



St. Mary's College (Autonomous)
Reaccredited with 'A+' Grade by NAAC (Cycle IV)
Thoothukudi



Criterion: I – Curricular Aspects
1.1 – Curriculum Design and Development
Year: 2018-2023

Programme: BBA

Semester I			
Core I – Foundations of Business			
Code:18UBAC11	Hrs/Week:5	Hrs/Sem.:75	Credits:4

Course Outcome :

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the meaning, nature and purpose of business.	1	Un
CO-2	compare business, profession and employment.	1,3,5	Un
CO-3	understand the different forms of business.	1,3,5	Un
CO-4	apply the principles of sole trading and Partnership.	1,4,5	Ap
CO-5	evaluate the functions performed by Government Institutions.	1,2,3	Ev
CO-6	understand the concept of Private and Public sector Institutions.	1	Un
CO-7	analyse the difference between Private and Public corporations.	1,3	An
CO-8	expose the role of Government in business environment.	2,3	Ap

Semester I**Core II - Financial Accounting****Code:18UBAC12****Hrs/Week:5****Hrs/Sem.:75****Credits:4****Course Outcome :**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply appropriate judgment derived from the knowledge of accounting theory.	1	Un
CO-2	gain knowledge in the preparation of books of accounts.	6	Cr
CO-3	have an effective understanding of analysis of depreciation.	1, 9	An
CO-4	apply the knowledge to prepare the final accounts of sole trader.	9	Cr, Ap
CO-5	evaluate the financial position of a company at the end of every year.	2, 4	Ev
CO-6	employ critical thinking and skills to analyze financial data.	9	Re
CO-7	prepare subsidiary books of accounts.	1, 9	Ap, Ev
CO-8	prepare financial statements in accordance with generally accepted accounting principles.(GAAP)	1, 8, 9	Cr, Ev & Ap

Semester-I			
Allied-II IT for Managers			
Code:18UBAA12	Hrs/Week:3	Hrs/Sem.: 45	Credit:3

Course Outcome :

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the history and basic concepts of computers	1	Un
CO-2	know about the input devices of a computer	1,5	Un
CO-3	know about the output devices of a computer	1,5	Un
CO-4	create word documents with formatting features	3,5	Cr
CO-5	apply spell and grammar check in MS Office	4	Ev
CO-6	know about MS Excel in detail for calculations	5	Cr
CO-7	know about MS Power point for presenting company data	5	An
CO-8	create multimedia presentation	1,5	Cr

SEMESTER - I			
Ability Enhancement Course - Value Education			
Code : 18UAVE11	Hrs/Week : 2	Hrs / Semester: 30	Credits : 2

Unit I : Introduction

Value education and its Relevance to present day – Meaning of Value Education
– Education and its role – Leading a fulfilling life of universal values

Unit II : Cultivation of Personal Values

Personal Values– Truth - Honesty and Integrity – Love –Compassion – Gratitude -
Courage – Optimism – Friendship

Unit III : Elimination of Negative Emotions

Overcome fear – Jealousy is harmful – Sources of jealousy - Jealousy and
compulsiveness- Be an optimist – Gossip is Dynamite – Anger

Unit IV : Family Values

Familial Responsibilities –Five Basic Functions of a Mother - Fathers' role in the
family - Five Duties of Children to Parents - Indian Cultural Values

Unit V : Spiritual Value

Cultivating Good Manners – Being Persuasive – Being authentic – Professional
Ethics – Work Culture – Code of Conduct

Semester II			
Core – III Principles of Management			
Code:18UBAC21	Hrs/Week:5	Hrs/Semester:75	Credits:4

Course Outcome :

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning its procedures and limitations.	1	Cr
CO-4	analyze organizational structure and span of control.	2,3,5	An
CO-5	understand the steps in staffing.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re
CO-7	evaluate the effectiveness of directing and coordinating.	5	Ev
CO-8	understand the techniques and importance of controlling.	1,2	Un

Semester II			
Core IV - Business Mathematics			
Code:18UBAC22	Hrs/Week:5	Hrs/Semester: 75	Credits:4

Course Outcome :

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the knowledge of using number system and techniques.	6	Un
CO-2	prepare various formation of matrices	1, 8	Cr
CO-3	gain a thorough knowledge on calculation of interest and ratios followed in the field of banking.	1,5	Ap, Re
CO-4	apply the mathematical techniques and skills to face aptitude exams.	4, 8	Ap, Ev
CO-5	understand the fluctuations of demand and supply in the market environment.	2, 3, 5	Un, Ap
CO-6	analyze the equilibrium point of the business.	7	Re, An,Ap
CO-7	exhibit ability to operate electronic calculators	9	Un, Ap
CO-8	create, use and analyze graphical representations of mathematical relationships.	1, 8, 9	Cr, Ap,An

Semester-II**Allied III- Business Correspondence****Code:18UBAA21****Hrs/Week:3****Hrs/Sem.: 45****Credits: 3****Course Outcome :**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the meaning and definition of business correspondence.	1	Un
CO-2	understand the need and uses of business letters in business fields.	2	Un
CO-3	create the students to write business letters.	6	Ap
CO-4	know to fill bank, insurance and agency forms.	6	Cr
CO-5	understand the importance of short and long reports.	6	Un
CO-6	understand about interdepartmental communication.	8	An
CO-7	know the need of business correspondence.	4	Ap
CO-8	know the techniques of business correspondence.	4,6	Ap

SEMESTER III**CORE V - INDUSTRIAL LAW**

Code: 18UBAC31	Hrs/Week : 6	Hrs/Sem : 90	Credits: 4
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Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO- 1	understand the concept of industrial relations and trade unions	1	Un
CO- 2	describe the industrial disputes & peace	6	An
CO- 3	learn about the strikes and prevention of lockouts	1	Un
CO- 4	understand the labour welfare concepts with statutory & voluntary welfare measures	1,3	Un
CO- 5	know the causes of accidents, safety provisions and occupational hazards, diseases.	3,6	An
CO- 6	investigate solutions to industrial relations problems based on research and assessment of current practices.	4	Ap
CO- 7	inculcate the legislative provisions for child, women and contract labour	3	An
CO- 8	learn the code of conduct	3	Un

