



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Accredited by the NAAC with 'B' Grade
Vaniyambadi – Tamil Nadu

DEPARTMENT OF BUSINESS ADMINISTRATION

PSOs and Cos

PSOs, COs

PROGRAM SPECIFIC OUTCOMES (PSO):

PSO1: To provide conceptual and depth knowledge of various functional areas of business enterprise.

PSO2: To impart and encourage 'Learn to work in teams'.

PSO3: To impart and understand the elements of the complex world of business.

PSO4: To impart knowledge of field visit and training to use techniques of Management

PSO5: To build up self - confidence and ability in students to take up self - serviceable business ventures.

PSO6: To build skills to apply knowledge in project report writing.

PSO7: To impart moral values and social responsibilities

PSO8: To imparts the students to identify their own values.

COURSE OUTCOME

SEMESTER I

COURSE: PRINCIPLES OF MANAGEMENT

CREDIT: 4

CO1: Understand the critical management theories and philosophies and how to apply them.

CO2: Recognize the role of a manager and how it relates to the organization's mission.

CO3: Identify and communicate the purpose and functions of management.

CO4: Apply the concepts of decision making in a business situations.

COURSE: BUSINESS MATHEMATICS AND STATISTICS – I

CREDIT: 3

CO1: Identify the scope and limitation of presentation of data.

CO2: Demonstrate the measure of central tendency.

CO3: Analyses the measure of dispersion of range, mean deviation.

CO4: Apply the mathematical for finance of simple and compound interest.

COURSE: BUSINESS ORGANIZATION

CREDIT: 4

CO1: Understand difference between business and profession.

CO2: Describe and differentiate the forms of business.

CO3: Recognize the need for identifying the location of industry.

CO4: Analyze the work of stock exchange.

CO5: Compare how trade associations differ from chamber of commerce.

SEMESTER II

COURSE: FINANCIAL ACCOUNTING

CREDIT: 4

CO1: Understand the rules and principles of accounting.

CO2: Understand the concepts of subsidiary books.

CO3: Analyze the need of depreciation.

CO4: Prepare trading, profit and loss account and balance sheet.

COURSE: BUSINESS MATHEMATICS AND STATISTICS – II

CREDIT: 3

CO1: Apply the matrix theory of operation on determinants

CO2: Use the simultaneous equation of matrix method

CO3: Analyses the correlation of Karl Pearson's coefficient for concurrent deviation method.

CO4: Evaluate the component of time series.

CO5: Determine the Index number of weighted and UN weighted index number.

CO6: Use of cost of living index.

COURSE: BUSINESS COMMUNICATION

CREDIT: 6

CO1: Understand communication methods and its types.

CO2: Analyze need of offers, quotation and collection letters.

CO3: Recognize the circular letters and insurance correspondences.

CO4: Contrast the use of agenda, minutes and reports.

CO5: Understand the communication media such as telex, fax and internet.

SEMESTER III

COURSE: PRODUCTION MANAGEMENT

CREDIT: 4

CO1: Understand functions and scope of production management.

CO2: Describe the use of routing and scheduling, dispatching and maintenance.

CO3: Recognize the plant location and plant layout problems.

CO4: Analyze the need of works study, time study and work measurement.

COURSE: MANAGEMENT ACCOUNTING – I

CREDIT: 4

CO1: Develop the ability to collect, analyze and communicate the quantitative and non-quantitative information.

CO2: Assist the management in making more effective planning and control decision.

CO3: Compare and contrast the basic management accounting concept and their application in managerial decision making.

CO4: Analyze and assess the financial situation of a firm with the help of ratio analysis.

COURSE: STRATEGIC MANAGEMENT

CREDIT: 4

CO1: Understand the vision, mission and goals of strategic management.

CO2: Identify the corporate strategy.

CO3: Recognize the strategic control process.

CO4: Understand the elements of strategy.

COURSE: MANAGERIAL ECONOMICS

CREDIT: 3

CO1: Compare how micro economics differ from macroeconomics.

CO2: Analyze the theory of consumer behavior.

CO3: Understand different cost concepts.

COURSE: OFFICE MANAGEMENT

CREDIT: 4

CO1: Understand the management of office, methods and environment.

CO2: Identify the use of office layout and know its accommodation.

CO3: Recognize the use of office furniture, appliances and equipment's.

CO4: Handling of inward mail and outward mail service and to know the mechanical devices for written communication.

COURSE: CUSTOMER RELATIONSHIP MANAGEMENT

CREDIT: 3

CO1: Understand the need for CRM and customer loyalty.

CO2: Determine the ground work for effective use of CRM.

CO3: Identify the call center process and selection of CRM package.

COURSE: MEDICINAL CHEMISTRY

CREDIT: 3

CO1: Understand chemical constituents of medicinal plants

CO2: Compare the biological functions of Vitamins

CO3: Analyze the use of drugs for diseases

SEMESTER IV

COURSE: MATERIALS MANAGEMENT

CREDIT: 4

CO1: Understand the importance of material management.

CO2: Analyze the tools of inventory control like ABC, VED and FSN analysis.

CO3: Understand the protection of store keeping and know the handling of materials.

CO4: Analyze the importance of import purchase procedure.

COURSE: MANAGEMENT ACCOUNTING – II

CREDIT: 4

CO1: Apply and analyze different types of activity-based management tools through the preparation of estimates.

CO2: Identify the cost- volume- profit techniques to determine optimal managerial decision.

CO3: Preparation of budgets and their role as a planning and control tools.

CO4: Evaluate and estimate the required cost for a production process.

COURSE: BUSINESS ENVIRONMENT

CREDIT: 3

CO1: Understand the concept of business environment.

