



BISHOP HEBER COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620017
TAMILNADU, INDIA

COURSE
OUTCOMES
DEPARTMENT
OF
BUSINESS
ADMINISTRATION



BISHOP HEBER COLLEGE (AUTONOMOUS)
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TAMILNADU, INDIA

STRUCTURE OF THE SYLLABUS

PROGRAM NAME	COURSE	COURSE CODE	COURSE NAME
B.B.A.	Core I	U19MS101	Principles of Management
B.B.A.	Allied I	U19MS1Y1	Business Economics
B.B.A.	Allied II	U21MS1Y1	Organizational Behaviour
B.B.A.	Core II	U19MS202	Principles of Marketing
B.B.A.	Allied III	U21MS2Y2	Entrepreneurial Development
B.B.A.	Allied IV	U19MS2Y4	Business Statistics/Business Mathematics & Statistics
B.B.A.	Core III	U19MS303	Management Accountancy – I
B.B.A.	Elective I	U19MS3:1	Sales and Distribution Management
B.B.A.	Elective I	U19MS3:2	Advertising and Sales Promotion (Elective-I)
B.B.A.	Elective I	U19MS3:3	Total Quality Management
B.B.A.	Allied V	U20MS3Y5	Operations Research/Business Mathematics&Operations Research
B.B.A.	SBEC I	U20MSPS1	Computer Application in Business I (Theory &Practical)/Tally -I
B.B.A.	NMEC I	U19MS3E1	Fundamentals of Management
B.B.A.	Core IV	U20MS404	Management Accountancy - II
B.B.A.	Elective II	U19MS4:1	Training and Development
B.B.A.	Elective II	U19MS4:2	Organizational Change and Development
B.B.A.	Elective II	U21MS4:3	Personal Financial Services
B.B.A.	Elective II	U21MS4:4	Services Marketing
B.B.A.	Allied VI	U20MS4Y6	Business Law
B.B.A.	SBEC II	U19MSPS2	Computer Application in Business II (Theory &Practical)/Tally II
B.B.A.	NMEC II	U19MS4E2	Fundamentals of marketing
B.B.A.	Core V	U19MS505	Financial Management
B.B.A.	Core VI	U19MS506	Operations Management/Production Management
B.B.A.	Core VII	U19MS507	Human Resource Management
B.B.A.	Core VIII	U19MSP08	Research Methodology and Introduction to SYSTAT (Th. & Pra.)
B.B.A.	Elective III	U20MS5:1	Investment Management
B.B.A.	Elective III	U19MS5:2	Project Management
B.B.A.	Elective III	U19MS5:3	Retail Management
B.B.A.	SBEC III	U19MS5S3	Interview Skills
B.B.A.	Core IX	U19MS609	Strategic Management
B.B.A.	Core X	U19MS610	Management Information Systems
B.B.A.	Core XI	U21MS611	Digital Marketing
B.B.A.	Core XII	U19MS612	Company Law and Secretarial Practice
B.B.A.	Core Project	U19MS6PJ	Project Work



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Core II: PRINCIPLES OF MARKETING

SEMESTER: II
CREDITS: 5

CODE: U20MS202
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Demonstrate understanding of marketing terminology and concepts	K2	I
CO 2	Identify wants and environmental factors that shape marketing activities for certain target markets	K3	II
CO 3	Demonstrate knowledge of the individual components of a marketing mix	K2	IV
CO 4	Make use of knowledge of key business communication strategies within the marketing field	K3	III
CO 5	Identify the organizational processes involved in the planning, implementation and control of marketing activities	K3	I
CO 6	Apply knowledge of regulatory and ethical factors considered essential to making marketing decisions	K3	V

Allied IV: BUSINESS MATHEMATICS & STATISTICS

SEMESTER-II
CREDITS: 4

CODE:U19MS2Y4
TOTAL HOURS: 60

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Discuss the meaning of business mathematics and understand its application in solving business problems	K1	I
CO 2	Identify the types of data and classify the measures of central tendency	K2	II
CO 3	Outline the various measures of dispersion	K1	III
CO 4	Construct the uses of measures of dispersion in business	K4	III
CO 5	Interpret the measures of skewness and kurtosis	K3	IV
CO 6	Distinguish between correlation and regression	K4	V