Semester III			
Core VI - Business Statistics			
Code:18UBAC32	Hrs/Week:6	Hrs/Sem:90	Credits:4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the meaning, nature and methods of statistics.	1	Un
CO-2	identify population, sample parameter and sampling frame.	6	An
CO-3	determine the sample as a voluntary response sample or a convenience sample.	1,6	An
CO-4	determine the approximate location of the median and quartiles.	6	An
CO-5	describe the characteristics of the correlation coefficient.	4,6	Ap
CO-6	state the assumptions of inference about the regression model.	1	An,Cr
CO-7	measure the degree of economic changes overtime.	3	An,Ap
CO-8	measure the combined fluctuations in a group related variables.	1,3	Cr

Semester III**Core VII- Organisational Behaviour –I**

Code :18UBAC33	Hrs/Week :6	Hrs/Sem :90	Credits :4
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Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of organisational behavior and its various approaches.	1	Un
CO -2	learn the role that an individual personality plays in job performance.	4	Un
CO-3	deliver the concepts and principles of perception and learning.	1,3,5	Ap
CO-4	elaborate various motivational theories and its importance.	1,4,5	Un,Ap
CO-5	identify the various leadership styles and skills required for working in groups and organisational climate	1,7,5	An, Ap
CO-6	inculcate the knowledge of Indian leadership styles.	7	Ap
CO-7	gain a brief knowledge on global leaders.	2,5	Un
CO-8	elaborate the perception process	2	Un,Re

SEMESTER III**Allied V – Women Entrepreneurship**

Code : 18UBAA31	Hrs/Week: 3	Hrs/Sem: 45	Credits: 3
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Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the nature of entrepreneurs.	4	Un
CO-2	understand about women entrepreneurs.	7	Un
CO-3	identify personal attributes that enable the best use of entrepreneurial business idea.	7	Re
CO-4	know about the schemes for women entrepreneurs.	4	An
CO-5	understand project formulation.	3	Un
CO -6	describe project report.	1	Ap
CO- 7	know about the entrepreneurial training.	8	Un
CO- 8	know about the byelaws in business.	4	Un

Semester III**Core SB – Principles of Marketing****Code :18UBAS31****Hrs/Week :4****Hrs/Sem :60****Credits :4****Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, concepts, functions and classification of marketing	1,4	Un,Re
CO -2	deliver the importance of social marketing.	3	Un,Re
CO-3	gain sound information on product and pricing strategies.	1	Un,An
CO-4	understand and analyse the product innovation, mix and life cycle.	2,4	Un,An
CO-5	understand and evaluate sales promotion and personal selling its advantages, limitations, purpose and kinds.	1,6	Un,Ev
CO-6	know the various features, benefit, and objections of advertising.	2, 1	Un,Ev
CO-7	gain knowledge on the kinds and functions of advertising.	2,3	Un,Re
CO-8	know about the selection of advertising media.	8	Un,Cr

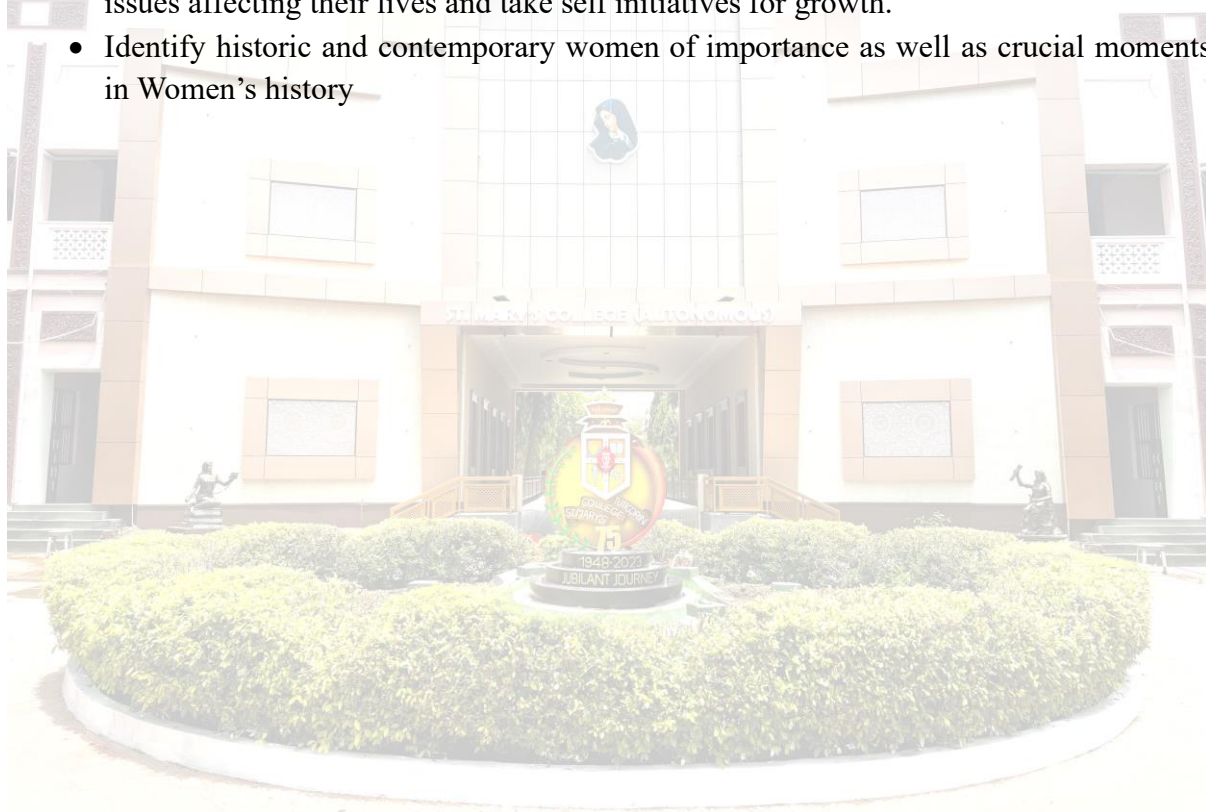
Semester – III

Women's Synergy

Code : 18UAWS31	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2
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Course Outcome

