



Indo-American College

Not just another college

Permanently Affiliated to THIRUVALLUVAR UNIVERSITY, Vellore.

Accredited by NAAC with 'B' Grade

Recognised Under Section 2 (f) & 12 (b) of UGC Act.

T.N. Govt. G. O. MS. No.172, Higher Education Dept, dt.27-4-1998

DEPARTMENT OF BUSINESS ADMINISTRATION PROGRAMME OUTCOMES

.PO1:	To familiarize the students with basic concept of management.
PO 2:	To acquire skills to become a good manager.
PO 3:	To plan effectively and to take right decisions
PO 4:	To understand the theories of management.
PO 5:	To understand the functions of management.

COURSE OUTCOMES

S.No	Subject Code	Course Name	Course Outcomes
1	FBA11	Principles of Management	<ul style="list-style-type: none">• After the study -of the student will be able to understand the concept of management.• After the study of -, the student will be able to plan and make decisions.• After the study of - the student will be able to differentiate organization structure and know the functioning in business unit.• After the study of - the student will be able to motivate employees, delegate work, and differentiate between power and authority.<ul style="list-style-type: none">▪ After the study of the student will be able to coordinate and control activities.
2	FBA 12	Business Mathematics and Statistics I	<ul style="list-style-type: none">• After the study of - the student will be able to apply b basic terms of statistical data solving practical problems in the field of business.

			<ul style="list-style-type: none"> • After the study of unit-the student will be able to explain basic methods of Measure of central tendency. • After the study of - the student will be able to solve problems in the areas of simple and compound interest account, use of compound interest. • After the study of unit-4, the student will be able to discuss the effects of various types and methods of interest account • After the study of - the student will be able to Connect acquired knowledge and skills with practical problems.
3	FABA13A	Business Organization	<ul style="list-style-type: none"> • After the study of- the student understands the basic fundamentals of the business organization. • After the study of - the student attains the knowledge of various forms and types of the business organization. • After the study of -the student understands the main working aspects of organizations • After the study of - the student acquires in depth understanding of the Stock Exchanges and its functions. • After the study of - the student gain knowledge about Trade Associations and Chamber of commerce
4	FABA13B	Principles of Insurance	<ul style="list-style-type: none"> • After the study of- the student understands the basic functions and legal principles of insurance. • After the study of -the student attains the knowledge of various types of Insurance. • After the study of - the student will be able to apply their knowledge on the insurance-related legal principles. • After the study of - the student gains in - depth knowledge acquisition in Life Insurance • After the study of - the student acquires in depth understanding of Marine and Fire Insurance.
5	FABA13C	Business Ethics	<ul style="list-style-type: none"> • After the study of- the student understands the importance of Ethics and Values in Business. • After the study of - the student acquires the knowledge of various types of Ethics. • After the study of -the student learns the ethical practices to be followed in Human

			<p>Resource and marketing activities.</p> <ul style="list-style-type: none"> • After the study of - the students learn to be socially responsible towards the stakeholders of Business. • After the study of - the students develop the social skills required for the successful practice of management within the framework of societal values.
6	FBA 21	Business Environment	<ul style="list-style-type: none"> • After the study of - the student will be able to know the factors that affect the business environment • After the study of - the student will be able to understand how Political Environment influence Business Organisation. • After the study of -the student will be able to understand how Social Environment impact society • After the study of - the student will be able to know how Economic Environment impact Business • After the study of - the student will be able to know how Financial Environment, and Financial institutions help Business Organizations
7	FBA 22	Business Mathematics & Statistics-II	<ul style="list-style-type: none"> • After the study of - the student will be able to Identify statistical tools needed to solve various business problems. • After the study of - the student will be able to Solve Simultaneous Equation using matrix Method. • After the study of - the student will be able to able to apply Correlation & regression. • After studying - the student will be able to develop Time Series • After studying - Students can Use Index Number, Weighted and UN weighted Index Numbers in practical application.
8	FABA23A	Customer Relationship Management	<ul style="list-style-type: none"> • After the study of - the student will have a clear understanding of be able to know CRM • After the study of - student will be able tolerance various stages and importance of CRM. • After the study of - student will know the components of CRM and how to measure effectiveness. • After the study of - students will be able to