CO2: Recognize the provision of Indian constitution pertaining to business.

CO3: Apply the economic parameters like GDP, urbanization, per capita income etc.

CO4: Analyze the working of commercial banks, RBI and NBFC'S.

COURSE: OPERATIONS RESEARCH

CREDIT: 3

CO1: Explain about assignment transportation ,travelling salesman etc

CO2: Analyze the problem in mathematically and solve it graphically using simpler methods

CO3: Explain models from the verbal description

CO4: PERT and CPM to be applied in project management

CO5: Explain the group replacement policy

COURSE: ORGANIZATIONAL BEHAVIOUR

CREDIT: 4

CO1: Identify the need of behavior in organization.

CO2: Analyze the use of group cohesiveness and group dynamics.

CO3: Recognize how the leadership styles are followed in the organization.

CO4: Understand the theories of motivation.

CO5: Evaluate the culture and conflicts prevail in the organization.

COURSE: TOTAL QUALITY MANAGEMENT

CREDIT: 3

CO1: Identify the basic concept of total quality from design assurance to service assurance.

CO2: Understand the implication of quality on business and implement quality programs.

CO3: Realize the importance of quality and manage the quality improvement in business.

COURSE: CHEMISTRY IN EVERYDAY LIFE

CREDIT: 2

CO1: Understand the basics of chemistry in everyday life

CO2: Identify the food colors.

CO3: Analyze dairy chemistry

SEMESTER V

COURSE: MARKETING MANAGEMENT

CREDIT: 4

CO1: Understand the fundamentals of marketing and its approaches.

CO2: Identify buying motives and factors influencing it.

CO3: Differentiate consumer goods from industrial goods.

CO4: Understand new product development and branding.

COURSE: BUSINESS LAW

CREDIT: 4

CO1: Understand the formation and elements of contract and agreements.

CO2: Apply basic legal knowledge to business transaction.

CO3: Analyze the nature and terminology of the contract of law.

CO4: Recognize the genuineness of assent in contract formation.

CO5: Understand the legality and statute of frauds in contracts.

COURSE: COST ACCOUNTING

CREDIT: 4

CO1: Understand the importance of cost ascertainment, cost reduction and control.

CO2: Compare and contrast the Financial Accounting with Cost Accounting

CO3: Prepare the Cost sheet, Tender and Quotations.

CO4: Determine the Levels of stock and methods of pricing of material issues.

CO5: Compute the various methods of wage payment and Incentive plan

CO6: Classify and analyze the Primary and Secondary Distribution of Overheads.

SUBJECT: COMPUTER APPLICATION IN BUSINESS

CREDIT: 4

CO1: Understand about Information Technology and its components

CO2: Learn Microsoft Office Word and it's applications in business

CO3: Implement Microsoft Excel and how different calculations can be done by using it.

CO4: Understand Microsoft PowerPoint in Business and learned how it is useful for Business Presentations.

CO5: Understand working of EDI, E-Commerce, Smart Cards and its various applications.

SUBJECT: HUMAN RESOURCE MANAGEMENT

CREDIT: 3

CO1: Understand the various kinds of HRM.

CO2: Explain the procedure of recruitment and methods of selection.

CO3: Outline the importance of training and development.

CO4: Describe the performance appraisal, transfer and career development.

SUBJECT: E – BUSINESS

CREDIT: 3

CO1: Understand E-Commerce Framework Technologies

CO2: Apply different communication Networks used in Business

CO3: Demonstrate Network Security Tools and Firewalls

CO4: Understand of Electronic Data Interchange and its Application in Business

CO5: Apply of different Electronic Payment System.

SEMESTER VI

COURSE: INDUSTRIAL RELATIONS AND LABOUR LAWS CREDIT: 4

CO1: Know the development and the judicial setup of labour law.

CO2: Understand the salient features of health, safety, welfare and wage legislations.

CO3: Know the laws related to working conditions in different sectors.

CO4: Identify the terms of collective bargaining in the light of industrial conflicts

COURSE: ENTREPRENEURIAL DEVELOPMENT CREDIT: 4

CO1: Understand the concept and classification of the entrepreneurs.

CO2: Identify the factors influencing entrepreneurship.

CO3: Describe the role played by government and non-government agencies.

CO4: Design and develop business idea and its techniques.

CO5: Identify the various opportunities and evaluate the feasibilities of the project.

CO6: Understand the project appraisal methods and techniques.

COURSE: GROUP PROJECT CREDIT: 6

CO1: Develop the teamwork capacity among the students.

CO2: Understand the various functions of the organization during the training period

CO3: Identify and collect the various sources of data through primary and secondary data

CO4: Understand the various statistical tools.

CO5: Apply the suitable statistical tool and analyze the result

CO6: Identify the findings and suggestions

CO7: Able to prepare the report writing

CO8: Outline the summary to the project

COURSE: INVESTMENT MANAGEMENT

CREDIT: 3

CO1: Understand the Investment objectives and its management

CO2: Define mutual funds, real assets, modern investments

CO3: Classify risk and computations of expected risks and returns

CO4: Evaluate time value for money, bond valuations, capital assets pricing

CO5: Outline various investment analysis

COURSE: RURAL MARKETING MANAGEMENT

CREDIT: 3

CO1: Understand the rural marketing environment.

CO2: Identify the new product development and product strategy.

CO3: Analyze the rural pricing strategy.

CO4: Recognize the rural distribution system.

COURSE: CREATIVITY AND INNOVATION

CREDIT: 3

CO1: Understand creativity, innovation and convergent thinking.

CO2: Recognize the thinking hats method and brain storming.

CO3: Analyze the attitude towards lateral thinking.