

**Programme Specific Outcomes (PSO) and Course Outcomes (CO) of Bachelor of Business Administration (BBA) at Rajah Serfoji Government College, Thanjavur-613005, Tamilnadu**

<p><b>BBA</b></p> <p><b>PSO:</b></p> <p><b>PSO - 1</b> Become aware of the basic concepts in the areas of Marketing, Human Resources, Production, Finance, Systems and accounting.</p> <p><b>PSO - 2</b> Attain academic excellence with an ability to pursue higher studies, professional certification and research</p> <p><b>PSO - 3</b> To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business and administration</p> <p><b>PSO - 4</b> Become aware of the various laws pertaining to the business environment</p> <p><b>PSO - 5</b> Acquire the necessary skills to manage various positions in the corporate sector and in the field of education.</p>		
<b>Course code/Paper/ Semester</b>	<b>Title</b>	<b>Course Outcomes</b>
<b>S1BA1 Core Paper - 1 I Semester</b>	Management principles	Students enlighten about management and chances to know real practices in business sectors, recognize functions like planning, organizing and decision making process in management sectors. Also assess global situation, including strength, opportunities and threats that will impact management of an organization. Integrate management principles into management practices.
<b>S1BA2 Core Paper - 2 I Semester</b>	Managerial Economics	Students became skilled at learn supply and demand model, understand to analyze the model of imperfect competition to analyse price regulation in monopoly, also explore pricing policy and National income, circular flow of income.
<b>S1ABA1 Allied Paper - 1 I Semester</b>	Mathematics and Statistics for management	Students used statistical reasoning, formulate a problem in statistical terms, and perform Application of Derivatives in Business and exploratory analysis of data by graphical and other means. It should be able to describe important theoretical results and understand how they can be applied to answer statistical questions. Also students have familiarity with a Measures of Central Tendency and encourage study of data management and algorithmic problem solving.
<b>S2BA3 Core Paper - 3 II Semester</b>	Organizational behaviour	Students able to analyze and compare different models used to explain individual behaviour related to motivation and rewards. Identify the processes used in developing communication, Individual Behaviour, Perception, Personality, Group Dynamics and resolving conflicts. To explain demonstrate skills required for working in groups.
<b>S2ABA2 Allied Paper - 2 II Semester</b>	Accounting for Managers	Students Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements also ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company. Understand and apply course concepts to analyse common business management decisions such as pricing and outsourcing decisions from a financial perspective.

<b>S2ABA3</b> <b>Allied Paper – 3</b> <b>II Semester</b>	Business Communication	Students can demonstrate their ability to write error free while making an optimum use of correct Business Vocabulary and Grammar. They distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization also to draft effective business correspondence with brevity and clarity. Students stimulate their Critical thinking by designing and developing clean and lucid writing skills.
<b>S3BA4</b> <b>Core Paper – 4</b> <b>III Semester</b>	Marketing Management	Students can formulate a marketing plan that will meet the needs or goals of a business organization. They can develop an integrated marketing communications plan for a product, concept, good and service based on an identified market need or target. Formulate strategies for developing new or modified products, concepts, goods and services that respond to evolving market needs. Develop strategies for the efficient and effective distribution of products, concepts, goods and services that respond to evolving markets. Became expert to conduct market research to provide information needed to make marketing decisions.
<b>S3BA5</b> <b>Core Paper – 5</b> <b>III Semester</b>	Human Resource Management	Students make clear and Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. Develop, implement, and evaluate employee orientation, training, and development programs. Facilitate and support effective employee and labour relations in both non-union and union environments. Research and support the development and communication of the organization's total compensation plan. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
<b>S3ABA4</b> <b>Allied Paper – 4</b> <b>III Semester</b>	Legal aspects of business	Students are trained in this course an attempt is made to introduce the students to certain important legal aspects of business. The course is divided into four modules dealing with formation of contract, Performance of Contract, Sale of Goods Act breach of contract and its remedies; competition; formation of companies and its management; and dispute resolution. Also students observe the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms
<b>S3SB1</b> <b>Skill Based Paper – 1</b> <b>III Semester</b>	Tourism and travel agency	Students understand fundamentals of <i>tourism</i> from the management, marketing and financial perspectives. Understand the concepts of <i>travel</i> and <i>tourism</i> , the framework of the system, types and form of <i>tourism</i> as well as the impacts of <i>tourism</i> . Describe the different types tourism resources of India, their importance in tourism and management.
<b>S4BA6</b> <b>Core Paper – 6</b> <b>IV Semester</b>	Financial Management	At the end of this course students should be able to calculate common investment criteria and project cash flows associated with corporate project evaluation. Apply measures of cost of capital and financial leverage to form long-term financial policies for business and Judge the merits of leasing over borrowing to purchase assets also to learn Budget and Budgetary control and Capital Budgeting.
<b>S4ABA5</b>	Retail Management	After complete the course students understand the

