

JAMAL MOHAMED COLLEGE (AUTONOMOUS)

TIRUCHIRAPPALLI – 620 020

DEPARTMENT OF BUSINESS ADMINISTRATION

B.B.A DEGREE OUTCOMES

I. General Learning Outcomes - are not discipline specific but relate to generic skills that allow for professional and personal growth outside of a formal educational setting.

The BBA program will:

- a. Provide students with a broad range of managerial capabilities, the capacity for critical thinking, communication and problem-solving skills, legal and ethical behaviour;
- b. Prepare graduates for diverse careers in global management, administration and entrepreneurship through a well-rounded business education with a focus on global business operations, emerging markets and technology-enabled organizations; and
- c. Expose students to both general and specialized curriculum content through core courses, specializations and electives □ students are encouraged to select their electives from the Social Sciences and Humanities.

II. Interpersonal Competence - the knowledge, skills and attributes required to effectively manage oneself and relationships with others within organizations. Upon completion of the program, the individual should:

- a. Have self-knowledge and the ability to apply this knowledge to enhance effectiveness;
- b. Understand and apply communication models and effective communication skills, at the individual and group levels;
- c. Understand and apply leadership skills at the individual and group levels;
- d. Understand and apply team-based knowledge and skills;
- e. Understand and apply conflict management and negotiation skills required to achieve individual and institutional objectives.

III. Global Perspective - the knowledge, skills and attributes needed to live and work in a diverse world. Upon completion of the program, an individual should possess:

- a. The ability to identify, analyze and recommend appropriate actions given international influences, issues, and situations at the industry, business and individual levels;

- b. An understanding of multicultural business environments, protocols, ethics and management practices required within the global context;
- c. Understanding of cultural knowledge including cultural self-knowledge; and
- d. Ability to apply the skills of critical thinking, conflict resolution, teamwork, leadership and cross cultural communication (verbal and nonverbal).

IV. Critical Thinking and Analytical Competence - the knowledge, skills, and attributes required to conceptualize, apply, analyze, synthesize, evaluate information from a variety of sources, and form substantive recommendations. Upon completion of the program, the individual should possess:

- a. The capacity to analyze, evaluate and interpret data;
- b. The ability to select and/or develop appropriate decision making models and generate outcome scenarios;
- c. The skills to apply both rational and creative problem solving techniques at the individual and group levels;
- d. The ability to find, gather and source pertinent data, including the ability to discriminate between and select from various sources using the criteria of authority, currency, and fitness for purpose;
- e. The ability to recognize and appreciate arguments and logic as flawed or sound;
- f. The ability to create viable recommendations based on the analyses, and devise practical implementation strategies; and
- g. The capacity to identify the worth of one's own experience.

V. Technical Competence – the knowledge, skills, and attributes required to effectively utilize common business software applications, recognize opportunities to apply technology enhancements, prepare business plans to upgrade technology, and provide leadership on technology projects. Upon completion of the program, the individual should possess:

- a. Knowledge of current software, operating systems, terminology and information technology;
- b. The ability to analyze business operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes; and
- c. The ability to apply a variety of computer applications required to address business needs.

VI. Communication Competence - the knowledge, skills, and attributes needed to convey meaning effectively using verbal, written or other means of expression. Upon completion of the program, the individual should possess:

- a. Proficiency in, and appreciation of the importance of, grammar, spelling, and syntax;
- b. Appreciation of and the ability to apply the appropriate choice of format and communications medium;
- c. The ability to recognize and use the linguistic register most appropriate to the audience of a communication;
- d. The ability to edit and rewrite;
- e. The ability both to introduce and to summarize;
- f. The ability to communicate orally in a variety of settings; to moderate, and to chair a discussion or meeting; and
- g. The ability to create communication that adheres to both academic and business standards.

VII. Professional Integrity - means being honest and forthright in all of your professional dealings. It means always acting in accordance with the core values of your chosen profession. Professional integrity means always setting the highest ethical and legal standards for all of your actions. Upon completion of the program, an individual should possess:

- a. An appreciation of the diversity of behaviour in professional practice situations;
- b. Knowledge of appropriate codes of ethics, standards, practices and the related consequences associated with transgressions;
- c. Knowledge of, and disposition to display, social responsibilities, environmental stewardship, and corporate citizenship; and
- d. Knowledge of legal issues and requirements within State, National and international contexts.

