

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 2020-2021**

ProgrammeCode : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 1 - Principles of Management and Organisational Behaviour			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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, leading and controlling etc.,
3. To understand the concept of personality, perception, motivation, job satisfaction, morale, group dynamics and leadership etc

Course Outcomes (CO)

K1 – K4	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	Evaluating organizational decision with consideration of the political, legal and ethical aspects of business.

ProgrammeCode :17	Business Administration With Computer Application		
Title of the Paper: Core Paper 2 - Introduction to Information Technology			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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 – K4	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.

ProgrammeCode :17	Business Administration With Computer Application		
Title of the Paper: Core Paper 3 - Principles of Financial Accounting			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	5

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 – K4	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 application of accounts in various fields.

ProgrammeCode : 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 4 - Business Communication			
Batch 2020-2021	Hours / Week 2	Total Hours 30	Credits 3

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 – K4	CO1	Recollecting the overall concept of business communication.
	CO2	Understanding the uses of communication through letters writing and report writing etc.,.
	CO3	Applying the skills for preparation of agenda and minutes.
	CO4	Analyzing the student's communication skill in the present situation.

ProgrammeCode : 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 1 - Programming Laboratory (MS OFFICE 2010)			
Batch 2020-2021	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)

K3 – K5	CO1	Applying various functions of Ms-Office application software's.
	CO2	Analyzing the various features for document preparation.
	CO3	Evaluating basic knowledge in creation of various databases.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Paper 5 – Marketing Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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 understood factors influencing pricing decisions and channel selection, and problems.

Course Outcomes (CO)

K1-K4	CO1	Remembering the basic of Marketing Management.
	CO2	Understanding t about new product designing and branding.
	CO3	Applying the knowledge of physical distribution and types of channel.
	CO4	Analyzing the factors influencing the pricing decisions.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 6 – Production and Materials Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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 - K4	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 learnt in plant location, plant layout and material handling selection for effective production.
	CO4	Analyzing difficulties in setting a plant layout and handling materials by production department.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 7 – Financial Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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 - K4	CO1	Remembering the concepts and tools of finance.
	CO2	Finding the difference between the long term finance and short term finance, owned capital and debt capital.
	CO3	Applying traditional and modern methods used in capital budgeting.
	CO4	Analyzing the role of a financial manager in taking financial decisions with the help of various techniques.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Practical 2 – Programming Laboratory (Tally ERP 9)			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	3

Course Objectives

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

Course Outcomes (CO)

K3 – K5	CO1	Applying the knowledge in main features of Tally ERP.9 software.
	CO2	Analyzing the concepts in preparing final accounts.
	CO3	Evaluating the accounting information using various tools.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 8 – Human Resource Management			
Batch 2020-2021	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 – K4	CO1	Recollecting the basic concept of human resource management in organization.
	CO2	Understanding the idea about training and development needed to the human resource in the organization.
	CO3	Applying the knowledge in different strategies, approaches used in the resolution of conflict.
	CO4	Analyzing the key issues related to administering the human elements.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 9 – Global Business Management			
Batch 2020-2021	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To impart knowledge on Global Business Management.
2. The students should have able to acquire Globalization and MNCs in India.
3. To get the idea about the WTO and export procedures in GBM.

Course Outcomes (CO)

K1 – K4	CO1	Remembering the overall concept of Global Business Management.
	CO2	Understanding the various documentation procedures in the global trade.
	CO3	Applying the knowledge in the process of exports and import trade.
	CO4	Analyzing the recent trends and practices prevalent in the global trade.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Paper 10 – Internet and Web Page Designing			
Batch 2020-2021	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 – K4	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.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Practical 3 – Programming Laboratory (INTERNET & WEBPAGE DESIGNING)			
Batch 2020-2021	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)

K3 – K5	CO1	Applying the practical knowledge in using internet.
	CO2	Analyzing the HTML coding for designing the web page.
	CO3	Evaluating and develop webpage designing skill in real business world

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 11 – Research Methods for Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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 – K4	CO1	Remembering the overall concept of research.
	CO2	Understanding the research problem and techniques involved in good research design.
	CO3	Applying the data collection methods & tools..
	CO4	Analyzing the various test of hypothesis.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Paper 12 - Cost and Management Accounting			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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 – K4	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.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 13 - RDBMS & ORACLE			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	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 – K4	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.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Practical 4 - Programming Laboratory (RDBMS AND ORACLE)			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	2

Course Objectives

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)

K3 – K5	CO1	Applying the various SQL commands in table creation.
	CO2	Analyzing about the usage of different data constraints.
	CO3	Evaluating the program through SQL commands.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 14 – Business Law			
Batch 2020-2021	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 – K4	CO1	Remembering the overall concept of Business law.
	CO2	Understanding the different elements of contract, sale of goods, companies, partnership and negotiable instrument.
	CO3	Applying the provision of various laws.
	CO4	Analyzing the application of various laws in a business.