<b>Allied Paper – 5 IV Semester</b>		functions of retail business and various retail formats and retail channels. Developing and applying Retail Strategy, the difference between Retail and Manufacturing Supply Chain. Knowing key drivers of retail supply chain and how to select a retail store location? Analyze Retail Market and Financial Strategy including product pricing and retail promotion strategy.
<b>S4ABA6 Allied Paper – 6 IV Semester</b>	Services Marketing	Students can understand of the similarities and differences in service-based and physical product based marketing activities. Demonstrate knowledge of the extended marketing mix for services. Develop and justify marketing planning and control systems appropriate to service-based activities; Specify, analyse and select markets for specific service products; Prepare, communicate and justify marketing mixes and information systems for service-based organizations. Also known Service design factors to be considered in designing service process.
<b>S4SB2 Skill Based Paper – 1 IV Semester</b>	Fundamentals of Yogic practices	The student can understand the knowledge about the theory and practice of Yoga and its nature, scope, Development of yoga through the ages, Different types of yoga like Karma Yoga, Bhakti Yoga, Jnana Yoga, Raja yoga, Hatha yoga and Mantra Yoga. The student also understands the knowledge of human anatomy & physiology of Cell structure. Systems in the body like skeletal system, Muscular system, Digestive system, Circulatory system, Respiratory system, excretory system and Endocrine system.
<b>S5BA7 Core Paper – 7 V Semester</b>	Production management	After completion of course students can identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production and scheduling and sequencing techniques in operation environments. Develop aggregate capacity plans and MPS in operation environments. Plan and implement suitable materials handling principles and practices in the operations. Plan and implement suitable quality control measures in Quality Circles to TQM. Also Students should gaining knowledge about managing production processes, Production Planning and Control, Plant Location. Better understanding of modern production techniques and quality management.
<b>S5BA8 Core Paper – 8 V Semester</b>	Operations Research	Students can apply the analytical and practical skills learned in the course work. Inculcate and develop logical reasoning and aptitude to make the students well equipped to work on complex issues. Students Impart comprehensive knowledge about Inventory Control, Replacement of Equipment that deteriorates gradually, Assignment Problem: Solving Assignment Problem, Travelling Salesman Model, Maxima and Minima Method Hungarian Method, Game theory and understanding of theoretical and fundamentals in Operational Research.
<b>S5BA9 Core Paper – 9 V Semester</b>	Industrial Relations and labour welfare	Students elaborate the concept of Industrial Relations. Students should able to illustrate the role of trade union in the industrial setup. Outline the important causes and impact of industrial disputes also elaborate Industrial Dispute settlement procedures. Summarize the important provisions of Wage Legislations, in reference to Trade

