

## **Programme outcome (BBA course)**

**( 2015-16 to 2020-21 )**

**Name of the programme** : BBA

**Academic frame work and content** : Following/ Adhering to the curriculum syllabus evaluation system designated by Periyar University salem - 7 Tamil Nadu

### **Introduction:**

The mission of the Department of Business Administration is to provide knowledge on business and administration so as to make the individuals to upgrade their skills. It is for developing the skills of business administration and entrepreneurship to achieve the objectives of higher education and benefit the society at large

### **Objectives of the Programme:**

- To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization
- To teach certain basic skills and aptitude to be helpful in taking up any particular activity in a business
- To inculcate global view of the industrial and organizational establishments and their functions which support the business system
- To make them responsible to specialize in the areas of management like human resource, finance, operations, marketing and systems.
- To inform the micro level concepts of business and management like insurance, retail marketing, supply chain, knowledge management etc
- To develop the culture of business and entrepreneurial aptitude among the people at large

### **Programme outcome:**

- To provide an opportunity of higher education in the field of business administration for the discontinued students of school education.
- To enhance the availability of continuing education to the rural people, economically weaker section of the society and women
- To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business and administration

### **Programme specific outcome:**

This programme is designed as per the following structure:

- Foundation/Language courses
- Core courses
- Allied courses
- Skill Based Elective Courses

- Non Major Elective/Supportive courses

### **Principles of Management**

- To acquaint the students with basic tenets of management with special focus on human resource management.

### **Business Communication**

- To provide the students with the knowledge and the skills of effective communication in a business environment
- To hone business communication skills with special focus on written communication.

### **Business Mathematics and Statistics**

- To introduce tenets of mathematics applicable to make the students understand how to put numbers to work in a business environment.

### **Financial and Management Accounting**

- The objective of this course is to acquaint the student with the basic knowledge of maintaining the books of accounts. This helps in learning and implementing the procedures to record and interpret the transactions occurring in the business.
- It also enables the learner to compute the profits and losses in the firm. In addition to this, they learn the basis of taking decisions to enhance profits and control or eliminate the losses from the firm.

### **Organizational Behaviour**

- The objective of this course is to throw light on various aspects of organizational behavior, organizational models, behavioral dynamics, organizational culture and climate, organizational processes, organizational change and organizational development.
- Since human resource is the most important resource in any organization, the prime objective of the course is to make the students aware of some important aspects of human nature so that in future they can manage their colleagues in the best possible way

### **Management Information System**

- To impart knowledge related to systems concept, knowledge management and MIS for decision making.

### **Operations Management**

- To provide the students with requisite knowledge for wide range of decision making tasks such as forecasting, supply chain management, inventory, maintenance, and quality management.

### **Human resource management**

- To make the students understand the principles and processes of human resource management.

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### **Financial management**

- The objective of this course is to impart the concepts of finance and basic financial decision making to students
- The objective of this course is to acquaint the student with the basic knowledge of maintaining the books of accounts.
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- In addition to this, they learn the basis of taking decisions to enhance profits and control or eliminate the losses from the firm.

### **Marketing**

- To provide students with an extensive understanding of marketing concepts, and, to orient them with the role and relevance of the marketing function, with a focus on product and price decisions.
- To impart basic knowledge on strategies of marketing and emerging issues on marketing, which mainly focuses on distribution strategies, communication strategies, selling strategies, competitive strategies which enables the management students to understand the real marketing techniques adopted by organizations.

### **Project**

- To give practical exposure on any emerging managerial area and give opportunity to the students to apply theoretical and practical knowledge to analyse, present the current scenario of the subject under study and provide solutions if any.