

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

Coimbatore – 641 029

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS**

COURSE OUTCOMES (CO)

**BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS**

**For the students admitted in the
Academic Year 2022-2023**

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 1 - Principles of Management and Organisational Behaviour			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To familiarize the students with concepts of Principles of Management and Organisational Behaviour.
2. To know the dimensions of the planning, organizing, staffing and controlling etc.,
3. To understand the concept of personality, perception, motivation, job satisfaction, morale, group dynamics and leadership etc.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the Principles of Management and Organizational Behaviour.
	CO2	Understanding the functions of management and organizational psychology.
	CO3	Applying the fundamentals concepts of business management and resolving conflicts in organization
	CO4	Analyzing the process of Management and Organizational Behaviour.
	CO5	Evaluating the use of theories in the practice of Management and disciplines.

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 2 - Introduction to Information Technology			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To provide the overall view of various concepts of Information Technology.
2. To enable the students for identify the computer systems and Applications of computers in various area.
3. To evaluate the data and information and flow chart of components of computer systems.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic concept of computer
	CO2	Understanding the growth and development of computer.
	CO3	Applying the knowledge on Electronic Data Interchange.
	CO4	Analyzing the components of computer and uses of network.
	CO5	Evaluating the Applications of computer the various sectors.

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 3 - Principles of Financial Accounting			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enrich the students' knowledge in fundamentals of accounting.
2. To study about the procedures for the preparation of various books of accounts.
3. To know about Applications of accounts in various business organizations.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the accounting terms, rules, concepts and conventions.
	CO2	Understanding the accounting principles for finding out the profitability position and financial position of the concern.
	CO3	Applying the double entry system and single entry system in the organization.
	CO4	Analyzing the Applications of accounts in various fields.
	CO5	Evaluating the preparation of financial statement in appropriate standards.

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 4 - Business Communication			
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

1. To enhance the Knowledge in Business Communication.
2. To develop the skill of writing business letters.
3. To understand the concepts and principles of business communication

Course Outcomes (CO)

K1 – K5	CO1	Recollecting the overall concept of business communication.
	CO2	Understanding the prerequisites to business communications
	CO3	Applying the skills in effective organizational communication.
	CO4	Analyzing the communication skill in the present situation.
	CO5	Evaluating the strategies of effective business writing.

Programme Code : 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 1 - Programming Laboratory (MS OFFICE)			
Batch 2022-2023	Hours / Week 3	Total Hours 45	Credits 2

Course Objectives

1. To enhance the knowledge on MS Office.
2. To know about preparation of documents and various statements for the business.
3. To develop students for presentation of information and database management.

Course Outcomes (CO)

K1 – K5	CO1	Remember basic concepts of computer
	CO2	Understanding the keywords of computer
	CO3	Applying various functions of Ms-Office Applications software's.
	CO4	Analyzing the various features for document preparation.
	CO5	Evaluating basic knowledge in creation of various databases.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 5 – Marketing Management			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To endow student with the knowledge of Marketing Management.
2. To understand the buying motives, buying process and Product life cycle.
3. To understand factors influencing pricing decisions and channel selection & problems.

Course Outcomes (CO)

K1-K5	CO1	Remembering the concept of Marketing Management.
	CO2	Understanding the knowledge in the functional area of marketing management.
	CO3	Applying the theoretical marketing concepts to the practical situation.
	CO4	Analyzing the dynamics of marketing in business.
	CO5	Evaluating the recent developments in the field of marketing management.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 6 – Production and Materials Management			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enhance knowledge on basic principles of production and materials management.
2. To know the functions of Production Management.
3. To understand the effective Management of materials.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting basic concepts of production and materials Management
	CO2	Understanding various principles and practices involved in production and materials management
	CO3	Applying the knowledge's about managing production process.
	CO4	Analyzing the quality of material.
	CO5	Evaluating the methods and techniques of production and material management.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 7 – Financial Management			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To enlighten the student on the Financial Management.
2. To enable the students to develop awareness on the various sources of finance.
3. To understand the importance of finance, types of investment, and techniques used for capital budgeting.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the concepts financial management.
	CO2	Understanding the overall role and importance of finance.
	CO3	Applying financial theory in corporate sector.
	CO4	Analyzing the role of a financial manager in taking financial decisions with the help of various techniques.
	CO5	Evaluating the financial needs of an enterprise and finding out suitable sources.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 2 – Programming Laboratory (Tally ERP 9)			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.
2. To know about the Applications of accounts in various fields.
3. To match the theoretical background of accounting concepts with practical work.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic keywords of Tally ERP 9
	CO2	Understanding the overall concepts of Tally EQP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Allied Paper 3 – Business Economics			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 5