		Unions Act, 1926 - Industrial Employment (Standing Orders) Act, 1946 - Industrial Disputes Act, 1947 - Minimum Wages Act, 1948 - Payment of Wages Act, 1936- Payment of Bonus Act, 1965 - Factories Act, 1948.
<b>S5BAEL1A</b> <b>Major Elective</b> <b>Course - 1</b> <b>V Semester</b>	Profit Planning and Control	Students understand strategic planning, budget preparation, and performance measurement systems. Apply strategy to various forms of organizational structures in terms of responsibility, profit, and marketing centers. Understand concept of Break even in Profit Management, P/V ratio Analysis, Standard Costing, Types of Reports, and General Principles of Reporting, Report to the Board of Directors, Report to Top Management, and Report to top divisional Management. Students also known to apply the concepts related to measuring and controlling assets. Inventory Management, nature and concept of inventory control.
<b>S5BAEL1B</b> <b>Major Elective</b> <b>Course - 1</b> <b>V Semester</b>	Agricultural marketing	Students will demonstrate understanding of various components of the agriculture complex to better understand and make sound technical decisions in response to an ever-changing demand for agricultural products. The students will be able to define agricultural marketing they will be able to identify the problems of agricultural marketing and find solutions to solve the problems. Explain the principles of demand and supply understanding the relationship in the agricultural marketing system. Student also will complete a market analysis to understand the functions of all of the actors with in a marketing food distribution channel.
<b>S5BAEL1C</b> <b>Major Elective</b> <b>Course - 1</b> <b>V Semester</b>	Leadership and Change Management	Students will understand the history of leadership and current leadership theories. In addition, students will understand how leadership models are put into practice personally, locally, and globally. They will gain knowledge of diverse cultures, cross-cultural communication, the dynamics of privilege and oppression, and the uses of power between groups. Students also learn understand how ethics, morals, and values relate to their leadership dilemmas and able to integrate their lived experiences into their leadership development process.
<b>S5BAEL2A</b> <b>Major Elective</b> <b>Course - 2</b> <b>V Semester</b>	Financial services	At the end of the course students will understand the dimensions of performance and risk relevant to financial services companies. Learn Calculate contemporary financial measures of performance and risk. Describe contemporary managerial risk management oversight processes. Also explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact. More than that Describe the various financial products, services, and strategies offered by the variety of financial services institutions. Evaluate financial products and strategies offered by the variety of financial services institutions for suitability and appropriateness in meeting consumer needs.
<b>S5BAEL2B</b> <b>Major Elective</b> <b>Course - 2</b> <b>V Semester</b>	Advertising and sales promotion	End of the program students can analyze the expanding environment of media and communication techniques. Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns. Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program. Develop creative strategies for advertising. Assess strategic uses of sales promotions and understanding Advertising Message.
<b>S5BAEL2C</b> <b>Major Elective</b> <b>Course - 2</b>	Group dynamics	Students can demonstrate understanding of principles of group dynamics, including group process components, developmental stage theories, group members' roles and

<b>V Semester</b>		behaviors, and therapeutic factors of group work; learn group leadership styles and approaches, including characteristics of various types of group leaders and leadership styles; and theories of group counseling, including commonalities, distinguishing characteristics, and pertinent research and literature; also students understand group counseling methods, including group counselor orientations and behaviors, appropriate selection criteria and methods, and methods of evaluation of effectiveness.
<b>S5SB3 Skill Based Paper – 3 III Semester</b>	Introduction to Office Management	Students understand the concepts related to Business. Also demonstrate the roles, skills and functions of management. Students analyze effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities. Principles and practices of management is an introductory course on management process from managers' perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization.
<b>S6BA10 Core Paper – 10 VI Semester</b>	Strategic Management	Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. They will demonstrate a clear understanding of the concepts, tools and techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. Students will be able to demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. Also they will be able to demonstrate capability of making their own decisions in dynamic business landscape.
<b>S6BA11 Core Paper – 11 VI Semester</b>	E-Business	On successful completion of this module students should be able to understand concepts of E-Commerce and E-business. Understand the E-Commerce and E-business infrastructure and trends, also they Analyze different types of portal technologies and deployment methodologies commonly used in the industry. Analyze the effectiveness of network computing and cloud computing policies in a multi-location organization. Analyze real business cases regarding their e-business strategies and transformation processes and choices. Integrate theoretical frameworks with business strategies.
<b>S6BA12 Core Paper – 12 VI Semester</b>	Customer relationship management	After completion of this course, the student will be able to apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented. They know Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals. Also implement various technological tools for data mining and also successful implementation of CRM in the Organizations.
<b>S6BA13 Core Paper – 13 VI Semester</b>	Entrepreneurial Development	After complete the course students can gaining knowledge to develop idea generation, creative and innovative skills. Aware of different opportunities and successful growth

