



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

DEPARTMENT OF BUSINESS ADMINISTRATION FOR AY 2020-21 ONWARDS

S.NO	Programme Outcomes
PO1	Understanding management techniques and emerging technologies in business
PO2	Providing global perspectives and ethical principles in order to commit to professional ethics, accountability, and management practice norms.
PO3	Enhancement of critical and analytical thinking skills.
PO4	Improvement of interpersonal skills
PO5	Creating social sensitivity and understanding CSR, ethical and sustainable business practices demonstrates sensitivity to social, ethical and sustainability issues.
PO6	Development of Entrepreneurship Acumen.
PO7	Apply research and business intelligence.
PO8	Provide qualitative and quantitative problem-solving and decision-making techniques.
PO9	Ability to work individually and with a team in a multidisciplinary setting to be a leader in a diverse team.
PO10	Engage in independent and lifelong learning in the broadest context of technological change.

S.NO	PROGRAMME SPECIFIC OUTCOMES
1	Acquiring conceptual clarity of various functional areas
2	Ability to analyze various functional issues affecting the organization.
3	Demonstrating the ability to evolve strategies for organizational benefits
4	Demonstrate proficiency in the fundamental business principles and practices that enable successful firms to operate in domestic and global environments.
5	Demonstrate critical thinking and analysis skills that solve business problems in a real world content
6	Demonstrate effective communication through the delivery of written and oral presentations.
7	Determine the ethical issues that influence business decisions from an economic, political, legal, and social standpoint.
8	Understand the ecosystem of start-ups in the country.
9	Ability to build the department as a center of excellence for imparting high quality management education at the undergraduate level.
10	Fostering thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.

HEAD OF THE DEPARTMENT

PRINCIPAL

PRINCIPAL
MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt.



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

DEPARTMENT OF BUSINESS ADMINISTRATION

Course Outcomes

S.No	Semester	Course Name	Course Outcome
1	I	Principles of Management	<p>CO 1. After the study of unit-1, the student will be able to understand the concept of management.</p> <p>CO 2. After the study of unit-2, the student will be able to plan and make decisions.</p> <p>CO 3. After the study of unit-3, the student will be able to differentiate organization structure and know the functioning in business unit.</p> <p>CO 4. After the study of unit-4, the student will be able to motivate employees, delegate work, and differentiate between power and authority.</p> <p>CO 5. After the study of unit-5, the student will be able to coordinate and control activities in an organization.</p>
2	I	Business Mathematics and Statistics I	<p>1. After the study of unit-1, the student will be able to apply basic terms of statistical data solving practical problems in the field of business.</p> <p>2. After the study of unit-2, the student will be able to explain basic methods of Measure of central tendency.</p> <p>3. After the study of unit-3, the student will be able to solve problems in the areas of simple and compound interest account, use of compound interest.</p> <p>4. After the study of unit-4, the student will be able to discuss the effects of various types and methods of interest account.</p> <p>5. After the study of unit-5, the student will be able to Connect acquired knowledge and skills with practical problems.</p>
3	I	A. Business Organization	<p>1. After the study of Unit-1, the student understands the basic fundamentals of the business organization.</p> <p>2. After the study of Unit-2, the student attains the knowledge of various forms and types of the business organization.</p> <p>3. After the study of Unit-3, the student understands the main working aspects of organizations.</p> <p>4. After the study of Unit-4, the student acquires in depth understanding of the Stock Exchanges and its functions.</p>



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			5. After the study of Unit-5, the student gain knowledge about Trade Associations and Chamber of commerce
4	II	Business Environment	<ol style="list-style-type: none">1. After the study of unit-1, the student will be able to know the factors that affect the business environment2. After the study of unit-2, the student will be able to understand how Political Environment influence Business Organisation.3. After the study of unit-3, the student will be able to understand how Social Environment impact society4. After the study of unit-4, the student will be able to know how Economic Environment impact Business5. After the study of unit-5, the student will be able to know how Financial Environment, and Financial institutions help Business Organizations
5	II	Business Mathematics & Statistics-II	<ol style="list-style-type: none">1. After the study of unit-1, the student will be able to Identify statistical tools needed to solve various business problems.2. After the study of unit-2, the student will be able to Solve Simultaneous Equation using matrix Method.3. After the study of unit-3, the student will be able to able to apply Correlation & regression.4. After studying unit-4, the student will be able to develop Time Series5. After studying unit-5, Students can Use Index Number , Weighted and UN weighted Index Numbers in practical application .
6	II	Principles of Banking System	<ol style="list-style-type: none">1. After the study of unit-1, student will have a complete knowledge on the origin of Banks2. After the study of unit-2, student will be able to know the Concept of Social Responsibility of Banks3. After the study of unit-3, student will be able to understand the roles of various banks4. After the study of unit-4, student will be able to understand the Functions of Modern Commercial Banks5. After the study of unit-5, student will understand the various financial services in the Indian economy