Course Objectives

1. To impart knowledge on Business Economics.
2. To make the students understand basic principles & Concepts used in Business economy.
3. To provide an insight into the impact of business economy.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of Business Economics.
	CO2	Understanding the contemporary knowledge of Business Economics.
	CO3	Applying the economic models and their uses.
	CO4	Analyzing the real world business problems with the systematic theoretical framework.
	CO5	Evaluating the decisions made by the firm in current economic scenario.

Programme Code : 17	For B.A., BBA, B.Com, BCA and B.Sc., Degree Students		
Course Code: 22UGC3S1	Skill Based Subject 1 – Cyber Security		
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

1. The course introduces the basic concepts of Cyber Security
2. To develop an ability to understand about various modes of Cyber Crimes and Preventive measures
3. To understand about the Cyber Legal laws and Punishments

Course Outcomes (CO)

K1	CO1	To Understand the Concepts of Cybercrime and Cyber Frauds
K2	CO2	To Know about Cyber Terrorism and its preventive measures
K3	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues
K4	CO4	To Understand about E-mail and Social Media Issues
K5	CO5	To Describe about various legal responses to Cybercrime

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 8 – Human Resource Management			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To expose the students to the human resource management.
2. To know the various functions of human resource management, and process of HRP.
3. To develop the skills on Training, performance appraisal and QWL.

Course Outcomes (CO)

K1 – K5	CO1	Recollecting the basic concept of human resource management in organization.
	CO2	Understanding the role of HRM in an organisation.
	CO3	Applying the knowledge in managing the needs of employees.
	CO4	Analyzing the key issues related to administering the human elements.
	CO5	Evaluating the knowledge of HR concepts to take correct business decision.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 9 – Entrepreneurial Development and Project Management			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To enhance the knowledge in entrepreneurial development and project management.
2. The students should have understood role of entrepreneurs in economic development.
3. To equip the students with project management and institutional finance to entrepreneurs.

Course Outcomes (CO)

K1 –K5	CO1	Remembering the overall concepts of EDP.
	CO2	Understand the Role of Entrepreneurs in Economic Development.
	CO3	Applying the knowledge in Project formulation.
	CO4	Analyzing the methods of project appraisal.
	CO5	Evaluating the retail structure

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 10 – Internet and Web Page Designing			
Batch 2022-2023	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

1. To enrich the students' knowledge in Internet & Web Page Designing.
2. To describe the basic knowledge about Network.
3. To understand about the creation of web page effectively.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the fundamental knowledge of internet and web designing.
	CO2	Understanding the importance of Internet and web designing.
	CO3	Implementing the concept using HTML.
	CO4	Executing and develop webpage designing skill in real business world.
	CO5	Evaluating the usability of a website.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING)			
Batch 2022-2023	Hours / Week 4	Total Hours 60	Credits 2

Course Objectives

1. To impart practical knowledge in Internet & Web page designing.
2. To know about the search engines & web browsers.
3. To have a practical knowledge about E-Mail.

Course Outcomes (CO)

K1 - K5	CO1	Remembering the various terms of internet and webpage designing
	CO2	Understanding the usage of internet and webpage designing
	CO3	Applying the practical knowledge in using internet.
	CO4	Analyzing the HTML coding for designing the web page.
	CO5	Evaluating and develop webpage designing skill in real business world

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Allied Practical 1 – Functional English for Executives			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

- 1.To Enhance the practical knowledge in communication.
- 2.To develop the reading and writing skill of the students.
3. To familiarize the students with presentations and interpersonal communication skill.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic knowledge of communication
	CO2	Understanding the precaution skills of communication
	CO3	Applying reading & writing skill on various events / functions.
	CO4	Analyzing the current issues pertaining to trade ,commerce and industry or any social issue.
	CO5	Evaluating communication skill of the students in a group discussion.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Skill Based Subject 2 - Common Aptitude Skills (Online)			
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

