



MANNAR THIRUMALAI NAICKER COLLEGE(Autonomous)

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Accredited with “A” Grade by NAAC)

Pasumalai, Madurai -625004

DEPARTMENT OF BUSINESS ADMINISTRATION

(For those who joined in 2018-2019 and after)

Programme	: UG	Part III	: Core
Semester	: III	Hours	: 05
Sub Code	: 18UBAC31	Credits	: 04

BUSINESS LAW

COURSE OUTCOMES

Students who complete this course should:

CO1: Understand the general principles of the law of contract — that is, the common law, equitable and statutory rules relating to enforceable agreements; and

CO2: Exposed to the knowledge on the Sales of Goods Act, 1930.

CO3: Analyse and assess the need for consumer protection and outline the areas covered by consumer protection laws.

CO4: To enable the students more aware of many legal issues that arise in the day-to-day operation of any business.

Programme	: UG	Part III	: Core
Semester	: III	Hours	: 05
Sub Code	: 18UBAC32	Credits	: 04

COMPUTER APPLICATION IN BUSINESS

COURSE OUTCOMES

CO1: Define the terminology, features, classifications, and characteristics embodied in database systems.

CO2: Describe Internet trading relationships including Business to Consumer, Business- to-Business, Intra-organizational.

CO3: Gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage.

CO4: To Recognize and respond to an ethical issue related to computer usage.

Programme	: UG	Part III	: Core
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Semester : III
Sub Code : 18UBAC33

Hours : 05
Credits : 04

ENTREPRENEURSHIP

COURSE OUTCOMES

CO1: Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development

CO2: Demonstrate the meaning, functions, types and roles of an entrepreneur

CO3: identify the most recognized sources of potential funding and financing for business start-ups and/or expansion.

CO4: To analyse the environment setup relating to small industry and business.

Programme : UG
Semester : III
Sub Code : 18UBAC34

Part III : Core
Hours : 05
Credits : 04

ORGANISATIONAL BEHAVIOUR

COURSE OUTCOMES

CO1: Get a clear idea about The Individuals; Group (or Team); and The Organization.

CO2: Examine attitudes, social climate, and performance within an organization by examining both individual and group behavior on a regional, national, or global level.

CO3: Help to understand their behaviors, attitudes, ethical views, and performance, as well as those of the people with whom they will be working with.

CO4: Helpful for finding the right mix of talents and working styles required for achievement of the task at hand.

Programme : UG
Semester : III
Sub Code : 18UBAA31

Part III : Allied
Hours : 06
Credits : 04

BUSINESS STATISTICS

COURSE OUTCOMES

CO1: Student will understand and calculate Various Types of Averages and Variations; the concept of Sample and Population in Data Collection and also classification and tabulation and frequency distributions.

CO2: Student will learn to do regression analysis and ascertain the relationship between two variables and also estimate the future values.

CO3: Student will be able to apply commonly used statistical methods in business and interpret the results out of statistical analysis.

CO4: Helps to do forecasting for planning and to make a decision on a certain hypotheses created.

Programme : UG	Part IV :
Skill	
Semester : III	Hours : 02
Sub Code : 18UBAS31	Credits : 02

PERSONALITY DEVELOPMENT SKILLS

COURSE OUTCOMES

CO1: To enhance holistic development of students and improve their employability skills.

CO2: To develop inter personal skills and be an effective goal oriented team player.

CO3: To re-engineer attitude and understand its influence on behavior

CO4: Helps the students to face, meet and overcome the challenges of the outside world more effectively and efficiently.

Programme : UG	Part IV :
NME	
Semester : III	Hours : 02
Sub Code : 18UBAN31	Credits : 02

BUSINESS MANAGEMENT

COURSE OUTCOMES

CO1: To explain the principal concepts, theories, and practices in and describe the interrelationships between the functional areas of business, including accounting, marketing, finance and management.

CO2: Evaluate legal and ethical principles in business and apply them to organizational decision making.

CO3: Construct coherent oral and written forms of communication and present them in a professional context.