SUBJECT BASED LEARNING OUTCOME

Sem	Subject Code	Subject Title	LEARNING OUTCOME
I	17UBA1C1	Principles of Management	<ol style="list-style-type: none">1. Discuss and communicate the management evolution and how it will affect future managers.2. Observe and evaluate the influence of historical forces on the current practice of management.3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.5. Practice the process of management's four functions: planning, organizing, leading, and controlling.6. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.7. Evaluate leadership styles to anticipate the consequences of each leadership style.8. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods

	17UBA1C2	Financial Accounting	<ol style="list-style-type: none"> 1. Analyze financial data and prepare statistical comparisons for use in the budgeting process. 2. Assist in determination of inventory order quantities, cash requirements, capital investment decisions, and break-even analysis. 3. Use various types of office machines. 4. Post and/or supervise the posting of accounts receivable and payable. 5. Help maintain data processing applications of routine accounting systems. 6. Have a basic comprehension of business operations, a knowledge of business vocabulary, and an understanding of economic systems. 7. Prepare monthly, quarterly or annual business and payroll tax reports. 8. Process payroll related transactions.
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	17UBAIAI	Economics for Managers	<ol style="list-style-type: none"> 1. Students will demonstrate their knowledge of the fundamental and technical concepts of economics. 2. Students will apply the basic theories of economics in critical thinking and problem solving. 3. Students will be able to identify and use economics terminologies in oral and written communications. 4. Students will demonstrate an awareness of their role in the global economics environment. 5. Students will be able to make decisions wisely using cost-benefit analysis. 6. Students will demonstrate a sense of responsibility and a capacity for service. 7. Students will demonstrate the ability to recognize when change is appropriate, to adapt to change as it occurs, and to take the lead in creating change as the country's economics environment changes. 8. Students will demonstrate an ability to examine their personal and professional beliefs and opinions and an understanding of the balance in life between work, play, family, and friends. 9. Students will demonstrate an understanding of their personal interests, abilities, strengths, and weaknesses as they pertain to professional career fields. 10. <input type="checkbox"/> Students will demonstrate a basic understanding of career options available to them and will establish career objectives
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	17UBA1A2	Business Environment	<ol style="list-style-type: none"> 1. Understand the concept, significance and changing dimensions of Business Environment 2. Identify various types of Business Environment and tools for scanning the Environment 3. Gain insights on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business. 4. Appreciate the importance and impact of changing laws and regulations on a business firm. 5. Learn about emerging dimensions in socio-cultural environment and its relevance for a business firm. 6. Understand the importance of Multinational corporations, foreign collaborations and international institutions in business. 7. Gain insights on patent laws, policy on research and development and new technological developments in Business Environment.
	17UCN1VE	Value Education	<ol style="list-style-type: none"> 1. Inculcation of good manners and of responsible and cooperative citizenship. 2. Developing respect for the dignity of individual and society. 3. Inculcation of a spirit of patriotism and national integration. 4. Developing a democratic way of thinking and living. 5. Developing tolerance towards and understanding of different religious faiths. 6. Enabling pupils to make decisions on the basis of sound moral principles 7. Evolving the evaluation criteria on value-education. 8. Suggesting measures for better utilisation of value-education. 9. Finding out the interests of pupils in relation to different aspects and activities of value-education.