ProgrammeCode: 17	Business Administration With Computer Application		
Title of the Paper: Core Paper 15 – Visual Basic. Net Programming			
Batch 2020-2021	Hours / Week 5	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 – K4	CO1	Remembering the overall concept of Visual Basic Programming.
	CO2	Understanding the various control used in VB Form.
	CO3	Applying the procedures and functions to create application software.
	CO4	Analyzing the Data Access Objects and generate data reports.

ProgrammeCode:17	Business Administration With Computer Application		
Title of the Paper: Core Practical 5 – Programming Laboratory(VISUAL BASIC)			
Batch 2020-2021	Hours / Week 5	Total Hours 75	Credits 2

Course Objectives

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

Course Outcomes (CO)

K3 – K5	CO1	Applying the integration of back end with front end tool using DAO control.
	CO2	Analyzing the significance of Visual Basic Programming for software development.
	CO3	Evaluating the various control structures to create application software.

Programme Code:17	Business Administration With Computer Application		
Title of the Paper: Project Work			
Batch 2020-2021	Hours / Week 6	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)

K3 – K5	CO1	Applying the theoretical knowledge in various functional areas.
	CO2	Analyzing the data which is related to the objectives of the study.
	CO3	Evaluating the results with the help of various tools.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper:Allied B1 – Business Economics			
Batch	Hours / Week	Total Hours	Credits
2020-2021	5	75	5

Course Objectives

1. To impart knowledge on BusinessEconomics.
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 – K4	CO1	Remembering the overall concepts of Business Economics.
	CO2	Understanding the Law of demand & Production.
	CO3	Applying the economic models and their uses.
	CO4	Analyzing the price and output determination.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper:Allied Practical 1 – Functional English for Executives			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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)

K3 – K5	CO1	Applying reading & writing skill on various events / functions.
	CO2	Analyzing the current issues pertaining to trade ,commerce and industry or any social issue.
	CO3	Evaluating communication skill of the students in a group discussion.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Elective Paper – Goods and Services Tax			
Batch 2020-2021	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 – K4	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.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Elective Paper – Retail Management			
Batch 2020-2021	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To enhance the knowledge in retail marketing.
2. To understand marketing management task.
3. To assess the knowledge about the retail property development.

Course Outcomes (CO)

K1 – K4	CO1	Remembering the overall concept of Retail Marketing Management.
	CO2	Understanding the various theories of consumer behavior
	CO3	Applying the knowledge in geographic location decisions.
	CO4	Analyzing the movement of international retailing.

Programme Code: 17		Business Administration With Computer Application	
Title of the Paper:Elective Paper – Banking and Insurance Law			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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 – K4	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.

ProgrammeCode: 17		Business Administration With Computer Application	
Title of the Paper:Elective Paper – Logistical Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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 – K4	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.

ProgrammeCode: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper –Customer Relationship Management			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	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 – K4	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.

ProgrammeCode: 17		Business Administration With Computer Application	
Title of the Paper: Elective Paper –Consumer Affairs			
Batch	Hours / Week	Total Hours	Credits
2020-2021	6	90	5

Course Objectives

1. To familiarize the students with their rights and responsibilities as a consumer
2. To make the students to understand the social framework of consumer rights and legal framework of protecting consumer rights.
3. To provide an understanding of the procedure for redressal of consumer complaints

Course Outcomes (COs)

K1 – K4	CO1	Remember the conceptual framework on consumer and markets.
	CO2	Understand the important provisions of the consumer protection act
	CO3	Apply grievance redressal mechanism and leading case studies
	CO4	Analyse the business firms' interface with consumers and the consumer related regulatory and business environment

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 1-Common Aptitude Skills (Online) - I			
Batch	Hours / Week	Total Hours	Credits
2020-2021	2	30	3

Course Objectives

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

Course Outcomes (CO)

K3 – K5	CO1	Applying the verbal and communication skills in various competitive exams.
	CO2	Analyzing the table & interpretation of data.
	CO3	Evaluating the skills in various social issues.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 2 -Common Aptitude Skills (Online) - II			
Batch	Hours / Week	Total Hours	Credits
2020-2021	2	30	3

Course Objectives

- 1.To Enhance the practical knowledge in English Language Skills.
- 2.To develop the quantitative aptitude skills.
3. To familiarize the students with Computer awareness.

Course Outcomes (CO)

K3 – K5	CO1	Applying the English Language skills in various competitive exams.
	CO2	Analyzing the Quantitative data.
	CO3	Evaluating the skills in various National and International Organisations.

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: Skill Based Subject 3 – Programming Laboratory (Digital Marketing)			
Batch 2020-2021	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 communication strategy.

Course Outcomes (CO)

K3-K5	CO1	Applying the various marketing tools through internet
	CO2	Analyzing the brand building
	CO3	Evaluating the digital marketing strategy

Programme Code: 17	Business Administration With Computer Application		
Title of the Paper: EDC – Programming Laboratory (Tally ERP 9)			
Batch 2020-2021	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 application of accounts in various fields.
3. To get benefits and to enrich the knowledge of students in various disciplines.

Course Outcomes (CO)

K3 – K5	CO1	Applying the knowledge in main features of Tally ERP.9 software.
	CO2	Analyzing the concepts in preparing final accounts.
	CO3	Evaluating the accounting information using various tools.