



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 II			
Allied IV –Business Ethics			
Code:18UBAA22	Hrs/Week:3	Hrs/Semester:45	Credits:3

Course Outcome :

CO. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand and illustrate the theoretical foundation of business ethics.	1	Un
CO-2	understand the knowledge of business and economic concepts from an ethical perspective.	3	Un
CO-3	know the importance, for business and the community, of ethical conduct.	1,3	Un
CO-4	analyse and resolve ethical issue in business.	1,3	Un, An
CO-5	perform and critically examine their own values.	1,3,5	Cr
CO-6	confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these.	4,6	Ev
CO-7	expose the concepts, logic and rhetorical conventions of business ethics.	7	Ap
CO-8	apply the role of government in business environment.	1	Ap

Semester I			
Allied– I		Business Environment	
Course Code:21UBAA11	Hrs/Week:4	Hrs/Semester: 60	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 levels of business environment	1,3	Un
CO-2	gain knowledge on business economic system	1, 4	Un, An
CO-3	have an effective knowledge on socio and cultural environment	1,3,4	Un, An
CO-4	observe knowledge on legal business environment	3	An, Cr
CO-5	inculcate the information of privatizations and impart information on private & public sector	3,7	Un
CO-6	inculcate knowledge on globalization	3, 5	Un, An



Semester II**Allied II Business Ethics and Corporate Social Responsibility****Code: 21UBAA21****Hrs/Week : 4****Hrs/Sem: 60****Credits :4****Course Outcomes:**

CO.No	Upon completion of this course, students will be able to	PSO Addressed	CL
CO-1	understand and illustrate the theoretical foundation of business ethics	1	Un
CO-2	understand the knowledge of business and economic concepts from an ethical perspective.	3	Un
CO-3	know the importance of ethical conduct of business environment and community development.	1,3	Un
CO-4	expose the concepts of CSR and to analyse and resolve ethical issue in business.	1,3, 7	An
CO-5	know the role of government and application of procedures to perform the business and critically examine their own values.	1,3,5	CR
CO-6	confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms.	4,6	CR

SEMESTER VI**Core – XII****Knowledge Management****Course Code:21UBAC62****Hrs/Week:6****Hrs/Semester: 90****Credits:5****Course Outcomes:**

CO.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	know the value proposition used in knowledge management	2	Un, Re
CO-2	construct the knowledge strategy	2	Un, Cr
CO-3	gain knowledge of strategic dimensions	5	Un, Cr
CO-4	implementation of knowledge management system	4	Re, Cr
CO-5	describe the tools and techniques in knowledge management	1,4	Un
CO-6	evaluate the measures of knowledge management in global era	6	An, Re

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