- To know about Women's health issues including menstruation, pregnancy, child birth etc, thereby taking care of themselves.
- Create awareness about their own biases, fears and comfort levels and encourage to dream and fuel their own growth and self development.
- Engage in promoting social justice and women rights
- Create platforms and facilitate the young women to operate symbiotically towards issues affecting their lives and take self initiatives for growth.
- Identify historic and contemporary women of importance as well as crucial moments in Women's history



SEMESTER IV**CORE VIII – BUSINESS LAW**

CODE: 18UBAC41	Hrs/week: 6	Hrs/sem: 90	Credits: 4
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Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basics of Indian contract act governing business	1	Un
CO-2	know about offer, acceptance, revocation and consideration.	3	Un
CO-3	understand the performance of contract and discharge of contract.	3,4	Un
CO-4	describe the ethics and law in business.	3	Un
CO-5	understand the concept of indemnity and guarantee	3	Un
CO-6	know about bailment, pledge and contract of agency	3,4	Ap
CO-7	understand the concept of sale of goods act	8	Un
CO -8	know about delivery of goods	8	Re

Semester IV**Core IX – Cost Accounting****Code:18UBAC42****Hrs/Week:6****Hrs/Sem:90****Credits:4****Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	apply cost accounting methods , evaluate and apply it in business performance.	2	Ap
CO-2	find out the stock level of the business concern.	5	Re
CO-3	find the method of sharing gains in productivity with workers by rewarding them financially.	5	An,Re
CO-4	compare the revenue of each department with their total cost.	8	Ap,Ev
CO-5	compare the actual cost with estimated cost.	1	An
CO-6	guide the management on the utilisation of resources.	3	Ap,An
CO-7	compute profit of an incomplete contract, cost of contract and work certified.	7	An,Ev
CO-8	understand the knowledge of material and labour cost.	1	Un

Semester IV**Core X – Organisational Behaviour –II****Code :18UBAC43****Hrs/Week :6****Hrs/Sem :90****Credits :4****Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the formation of groups and develop effective decision-making frameworks	1	Un
CO -2	know the effectiveness of team work and its impact.	5	Ap
CO-3	know the sound information on power and politics in organisation.	4	Un
CO-4	apply problem solving and critical thinking abilities to initiate, manage and implement changes in organisation.	6	Ap
CO-5	gain knowledge on organisational change and development.	2,4	Un, Ap
CO-6	understand the organisational culture.	3	Un
CO-7	know about organisational effectiveness.	3,5	Re
CO-8	apply knowledge on conflicts management and dispute settlement.	6	Re,Cr

Semester V			
Core XIII – Management Accounting			
Code:18UBAC53	Hrs/Week:6	Hrs/Sem:90	Credits:4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic concepts of management accounting.	7	Un,Re
CO-2	prepare the financial statement analysis.	8	An
CO-3	understand the long term debt and liquidity level of assets through debt equity and liquidity ratios.	5,7	Cr,Ev
CO-4	calculate the turnover of stock debtors and creditors.	8	Ap
CO-5	prepare fund flow and cash flow statement.	4	Ap,Re
CO-6	know the appropriate position of cash flows and out flows.	8	Cr,Ev
CO-7	understand the basic concepts of break even analysis.	1	Ev
CO-8	calculate the variances of material and labour.	1	Cr



SEMESTER V**Core Integral – I Research Methodology****CODE: 18UBAI51****Hrs/week: 5****Hrs/sem: 75****Credits: 4****Course Outcome:**

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the objectives of research, types of research and criteria of good research.	1	Un
CO-2	know the research problem and research design.	2	Un,Re
CO-3	gain knowledge of sampling design and methods of data collection.	5	Un,Cr
CO-4	construct the questionnaires and interview schedule.	2	Un,Cr
CO-5	gain insights in the interpretation of data and report writing.	4	Re,Cr
CO - 6	conduct pre-test for doing research.	1,4	Re
CO - 7	understand and undertake pilot study	3	Cr,Ev
CO - 8	write research report.	6	Cr,Ev

Semester V			
Core Integral II – Case Study			
Code:18UBAI52	Hrs/Week:5	Hrs/Sem:75	Credits:4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the overall situations as well as to analyse the company's strategy.	8	Ev
CO-2	know the process key information needed for decision making.	5,7	An
CO-3	identify the company's strength and weakness.	6	An,Ev
CO-4	know the strategically and applied critical thinking.	1	Re
CO-5	understand the decision making techniques.	5,7	An,Ap
CO-6	identity the alternatives in research.	1	Ev
CO-7	understand and evaluate the opinion of others.	1	Un,Ev
CO-8	analyse the criticism in organisation.	4	Ap