PRINCIPAL



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

7	III	Production and Materials Management	<ol style="list-style-type: none">1. After the study of unit-1, student will be able to understand the concept of operations and relationship between operations and other business functions.2. After the study of unit-2, student will be able to analyses and evaluate various production and scheduling techniques, and to identify appropriate location for factories.3. After the study of unit-3, student will be able to implement work and method study procedures.4. After the study of unit-4, student will be able to plan and implement suitable materials planning principles and practices in operations.5. After the study of unit-5, student will be able to plan and implement store keeping and material handling and rating vendors.
8	III	Financial Accounting	<ol style="list-style-type: none">1. After the study of Unit-1, the student is able to know the basic concepts of accounting, principles, convention, rules of accounting and various books of accounting.2. After the study of Unit-2, the student is able to know the trail balance method, depreciation and their needs and various method of charging depreciation.3. After the study of Unit-3, the student is able to know the preparation of financial accounting, procedure for preparation of trading and profit and loss accounts and balance sheet.4. After the study of Unit-4, the student is able to know the need for preparation of single entry system and their uses.5. After the study of Unit-5, the student is able to know the meaning of shares and its type.
9	III	Human Resource Management	<ol style="list-style-type: none">1. After the study of Unit 1, the student understands the concepts and basic functions of Human Resource Management.2. After the study of Unit 2, the student learns the process of employee recruitment and selection.3. After the study of Unit 3, the student acquires knowledge in identifying the training needs and methods.4. After the study of Unit 4, the student understands the need and methods of performance appraisal.5. After the study of Unit 5, the student can analyse the key issues related to

PRINCIPAL

MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt.



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			Compensation, Mentoring, Career Planning, Promotion, Transfers and Termination.
10	III	Managerial Economics	<ol style="list-style-type: none">1. After the study of Unit1, the student understands the concepts and relationship between Micro and Macro Economics2. After the study of Unit2, the student can analyse the market supply and demand on market dynamics.3. After the study of Unit3, the student acquires knowledge on production and cost analysis.4. After the study of Unit4, the student will understand pricing methods.5. After the study of Unit5, the student will have knowledge about market structure.
11	III	Office Management	<ol style="list-style-type: none">1. After the study of Unit1, the student understands the concepts and basic functions of an office and responsibilities and skills required by the office manager.2. After the study of Unit2, the student attains the knowledge of Location, Layout and the environment of an Office.3. After the study of Unit3, the student gains knowledge of various types of office furniture and its uses.4. After the study of Unit4 the student can handle mail services.5. After the study of Unit5, the student learns the skill of records management.
12	III	Business Communication	<ol style="list-style-type: none">1. After the study of Unit1, the student understands the concepts and basic functions of Communication.2. After the study of Unit2, the student will be able to distinguish among various levels of organizational communication and its process.3. After the study of Unit3, the student will be trained in effective business writing.4. After the study of Unit4, the student will draft effective business correspondence and reports.5. After the study of Unit5, the student understands the various traditional and modern equipment used for communication.
13	IV	Organizational Behaviour	<ol style="list-style-type: none">1. After the study of Unit- 1, student will be able to know the importance of organizational behavior.2. After the study of Unit- 2, student will be able to know the dynamics of groups in organizations.