			<p>check out the framework of CRM</p> <ul style="list-style-type: none"> • After the study of unit-5, student will be able to use of technology in CRM
9	FABA23B	Principles of Banking System	<ul style="list-style-type: none"> • After the study of -student will have a complete knowledge on the origin of Banks • After the study of -student will be able to know the Concept of Social Responsibility of Banks • After the study of -student will be able to understand the roles of various banks • After the study of - student will be able to understand the Functions of Modern Commercial Banks • After the study of - student will understand the various financial services in the Indian economy
10	FABA23C	Fundamentals of Computer	<ul style="list-style-type: none"> • After the study of -student will have knowledge about computer • After the study of -student will understand computer architecture • After the study of -student will know the functioning of parts • After the study of - student will be able to develop program • After the study of - student will be able to use computers effectively.
11	CBA31	Production and Materials Management	<ul style="list-style-type: none"> • After the study of -student will be able to understand the concept of operations and relationship between operations and other business functions. • After the study of - student will be able to analyses and evaluate various production and scheduling techniques, and to identify appropriate location for factories. • After the study of - student will be able to implement work and method study procedures • After the study of - student will be able to plan and implement suitable materials planning principles and practices in operations. • After the study of - student will be able to plan and implement store keeping and material handling and rating vendors
12	CBA32	Financial Accounting	<ul style="list-style-type: none"> • After the study of-,the student is able to know the basic concepts of accounting, principles, convention, rules of accounting

			<p>and various books of accounting.</p> <ul style="list-style-type: none"> • After the study of -the student is able to know the trail balance method, depreciation and their needs and various method of charging depreciation. • After the study of -the student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet. • After the study of - the student is able to know the need for preparation of single entry system and their uses. • After the study of - the student is able to know the meaning of shares and its type.
13	CBA33	Human Resource Management	<ul style="list-style-type: none"> • After the study of- the student understands the concepts and basic functions of Human Resource Management. • After the study of - the student learns the process of employee recruitment and selection. • After the study of Unit3, the student acquires knowledge in identifying the training needs and methods. • After the study of Unit4, the student understands the need and methods of performance appraisal. • After the study of Unit5, the student can analyse the key issues related to Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.
14	CBA34	Managerial Economics	<ul style="list-style-type: none"> • After the study of- the student understands the concepts and relationship between Micro and Macro Economics • After the study of - the student can analyses the market supply and demand on market dynamics. • After the study of - the student acquires knowledge on production and cost analysis. • After the study of - the student will understand pricing methods. • After the study of - the student will have knowledge about market structure.
15	CABA35A	Office Management	<ul style="list-style-type: none"> • After the study of- the student understands the concepts and basic functions of an office and responsibilities and skills required by the office manager.

			<ul style="list-style-type: none"> • After the study of - the student attains the knowledge of Location, Layout and the environment of an Office. • After the study of -the student gains knowledge of various types of office furniture and its uses. • After the study of - the student can handle mail services. • After the study of - the student learns the skill of records management.
16	CABA35B	Services Marketing	<ul style="list-style-type: none"> • After studied - the student will have thorough understanding of marketing services, • After studied -the student acquires knowledge of services strategies including service product and delivery • After studied - the student gains Customer Service oriented mindset. • After studied- the student learns to Identify and fill the service gaps. • After studied - the student acquires in depth understanding of the challenges in managing and delivering the quality services.
17	CABA35C	Tourism Management	<ul style="list-style-type: none"> • After the study of- the student understands the history, growth and development of tourism. • After the study of - the student gains knowledge in both national and international Tourism. • After the study of - the student acquires in depth understanding of economic and cultural environment of tourism. • After the study of - the student understands the pricing strategy of tourism industry • After the study of - the student understands the role/ service of government administrative system and Ministry of Tourism
18	CSBA36	Business Communication	<ul style="list-style-type: none"> • After the study of- the student understands the concepts and basic functions of Communication. • After the study of - the student will be able distinguish among various levels of organizational communication and its process. • After the study of -the student will be