Semester - V

Common Skill Based Core Computer for Digital Era and Soft Skills

Code : 18UCSB51

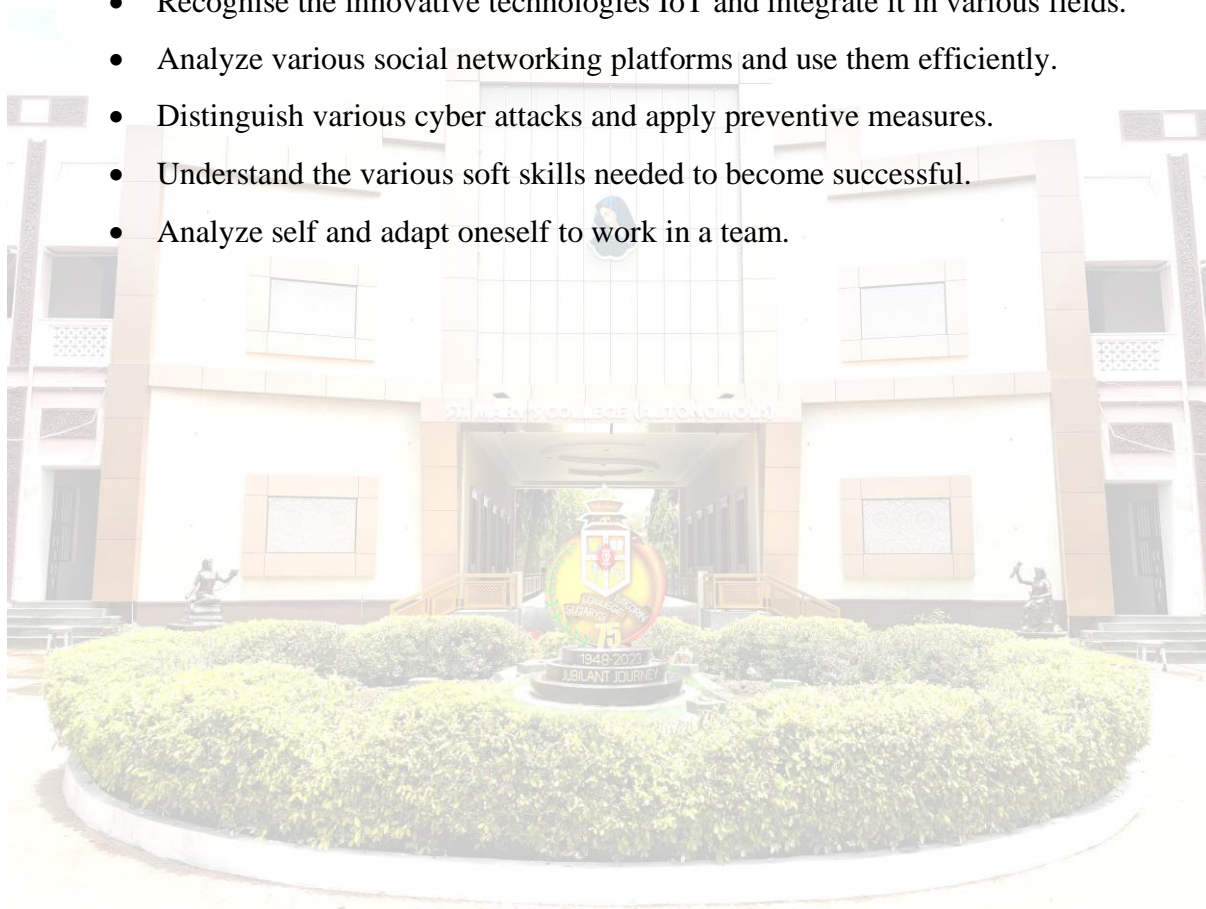
Hrs / Week : 2

Hrs / Sem : 30

Credits : 2

Course Outcome

- Identify different types of computer systems.
- Classify various types of software being used.
- Compare various digital payments and use them in day to day life.
- Recognise the innovative technologies IoT and integrate it in various fields.
- Analyze various social networking platforms and use them efficiently.
- Distinguish various cyber attacks and apply preventive measures.
- Understand the various soft skills needed to become successful.
- Analyze self and adapt oneself to work in a team.



Semester VI**Core XV - Production Management****Code:18UBAC62****Hrs/Week:6****Hrs/Sem:90****Credits:4****Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand production system.	1	Un
CO-2	analyse the factors relating to plant layout and plant locations.	8	Ev
CO-3	understand the concepts of work study and motion study.	8	Un
CO-4	analyse the production planning and control.	4	An
CO-5	understand the process of routing and scheduling.	1,3	Un
CO-6	understand the objectives of quality control.	3,6	Un
CO-7	gain knowledge on the basic concepts of quality certification.	5,7	Un
CO-8	understand the objectives and importance of material management.	1,3	Un

Semester VI			
Core XVI – Financial Management			
Code:18UBAC63	Hrs/Week:6	Hrs/Sem:90	Credits:4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	enhance the practical and applied aspects of capital	1	Un,Ap
CO-2	calculate the credit period of the business	8	Ap
CO-3	find out the short term and long term solvency of a business.	8	An
CO-4	ensure a proper system of communication at all levels of management.	5,7	Cr
CO-5	utilize the capital more economically	1,3	Un,Ap
CO-6	check and evaluate actual results.	6	Ev
CO-7	prepare both operating and financial budget.	3,6	Cr,Ap
CO-8	analyse the relationship between the cost volume and profit	6	An

Semester VI			
Core Integral III - Banking Practices			
Code : 18UBA161	Hrs/Week : 5	Hrs/Sem : 75	Credit : 4

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand about the banker and customer	1,3	Un
CO-2	know about the types of deposits	4,6	Un
CO-3	identify loans and advances	1,2,7	Re
CO-4	understand the different approaches to technological change.	2	Un
CO-5	understand the different modes of charging security.	5	Un
CO-6	understand the basic concepts of electronic banking.	1,5	Un
CO-7	understand and analyse the types of e-banking services.	1,5	Un
CO-8	gain knowledge on benefits and constraints of banking	2,5	Ap

Semester VI**Core Integral –IV Entrepreneurial Development Programme**

Code : 18UBAI62	Hrs/Week: 7	Hrs / Sem : 105	Credits : 4
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Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic concept of entrepreneur & their roles.	1	Un
CO-2	understand the importance of entrepreneurship to the society	1,3	Un
CO-3	gain the information on women entrepreneurship and their barriers faced.	4	Re
CO-4	gain knowledge on agencies dealing with entrepreneurs.	2,3	Un
CO-5	understand the roles of small scale industries in economic development.	1,2	Ev
CO-6	analyse tax concessions to small industries in rural and backward areas.	4	An
CO-7	understand project identification and prepare project report.	8	Un
CO-8	know and apply the entrepreneurial development programme.	1,4	Ap

Semester I			
Core – I		Principles of Management	
Course Code:21UBAC11	Hrs/Week:5	Hrs/Semester: 75	Credits:5

Course Outcome:

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic principles, nature and levels of management.	1,4	Un
CO-2	understand the scientific approaches of management	4	Un
CO-3	know the importance of planning, its procedures and limitations.	1	Cr
CO-4	analyze the organizational structure and span of control with power and authority.	2,3,5	An
CO-5	understand the steps in staffing and directing and controlling.	1,8	Un
CO-6	identify the difference between power and authority.	7	Re