15/3/22
PRINCIPAL



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			<ol style="list-style-type: none">3. After the study of Unit- 3, student will be able to understand the leadership concept.4. After the study of Unit- 4, student will be able to understand the significance of organizational culture in functioning an organization.5. After the study of Unit- 5, student will be able to learn concept of change and its significance in organizations
14	IV	Taxation	<ol style="list-style-type: none">1. After the study of Unit-1 student will be able to understand the concept of indirect tax and to know current taxation structure prevailing in India.2. After the study of Unit-2 student will be able to understand the concepts of central sales taxes in India and to know the categories of collection taxes and offence and penalties for not paying sales taxes.3. After the study of Unit-3 student will be able to understand the concepts of custom duties4. After the study of Unit-4 student will be able to understand the Authorities of customs and excise officers5. After the study of Unit-5 student will be able to understand the concept of goods and service tax
15	IV	Management Accounting	<ol style="list-style-type: none">1. After the study of Unit- 1, students will acquire the basic knowledge required for application of tools for decision making.2. After the study of Unit- 2, students can describe the fundamental concepts of ratio analysis and uses of ratios.3. After the study of Unit- 3, students will be able to know the budgets and budgetary control and prepare the budgets.4. After the study of Unit- 4, student is able to know the concept of fund flow management and its objectives. To know the various method to find out the profit and to select the projects.5. After the study of Unit- 5, the student is able to know the meaning of cash flow statement and its significance.
16	IV	Operation Research	<ol style="list-style-type: none">1. After studied unit-1, the student will be able to Identify and develop operation research models from the verbal description of the real system2. After studied unit-2, the student will be able to knowledge and understanding the characteristics

PRINCIPAL
MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt.



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			<p>3. After studied unit-3, the student will be able to Understand the mathematical tools that are needed to solve optimization problems</p> <p>4. After studied unit-4, the student will be able Use mathematical tools to solve the proposed model</p> <p>5. After studied unit-5, the student will be able develop the report that describes the and the solving and techniques, analysis the result an propose recommendations.</p>
17	IV	Retail Management	<p>1. After the study of Unit1, the student will understand the concepts and functions of retailer.</p> <p>2. After the study of Unit2, the student will gain knowledge about retail property development in India.</p> <p>3. After the study of Unit3, the student will apply the technology tool that aid merchandise planning.</p> <p>4. After the study of Unit4, the student will be able to determine retails pricing strategies.</p> <p>5. After the study of Unit5, the student will be able to identify the opportunities offered in retail as a career.</p>
18	IV	CSBA4Entrepreneurship Development	<p>1. After the study of unit-1, the student will be able to understand the enterprise, entrepreneur and entrepreneurship.</p> <p>2. After the study of unit-2, the student will be able to get the complete picture of government programs available for entrepreneurs.</p> <p>3. After the study of unit-3, the student will be able to understand and prepare business plan make presentation.</p> <p>4. After the study of unit-4, the student will be able to write project report for starting an entrepreneur.</p> <p>5. After the study of unit-5, the student will be able to assess the qualities of an entrepreneur and learn to be a successful entrepreneur.</p>
19	V	Marketing Management	<p>1. After the study of unit-1, the student will be able to identify the primary marketing activities of an Organisation.</p> <p>2. After the study of unit-2, the student will be able to use marketing information and research to develop marketing strategies for targeting customers.</p> <p>3. After the study of unit-3, the student will be able to create and analyse Product.</p>

PRINCIPAL

MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt.



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			<p>positioning, brand building process, with appropriate product portfolio structure which contributes to the success of products or services.</p> <p>4. After the study of unit-4, the student will be able to understand the price elasticity and how it can be used to set price for a product. The student will be able to evaluate how to use distribution channels to market the products / services effectively.</p> <p>5. After the study of unit-5, the student will be able to use the appropriate promotional tools for the promotion of products/ services.</p>
20	V	Business Law	<p>1. After the study of unit-1, the student will be able to understand the fundamental legal principles in developing various contracts.</p> <p>2. After the study of unit-2, the student will be able to understand the commercial laws in the business world.</p> <p>3. After the study of unit-3, the student will be able to identify the common forms of business associations and elements of Corporate Governance.</p> <p>4. After the study of unit-4, the student will be able to understand the legality and statute of frauds in contracts.</p> <p>5. After the study of unit-5, the student will be able to develop insights regarding the laws and transactions related to sales of goods.</p>
21	V	Research Methodology	<p>1. After studied unit-1, the student will be able to understand the basic framework of research process</p> <p>2. After studied unit-2, the student will be able to develop an understanding of various research designs and techniques.</p> <p>3. After studied unit-3, the student will be able to identify various sources of sampling techniques.</p> <p>4. After studied unit-4, the student will be able to identify various sources of information for data collection.</p> <p>5. After studied unit-5, the student will be able to conduct a research and prepare a report.</p>
22	V	Computer Application in Business	<p>1. After the study of unit-1, the student will know about the emergence of computers and various software solution used for business</p> <p>2. After the study of unit-2, the student will be learn to use MS word and its functions</p> <p>3. After the study of unit-3, the students will learn the application of Excel in problem</p>