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CORE-III: MANAGEMENT ACCOUNTING – I

SEMESTER-III
CREDITS: 4

CODE: U19MS303
TOTAL HOURS: 60

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Understand the elements, uses, and limitations of financial statements.	K1	I
CO 2	Illustrate the importance of final accounts and the purpose they serve.	K2	II
CO 3	Make use of final account statement to determine the profit & loss of the firm.	K3	II
CO 4	Explain about the meaning, objectives and scope of management accounting.	K2	III
CO 5	Apply tools and techniques of Ratio analysis used to plan, control and make decision.	K3	IV
CO 6	Utilize the fund flow statement to identify cash inflow and outflow in a firm.	K3	V

Elective I: ADVERTISING AND SALES PROMOTION

SEMESTER-III
CREDITS: 5

CODE: U19MS3:2
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Describe different types of advertisement.	K1	I
CO 2	Identify and make decisions regarding the most feasible advertising appeal and media mix.	K3	II
CO 3	Outline the ethics in advertisement	K2	III
CO 4	Identify key players in advertising industry.	K4	III
CO 5	Identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques.	K1	IV
CO 6	Discuss different aspect of personal selling	K6	V



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ELECTIVE I: SALES AND DISTRIBUTION MANAGEMENT

SEMESTER-III

CREDIT: 5

CODE: U19MS3:1

TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Illustrate about the evolution of sales concept	K2	I
CO 2	Classify the working structure of Sales management	K2	I
CO 3	Outline the different types of Sales force	K2	II
CO 4	Apply the concepts learnt to Sales management using basics concepts of marketing	K3	III
CO 5	Explain how the Legal aspect of sales has changed recently	K2	IV
CO 6	Identify about selection of warehouse location	K3	V

Elective I: TOTAL QUALITY MANAGEMENT

SEMESTER: III

CREDITS: 5

CODE: U19MS3:3

TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Identify the importance of Quality Management in an organization	K3	I
CO 2	Demonstrate the importance of Vision, Mission and Quality Policy Statements of the organizations to improve and maintain quality	K2	II
CO 3	Make use of the old and new seven quality improvement tools to improve and maintain quality in an organization	K3	III
CO 4	Apply the concept of Kaizen, 5S, quality circles and benchmarking in the quality improvement process of organizations	K3	IV
CO 5	Illustrate the use of Just in Time methodology in manufacturing companies	K2	IV
CO 6	Analyse the prevailing conditions and provide solutions to enhance the organizations' quality standards	K5	V



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Allied V: OPERATIONS RESEARCH

SEMESTER: III
CREDIT: 3

CODE:U20MS3Y5
TOTAL HOURS: 45

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Identify and relate the problems that could be solved using operations research.	K3	I
CO 2	Solve the problem of transporting the products from origins to destinations with least transportation cost.	K3	II
CO 3	Solve the problem of assigning the job for the employees with minimized cost	K3	III
CO 4	Formulate and solve mathematical model (linear & nonlinear programming problem) for physical situations like production, distribution of goods and economics.	K6	IV
CO 5	Apply the concept of simplex method & Utilization of PERT and CPM in business.	K3	V
CO 6	Identify the resources required for a project and generate a plan and work schedule.	K3	V

Elective II: TRAINING & DEVELOPMENT

SEMESTER: IV
CREDITS: 5

CODE: U19MS4:1
TOTAL HOURS : 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Identify the need for Training, choose correct method of Training and to evaluate the Training Programme.	K3	I
CO 2	What motivates professionals to learn and the most appropriate methodologies to impart training.	K1	II
CO 3	Illustrate a training program using an appropriate framework for evaluating needs for training, designing a training program, and evaluating the training output.	K2	III
CO 4	Understand the concept of training audit & training evaluation.	K2	II
CO 5	Understand various strategies used by organizations to measure performance & reward.	K2	IV
CO 6	Organize a training module design and execute it	K3	V