Semester I			
Core II		Accounting for Managers	
Course Code:21UBAC12	Hrs/Week:5	Hrs/Sem.:75	Credits:4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	apply cost accounting methods, and gain knowledge in preparation of books of accounts.	2,6	Ap,Cr
CO-2	have an effective understanding of analysis of depreciation and to apply the knowledge to prepare the final accounts of sole trader	1, 9	Cr, Ap,An
CO-3	understand the knowledge of material and labour cost.	1	Un
CO-4	employ critical thinking and skills to analyze financial data.	9	Re
CO-5	prepare cash and fund flow statement of accounts.	1, 9	Ap, Ev
CO-6	find the method of sharing gains in productivity with workers by rewarding them financially	5	An, Re

SEMESTER I**Part IV Professional English for Management - I****Course Code:21UBAPE1****Hrs/Week: 2****Hrs/Sem: 30****Credits :2****Course Outcome:**

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	recognize their own ability to improve their own competence in using the language.	1,4	Un
CO – 2	understand the importance of reading for life	3	Un
CO – 3	read independently unfamiliar texts and understand the importance of writing in academic life	1,2,4,5	Un
CO – 4	write simple sentences without committing error of spelling or grammar	1,8	Ap
CO - 5	demonstrate reading and writing skills and to develop critical thinking skills	2,4,8	Ap,Cr
CO - 6	know the difference between brainstorming and brainwriting	1,8	Un,Ap



SEMESTER - I

Ability Enhancement Course -Value Education

Code : 21UAVE11	Hrs/Week : 2	Hrs / Semester: 30	Credits : 2
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Unit I: Introduction to Value Education

Concept of Values -Types of Values- Approaches to values - Benefits of Value Education-Characteristics of Values

Unit II: Human Values

Human Values -Sources of Human Values - Love - Compassion - Gratitude - Courage - Optimism - Forgiveness- the need and urgency to reinforce Human Values

Unit III: Social Values

Role of family and society in teaching values - Role of educational institutions in inculcating values-Three general functions of education for society-Self-Reflection- Our society's needs - Social Responsibilities of a student

Unit IV: Spiritual Values

Spiritual Values - Spiritual Development -Moral Development - Importance of Spiritual Values - Cultivation of Spiritual Values -Five most common spiritual values - Spiritual Resources

Unit V: Values for Life Enrichment

Goal Setting - Building relationship - Friendship - Love relationship - Family relationship - Professional relationship Interpersonal Relationship -Essential Life Skills that Help in Students Future Development-Life Enrichment Skills Domain

Books for Reference:

1. Sneha M. & K. Pushpanadham Joshi. *Value Based Leadership in Education Perspective and Approaches*, Anmol Publications Pvt. Limited, 2002.
2. Venkataiah.N. *Value Education*, APH Publishing, 1998
3. Pramod Kumar M. *A Handbook on Value Education*, Ramakrishna Mission Institute of Culture (RMIC) 2007
4. Jagdosh Chand, *Value Education*, Shipra Publication 2007
5. Indrani Majhi (Shit) Ganesh Das, *Value Education*, Laxmi Publication Pvt. Ltd., 2017
6. Arumugam, N. S. Mohana, Lr.Palkani, *Value Based Education*, Saras Publication 2014

Semester II			
Core III		Organisational Behaviour	
CourseCode :21UBAC21	Hrs/Week :5	Hrs/Sem :60	Credits :4

Course Outcome:

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the importance of organisational behavior and its various approaches.	1	Un
CO -2	learn the role of each individuals in job performance.	4	Un
CO-3	deliver the concepts and principles of perception and learning.	1,3,5	Ap
CO-4	elaborate various motivational theories and importance of group behaviour and team building.	1,4,5,7	Un,Ap
CO-5	identify the various leadership styles and skills required for working in groups and organisational climate and to study the conflicts and culture	1,7,5	An, Ap
CO-6	inculcate the knowledge on group behavior and team building	7	Ap



Semester II			
Core IV		Business Statistics	
Course Code:21UBAC22	Hrs/Week:5	Hrs/Sem:75	Credits:4

Course Outcome:

CO.No.	Upon completion of this course- students will be able to	PSO addressed	CL
CO-1	understand the meaning- nature and methods of statistics.	1	Un
CO-2	identify population- sample parameter and sampling frame.	6	An
CO-3	determine the sample as a voluntary response sample or a convenience sample.	1-6	An
CO-4	determine the approximate location of the median and quartiles.	6	An
CO-5	state the assumptions of inference about the regression model.	1	An,Cr
CO-6	measure the degree of economic changes overtime and combined fluctuations in a group related variables..	1,3	An, Ap, Cr



SEMESTER II

Part IV Professional English for Commerce & Management - II

CourseCode:21UBAPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits :2
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Course Outcome:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the emailing concept in business	2	Un
CO – 2	know the different modes of online communication	1,2	Un
CO – 3	draft letters pertaining to business activities	4,6	Ap,Cr
CO – 4	demonstrate speaking skills and presentation skills	3,6,8	Ap,Cr
CO – 5	prepare power point presentations	1,8	Ap,Cr
CO - 6	use language for speaking with confidence in an intelligible and acceptable manner	1,2,8	Un ,Ap



SEMESTER III**Core V****Business Economics****Course Code : 21UBAC31****Hrs/Week : 6****Hrs/Sem : 90****Credits : 4****Course Outcome:**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of economics	1,3,5	Un
CO-2	learn about the concept of production and cost function	5	Un
CO-3	an awareness of market structure and competition	8	Ap
CO-4	evaluate the elements of money and inflation and national income	1,2,3	Ev
CO-5	exhibit ability to perfect competition	9	Un, Ap
CO-6	gain a knowledge of fundamentals of economics	1,5	Ap



SEMESTER III			
Allied III	Banking Practices		
Course Code:21UBAA31	Hrs/Week: 4	Hrs/Sem: 60	Credits :4

Course Outcome:

CO. NO	Upon completion of this course, students will be able to	PSO addressed	CL
CO -1	understand about the banker and customer	1, 3	Un
CO - 2	know about the types of deposits	4, 6	Un
CO - 3	identify loans and advances	1, 2 , 7	Re
CO - 4	understand the different approaches to technological change and to study the electronic banking.	2, 5	Un, Cr
CO - 5	understand the different modes of charging security and to study the benefits and constraints of banking.	2, 5	Un, Ap
CO - 6	understand the basic concepts of electronic banking.	1, 5	Un

SEMESTER III**NME I****Introduction to Management****Course Code:21UBAN31****Hrs/Week:2****Hrs/Semester:30****Credits:2****Course Outcome:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and basic concepts of management.	1	Un
CO-2	understand the evolution of management	2	Un
CO-3	describe the diversity of management	4, 6	An
CO-4	understand the classical management theories of management and its functions	1,2, 4, 7	Un, Ap
CO-5	understand the behavioural and modern management theory and to study the qualities of managers	1,2, 4, 7	Un, An, Ap
CO-6	understand the functions performed by management	1,4,7	Ap

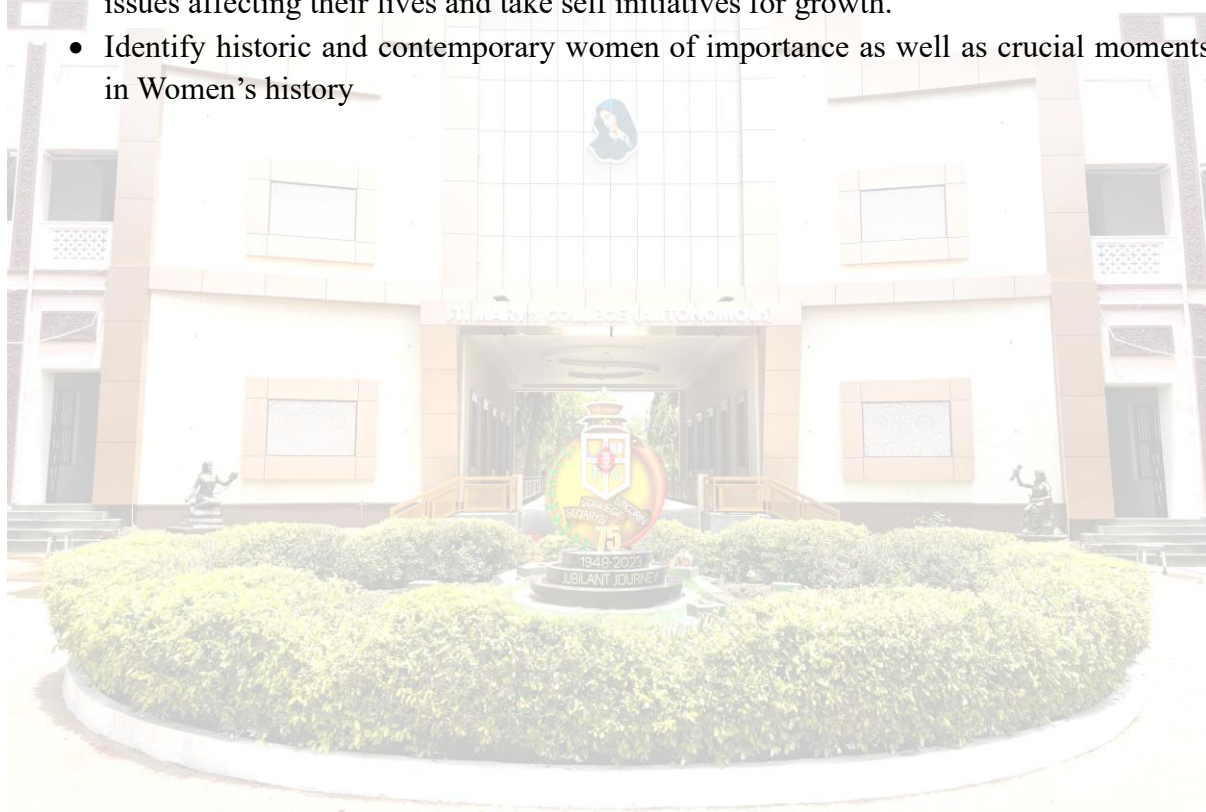
Semester – III

Women's Synergy

Code : 21UAWS31	Hrs/ Week : 2	Hrs/Sem:30	Credits : 2
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Course Outcome

- To know about Women's health issues including menstruation, pregnancy, child birth etc, thereby taking care of themselves.
- Create awareness about their own biases, fears and comfort levels and encourage to dream and fuel their own growth and self development.
- Engage in promoting social justice and women rights
- Create platforms and facilitate the young women to operate symbiotically towards issues affecting their lives and take self initiatives for growth.
- Identify historic and contemporary women of importance as well as crucial moments in Women's history



SEMESTER IV**Core – VI Quantitative Techniques for Managers****Course Code:21UBAC41****Hrs/Week:6****Hrs/Semester: 90****Credits:4****Course Outcome**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the meaning, nature and methods of data collection.	1	Un
CO-2	determine the approximate location of transportations problems.	6	An
CO-3	determine the graphical solutions to maximize the problem	4, 6	Ap
CO-4	determine the models in operation research	1, 6	An
CO-5	determine the applications operation research	6	An
CO-6	know about the techniques in probability	4, 6	Ap



Semester IV			
Allied IV		International Business	
Code : 21UBAA41	Hrs/Week: 4	Hrs/Sem:60	Credit : 4

Course Outcome

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	communicate the nature theories and competitive advantages of international business.	3, 4	Un
CO-2	describing the modes of entering into international business-licensing, franchising, exporting and key projects.	4, 6	An
CO-3	elaborate the detailed study on MNC'S-growth, structure, merits and demerits.	5, 8	Ap
CO-4	impart the international marketing Intelligence-sources, characteristics and process of IMI'S	3, 6, 8	An
CO-5	identify the financing foreign Trade-functions of ECGC,EXIM.	1, 4, 8	An
CO-6	elaborate the procedure to be implemented for STC,AEPC,TTCI	3, 8	Ap