PRINCIPAL

MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vv. DL



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			<p>solving and decision</p> <p>4. After the study of unit-4, the student will be familiar with uses of PPT and also learn to design presentations</p> <p>5. After the study of unit-5, the student will know about the emerging trends of computer applications in business</p>
23		Industrial Relations and Labour Laws	<p>1. After the study of unit-1 student will be able to understand the importance of industrial relation and know the role of trade union and the industrial disputes and their resolutions.</p> <p>2. After the study of unit-2 the student will be able to understand the meaning of participative management and its structure and know the different committee and find the pre requisite for successful participation in collective bargaining systems.</p> <p>3. After the study of unit-3 the student will understand the meaning of industrial unrest and the reasons for employee dissatisfaction and disciplinary action. The student also understand the various method of strike and prevention.</p> <p>4. After the study of unit-4 the student is able to understand the Indian factories Act and provisions regarding welfare, safety and health of workers.</p> <p>5. After the study of unit-5 the students is able to understand the concepts of workmen"s compensation act and its provisions and also know the international labour organisation role and its various functions.</p>
24	V	E-Business	<p>1. After the study of unit-1, the student will be able to define appreciate the difference between traditional and electronic business</p> <p>2. After the study of unit-2, the student will know basic infrastructure required to build an EBusiness and secure it</p> <p>3. After the study of unit-3, the student will be equipped with using electronic as a tool to perform business effectively</p> <p>4. After the study of unit-4, the student will be familiar electronic data interchange and how does it help in transaction besides learning the importance of Web.</p> <p>5. After the study of unit-5, the student will be able to use various electronic governance media and tools.</p>

PRINCIPAL

MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

25	VI	Strategic Management	<ol style="list-style-type: none">1. After the study of unit-1, student will be able to understand objectives, mission and vision. Appreciate strategic analysis of corporate goals and its capabilities.2. After the study of unit-2, student will be able to understand the corporate strategy, process of strategic planning, formulation of strategy, project life cycle, portfolio analysis and SWOT analysis.3. After the study of unit-3, student will be able to learn generic strategic alternatives - horizontal and vertical diversification.4. After the study of unit-4, student will be able to understand external growth strategy, mergers, acquisition, amalgamation, joint ventures, problems of organizational structure and the management of change.5. After the study of unit-5, student will be able to learn the implementation of strategy, elements of strategy, significance of leadership and organizational climate, planning and control of implementation.
26	VI	International Business	<ol style="list-style-type: none">1. After the study of unit-1, the student will be able to define and explain the importance of globalization and international business2. After the study of unit-2, the student will be known the options used and various modes of entering globalmarkets.3. After the study of unit-3, the student will understand how governments use trade policies to restrict movement of goods abroad4. After the study of unit-4, the student will be familiar with how various regional co operational organization work and their functions.5. After the study of unit-5, the student will be able make decisions of setting up MNCs and know how to invest abroad to establish MNC
27	VI	Research Project	
28	VI	Financial Management	<ol style="list-style-type: none">1. After the study of unit-1, the student will be able to calculate time value for money2. After the study of unit-2, the student will be able to explain Capital structure decision and suggest the best mix of capital structure using theories3. After the study of unit-3, the student will calculate cost of capital how it is affected

PRINCIPAL

MAZHARUL ULOOM COLLEGE
AMBUR - 635 802. Vr. Dt.



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

			<p>4. After the study of unit-4, the student will be familiar with capital budgeting and develop a basic budget format.</p> <p>5. After the study of unit-5, the student will know how to make funds available for routine operations.</p>
29		Marketing Research	<p>1. After studied unit-1, the student will be able to understand scope and concept of marketing research.</p> <p>2. After studied unit-2, the student will be able to define the Marketing Research process.</p> <p>3. After studied unit-3, the student will be able to identify the appropriate tool for collecting data.</p> <p>4. After studied unit-4, the student will be able to choose the correct sampling method.</p> <p>5. After studied unit-5, the student will be able to apply the concepts of marketing research in sales, product, market and advertising.</p>
30	VI	Creativity and Innovation Management	<p>1. After the study of unit-1, the student will be able to define Creativity .</p> <p>2. After the study of unit-2, the student will be able to think creativity .</p> <p>3. After the study of unit-3, the student will be able to practice Creativity Exercises.</p> <p>4. After the study of unit-4, the student will be able to learn Innovation.</p> <p>5. After the study of unit-5, the student will be able to compare various creativity techniques.</p>


HEAD OF THE DEPARTMENT


PRINCIPAL
PRINCIPAL
MAZHARUL ULOOM COLLEGE
AMBUR - 635 802.