



Fatima College

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Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle- IV)

College with Potential for Excellence (2004 - 2019)

101 - 150 Rank Band in India Ranking 2021 (NIRF)

Mary Land, Madurai - 625 018, Tamil Nadu.



FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018

2020 - 2021

CRITERION 1 - CURRICULAR ASPECTS

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme specific outcomes (PSOs) and Course Outcomes (COs), of the Programmes offered by the Institution.

NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION

PROGRAMME CODE : USBA

PROGRAMME OUTCOMES:

- PO – 1:** At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.
- PO – 2:** The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.
- PO – 3:** The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.



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PROGRAMME SPECIFIC OUTCOMES:

PSO1: Identify and describe current domestic and international business trends

PSO2: Explain how proper business management benefits consumers and employees

PSO3: Define the basic rules related to human resources management

PSO4: Compare and contrast the different types of business ownership

PSO5: Evaluate and classify various marketing strategies

PSO6: Gain knowledge on the preparation of final accounts, cost accounting & management accounting.

PSO7: Apply the theoretical knowledge in the projects/internship to gain career related experience.

PSO8: Develop critical thinking abilities that allows them to work ethically and professionally with people of diverse cultural and gender backgrounds.



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COURSE CODE	COURSE TITLE	NATURE OF THE COURSE (LOCAL/ NATIONAL/ REGIONAL/ GLOBAL)	COURSE DESCRIPTION	Course Outcomes
19U1CC1	Business Correspondence	National	This paper helps to make the students understand various aspects of Business Letters and help them to draft various letters and reports	CO 1 :To demonstrate the necessary of effective communication. CO 2: To design different kinds of business letters CO 3: To compile complaints and adjustment letters CO 4: To prepare letters for public authorities and other agencies. CO 5: To analyze and draft the



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				different types of business report.
19U1CC2	Fundamentals of Management	Global	It helps the student to learn how to organizes the resources, integrates the resources in effective manner to achieve goals.	<p>CO 1: To apply the management concept in functional areas.</p> <p>CO 2: To demonstrate the need for planning and decision making for progressive existence of a firm.</p> <p>CO 3: To compile the strengths of Departmentation.</p> <p>CO 4: To analyse the different performance appraisal methods.</p> <p>CO 5: To compare the difference between tall and flat span of management.</p>



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19U1AC1	Fundamentals of Statistics	National	This course provides learner the opportunity to expand their knowledge and skills of the Statistical Concepts and a personal development experience towards the needs of statistical data analysis.	<p>CO 1: Identify statistical tools needed to solve various business problems.</p> <p>CO 2: The student is able to collect, organize, and represent data, and be able to recognize and</p> <p>CO 3: Describe relationships.</p> <p>CO 4: 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 5: Compute measures of dispersion to know the</p>
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				<p>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 6: Recognize the basic concepts of correlation and regression. Perform a regression analysis, and compute and interpret the coefficient of correlation.</p> <p>CO 7: Identify the changes in economic activity and predict future events using index numbers. Spot out the underlying forces leading to</p>
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				<p>a particular trend using time series.</p> <p>CO 8: Develop the skill of performing the calculations needed for various methods of analysis.</p> <p>CO 9: Choose a statistical method for solving practical problems</p>
19U1NME	Soft Skills Development	Regional	<p>It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication</p>	<p>CO 1: Learn to have an increased awareness of leadership skills within the context of their daily life.</p> <p>CO 2: Acquire thorough knowledge and understanding of multiple facts of team</p>



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			skills with Peer groups, subordinates, superior, clients and customers in a organisation.	<p>management.</p> <p>CO 3: To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.</p> <p>CO 4: To identify some of the essential soft skills needed for effective management.</p>
19U2CC3	Introduction to Financial Accounting	National	This subject helps to understand the basic accounting concepts and their application in business and develops the skill needed to analyze financial statements effectively, and gain	<p>CO 1: Identify the underlying principles, characteristics and objectives of a set of financial statements.</p> <p>CO 2: Explain and apply accounting concepts, principles and conventions;</p> <p>CO 3: Prepare ledger accounts</p>