CO4: Enables the students to recognize the characteristics of proper management by identifying what successful managers do and how they do it

Programme : UG	Part III :
Core	
Semester : IV	Hours : 05
Sub Code : 18UBAC41	Credits : 04

INDUSTRIAL LAW

COURSE OUTCOMES

CO1: To sensitize the students to the tasks of industrial relations, and,

CO2: To familiarize them with the current IR practices

CO3: To acquaints the students with important legal provisions governing the industrial employees.

CO4: To help the students to consider the goals of workers and society

Programme : UG **Part III :**
Core
Semester : IV **Hours : 05**
Sub Code : 18UBAC42 **Credits : 04**

HUMAN RESOURCE MANAGEMENT

COURSE OUTCOMES

- CO1:** Understand the effective use of personnel, aimed at improving the organization's performance.
- CO2:** Know about the selection of people, taking into account their compliance with the requirements of a specific position and organization goals.
- CO3:** Be aware of Stabilizing and maintaining the moral and psychological climate at an appropriate level in the organization.
- CO4:** To Know how to create the added value of the ideal use of labor.

Programme : UG **Part III :**
Core
Semester : IV **Hours : 05**
Sub Code : 18UBAC43 **Credits : 04**

MARKETING MANAGEMENT

COURSE OUTCOMES

- CO1:** Develop an ability to understand and develop the marketing mix for an Organisation
- CO2:** Able to develop suitable marketing strategies in light of the environment
- CO3:** Acquire analytical skills in solving marketing related problems and challenges and be familiar with the strategic marketing management process.
- CO4:** To provide students with a foundation of the proven practices and the application theory used in marketing.

Programme : UG **Part III : Core**
Semester : IV **Hours : 05**
Sub Code : 18UBAC44 **Credits : 04**

RESEARCH METHODOLOGY

COURSE OUTCOMES

- CO1:** Students will be able to identify the overall process of designing a research study from its inception to its report.
- CO2:** Students will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
- CO3:** Students will know the various types of validity strategies typically used in good qualitative research.
- CO4:** To enable the students to organize the efforts into one cohesive and conceptual product idea generation task.

Programme : UG
Allied
Semester : IV
Sub Code : 18UBAA41

Part III :
Hours : 06
Credits : 04

BUSINESS MATHEMATICS

COURSE OUTCOMES

Upon successful completion of this paper, you should be able to:

- CO1:** understand and use equations, formulae, and mathematical expressions and relationships in a variety of contexts
- CO2:** apply the knowledge in mathematics (algebra, matrices, calculus, optimization) in solving business problems
- CO3:** demonstrate critical thinking, modelling, and problem solving skills in a variety of contexts.
- CO4:** To understand the financial transactions for investment purposes.

Programme : UG
Skill
Semester : IV
Sub Code : 18UBAS41

Part IV :
Hours : 02
Credits : 02

BODY LANGUAGE SKILLS

COURSE OUTCOMES

- CO1:** Learn reliable and quick way of sending thoughts, expressions, and messages.
- CO2:** Understand the effectiveness of how a person communicates through his or her body language.
- CO3:** Successfully carry out the business deals and meetings, impress his/her superiors, or smoothly carry on with his/her team members.
- CO4:** Successfully carry out the business deals and meetings, impress his/her superiors, or smoothly carry on with his/her team members.

Programme : UG
Semester : IV
Sub Code : 18UBAN41

Part IV : NME
Hours : 02
Credits : 02

ENTREPRENEURIAL DEVELOPMENT

COURSE OUTCOMES

- CO1:** Have the ability to discern distinct entrepreneurial traits.
- CO2:** Know the parameters to assess opportunities and constraints for new business ideas.
- CO3:** Understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
- CO4:** To grow the number of entrepreneurs in the Future.

Title of the Paper: GENERAL KNOWLEDGE (*Extra Credit Course*)

Semester : IV Extra Credit Paper

Hours : 0

Subject Code : 18UGKG41

Credit : 01

COURSE OUTCOMES

CO1: General knowledge makes students smarter.

CO2: More General Knowledge makes students more generally competent in the tasks of life.

CO3: To have the basic civic sense of behaving well.

CO4: To keep abreast of the development in various fields.