

J.J. College of Arts and Science (Autonomous), Pudukkottai

Department of Business Administration

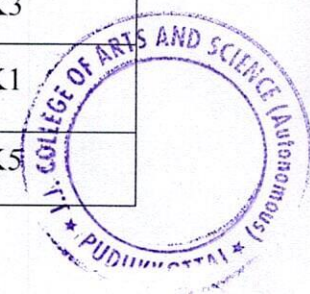
Course Outcomes – 2022 - 2023

MBA– PABA

Course Name – Management Principles Business Ethics		Course Code – P1R3BACC1	Knowledge Level
After completion of this course, students would be able to			
CO1	Possess the knowledge on the basic concepts of management and understand how an organization functions.		K1
CO2	Possess knowledge on planning & decision making.		K2
CO3	Have insights on organizing, managing change and Innovation		K3
CO4	Learn leadership, communication and controlling skills.		K3
CO5	Have better understanding on business ethics and social responsibility.		K4
Course Name – Quantitative Techniques and Research Methods in Business		Course Code – P1R3BACC2	Knowledge Level
After completion of this course, students would be able to			
CO1	Be able to develop problem-solving techniques needed to accurately calculate probabilities.		K2
CO2	Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry.		K2
CO3	Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis.		K3
CO4	Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions.		K4
CO5	Be able to present orally their research or a summary of another's research in an organized, coherent, and compelling fashion.		K4
Course Name – Managing Organizational Behaviour		Course Code – P1R3BACC3	Knowledge Level
After completion of this course, students would be able to			
CO1	Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization		K2
CO2	Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation		K2
CO3	Have insights on Group Dynamics and Interpersonal Communication		K3
CO4	Learn Leadership, Politics, Conflicts and Negotiation.		K4
CO5	Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organization.		K4



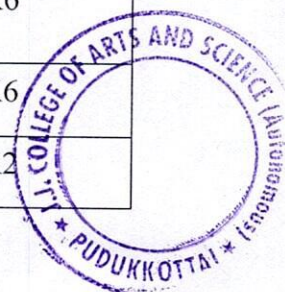
Course Name – Accounting for Managers		Course Code – P1R3BACC4	Knowledge Level
After completion of this course, students would be able to			
CO1	Be able to understand the fundamentals of principles of financial, cost and management accounting		K2
CO2	Be able to prepare, analyze and interpret financial statements		K2
CO3	Be able to use the tools and techniques of financial analysis.		K3
CO4	Be able to take decisions using management accounting tools.		K4
CO5	Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.		K4
Course Name – Managerial Economics		Course Code – P1R3BACC5	Knowledge Level
After completion of this course, students would be able to			
CO1	Be able to understand the basic concepts of managerial economics that helps the firm in decision making process.		K1
CO2	Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants		K2
CO3	Have better idea and understanding about production function and market structure		K2
CO4	Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning		K4
CO5	Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.		K3
Course Name – Legal Systems in Business		Course Code – P1R3BACC6	Knowledge Level
After completion of this course, students would be able to			
CO1	Have knowledge on understandings on law of contract.		K2
CO2	Know the sale of Goods & Negotiable instrument act.		K3
CO3	Have understandings on partnership and company law		K3
CO4	Have familiarize with various labour laws.		K4
CO5	Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property Rights.		K5
Course Name – Entrepreneurship Development		Course Code – P1R3BAEDC1	Knowledge Level
After completion of this course, students would be able to			
CO1	Be able to know about growth of entrepreneurship in India		K1
CO2	Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing		K2
CO3	Obtain knowledge on new venture creation		K3
CO4	Be able to prepare a business plan		K1
CO5	Gain knowledge on various types of financing available for new ventures.		K5