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			knowledge on the preparation of financial statements.	using double entry bookkeeping and record journal entries CO 4: Accordingly CO 5: Enable the students to understand the need for making adjustments while preparing final accounts CO 6: Facilitate students to convert incomplete records into systematic accounting CO 7: Identify the methods of calculating depreciation charges. CO 8: Have knowledge about nonprofits organization able to prepare accounts for such
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				organizations
19U2CC4	Managerial Economics	National	It helps the students to identify how pricing and production strategies help to meet the short-run objective quickly and effectively.	<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 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</p>



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				of National Income and business cycle.
19U2AC2	Mathematics for Management	National	<p>The purpose of having Mathematics in this course is to make the students understand and appreciate how Mathematics can be used as a tool or aid in decision-making.</p> <p>and to understand applications of matrices in business.</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</p>



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				break even analysis.
19U2NME	Soft Skills Development	Regional	It emphasises on the Personality of the student by mastering interpersonal skills, creative skills and Public Speaking .It promotes communication skills with Peer groups, subordinates, superior, clients and customers in a organisation.	<p>CO 1: Learn to have an increased awareness of leadership skills within the context of their daily life.</p> <p>CO 2: Acquire thorough knowledge and understanding of multiple facts of team management.</p> <p>CO 3: To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set.</p> <p>CO 4: To identify some of the essential soft skills needed for effective management.</p>



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19U3CC5	Organisational Behaviour	Global	Course helps to understand individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.	<p>CO 1: Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organizational behaviour.</p> <p>CO 2: Assess the potential effects of organizational -level factors (such as structure, culture and change) on organizational behaviour.</p> <p>CO 3: Identify the various leadership styles and the role of leaders in a decision making process.</p> <p>CO 4: Analyse organizational behavioural issues in the context of organisational</p>
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				<p>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	Global	<p>This paper focus on the basic concepts in marketing to cater the needs of marketing industries and to enable the students to understand the elements of the complex world of marketing</p>	<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</p>



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				<p>marketing firms.</p> <p>CO 4: Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.</p> <p>CO 5: Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context.</p>
19U3CC7	Cost Accounting	National	Imparts knowledge relating to cost sheet, inventory levels and controls, remuneration and incentives of labour, treatment of overheads and how	<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,</p>



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			to reconcile cost and financial books	<p>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 group bonus scheme.</p> <p>CO 5: To apply the different methods of absorption of</p>
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				overheads such as machine hour rate method, direct material cost method, direct labour cost method, and direct labour hour method. CO 6: To prepare reconciliation statement relating to cost and financial accounts.
19K3ACU3	Business correspondence (offered to B.Com CA-Dept)	National	This paper facilitate the students to understand various aspects of Business Letters and help them to draft various letters and reports	CO 1: To demonstrate the necessary of effective communication. CO 2: To design different kinds of business letters CO 3: To compile complaints and adjustment letters CO 4: To prepare letters for public



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				<p>authorities and other agencies.</p> <p>CO 5: To analyze and draft the different types of business report.</p>
19U3SB1	Soft Skills Development- Campus To Corporate	Regional	Enhancing the overall communicative skills of the students	
19U4CC8	Employee Management	Global	Familiarize the students with methods and techniques of HRM and equip them with the application of the	<p>CO 1: Understand the basic concepts and frameworks of HRM is essential for effective execution of strategies</p> <p>CO 2: Learn fundamental HRM frameworks and analyze the</p>