			<p>trained in effective business writing.</p> <ul style="list-style-type: none"> • After the study of - the student will draft effective business correspondence and reports. • After the study of - the student understands the various traditional and modern equipments used for communication.
19	CNBA37	Management Concepts	<ul style="list-style-type: none"> • After the study of- the student understand the concepts of management learns the roles, skills and functions of management related to Business. • After the study of -the student develop optimal managerial skills in planning and in taking decisions • After the study of - the students develop knowledge to organize program. • After the study of -the student acquires in depth knowledge in Communication, Leadership, Controlling, Motivation and Delegation • After the study of - the student can control and coordinate.
20	CBA41	Organizational Behaviour	<ul style="list-style-type: none"> • After the study of - student will be able to know the importance of organizational behavior. • After the study of - student will be able to know the dynamics of groups in organizations. • After the study of -student will be able to understand the leadership concept. • After the study of - student will be able to understand the significance of organizational culture in functioning an organization. • After the study of - student will be able to learn concept of change and its significance in organizations
21	CBA42	Taxation	<ul style="list-style-type: none"> • After the study of -student will be able to understand the concept of indirect tax and to know current taxation structure prevailing in India. • After the study of -student will be able to understand the concepts of central sales taxes in India and to know the categories of collection taxes and offence and penalties for not paying sales taxes. • After the study of -student will be able to understand the concepts of custom duties

			<ul style="list-style-type: none"> • After the study of -student will be able to understand the Authorities of customs and excise officers • After the study of – student will be able to understand the concept of goods and service tax
22	CBA43	Management Accounting	<ul style="list-style-type: none"> • After the study of-students will acquire the basic knowledge required for application of tools for decision making. • After the study of students can describe the fundamental concepts of ratio analysis and uses of ratios. • After the study of - students will be able to know the budgets and budgetary control and prepare the budgets. • After the study of -, student is able to know the concept of fund flow management and its objectives. To know the various method to find out the profit and to select the projects. • After the study of - the student is able to know the meaning of cash flow statement and its significance.
23	CBA44	Operation Research	<ul style="list-style-type: none"> • After studied - the student will be able to Identify and develop operation research models from the verbal description of the real system • After studied - the student will be able to knowledge and understanding the characteristics • After studied - the student will be able to Understand the mathematical tools that are needed to solve optimization problems • After studied - the student will be able Use mathematical tools to solve the proposed model • After studied the student will be able develop the report that describes the and the solving and techniques, analysis the result an propose recommendations.
24	CABA45A	Retail Management	<ul style="list-style-type: none"> • After the study of -the student will understand the concepts and functions of retailer. • After the study of the student will gain knowledge about retail property development in India. • After the study of -the student will apply the technology tool that aid merchandise planning.

			<ul style="list-style-type: none"> • After the study of Unit4, the student will be able to determine retail pricing strategies. • After the study of- the student will be able to identify the opportunities offered in retail as a career.
25	CABA45B	Project Management	<ul style="list-style-type: none"> • After the study of - the student will be able to apply the fundamentals of project management in their job. • After the study of -the student will be able to analyse the projects on various aspects. • After the study of - the student will be able to plan and design the approach to project management. • After the study of - the student will be able to know about the information on financial sources and project financial institutions. • After the study of - the student will be aware of becoming a better project manager.
26	CABA45C	Hotel Management	<ul style="list-style-type: none"> • After the completion of the -students will be able to understand the historical background of hospitality industry. • After completion of the - students will be able to understand the Major and the minor departments in the hotels • At the end of the Unit3 students shall be able to understand the different types of guests and their needs • At the end of the Unit4 the students will be able to get acquainted with the underlining principles and concepts of marketing and their relevance in hospitality industry • After the completion of the Unit5 students shall be able to understand the licensing laws and regulations of the hospitality industries
27	CNBA47	Training and Development	<ul style="list-style-type: none"> • After the study of - the student will know the basic concepts of training, identify training needs and functions of training department. • After the study of - the student will know the various on-the-job and off the job techniques of training. • After the study of - the student will have a clear picture about career planning and development.