Course Name – Soft Skill I Executive Communication		Course Code – P1R3BAAECC1	Knowledge Level
After completion of this course, students would be able to			
CO1	Understanding of theories and concepts, types and various modes of communication in organizations		K2
CO2	Development of skills on developing Business Correspondence		K3
CO3	Development of skills on preparing Business Reports and Proposals		K3
CO4	To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.		K4
CO5	To demonstrate his/her verbal and non-verbal communication ability through presentations.		K5
Course Name - Applied Operations Research		Course Code - P2R3BACC7	Knowledge Level
After completion of this course, students would be able to			
CO1	Obtain insight on the origin and nature of OR and also the application of various models of OR.		K6
CO2	Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem.		K5
CO3	Be well versed with the concept of transportation and Assignments models		K4
CO4	Have better understanding on inventory models, replacement models, job sequencing, networking model and Queuing model		K5
CO5	Be imparted knowledge on the various methods of game model		K3
Course Name – Human Resource Management		Course Code – P2R3BACC8	Knowledge Level
After completion of this course, students would be able to			
CO1	Gain an understanding of HRM policies and importance.		K2
CO2	Implement appropriate HRP in workplace.		K3
CO3	Apply feasible Training method and manage career progressions.		K3
CO4	Demonstrate managing performance of human resources.		K4
CO5	Design and justify compensation framework.		K5
Course Name – Marketing Management		Course Code – P2R3BACC9	Knowledge Level
After completion of this course, students would be able to			
CO1	Understand the fundamental principles of marketing, marketing concepts and ideas.		K1
CO2	Understand the organization's marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques.		K2
CO3	Understand the buyer behavior and market segmentation and competitive marketing strategies.		K6
CO4	Think strategically about branding, pricing and marketing issues.		K2
CO5	Familiar with Promotion decisions along with awareness on Consumer Rights in the Market Place.		K2



Course Name –Operation Management		Course Code – P2R3BACC10	Knowledge Level
After completion of this course, students would be able to			
CO1	Understand the concepts of production and its design, capacity planning and make or buy decisions.		K2
CO2	Be cognizant of the complexity involved in plant location decisions and utilization of plant layout.		K6
CO3	Understand the Inventory models and the importance of maintenance techniques.		K6
CO4	Be aware of work-study procedures and the importance on quality control tools		K6
CO5	Have insight on service operations, service delivery and waiting line analysis.		K2
Course Name – Financial Management		Course Code – P2R3BACC11	Knowledge Level
After completion of this course, students would be able to			
CO1	Be aware of the basic concepts of financial management and understand the various sources of finance.		K6
CO2	Possess knowledge on investment decision making.		K5
CO3	Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital.		K4
CO4	Have learnt the concept of capital structure and dividend		K5
CO5	Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.		K3
Course Name – Strategic Management		Course Code – P2R3BACC12	Knowledge Level
After completion of this course, students would be able to			
CO1	Be able to frame vision and mission statements.		K2
CO2	Be social and ethically responsible.		K2
CO3	Possess insights on making environmental analysis.		K3
CO4	Possess knowledge on learning strategic formulation & strategy choice.		K4
CO5	Understanding strategic implementation and control.		K4
Course Name – International Business		Course Code – P2R3BAEDC2	Knowledge Level
After completion of this course, students would be able to			
CO1	Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances.		K2
CO2	Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.		K6
CO3	Know the various international trade theories and the management of business functional operations in an international context.		K6
CO4	Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.		K6
CO5	Have better understanding on regional economic integration and contemporary issues in international business.		K2



Course Name –Soft Skill II Business Etiquette		Course Code – P2R3BAAECC2	Knowledge Level
After completion of this course, students would be able to			
CO1	Learn using business etiquette at work place		K1
CO2	Be able to acquire knowledge about the Principles of exceptional work behaviour		K2
CO3	Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels.		K3
CO4	Get familiarized with the Successful handling of Multi-cultural challenge		K1
CO5	Become sensitive to new and emerging issues in etiquette		K5
Course Name – Soft Skill III Computing Skills		Course Code – P2R3BAAECC3	Knowledge Level
After completion of this course, students would be able to			
CO1	Have awareness and understanding on the basic functions of MS Excel		K6
CO2	Know the advanced functions of MS Excel		K5
CO3	Possess knowledge on MS Access and its application in database management		K4
CO4	Understand and possess knowledge on the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs		K5
CO5	Understand and be aware of the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.		K3


HEAD OF THE DEPARTMENT
Dr.V.Sathya Rekha,Ph.D.,
 Head & Assistant Professor
 Department of Business Administration
 J.J.College of Arts and Science (Autonomous)
 Sivapuram-Post. Pudukkottai.




PRINCIPAL
Dr.J.PARASURAMAN,M.A.,M.B.A.,M.C.A
 M.Phil.,B.Ed.,Ph.D.
PRINCIPAL
 J.J. College of Arts and Science
 (Autonomous)
 J.J. Nagar, Sivapuram Post,
 PUDUKKOTTAI - 622 422