II	17UBA2C3	Marketing Management	<ol style="list-style-type: none"> 1. Understand the position of contemporary marketing within the economy and recognize how it fits into the global economy and the world of e-commerce. 2. Analyze strategies and tactics to develop a balanced marketing mix to reach targeted market groups in both the consumer and business to business sectors in order to create satisfied customers. 3. Analyze and understand the elements of the marketing mix, which includes having the right products/services in the right place at the right price with proper promotion to position a product/service to reach the targeted groups. 4. Understand how the functions of marketing (buying, selling, transporting, storing, standardization and grading, financing, risk taking, marketing research) support the marketing mix. 5. Understand and appreciate how outside environmental forces (technology, political legal, competition, social cultural, economic) influence changes in a firm's marketing mix. 6. Understand the need for market information systems, understand consumer/buyer behavior and market segmentation. 7. Understand the need to support marketing goals with management skills, communication skills, human relation skills, and ethical behavior
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	17UBA2C4	Managerial Communication	<ol style="list-style-type: none"> 1. Clearly outline the respective communication considerations to be made in varying business scenarios; 2. Understand the differences in communication methods and the suitability according to business scenarios; 3. Identify the range of communication media to be used in various business scenarios; 4. Prepare and develop a range of publications to suit various business scenarios; and 5. Demonstrate the ability to prepare and deliver effective presentations and pitches to suit various business scenarios.
	17UBA2A3	Business Mathematics and Statistics	<ol style="list-style-type: none"> 1. Perform percentage adjustments to common commercial situations including depreciation calculations and those requiring algebraic manipulation of formulae; 2. Plot and interpret straight line graphs, apply them to business decision-making and discuss the significant features of non-linear graphs; 3. Identify the role of statistics in business and the analytical tools available for making business decisions; 4. Demonstrate correct usage of measures of central tendency and measures of dispersion to describe data and perform analysis of data based on the results of these measures.
	17UBA2A4P	MS – Office Management - Practical	<ol style="list-style-type: none"> 1. Indicate the names and functions of the Word interface components. 2. Create, edit, save, and print documents to include documents with lists and tables. 3. Format text and to use styles. 4. Add a header and footer to a document. 5. Add a footnote to a document. 6. Add a graphic to a document. 7. Use the Spelling and Grammar Checker as well as Microsoft Help. 8. Manipulate documents using functions such as find and replace; cut, copy, replace.

	17UCN2ES	Environmental Studies	<ol style="list-style-type: none"> 1. Intellectual Flexibility - Students will possess the intellectual flexibility necessary to view environmental questions from multiple perspectives, prepared to alter their understanding as they learn new ways of understanding. 2. Problem Solving - Students will solve problems systematically, creatively, and reflexively, ready to assemble knowledge and formulate strategy. 3. Interdisciplinary - When encountering environmental problems students will assess necessary scientific concepts and data, consider likely social dynamics, and establish integral cultural contexts. 4. Research - When faced with questions that lie beyond their current knowledge base, students will actively research data, concepts, histories, and narratives necessary for adequate consideration of the issue. 5. Communication - Students will communicate with precision, effective art, and sound rhetoric in writing, in speech, and in digital media. 6. Values - Reflecting upon their internalized values system, students will continue to evolve an individual vision of harmonious and sustainable interaction among humans as well as between humans and the rest of the natural world. 7. Knowledge – Students will have mastered foundational knowledge enabling them to make sound life decisions as well as enter a career in an environmental profession or graduate school.
III	17UBA3C5	Business Accounting	<ol style="list-style-type: none"> 1. Knowledge of the accounting cycle. 2. Knowledge of sophisticated financial accounting topics such as business combinations, governmental accounting, partnership accounting and other advanced financial accounting topics (e.g., accounting for: leases, deferred income taxes, pensions, investments, long-term liabilities and earnings per share). 3. Knowledge of International Accounting Principles and the impact of global issues. 4. Ability to evaluate financial results through examination of relevant data (i.e., income statement, balance sheet, cash flow statement and budgets).

	17UBA3C6	Business Laws	<ol style="list-style-type: none"> 1. To demonstrate the relationship between law and economic activity by developing in the student an awareness of legal principles involved in economic relationships and business transactions. 2. To develop in the student an understanding of the free enterprise system and the legal safeguards of the same. 3. To demonstrate clearly and forcibly the generally accepted, but not always documented, proposition that law is an expression of the public will; that a law is valid in the real sense only when it is an expression of the public will. 4. To develop in the student an appreciation of the significant role played by the judiciary in the protection of individual liberty and private property. 5. To develop in the student habits of analytical thinking and logical reasoning as a technique for decision-making. 6. To develop in the student acceptable attitudes and viewpoints with respect to business ethics and social responsibility. 7. To enrich and make more meaningful the study of the other social sciences. 8. To teach some substantive law.
	17UBA3A5	Services Marketing	<ol style="list-style-type: none"> 1. Present material relating to the topics both verbally and in written form. 2. By completing this course, students will: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments; 3. Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; 4. Recognise the challenges faced in services delivery as outlined in the services gap model; 5. Discuss how the services sector operates in developed economies. 6. Define and illustrate the main components of services marketing theory. 7. Critically appraise the way in which this theory can be practically applied in the service sector. 8. Develop and justify alternative marketing approaches that can be used by service managers.