SEMESTER IV**Core SB****Office Automation****Course Code: 21UBAS41****Hrs/Week : 4****Hrs/Sem : 60****Credits : 4****Course Outcome:**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the basic nature, scope, duties and responsibilities of office management	1,4	Un
CO-2	understand scientific approach of office management	4	Un
CO-3	know the importance of Office system procedures and effective communication process	1	Cr
CO-4	analyze the office forms, design, management and control and to identify the difference between Electronic Records and Paper Analog	2,3,5, 7	Re, An
CO-5	understand office environment and building accommodation, layout and environment	1,5, 8	Un, Re, Ev
CO-6	evaluate modern tendencies in concept of office records management	5	Ev

SEMESTER IV			
NME II		Entrepreneurship	
Course Code: 21UBAN41	Hrs/Week: 2	Hrs/Sem: 30	Credits: 2

Course Outcome

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	know the basic meaning of entrepreneur.	1	Un
CO-2	gain knowledge on classifications of entrepreneurs	1,3	Ap
CO-3	understand about starting a business	3,6	Un
CO-4	familiarize with project appraisal and to gain knowledge on project report	1,3, 6	Un, Ap
CO-5	understand about the functions of DIC and to study the importance and challenges of women entrepreneurship.	1, 3,4, 5	Un, An
CO-8	know the challenges faced by women entrepreneur	1,6	Un

SEMESTER V**Core VIII****Research Methodology****Course Code:21UBAC51****Hrs/Week:6****Hrs/Sem: 90****Credits:4****Course Outcome**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	C L
CO-1	understand the objectives of research, types of research and criteria of good research.	1	Un
CO-2	know the research problem and research design.	2	Un, Re
CO-3	gain knowledge of sampling design and methods of data collection and to construct the questionnaires and interview schedule.	2,5	Un, Cr
CO-4	gain insights in the interpretation of data and report writing.	4	Re, Cr
CO-5	conduct pre-test for doing research.	1,4	Re
CO-6	understand and undertake pilot study and to write research report.	3,6	Cr, Re

SEMESTER V

Core IX Entrepreneurial Development

Course Code : 21UBAC52

Hrs/Week: 6

Hrs / Sem : 90

Credits : 4

Course Outcome

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the basic concept of entrepreneur & their roles.	1	Un
CO-2	understand the importance of entrepreneurship to the society	1,3	Un
CO-3	gain the information on women entrepreneurship and their barriers faced.	4	Re
CO-4	gain knowledge on product identification, agencies and its roles.	2,3, 8	Un, An, Ap
CO-5	understand the roles of small scale industries in economic development and to analyse tax concessions in rural areas.	1,2,4	An, Ev
CO-6	analyse tax concessions to small industries in rural and backward areas.	4	An



SEMESTER V			
Core X		Case Study Analysis	
Course Code:21UBAC53	Hrs/Week:5	Hrs/Sem:75	Credits:4

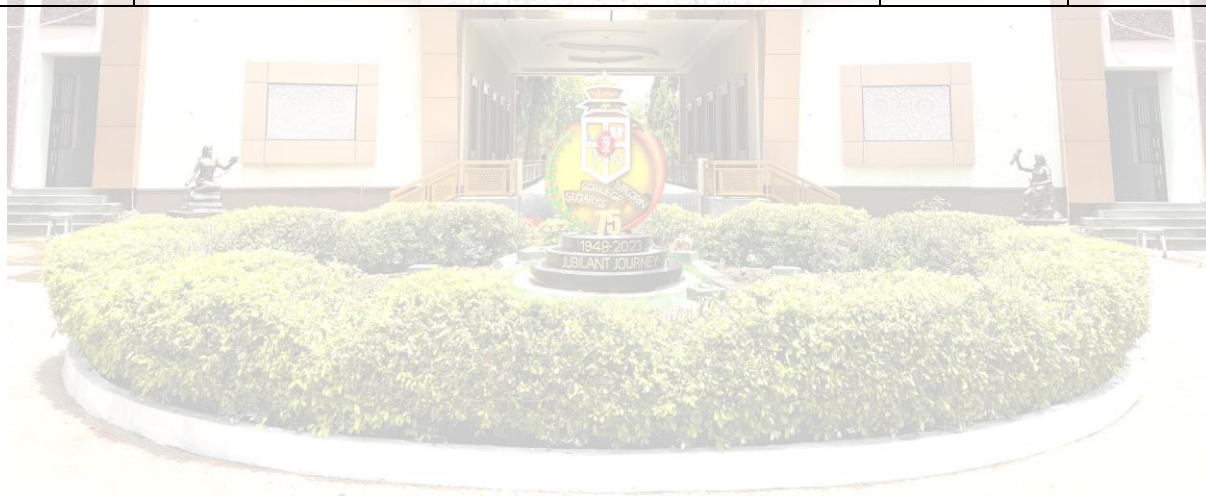
Course Outcome

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the overall situations as well as to analyse the company's strategy.	8	Ev
CO-2	know the process key information needed for decision making.	5,7	An
CO-3	identify the company's strength and weakness.	6	An,Ev
CO-4	know the strategy and critical thinking all the disciplines of management.	1	Re
CO-5	analyse the criticism in organisation and manipulate the decision making techniques.	1,5,7	Un,An,Ap
CO-6	identity the alternatives in research.	1	Ev



SEMESTER V**Core Elective****IT Skills for Managers****Course Code : 21UBAE51****Hrs/Week : 5****Hrs/Sem : 75****Credits : 4****Course Outcome**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of information Technology	1	Un
CO-2	apply spell and grammar check in Ms Office and to Create word documents with formatting features	3,4,5	Ev,Cr
CO-3	know about Ms Excel in detail for calculations	5	An
CO-4	know about Ms Power Point for presenting company data	5	An
CO-5	gain knowledge in internet applications	6	Cr
CO-6	understand the history and basic concepts of computers	1	Un