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Elective II: ORGANIZATIONAL CHANGE AND DEVELOPMENT

SEMESTER: IV

CODE: U19MS4:2

CREDITS: 5

TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Develop various terms relating to organizational development and change.	K1	I
CO 2	Apply theories and current research concerning individuals, groups and organizations to the process of change	K3	II
CO 3	Discuss the process of change as applied to organizational culture and human behavior	K2	III
CO 4	Analyze ongoing activities within an organization and design and plan the implementation of selected OD interventions	K4	IV
CO 5	Understand OD diagnostic models	K2	IV
CO 6	Understand how organizational development differs from other change methods.	K2	V

Allied VI: BUSINESS LAW

SEMESTER: IV

CODE: U20MS4Y6

CREDITS: 3

TOTAL HOURS : 45

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Examine the various Acts related to business	K4	I
CO 2	Understand the essential elements of a valid contract	K2	I
CO 3	Compare the duties of different types of agents in a contract of Agency	K2	II
CO 4	Discuss the rights and responsibilities of seller and buyer in a contract of business	K3	III
CO 5	Comprehend basic knowledge on partnership & Goods Act.	K3	IV
CO 6	Describe various Insurance schemes	K3	V



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SBECII: COMPUTER APPLICATION IN BUSINESS-II
(THEORY AND PRACTICAL)

SEMESTER – IV
CREDITS: 2

CODE: U19MSPS2
TOTAL HOURS: 30

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Summarize the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.	K2	I
CO 2	Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment	K2	II
CO 3	Utilize business productivity software to manipulate data and find solutions to business problems	K3	III
CO 4	Explain the concepts and terminology used in the operation of application systems in a business environment.	K5	IV
CO 5	Identify emerging technologies for use in business applications.	K3	IV
CO 6	Construct projects that integrate business software applications.	K6	V

EXTRA DISCIPLINARY COURSE- NMEC II: FUNDAMENTALS OF MARKETING
SEMESTER: IV
CREDITS: 2

CODE: U19MS4E2
TOTAL HOURS: 30

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Demonstrate understanding of marketing terminology and concepts.	K2	I
CO 2	Identify wants and environmental factors that shape marketing activities for certain target markets	K3	I
CO 3	Demonstrate knowledge of the individual components of a marketing mix.	K2	II
CO 4	Demonstrate knowledge of kinds of pricing within the marketing field.	K2	III
CO 5	Identify the organizational processes involved in the channels of distribution	K3	IV
CO 6	Demonstrate knowledge regarding Product advertising and sales promotion	K2	V



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Core V: FINANCIAL MANAGEMENT

SEMESTER-V
CREDITS: 5

CODE: U19MS505
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Understand the nature, scope and importance of financial management in running a business	K2	I
CO 2	Analyse the various costs and leverages involved in capital structure.	K3	II
CO 3	Identify the different methods for capital budgeting.	K1	IV
CO 4	Identify the various components of capital structure	K2	III
CO 5	Understand the process of financial planning for a successful business.	K3	V
CO 6	Analyse the concept of forecasting of financial status of an investment.	K4	V

Core V: FINANCIAL MANAGEMENT

SEMESTER-V
CREDITS: 5

CODE: U19MS505
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Understand the nature, scope and importance of financial management in running a business	K2	I
CO 2	Analyse the various costs and leverages involved in capital structure.	K3	II
CO 3	Identify the different methods for capital budgeting.	K1	IV
CO 4	Identify the various components of capital structure	K2	III
CO 5	Understand the process of financial planning for a successful business.	K3	V
CO 6	Analyse the concept of forecasting of financial status of an investment.	K4	V



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Core VIII: RESEARCH METHODOLOGY & INTRODUCTION TO STATISTICAL PACKAGES (Theory & Practical)

SEMESTER: V
CREDITS: 5

CODE: U19MSP08
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Explain the basic nature and purpose of Research and its advantages to business	K2	I
CO 2	Identify a research problem and carry out research	K2	I
CO 3	Apply an understanding of business research design	K3	II
CO 4	Identify and use the most appropriate statistical analysis technique for a given problem situation and interpret the results from the same.	K2	III
CO 5	Develop instruments for collecting Data	K3	II
CO 6	Compile an excellent research report	K6	V