	17UBA3A6P	Tally For Business-Practical	<ol style="list-style-type: none"> 1. Understand the Basic accounting concepts and principles of Accounting. 2. Understanding the power and potential of Tally Accounting Software from the business perspective 3. Company Setup & Configurations 4. Charts of Accounts Setup 5. Recording Financial Transactions 6. Understanding inventory tally 7. Generate Vouchers, Inventories etc. 8. Understand practical applications of TDS, GST, Taxation, Payroll etc. 9. GST entries in Tally, GST reporting, GST Filling 10. Exporting and Importing data in Tally
	17UCN3S1	Soft Skills	<ol style="list-style-type: none"> 1. Resilience – learning to keep going when things don't go according to plan, coping with the unfamiliar, managing disappointment and dealing with conflict 2. Teamwork – learning to connect and work with others to achieve a set task 3. Leadership – assessing the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety 4. Communication – demonstrating clear briefing and listening skills, not being afraid to ask for help and support when necessary 5. Emotional maturity and emotional health – learning to handle emotions including tolerance and behavioural responses, building positive friendships and bonding with peers and classmates, learning to show understanding and to demonstrate respect for the opinions, personal space and beliefs of others 6. Confidence and enthusiasm for learning – developing self-motivation, raised aspirations and belief in one's own abilities, defining and committing to achieving one's goals 7. Citizenship – raising awareness of one's place and role within a community through volunteering and conservation opportunities 8. Responsibility – for one's self, learning self-reliance and independence 9. Employability skills – time and resource management, conflict resolution, teaching and mentoring others

IV	17UBA4C7	Production Management	<ol style="list-style-type: none"> 1. Make management level decisions within a manufacturing environment including operations management, supply chain management and lean manufacturing. 2. Use effective human relations, leadership, interpersonal, and team skills in an organizational environment. 3. Analyze planning, professional and engineering decisions within a manufacturing environment. 4. Differentiate among general management decisions that are beyond strictly manufacturing, and includes skills to manage projects, energy, costs and budgets. 5. Exhibit good communication skills in the management of personnel and business relationships; 6. Establish procedures for overseeing a production budget; 7. Coordinate the crewing and casting of a production; 8. Manage a production schedule; and 9. Manage the various business arrangements of a production.
	17UBA4C8	Organisational Behaviour	<ol style="list-style-type: none"> 1. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. 2. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations. 3. Assess the potential effects of organisational level factors (such as structure, culture and change) on organisational behaviour. 4. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings. 5. Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour. 6. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts
	17UBA4A7	Introduction to Operations Research	<ol style="list-style-type: none"> 1. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management 2. Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained and translate solutions into directives for action. 3. Conduct and interpret post-optimal and sensitivity analysis and explain the primal-dual relationship. 4. Develop mathematical skills to analyse and solve integer programming and network models arising from a wide range of applications. 5. Effectively communicate ideas, explain procedures and interpret results and solutions in written and electronic forms to different audiences.

	17UBA4A8	Cost Accounting	<ol style="list-style-type: none"> 1. Describe how cost accounting is used for decision making and performance evaluation. 2. Explain the basic concept of cost and how costs are presented in financial statements. 3. Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle. 4. Analyze the basic cost flow model and be able to assign costs in a job cost system. 5. Formulate overhead using predetermined rates and Activity-Based costing. 6. Prepare a budget and use budgets for performance evaluation after flexing the budget. 7. Interpret variable cost variances and fixed cost variances. 8. Summarize process cost accounting and prepare a process cost report
	17UBA4 EA	EXTENSION ACTIVITIES	
V	17UBA5C9	Accounting for Managers	<ol style="list-style-type: none"> 1. Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting techniques; 2. Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems 3. Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting; 4. Evaluate the costs and benefits of different conventional and contemporary costing systems; learn independently and to demonstrate high level personal autonomy and accountability; 5. Learn within teams - to co-operate with team members, to assume leadership and to manage differences and conflicts; and 6. Evaluate complex ideas and tolerate ambiguity in managerial and organisational problem-solving