			<ul style="list-style-type: none"> • After the study of - the student understands the different techniques of management development programme. • After the study of -the student will know the information about the different management training institutes in India.
28	CBA51	Marketing Management	<ul style="list-style-type: none"> • After the study of - the student will be able to identify the primary marketing activities of an Organisation. • After the study of - the student will be able to use marketing information and research to develop marketing strategies for targeting customers. • After the study of - the student will be able to create and analyse product positioning, brand building process, with appropriate product portfolio structure which contributes to the success of products or services. • After the study of -the student will be able to understand the price elasticity and how it can be used to set price for a product. The student will be able to evaluate how to use distribution channels to market the products / services effectively. • After the study of the student will be able to use the appropriate promotional tools for the promotion of products/ services.
29	CBA52	Business Law	<ul style="list-style-type: none"> • After the study of -the student will be able to understand the fundamental legal principles in developing various contracts. • After the study of - the student will be able to understand the commercial laws in the business world. • After the study of - the student will be able to identify the common forms of business associations and elements of Corporate Governance. • After the study of - the student will be able to understand the legality and statute of frauds in contracts. • After the study of - the student will be able to develop insights regarding the laws and transactions related to sales of goods.
30	CBA53	Research Methodology	<ul style="list-style-type: none"> • After studied - the student will be able to understand the basic framework of research process • After studied - the student will be able to develop an understanding of various

			<p>research designs and techniques.</p> <ul style="list-style-type: none"> • After studied - the student will be able to identify various sources of sampling techniques. • After studied -the student will be able to identify various sources of information for data collection. • After studied - the student will be able to conduct a research and prepare a report.
31	CBA54	Computer Application in Business	<ul style="list-style-type: none"> • After the study of - the student will know about the emergence of computers and various software solution used for business • After the study of - the student will be learn to use MS word and its functions • After the study of -the students will learn the application of Excel in problem solving and decision • After the study of - the student will be familiar with uses of PPT and also learn to design presentations • After the study of - the student will know about the emerging trends of computer applications in business
32	CEBA55A	Industrial Relations and Labour Laws	<ul style="list-style-type: none"> • After the study of - student will be able to understand the importance of industrial relation and know the role of trade union and the industrial disputes and their resolutions. • After the study of - the student will be able to understand the meaning of participative management and its structure and know the different committee and find the pre requisite for successful participation in collective bargaining systems. • After the study of - the student will understand the meaning of industrial unrest and the reasons for employee dissatisfaction and disciplinary action. The student also understands the various methods of strike and prevention. • After the study of - the student is able to understand the Indian factories Act and provisions regarding welfare, safety and health of workers. • After the study of - the students is able to understand the concepts of workmen's compensation act and its provisions and

			also know the international labour organisation role and its various functions.
33	CEBA55B	Reward Management	<ul style="list-style-type: none"> • After the study of - student is able to understand the importance of employee compensation and equity. To know the wages policy and its structure and different levels of wages and major decisions. • After the study of - the student is able to understand the factors of fixation of wages and job pricing. To know the rationalizing and developing wages structures. • After the study of -the student is able to understand the concepts of fringe benefits and other allowances and know the consumer price index and bonus regulations. • After the study of the student is able to know wages incentives and linking wages to productivity. To know the different types of incentives and productivity sharing plans. • After the study of unit-5, the student is able to understand meaning of reward and statutory provision.
34	CEBA 55C	Change Management	<ul style="list-style-type: none"> • After the study of -the student will be able to provide an over view of the change process. • After the study of - the student will be able to review the spectrum of reactions to change. • After the study of - the student will be able to offer techniques for preparing for change. • After the study of - the student will be able to create and stimulate the culture for change. • After the study of - the student will be able to give suggestion for managing uncertainty.
35	CSBA56	E-Business	<ul style="list-style-type: none"> • After the study of - the student will be able to define appreciate the difference between traditional and electronic business • After the study of - the student will know basic infrastructure required to build an EBusiness and secure it • After the study of - the student will be