Semester - V

Common Skill Based Core

Computer for Digital Era and Soft Skills

Code : 21UCSB51

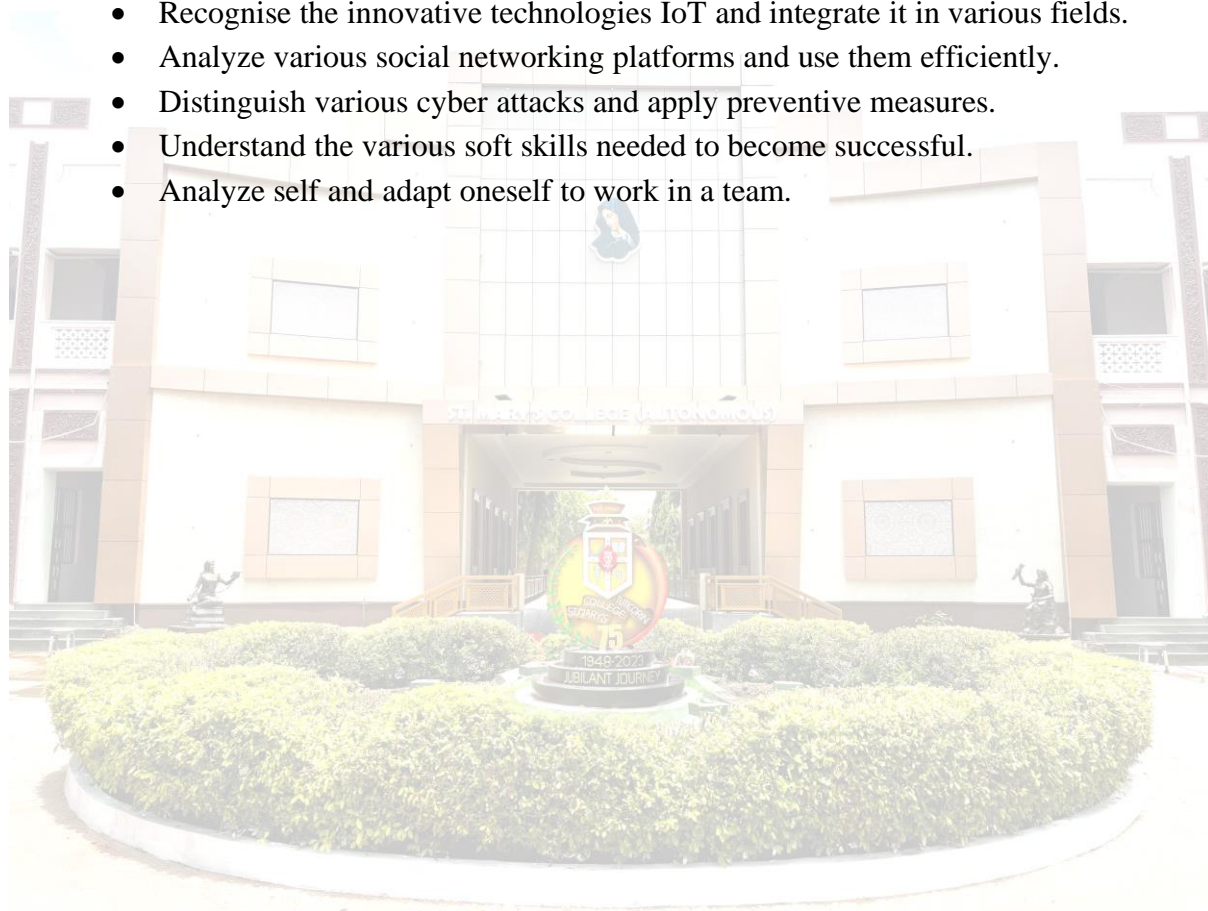
Hrs / Week : 2

Hrs / Sem : 30

Credits : 2

Course Outcome

- Identify different types of computer systems.
- Classify various types of software being used.
- Compare various digital payments and use them in day to day life.
- Recognise the innovative technologies IoT and integrate it in various fields.
- Analyze various social networking platforms and use them efficiently.
- Distinguish various cyber attacks and apply preventive measures.
- Understand the various soft skills needed to become successful.
- Analyze self and adapt oneself to work in a team.



SEMESTER VI**Core XI****Digital Marketing****Course Code : 21UBAC61****Hrs/Week : 6****Hrs/Sem : 90****Credits : 4****Course Outcomes:**

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept and different categories of digital marketing	1,3	Un
CO-2	gain knowledge on digital retail business model	1,4	Un, An
CO-3	effective knowledge on E-Payment system	1,3,4	Un, An
CO-4	know the difference between hacking and cracking	1,5	Ap
CO-5	understand the importance of mobile banking applications	1,5,8	Ap
CO-6	apply digital marketing plans to successful companies	6	Ap



SEMESTER VI

Core XIII Foreign Trade Import and Export Procedures

Course Code :21UBAC63

Hrs/Week : 6

Hrs/Sem :90

Credits :4

Course Outcomes:

CO.No.	Upon completion of this courses, students will be able to	PSO addressed	CL
CO - 1	understand the concepts of domestic and international trade and their difference	1	Un
CO – 2	explain about the general principles of tax	1	Un
CO – 3	determine the Sources of financing for foreign trade	1,3	Un
CO – 4	understand the documentation process for imports and exports	3,6	An
CO – 5	inculcate a basic knowledge about the intellectual property rights	3	An
CO - 6	practice the customs clearance import and export procedures	4	Ap

SEMESTER VI**Core XIV Management Information System****Course Code: 21UBAC64****Hrs/Week: 6****Hrs/Sem: 90****Credits: 4****Course Outcomes:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know about different types of components in information system.	2	An
CO-2	understand and apply executive support system.	2	Ap
CO-3	know about decision support system and internet technologies..	2,4,8	Un,Cr
CO -4	understand the basic technologies used in business.	1	Ap
CO – 5	identify virtual organisations.	4	Ap
CO - 6	understand and apply technology in establishing a business.	8	Ap



SEMESTER VI

Core XV Contemporary Issues in Management

Course Code :21UBAC65	Hrs/Week : 6	Hrs/Sem : 90	Credits : 4
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Course Outcomes:

CO.No	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the concept of management issues	1	Un
CO-2	evaluate the recent trends in management	4	Ev
CO-3	know about challenges faced by management and financial innovations	5	An
CO-4	create problem solving skill	3,5	Cr
CO-5	know about human resource issues in workplace	1,5	Un
CO-6	understand the psychological problems of workers	1	Un



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