	17UBA5C10	International Business	<ol style="list-style-type: none"> 1. Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities. 2. Conduct, evaluate and present market research to support an organization's international business decision-making. 3. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain. 4. Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives. 5. Develop and implement strategies to negotiate effectively within various cultural environments and to address the impact of cultural differences on an organization's integrative trade initiatives. 6. Develop and present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives. 7. Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization's integrative trade initiatives. 8. Analyze the impact of an organization's integrative trade initiatives on its human resources management strategies, policies and practices. 9. Develop and present an international business plan.
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	17UBA5C11	Entrepreneurial Development	<ol style="list-style-type: none"> 1. Students will be able to sell themselves and their ideas. 2. Students will be able to find problems worth solving. Students advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects. 3. Students will be able to mobilize people and resources. Students identify and secure customers, stakeholders, and team members through networks, primary customer research, and competitive and industry analyses in order to prioritize and pursue an initial target market in real-world projects. 4. Students will be able to create value. Students are able to create presentations and business plans that articulate and apply financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (nonprofit); or 3) intellectual property licensing. 5. Students will develop and cultivate endurance. Students increase their awareness and deliberately practice the skills and disciplines necessary to increase confidence and agency; foster self-efficacy and self-advocacy; improve communication and problem-solving skills, manage strong impulses and feelings; and identify personal purpose
	17UBA5C12	Management Information System	<ol style="list-style-type: none"> 1. Describe the role of information technology and information systems in business 2. Record the current issues of information technology and relate those issues to the firm 3. Reproduce a working knowledge of concepts and terminology related to information technology 4. Appraise the knowledge previously acquired of Microsoft Office 5. Analyze how information technology impacts a firm 6. Interpret how to use information technology to solve business problems 7. Illustrate the impact of information systems in society

VI	17UBA6C13	Financial Management	<ol style="list-style-type: none"> 1. Demonstrate understanding of the finance function 2. Demonstrate understanding of the goals of the finance manager 3. Identify the basic financial environment and institutions 4. Perform analytical reviews of financial results, proposals, and plans 5. Identify funding sources, instruments, and markets 6. Demonstrate knowledge of the value of money over time and its uses 7. Demonstrate knowledge of a basic financial vocabulary 8. Recognize the importance of ethics
	17UBA6C14	Strategic Management	<ol style="list-style-type: none"> 1. Demonstrate the knowledge and abilities in formulating strategies and strategic plans 2. Analyse strategic macro environmental issues; 3. Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement 4. Analyse industry factors, and identify their impact on profitability and strategic positioning; 5. Assess organisational performance; identify strategic capabilities and gaps; assess and evaluate SBU strategies; and analyse and implement strategy at the single business unit level 6. Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences

	17UBA6C15	Human Resource Management	<ol style="list-style-type: none"> 1. Explain the importance of human resources and their effective management in organizations 2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs 3. Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training 4. Outline the current theory and practice of recruitment and selection. This includes but is not limited to the supply of human resources and the advantages and disadvantages of external and internal recruiting 5. Evaluate training programs using appropriate design and data collection procedure 6. Assess, interpret the role of resistance and commitment in relation to change, propose change strategies for enhancing organizational development, and facilitate change implementation 7. Outline the nature and sources of conflict and explain the different strategies and approaches used in the resolution of conflict 8. Evaluate a benefits package that supports the organization's strategy in line with HRM cost-containment policies and practices and Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the work force, and comply with the legal framework
	17UBA6C16	Company Law	<ol style="list-style-type: none"> 1. Demonstrate comprehensive and accurate knowledge and understanding of those areas of company law identified in the indicative syllabus above and form a critical judgement on areas of controversy within the topics studied; 2. Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area. 3. Critically analyse complex problems in relation to the regulation of companies, apply the legal principles studied to these problems, evaluate competing arguments or solutions and present well supported conclusions both orally and in writing; 4. Read and study primary and secondary sources of company law, with minimal staff guidance; critically analyse, interpret, evaluate and synthesise information from a variety of sources;