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			HRM tools in real world business situations.	overall role of HRM in business CO 3: .Improve their ability to think about how HRM should be used as a tool to execute strategies and achieve a competitive advantage CO 4: Understand the key elements of HRM and discuss how they relate to each other and the organizational culture CO 5: Look at numerous HRM issues, their causes, and what strategies should be implemented to achieve solutions
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19U4CC9	Operations Management	Global	<p>This paper guide the students</p> <p>To learn planning, organizing and supervising in the contexts of production, manufacturing or the provision of services and it is delivery-focused, ensuring that an organization successfully turns inputs to outputs in an efficient</p>	<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 use the materials in optimal way to carry proper production management.</p> <p>CO 5: To access the essence of quality circle and inventory control.</p>
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			manner.	
19U4CC10	Management Accounting Theory and Practice	National	Provides knowledge relating to financial statements, ratio analysis, funds flow and cash flow analysis, marginal costing, standard costing and budgetary control and their application in managerial decision making	<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.</p>



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				CO 1: To evaluate the various budgets such as production, flexible, cash, sales and zero based budgets
19K4ACU4	Principles of Marketing (Offered to B.Com with Comp. Appln. Dept)	Global	This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has	CO 1: Identify evidence of marketing in everyday life CO 2: Develop an ability to understand and develop the marketing mix for an organisation CO 3: Find out the strategy of product mix, life cycle of product, branding concept and packaging CO 4: To consider the various decision areas within marketing and the tools and



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			a current events component to help emphasize the marketing principles in today's business world	<p>methods used by marketing managers for making decisions.</p> <p>CO 5: Develop an ability to assess the impact of the environment on marketing function</p> <p>CO 6: Should be able to develop suitable marketing strategies in light of the environment.</p>
19U4SB2	Soft Skills Development- Interpersonal Skills and Team Building	Regional	Gives the skill to build and foster empowering relationship, Keeping positive interpersonal relations with	<p>CO 1: Learn to have an increased awareness of leadership skills within the context of their daily life.</p> <p>CO 2: Acquire thorough knowledge and understanding of multiple facts of team</p>



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			colleagues ensure that an environment of productivity and success at work is created. Team building course helps to exhibit accountability, cohesiveness and collaboration .	management. CO 3 : To give the learners extensive practices to develop the LS (Listening and Speaking) skill-set. CO 4: To identify some of the essential soft skills needed for effective management.
U5CC13	Financial Management	Global	Make wider understanding of tools that are used to value investment projects and to provide knowledge using concepts,	CO 1: Demonstrate an understanding of the overall role and importance of the finance function. CO 2: Identify and evaluate the necessary tools to use in managing a company's net



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			methods & procedures involved in managerial decision making.	<p>daily cash position.</p> <p>CO 3: Understand the importance of making decisions regarding the purchase of long-term assets or the start of a business project that will last more than one year through capital budgeting</p> <p>CO 4: Able to frame a proper capital structure which enhances the value of the firm</p> <p>CO 5: Identify the type of dividend policy followed in firm</p>
U5CC14	Tax Laws	national	Expose the students to residential status, the calculation of income under the	<p>CO 1: To identify the taxes existing in India.</p> <p>CO 2: To assess the residential</p>



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			head salary, house property, assessment of firms and Goods and Services Tax	<p>status of different Individuals.</p> <p>CO 3: To compute Income from Salary and House Property of Individuals.</p> <p>CO 4: To assess the taxable income of firm and partners.</p> <p>CO 5: To plan Input Tax Credit relating Central Goods and Services Tax Act 2017.</p>
U5CC15	Case Analysis	Global	The core purpose of this course is to make the students get into the habit of diagnosing problems, analysing and evaluating	<p>CO 1: Enhanced ability to critically analyse a business strategy</p> <p>CO 2: Improved ability to integrate of ideas from the range of business and economics disciplines that are</p>



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			alternatives and formulating workable plans of actions through classroom participation and discussion.	<p>components of a business strategy</p> <p>CO 3: Ability to development new strategies that lead to competitive advantage</p> <p>CO 4: Appreciation of the need to provide strong justification and support for strategic choices</p> <p>CO 5: Understanding of the team-based approach to problem identification and resolution</p>
U5CC16	Business Law	National	Afford basic knowledge in business laws which are needed for observing the code of	<p>CO 1: Understand the primacy of contract, offer and acceptance</p> <p>CO 2: Know the essential</p>



