

**A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS),  
POONDI-613 503, THANJAVUR**



**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**

## **COURSE OUTCOMES**

## B.B.A.,(2017-2018)

Semester	Category	Paper Code	Title of the Paper	Outcome
<b>I</b>	Part I	17U1BAT1/H1	Tamil-I/ Hindi- I	<ul style="list-style-type: none"> <li>To know and get the awareness of resent tamil literature</li> </ul>
	Part II	17U1BAE1	English-I	<ul style="list-style-type: none"> <li>To initiate the Students to understand English through Prose, Poetry and Basic Communicative Grammar.</li> </ul>
	Core	17U1BAC1	Management principles	<ul style="list-style-type: none"> <li>To enable the students get provide the guidance as to how tossed or to be completed for increased efficiency.</li> </ul>
	Core	17U1BAC2	Business Ethics	<ul style="list-style-type: none"> <li>To enable the students increase ethical sensitivity and increase ethical knowledge improve ethical judgement.</li> </ul>
	Allied	17U1BAA1	Allied-Business Communication	<ul style="list-style-type: none"> <li>To enhance successful business communication</li> </ul>
	ES	17U1BAES	Environmental studies	<ul style="list-style-type: none"> <li>To get better awareness of Environmental Condition</li> </ul>
<b>II</b>	Part I	17U2BAT2/H2	Tamil-II/ Hindi-II	<ul style="list-style-type: none"> <li>To know and get the knowledge of Literature of the middle ages.</li> </ul>
	Part II	17U2BAE2	English-II	<ul style="list-style-type: none"> <li>To improve and import the Reading and Communication Skills</li> </ul>
	Core	17U2BAC3	Organizational Behavior	<ul style="list-style-type: none"> <li>Concept and applications for sustainable business practices and ethical considerations the gender pay gap workforce flexibility and casualisation</li> </ul>
	Core	17U2BAC4	Managerial Economics	<ul style="list-style-type: none"> <li>To know the application of economic analysis to business decision making economic tools and the cost production analysis etc.</li> </ul>
	Allied	17U2BAA2	Allied-Finance and Cost Accounting	<ul style="list-style-type: none"> <li>Describe, explain and integrate fundamental concepts underlying accounting, finance management marketing and economics</li> <li>Use information to support business processes and practices such as problem analysis and decision making.</li> </ul>
	Allied	17U2BAA3	Allied-Money and Banking	<ul style="list-style-type: none"> <li>To know the basics of Process of Banking and the role of Money.</li> </ul>

	SBE	17U2BAS1	Skill Based Elective – I Fundamentals Of Business Organization	<ul style="list-style-type: none"> <li>To get the better understanding of Business Organization.</li> </ul>
	VBE	17U2BAVE	Value Based Education	<ul style="list-style-type: none"> <li>To enhance the understanding of Human physical and mental health and the ability to maintain it well to the life and beyond.</li> </ul>
III	Part I	17U3BAT3/H3	Tamil-III/ Hindi-III	<ul style="list-style-type: none"> <li>To understand the differences and importance of Epics ,Essays, History of Tamil literature</li> </ul>
	Part II	17U3BAE3	English-III	<ul style="list-style-type: none"> <li>Shakespeare Plays and Extensive Readers and Communication Skills</li> </ul>
	Core	17U3BAC5	Business Regulation	<ul style="list-style-type: none"> <li>To explain the framework within which business activities shall be carried out law also has social objectives to serve the society at large.</li> </ul>
	Core	17U3BAC6	Marketing Management	<ul style="list-style-type: none"> <li>To enable the students to create demand through various level. Customer satisfaction and market share generation of profits and creation of goodwill and public image.</li> </ul>
	Allied	17U3BAA4	Allied-Corporate Environment	<ul style="list-style-type: none"> <li>To know the milieu of corporate world and to perform well based on it.</li> </ul>
	Allied	17U4BAA5	Allied-Computer Application in Business (NS)	<ul style="list-style-type: none"> <li>To get the knowledge of Computer literacy in business</li> </ul>
	GS	17U3BAGS	Gender Studies	<ul style="list-style-type: none"> <li>To know the differences Understanding Gender to treat other genders with goodness</li> </ul>
	Part I	17U4BAT4/H4	Tamil-IV/ Hindi-IV	<ul style="list-style-type: none"> <li>To know and get the knowledge of Classical, Sangam, Moral Literatures of Tamil language.</li> </ul>
	Part II	17U4BAE4	English-IV	<ul style="list-style-type: none"> <li>To know and get better awareness of Reasoning and Competitive Techniques of English language.</li> </ul>
	Core	17U4BAC7	Human Resource Management	<ul style="list-style-type: none"> <li>To enter the availability of a competitive and willing workforce to an organisation right people at the right time and at right place and the enhance the effectiveness of the people.</li> </ul>
	Core	17U4BAC8	Management	<ul style="list-style-type: none"> <li>Students get performance evaluation and analysis,</li> </ul>