- 1.To Enhance the practical knowledge in Verbal and Communication Skills
- 2.To develop the quantitative aptitude kills.
3. To familiarize the students with general awareness.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the concept of reasoning
	CO2	Understanding the values of quantitative aptitude
	CO3	Applying the verbal and communication skills in various competitive exams.
	CO4	Analyzing the table & interpretation of data.
	CO5	Evaluating the skills in various social issues.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 11 – Research Methods for Management			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To impart the knowledge on research methods for management.
2. The students are understood about the concept of between survey and observation.
3. To get the idea about the processing and analyzing of data.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of research.
	CO2	Understanding the research problem and techniques.
	CO3	Applying the work plan of research.
	CO4	Analyzing the issues inherent in collecting, analyzing and reporting
	CO5	Evaluating the testable data in solving the research problem.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 12 - Cost and Management Accounting			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To impart the knowledge of aspects of Cost and Management Accounting.
2. To motivate the students to find the different types of Cost.
3. To understand the various tools apply in Management Accounting

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basics of Cost and Management accounting.
	CO2	Understanding the flow of funds in the business.
	CO3	Applying the cost and management techniques in real business.
	CO4	Analyzing the principles used in process of cost & Management Accounting relevant for managerial decision making.
	CO5	Evaluating the cost accounting as a tool of managerial decision.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 13 - RDBMS & ORACLE			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

1. To develop and manage the relational database design.
2. To state the difference between DBMS & RDBMS.
3. To describe Embedded & dynamic SQL.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic concepts of database Management system.
	CO2	Understanding the database from SQL statement.
	CO3	Applying various data models which describe the structure of database
	CO4	Analyzing the program through SQL commands.
	CO5	Evaluating the growth in the database system.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 4 - Programming Laboratory (RDBMS & ORACLE)			
Batch 2022-2023	Hours / Week 5	Total Hours 75	Credits 2

Course Objives

1. To impart practical knowledge about SQL.
2. To create tables using commands in SQL.
3. To teach how the database is used in SQL.

Course Outcomes (CO)

K1 - K5	CO1	Remembering the data base concepts
	CO2	Understanding the overall concepts of RDBMS & ORACLE
	CO3	Applying the various SQL commands in table creation.
	CO4	Analyzing about the usage of different data constraints.
	CO5	Evaluating the program through SQL commands.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 14 – Business Law			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To familiarize the fundamental concepts of Business Law.
2. To provide students with an understanding of provisions relating to law.
3. To know the essential of law of partnership and negotiable Instruments.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of Business law.
	CO2	Understanding the framework of Indian business law.
	CO3	Applying the contemporary knowledge and its impact in business.
	CO4	Analyzing the awareness of laws and regulations prevailing in the society.
	CO5	Evaluating the legal aspects of business law

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Paper 15 – Visual Basic. Net Programming			
Batch 2022-2023	Hours / Week 6	Total Hours 75	Credits 4

Course Objectives

1. To introduce the concepts of Visual Basic. Net Programming.
2. To design, create, build & debug VB.Net Applications.
3. To explore Visual Basic Integrated Development Environment (IDE).

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of Visual Basic. Net Programming.
	CO2	Understanding the various controls in VB.NET
	CO3	Applying the procedures and functions to create Applications software.
	CO4	Analyzing the structure of VB.NET in current business scenario.
	CO5	Evaluating the highly structured language in modern technology.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Core Practical 5 – Programming Laboratory (VISUAL BASIC. NET PROGRAMMING)			
Batch 2022-2023	Hours / Week 6	Total Hours 75	Credits 2

Course Objectives

1. To develop the Applications software using Visual Basic.
2. To understand the fundamental design concepts of Applications using VB.
3. To perform financial statements using VB controls

Course Outcomes (CO)

K1 – K5	CO1	Remembering the Applications of VB
	CO2	Understanding the various forms of VB
	CO3	Applying the integration of back end with front end tool using DAO control.
	CO4	Analyzing the significance of Visual Basic Programming for software development.
	CO5	Evaluating the various control structures to create Applications software.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Skill Based Subject 3 – Programming Laboratory (DIGITAL MARKETING)			
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

1. To enrich students' practical knowledge in digital marketing.
2. To develop a plan for marketing a product of business online.
3. To get practical knowledge in integrate social media tools into a marketing communicationstrategy.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the content of marketing
	CO2	Understanding the usage of digital marketing
	CO3	Applying the various marketing tools through internet
	CO4	Analyzing the brand building
	CO5	Evaluating the digital marketing strategy