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			conduct in business. And To impart basic knowledge of the Indian Industrial legislations.	requirement of a valid agency contract; rights and duties of an agent and a principal. CO 3: Expose and apply the different types contract in business . CO 4: Enable students to understand the various acts followed by factories. CO 5: Familiarize them with provident act & pension act.
U5ME1	International Business Management	Global	Studying international business allows the students to see how	CO 1: To explain the concept of globalization and internationalization. CO 2: To compare between international corporation,



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			globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries.	<p>multinational company, global company and transnational corporate.</p> <p>CO 3: To demonstrate the need of international production and human resource management.</p> <p>CO 4: To compile the functions of International marketing</p> <p>CO 5: To apply the techniques of International risk management.</p>
U5ME2	Strategic Management	Global	Organizations are required to continuously find better ways to compete in the	CO 1: Develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop



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			<p>rapidly changing global business environment.</p> <p>Survival and competition have become imperative for organizations in the current global scenario. In this context, the course develops the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in</p>	<p>analytical and conceptual skills and the ability to look at the totality of situations .</p> <p>CO 2: Learn the role that various models developed by different thinkers to improve strategic thinking.</p> <p>CO 3: Enable students to understand basics of strategies adapted by business firms .</p> <p>CO 4: Understand the environmental factors affecting the management of business.</p> <p>CO 5: Familiarize them with the formulation, implementation</p>
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			different situations.	& evaluation of strategies.
U5SB3	Soft Skills Development- Leadership Skills	Global	Emphasis on behaviour of leader, Leadership Styles and Leadership Development .It includes attitudes, Goal setting ,Time Management, Self motivation and Swot analysis	CO 1: Clearly articulate an understanding of setting vision and mission as a leader. Identify and describe several theories of leadership CO 2: Learn to have an increased awareness of leadership skills within the context of their daily life. CO 3: Acquire thorough knowledge and understanding of multiple facts of team management CO 4: Strong leaders build strong teams. Hence, this course also attempts to understand



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				managing and building teams.
U5SB4	Employability Skills-I	National	Imparting the knowledge and skills for enhancing the career opportunities.	<p>CO 1: Critically evaluate various real life situations by resorting to analysis of key issues and factors</p> <p>CO 2: Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.</p>
U6CC17	Operations Research	Global	<p>Recognize various inventory models</p> <p>Investigate network analysis on elements of scheduling by CPM</p>	CO 1: Understand and reinforce the analytical skills already learned and further increase the managerial responsibility



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			and PERT techniques and to introduce the students how to use variables for formulating complex mathematical models in management.	<p>for operations tasks.</p> <p>CO 2: Understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method.</p> <p>CO 3: Application of how to reduce the cost under Transportation.</p> <p>CO 4: To understand applications of queuing theory in business.</p> <p>CO 5: Use critical path analysis and programming evaluation production and review techniques for timely project</p>
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				scheduling and completion. CO 6: Model competitive real world phenomena using concepts from game theory.
U6CC18	Entrepreneurship	Global	This paper motivates the students to create jobs and the conditions for a flourishing society and the revolutions may improve our standard of living.	CO 1: To analyse the qualities ,functions and types of entrepreneurs. CO 2: To plan organize and execute a project with the goal of bringing new products and service to the society. CO 3: To identify and analyze the problems faced by women entrepreneurs. CO 4: To compute the difference between financial and non-



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				financial institutions. CO 5: To use the recent policy and initiatives in MSME.
U6CC19	Environment of Business	Global	Highlight the students the importance of environmental factors such as economic, political, social, cultural, technology, etc., and their impact on business	CO 1: To know about business environment including micro and macro environment CO 2: To analyse objectives of business, culture, social responsibility, consumerism and corporate governance in Indian Context. CO 3: To assess New Industrial Policy 1991, IDRA Act and Privatization in India. CO 4: To outline the functions, economic roles of State and



