: Enable the students to prepare final accounts and make them understand the need for making adjustments while preparing final accounts</p> <p>CO 4: Identify the methods of calculating depreciation charges.</p> <p>CO 5: Have knowledge about nonprofits organisations and able to prepare accounts for such organizations</p>
19U2CC4	MANAGERIAL ECONOMICS	<p>CO 1: To predict the economic goal of the firm to access the importance of decision making.</p> <p>CO 2: To analyse demand and supply condition and access the position of the</p>

		<p>company.</p> <p>CO 3:To compare and contrast basic market types and mechanism of competition and their business implications.</p> <p>CO 4:To formulate and estimate the production function.</p> <p>CO 5: To identify the computation of national income and business cycle</p>
19U2AC2	<p>MATHEMATICS FOR MANAGEMENT</p>	<p>CO 1: Identify the axioms of a system of set theory.</p> <p>CO 2: Solve systems of linear equations by use of the matrix.</p> <p>CO 3: Discern effects of various types and methods of simple and compound interest account.</p> <p>CO 4: Introduce the students how to use Variables For Formulating differential equations.</p> <p>CO 5: Learn the applications of break</p>

		even analysis.
19U2NME	SOFT SKILLS DEVELOPMENT -	<p>CO1: Learn to have an increased awareness of leadership skills within the context of their daily life.</p> <p>CO2:Acquire thorough knowledge and understanding of multiple facts of team management.</p> <p>CO3:To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.</p> <p>CO4:To identify some of the essential soft skills needed for effective management.</p>
19U3CC5	ORGANISATIONAL BEHAVIOUR	<p>CO1. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour.</p> <p>CO 2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour.</p> <p>CO 3. Identify the various leadership</p>

		<p>styles and the role of leaders in a decision making process.</p> <p>CO 4. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.</p> <p>CO 5. Explain group dynamics and demonstrate skills required for working in groups (Team Building)</p>
19U3CC6	MARKETING MANAGEMENT	<p>CO – 1: Identify core concepts of marketing and the role of marketing in business and society.</p> <p>CO – 2: Ability to develop marketing strategies based on product, price, place and promotion objectives.</p> <p>CO – 3: Understand the procedure for price determination of marketing firms.</p> <p>CO – 4: Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.</p>

		CO – 5: Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context.
19U3CC7	COST ACCOUNTING	<p>CO 1: To critique financial accounting and to outline the need of cost accounting.</p> <p>CO 2: To demonstrate the types and elements of costing and cost sheet.</p> <p>CO 3: To evaluate reorder level, EOQ, minimum level, maximum level, average level and the methods of material issues such as LIFO, FIFO, and simple average and weighted average method.</p> <p>CO 4: To critique the methods of remuneration such as time wage system, piece wage system, halsey plan, rowan plan, taylor’s differential piece rate system, merrick multiple piece rate system, gantt’s task and bonus plan, and</p>

		<p>group bonus scheme.</p> <p>CO 5: To apply the different methods of absorption of overheads such as machine hour rate method, direct material cost method, direct labour cost method, and direct labour hour method.</p>
19K3ACU3	BUSINESS CORRESPONDENCE	<p>CO 1: To demonstrate the necessary of effective communication.</p> <p>CO 2: To design different kinds of business letters</p> <p>CO 3: To compile complaints and adjustment letters</p> <p>CO 4: To prepare letters for public authorities and other agencies.</p> <p>CO 5: To analyze and draft the different types of business report</p>
19U3SB1	CAMPUS TO CORPORATE(soft skills development)	<p>CO 1: To explain the characteristics of a company and types of companies in India.</p> <p>CO 2 : To compile a CV and resume in a</p>

		<p>most appropriate manner to gain employment</p> <p>CO 3: To predict the characters tested in GD and skills required in GD.</p> <p>CO 4: To outline good manners, social manners, and professional manners, modern etiquettes and classification of etiquettes.</p> <p>CO 5: To evaluate the different types of interview and how to present oneself for Interview.</p>
19U4CC8	EMPLOYEE MANAGEMENT	<p>CO 1: Understand the basic concepts and frameworks of employee management for effective execution of strategies</p> <p>CO 2: Learn fundamental employee management frameworks and analyze the overall role of employee management in business</p> <p>CO 3: Improve their ability to think about how employee management should</p>

		<p>be used as a tool to execute strategies and achieve a competitive advantage</p> <p>CO 4: Understand the key elements of employee management and discuss how they relate to each other and the organizational culture</p> <p>CO 5: Look at numerous employee issues, their causes, and what strategies should be implemented to achieve solutions</p>
19U4CC9	OPERATIONS MANAGEMENT	<p>CO 1: To demonstrate about production management function and to identify best plant layout.</p> <p>CO 2: To predict prospective way of routing,sequencing and scheduling.</p> <p>CO 3: To prepare the flow chart and to explain work study and method study.</p> <p>CO 4: To uses the materials in optimal way to carry proper production management.</p> <p>CO 5: To access the essence of quality</p>

		circle and inventory control.
19U4CC10	MANAGEMENT ACCOUNTING THEORY & PRACTICE	<p>CO 1: To recall financial accounting and to outline management accounting and financial statement analysis.</p> <p>CO 2: To identify the different types of ratios and explain its applications</p> <p>CO 3: To prepare funds flow and cash flow statements.</p> <p>CO 4: To apply the managerial applications of CVP analysis</p> <p>CO 5: To assess the various variances such as material cost, price, usage, mix and yield variances and to evaluate the various budgets such as production, flexible, cash, sales and zero based budgets</p>

19K4ACU4	PRINCIPLES OF MARKETING	<p>CO 1: To understand how organizations identify customers and their wants/needs</p> <p>CO 2: To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements.</p> <p>CO 3: Demonstrate understanding of marketing terminology and concepts.</p> <p>CO 5: Demonstrate knowledge of the individual components of a marketing mix.</p>
19U4SB2	INTER PERSONAL SKILLS & TEAM BUILDING-	<p>CO 1: Learn to have an increased awareness of interpersonal skills within the context of their daily life</p> <p>CO 2: Develops all round personality of the students by mastering inter-personal skills</p> <p>CO 3: Understand the importance of being a good and a patient listener to avoid conflicts</p>

		<p>CO 4: Builds the qualities and abilities that allow to work well with others during conversations, projects, meetings or other collaborations</p> <p>CO 5: Acquire thorough knowledge and understanding of multiple facts of team management</p>
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