<b>IV</b>			Accounting	planning and decision support higher value more than predictive information.
	Allied	17U4BAA5	Allied- Computer Application In Business (NS)	<ul style="list-style-type: none"> <li>To get the knowledge of Computer literacy in business</li> </ul>
	Allied	17U4BAA6	Allied- Business Mathematics	<ul style="list-style-type: none"> <li>To develop the knowledge of business and management principles</li> <li>To learn and assistant thinking and problem skills</li> <li>To teach a sense of responsibility and the capacity for business management.</li> </ul>
	SBE	17U4BAS2	Skill based elective-II Event Management	<ul style="list-style-type: none"> <li>To develop the presence of mind to understand and succeed things in advance.</li> </ul>
<b>V</b>	Core	17U5BAC9	Financial Management	<ul style="list-style-type: none"> <li>To demonstrate an understanding of the overall role and importance of the finance function.</li> <li>To demonstrate basic finance management knowledge</li> <li>To communicate effectively using standard business terminology.</li> </ul>
	Core	17U5BAC10	Operation Management	<ul style="list-style-type: none"> <li>When will the students to get it lies the resources of the organization to create such products or services that satisfy the needs of the consumers</li> </ul>
	Core	17U5BAC11	Service Marketing	<ul style="list-style-type: none"> <li>Refers to service that is the primary purpose of the transaction benefits or satisfaction that which solves consumer problems.</li> </ul>
	Core	17U5BAC12	Research Methodology	<ul style="list-style-type: none"> <li>Students get more knowledge skills various training methodologies have been used to develop soft skills.</li> </ul>
	Major Elective-I	17U5BAEL1A 17U5BAEL1B	Security Analysis & Portfolio Management Advertising and media management	<ul style="list-style-type: none"> <li>Students get more knowledge of capital appreciation , regular income, safety of capital hedge against inflation etc.,</li> </ul>
	Major Elective-II	17U5BAEL2A 17U5BAEL2B	Agri business Management Industrial Relation	<ul style="list-style-type: none"> <li>Refers to primary objective of industrial relations is to maintain and develop good and healthy relations between employees and employers for cooperative and management</li> </ul>

	NME	17U5BANME	Personal Management	<ul style="list-style-type: none"> <li>Managing and maintaining organizational behavior of an individual organization and achieving its scope with the employees support</li> </ul>
	Soft Skill	17U5BASSD	Soft Skill development	<ul style="list-style-type: none"> <li>Developing organizational behavior and employment skills to the employment organizations</li> </ul>
VI	Core	17U6BAC13	Corporate Strategic management	<ul style="list-style-type: none"> <li>Enable the students are the big picture goods for the company they decide what the company will do to try to fulfill its mission.</li> </ul>
	Core	17U6BAC14	Financial Services	<ul style="list-style-type: none"> <li>To better the planning, organizing, directing and controlling the financial undertakings of an organization or institute.</li> </ul>
	Core	17U6BAC15	Entrepreneurial Development	<ul style="list-style-type: none"> <li>To handle the goals for entrepreneurs to achieve greater efficiency in all aspects</li> </ul>
	Core	17U6BAC16	Management Information System	<ul style="list-style-type: none"> <li>Refers the main goals of an organization that helps executives to make decisions to advance the organization strategy and to implement in a better way.</li> </ul>
	Major Elective-III	17U6BAEL3A 17U6BAEL3B	Retail Management/ Rural Marketing	<ul style="list-style-type: none"> <li>Students get more knowledge to understand our customer it's imperative target customer make connections and improve direct marketing that increase customer loyalty</li> </ul>
	Major Elective-IV	17U6BAEL4A 17U6BAEL4B	Insurance Management/ Tourism Management	<ul style="list-style-type: none"> <li>To learn the risk and protection from any unfortunate losses and contingency granting security to people savings</li> <li>To understand the Field and hurdles and privileges of tourism</li> </ul>
	GK	17U6BAGK	General Knowledge	<ul style="list-style-type: none"> <li>To make awareness of GK in Competitive World.</li> </ul>
	CN	17U6BACN	Comprehension Test	<ul style="list-style-type: none"> <li>To better for the preparations of Competitive Exams in advance.</li> </ul>