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				<p>fundamental rights, duties and preamble, and responsibilities of business to government and vice-versa.</p> <p>CO 5: To Evaluate technology, IT revolution and business environment, globalization and technology transfer.</p>
U6ME3	Retail Management	Global	<p>This course provides the student with a comprehensive view of retailing, an analysis of the retail environment and exposure to issues and developments in</p>	<p>CO 1: Become familiar with how the retail industry works</p> <p>CO 2: Understand the growth of organized retailing in India</p> <p>CO 3: Learn how the retail store is designed to attract customers</p>



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			<p>the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes</p>	<p>CO 4: Major strategies used by retailers</p> <p>CO 5: Understand how to create a shopping experience that builds customer loyalty.</p> <p>CO 6: Learn how to receive, present and maintain merchandise.</p> <p>CO 7: Learn how to identify, hire, retain and build retail personnel talent.</p> <p>CO 8: Learn the functions that support service and sales.</p> <p>CO 9: Understand the areas of accountability for retail management</p> <p>CO 10: Understand how the role of</p>
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				the manager impacts the success of a retail business
U6ME4	Consumer Behaviour	Global	Enlighten the consumer's behaviour under various circumstances and that influence on cultural, social, personal and psychological factors.	<p>CO 1: Identify the major influences in consumer behaviour and Reasons behind the Rise of Consumerism.</p> <p>CO 2: Distinguish between Personal and Psychological factors in Consumer Behaviour</p> <p>CO 3: Implement appropriate combinations of Social Class, Culture & Group Dynamics</p> <p>CO 4: Establish the relevance of model of Consumer decision making theories and decision making</p>



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				<p>CO 5: Recognize social and ethical implications of marketing actions on consumer behaviour</p> <p>CO 6: Use most appropriate techniques to apply market solutions</p>
U6ME5	Industrial Relations	Global	Imparting knowledge relating to industrial relations, industrial conflicts, trade unions, collective bargaining and industrial relations issues etc.,	<p>CO 1: Demonstrate descriptive knowledge of the field of industrial relations.</p> <p>CO 2: Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.</p> <p>CO 3: Recognize and consider the social, historical issues</p>



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				<p>within industrial relations.</p> <p>CO 4: Investigate solutions to industrial relations problems based on research and assessment of current practices.</p> <p>CO 5: Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.</p>
U6ME6	Training and Development	Global	Exposing the students towards Training and Development, an on-going process in any organization, which	<p>CO 1: To demonstrate the importance of training.</p> <p>CO 2: To compare the concept of on the job and off the job training.</p>



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			enhances employees of an organization to grow as a person and acquire maturity of thoughts and action.	<p>CO 3: To access the uses of different methods of training.</p> <p>CO 4: To analyse the factors for successful training activity.</p> <p>CO 5: To discuss the essence of management by objectives</p>
U6SB5	Soft Skills Development- Employability Skills- II	National	Imparting the knowledge and skills for enhancing the career opportunities.	<p>CO 1: Critically evaluate various real life situations by resorting to analysis of key issues and factors</p> <p>CO 2: Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.</p>



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U6SB6	Psychological Inputs for Self Development	Regional	Helps to understand their personality and to manage contradictions between their public personal and their private self. It includes self image. Emotional Intelligence. Stress management and Yoga.	<p>CO 1: To identify the nature of human being and personality and locus of control</p> <p>CO 2: To assess self image and factors influencing positive self image.</p> <p>CO 3: To demonstrate emotional intelligence required for successful managers and to critique emotional competency, maturity and sensitivity.</p> <p>CO 4: To outline sources of stress and ways to reduce stress.</p> <p>CO 5: To communicate the stages of Yoga.</p>
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