			<p>equipped with using electronic as a tool to perform business effectively 4. After the study of - the student will be familiar electronic data interchange and how does it help in transaction besides learning the importance of Web.</p> <ul style="list-style-type: none"> • After the study of - the student will be able to use various electronic governance media and tools. Matching Table
36	CBA61	Strategic Management	<ul style="list-style-type: none"> • After the study of - student will be able to understand objectives, mission and vision. Appreciate strategic analysis of corporate goals and its capabilities. • After the study of - student will be able to understand the corporate strategy, process of strategic planning, formulation of strategy, project life cycle, portfolio analysis and SWOT analysis. • After the study of - student will be able to learn generic strategic alternatives - horizontal and vertical diversification. • After the study of - student will be able to understand external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of organizational structure and the management of change. • After the study of - student will be able to learn the implementation of strategy, elements of strategy, significance of leadership and organizational climate, planning and control of implementation.
37	CBA62	International Business	<ul style="list-style-type: none"> • After the study of - the student will be able to define and explain the importance of globalization and international business • After the study of - the student will be known the options used and various modes of entering globalmarkets. • After the study of -the student will understand how governments use trade policies to restrict movement of goods abroad • After the study of - the student will be familiar with how various regional co operational organization work and their functions. • After the study of - the student will be able make decisions of setting up MNCs and know how to invest abroad to establish MNC

38	CPBA66	Research Project	<ul style="list-style-type: none"> • Project can be in any field of specialization (HR, Finance, Systems, Marketing and related Management based topics) The project report should be neatly presented in not more than 80 pages. • Paper size should be A4 1.5 spacing should be used for typing the general text. • The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size:12pt for text, 14pt for sub-headings) The candidate should submit the periodical report of the project to the supervisor two reviews would be conducted before the viva-voce. • Each candidate should submit 2 hard copies and one soft copy in CD to the Department • After the evaluation of the project report one hard copy would be returned to the candidate.
39	CEBA63A	Financial Management	<ul style="list-style-type: none"> • After the study of - the student will be able to calculate time value for money • After the study of - the student will be able to explain Capital structure decision and suggest the best mix of capital structure using theories • After the study of - the student will calculate cost of capital how it is affected • After the study of -the student will be familiar with capital budgeting and develop a basic budget format. • After the study of - the student will know how to make funds available for routine operations.
40	CEBA63B	Financial Services	<ul style="list-style-type: none"> • After the study of - the student will be able to define Financial services and have knowledge on its types, will also be able explain in the Indian context • After the study of - the student will be able to explain how merchant banking works and how securitization is done • After the study of -the student will gain understanding on hire purchasing and leasing finance • After the study of - the student will be familiar with Factoring and RBI regulates them. • After the study of - the student will gain skills on venture capital process.

41	CEBA63C	Investment Management	<ul style="list-style-type: none"> • After the study of - the student will be able to understand the various alternatives available for investment • After the study of - the student will be able to measure risk and return. • After the study of - the student will be able to find the relationship between risk and return. • After the study of - the student will be able to value the equity and bonds • After the study of - the student will be able to gain knowledge of the various strategies followed by investment practitioners.
42	CEBA64A	Marketing Research	<ul style="list-style-type: none"> • After studied - the student will be able to understand scope and concept of marketing research. • After studied -the student will be able to define the Marketing Research process. • After studied - the student will be able to identify the appropriate tool for collecting data. • After studied - the student will be able to choose the correct sampling method. • After studied - the student will be able to apply the concepts of marketing research in sales, product, market and advertising.
43	CEBA64B	Rural Marketing Management	<ul style="list-style-type: none"> • After the study of the- student will be able to explore the special areas in rural marketing environment and to identify opportunities and emerging challenges in upcoming rural markets. • After the study of - the student will be able to aware of categorizing the rural products and branding the products in rural areas. • After the study of -the student will be able to make sound marketing decisions n pricing strategies in rural market. • After the study of - the student will be able to analyse the distribution channels marketing strategies etc in the context of rural markets in India • After the study of - the student will be able to identify the appropriate promotion mix for rural market.
44	CEBA64C	Advertising and Sales Management	<ul style="list-style-type: none"> • After the study of - the student will be able to set up advertising objectives and know the legal implications of advertising.

			<ul style="list-style-type: none"> • After the study of -the student will be able to design copy of advertisement. • After the study of - the student will be able to select the appropriate media for promotion. • After the study of - the student will be able to know the functions of salesmen. • After the study of - the student will be able to discover and demonstrate various sales promotion technique and their advantages.
45	CSBA65	Creativity and Innovation Management	<ul style="list-style-type: none"> • After the study of - the student will be able to define Creativity. • After the study of - the student will be able to think creativity. • After the study of - the student will be able to practice Creativity Exercises. • After the study of - the student will be able to learn Innovation. • After the study of - the student will be able to compare various creativity techniques.