		stories Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship. Run a small enterprise with small capital for a short period and experience the science and art of doing business.
<b>S6BAEL1A Major Elective Course - 3 VI Semester</b>	Investment Management	After the course complete Students will be able to use time value of money methodology. They will be able to determine the cost of capital. Students will be able to adjust financial statements for valuation purposes. They adjusted financial statements to produce a sound valuation of a company. Also develop investment policy statements for institutional and individual investors. Students will be able to develop an appropriate portfolio for a given investor and market conditions and Students will be able to understand and apply ethical standards in the investment profession.
<b>S6BAEL1A Major Elective Course - 3 VI Semester</b>	Sales and Distribution Management	This course strives to achieve the following learning objectives: Course participants should be able to understand and appreciate the diverse variables affecting the sales and distribution function they should be able to develop sales and distribution plans. Also students should be able to link distribution with other marketing variables. Integrate various methods of developing, directing, and evaluating sales forces and distribution channels. Identify how institutions develop and expand customer relationships. Analyze how institutions conceive, produce, and transfer goods and services to points of consumption. Discuss ethical considerations that occur when making sales and sales management decisions.
<b>S6BAEL1A Major Elective Course - 3 VI Semester</b>	Knowledge Management	Students use a framework and a clear language for knowledge management concepts; Also describe how valuable individual, group and organizational knowledge is managed throughout the knowledge management cycle; Define the different knowledge types and explain how they are addressed by knowledge management; students understand the major roles and responsibilities in knowledge management implementations; also identify some of the key tools and techniques used in knowledge management applications.



**Programme Outcomes (PO), Programme Specific Outcomes (PSO) and Course Outcomes (CO) of M.Phil.,  
(Business Administration) at Rajah Serfoji Government College, Thanjavur-613005, Tamilnadu**

**M.Phil (Business Administration) Programme**

**PO:**  
Upon completion of the M.Phil, in Business Administration Degree Programme the graduates will be able to

1. Become efficient teachers
2. Quality research in the field of their choice
3. Acquaint with recent trends in management


**M.Phil (Business Administration)**

**PSO:**  
**PSO-1**Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.  
**PSO-2**Have basic knowledge on qualitative research techniques  
**PSO-3**Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis in various specialization in management  
**PSO-4**Have basic awareness of data analysis-and hypothesis testing procedures

<b>Course code/Paper/ Semester</b>	<b>Title</b>	<b>Course Outcomes</b>
<b>S1MPBA1 Core Paper – 1 I Semester</b>	Research Methodology in Management	This course is designed to enable students to identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting. Also Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research techniques. Have adequate knowledge on measurement and scaling techniques as well as the quantitative data analysis.
<b>S1MPBA2 Core Paper – 2 I Semester</b>	Advanced Business Management	Students understand an ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment. An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities. Students can develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem. Students have an ability to communicate effectively in the business sector to manage and organize effectively.
<b>S1MPBA3 Core Paper – 3 I Semester</b>	Teaching and Learning Skills in Management	After complete the course students to learn and appreciate the contribution of the school and society on various aspects of development. Update their knowledge about the personality development. Understand the concept and process of teaching-learning. Understand the concept and importance of individual differences. Develop competence on understanding of data filtering and explore various data visualization tools. Use the collaborative learning into a course in a way that aligns with students learning objectives and intended outcomes. Critically analyse the classroom teaching learning and the ability to observe classroom behaviour. Understand process of communication and use them in their classroom teaching and inculcate multi-culturism in their students.



<b>S1MPBA4A</b> <b>Core Paper – 4</b> <b>(Guide Paper)</b> <b>I Semester</b>	Strategic human resource management	Upon successful completion, students will have the knowledge and skills to: Identify the key HRM functions and operations; define, explain, illustrate and reason with the key human resource management concepts also linkages between HRM functions and operations and organisational strategies, structures and culture; Reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM; and Exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work.
<b>S1MPBA4B</b> <b>Core Paper – 4</b> <b>(Guide Paper)</b> <b>I Semester</b>	Advanced marketing management	Students can able to analyze a case following standard case analysis procedures. Develop a marketing strategy using an understanding of customer behaviour. Interpret marketing research to make improved marketing decisions. Select appropriate market segmentation techniques to determine the appropriate market for a specific product. Analyze a competitive market and recommend an appropriate market entry strategy for a product or service, along with appropriate pricing recommendations. Design an appropriate channel of distribution for a product, including retail distribution. Integrate social networking and social media within an integrated marketing communications plan for B2B and B2C. Recommend the appropriate metrics to measure performance for a variety of online campaigns. Analyze corporate sponsorship proposals and cause-related marketing programs in order to make appropriate recommendations.

  
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