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Project & Viva-voce			
Batch 2022-2023	Hours / Week 4	Total Hours 90	Credits 5

Course Objectives

1. To enhance the Knowledge in Project work.
2. To develop the students with self-confidence to do Project work.
3. To enable the students develop their analytical skill, problem solving abilities.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the methodology of project work
	CO2	Understanding the chapter wise works of project
	CO3	Applying the theoretical knowledge in various functional areas.
	CO4	Analyzing the data which is related to the objectives of the study.
	CO5	Evaluating the results with the help of various tools.

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper – Goods and Service Tax			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

- 1.To know about the basic concept of taxation.
- 2.To know about the important reform undertaken by the Government in the field of indirect taxes.
- 3.To understand the details and implications of GST on the business.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of Taxation.
	CO2	Understanding the role of GST on the business.
	CO3	Applying the Registration procedures under GST.
	CO4	Analyzing Input tax credit under GST Regime.
	CO5	Evaluating the valuation of GST

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper – International Trade			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To impart knowledge on International Trade.
2. The students should have able to acquire Globalization and MNCs in India.
3. To get the idea about the WTO and FDI.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of International trade.
	CO2	Understanding the various documentation procedures in the International trade.
	CO3	Applying the knowledge in the process of exports promotion.
	CO4	Analyzing the recent trends and practices prevalent in the International trade..
	CO5	Evaluating the strategies International business environment.

Programme Code: 17		Business Administration With Computer Applications	
Title of the Paper: Elective Paper – Banking and Insurance Principles			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To enhance the Knowledge in Banking and Insurance law.
2. To make the students to understand the role banking and insurance sector.
3. To know the concepts of insurable risk.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concept of law relating to banking and Insurance
	CO2	Understanding the functions of bankers.
	CO3	Applying the concept of statutory protection for paying and collection banker.
	CO4	Analyzing the various principles of insurance and its classification.
	CO5	Evaluating the banking system in India

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper – Logistical Management			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To Enhance the Knowledge in Product Strategy and Management.
2. To understand the concept of market plan.
3. To know about target market, market segmentation, profitability analysis and pricing decision.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of logistic.
	CO2	Understanding the concept of transportation & warehousing.
	CO3	Applying knowledge in logistic information system.
	CO4	Analyzing future management of logistic.
	CO5	Evaluating the overall logistic system

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper – Customer Relationship Management			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To Enhance the Knowledge in Customer Relationship Management.
2. To understand the concept of customer life cycle.
3. To know about Sales Force Automation.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the overall concepts of CRM.
	CO2	Understanding the concept of relationship marketing.
	CO3	Applying knowledge in Vendor selection.
	CO4	Analyzing the customer relationship technologies.
	CO5	Evaluating the CRM methods

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: Elective Paper – Consumer Affairs			
Batch 2022-2023	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer.
2. To understand the procedure of redress of consumer complaints.
3. To know more about decisions on Leading Cases by Consumer Protection Act.
4. To get more knowledge about Organizational set-up under the Consumer Protection Act
5. To impart awareness about the Role of Industry Regulators in Consumer Protection
6. To understand Contemporary Issues in Consumer Affairs

Course Outcomes (CO)

K1 to K5	CO1	Able to know the rights and responsibility of consumers.
	CO2	Understand the importance and benefits of Consumer Protection Act.
	CO3	Applying the role of different agencies in establishing product and service standards.
	CO4	Analyse to handle the business firms' interface with consumers.
	CO5	Assess Quality and Standardization of consumer affairs

Programme Code: 17	Business Administration With Computer Applications		
Title of the Paper: EDC – Programming Laboratory (Tally ERP 9)			
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 3

Course Objectives

1. To enrich students' practical knowledge in accounting and to prepare them for job market.
2. To know about the Applications of accounts in various fields.
3. To get benefits and to enrich the knowledge of students in various disciplines.

Course Outcomes (CO)

K1 – K5	CO1	Remembering the basic keywords of Tally ERP 9
	CO2	Understanding the overall concepts of Tally ERP 9
	CO3	Applying the knowledge in main features of Tally ERP.9 software.
	CO4	Analyzing the concepts in preparing final accounts.
	CO5	Evaluating the accounting information using various tools.