ELECTIVE III: PROJECT MANAGEMENT

SEMESTER: V
CREDITS: 5

CODE: U19MS5:2
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Understand project characteristics and various stages of a project.	K2	I
CO 2	Understand the various project techniques & skills required for project managers.	K2	II
CO 3	Apply the risk management plan and analyze the role of stakeholders.	K3	IV
CO 4	Analyze and understand the techniques of Project planning, scheduling and Execution Control.	K4	IV
CO 5	Understand the contract management, Project Procurement, Service level Agreements and productivity.	K2	V
CO 6	Elaborate the conceptual clarity about project organization, feasibility analysis & closing of a project	K6	III



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Elective III: RETAIL MANAGEMENT

SEMESTER- V
CREDITS: 5

CODE: U19MS5:3
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Identify the importance of Retail Industry	K3	I
CO 2	Demonstrate the importance of retailing mix	K2	II
CO 3	Make use of the marketing concepts in different formats of retailing structures	K3	III
CO 4	Apply the concept of customer buying behaviour in retail industry	K3	IV
CO 5	Illustrate the use of private labels in retailing	K2	III
CO 6	Analyse the customer traffic flows and patterns in the retail store	K5	V

SBEC III: INTERVIEW SKILLS

SEMESTER: V
CREDITS: 2

CODE:U19MS5S3
TOTAL HOURS: 30

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Construct bio-data.	K3	I
CO 2	Explain the basics of the Interview Process	K2	II
CO 3	Develop the modern methods of interview processes	K3	III
CO 4	Contrast various types of interviews and its objectives	K2	IV
CO 5	Compare the modern techniques of interview with ancient methods	K2	V
CO 6	Build the essential requirements for preparing of interview	K3	V



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Core X: MANAGEMENT INFORMATION SYSTEMS

SEMESTER: VI
CREDITS: 5

CODE:U19MS610
TOTAL HOURS: 75

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Relate the basic concepts and technologies used in the field of management information systems.	K1	I
CO 2	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.	K3	III
CO 3	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	K2	II
CO 4	Outline the role of the ethical, social, and security issues of information systems.	K2	IV
CO 5	Understand the management and exploitation of information systems and the use of broader information and communication technologies	K2	IV
CO 6	Examine information technologies & how they influence the structure & processes of organizations and economies as well as the roles and techniques of management.	K4	V

Core XI: DIGITAL MARKETING

SEMESTER: VI
CREDITS: 4

CODE: U21MS611
TOTAL HOURS: 60

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Relate the basic concepts and technologies used in the field of Digital Marketing	K1	I
CO 2	Develop a digital marketing plan that will address common marketing challenges.	K6	I
CO 3	Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics	K2	II
CO 4	Recognize the importance of Email Marketing tools	K3	III
CO 5	Improve Sales Leads Generation Using LinkedIn	K6	IV
CO 6	Examine the content creation tools and apps.	K4	V



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Core XII: COMPANY LAW AND SECRETARIAL PRACTICES
SEMESTER-VI **CODE: U19MS612**
CREDITS: 4 **TOTAL HOURS: 60**

At the end of this course, the students will be able to

CO No	Course Outcomes	Level	Unit Covered
CO 1	Outline the knowledge about the provisions of the Companies Act 2013	K1	I
CO 2	Utilize the legal procedures relating to the formation of a company.	K3	I
CO 3	Demonstrate different kinds of capital, company and its objectives.	K2	II
CO 4	Communicate the students to differentiate the meaning regarding members and shareholder of a company and the powers subject to them.	K4	III
CO 5	Outline the legal procedures relating to the types, Appointment, functions, duties, powers, remuneration of the Directors and Key managerial personnel.	K1	V
CO 6	Demonstrate the provisions for conducting the meetings of the companies, elements of valid meeting, resolution, and voting methods.	K2	IV