



**HOLY CROSS COLLEGE (AUTONOMOUS)**  
**Affiliated to Bharathidasan University**  
**Nationally Accredited (3rd Cycle) with 'A' grade by NAAC**  
**College with Potential for Excellence.**  
**Tiruchirappalli - 620002.**

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Programme: BBA**

| PO No. | Programme Outcomes<br>Upon completion of the BBA. Degree Programme, the graduate will be able to  |
|--------|---|
| PO-1   | Obtain quality education and be capable of making a positive contribution to business, trade and industry in the national and global context                      |
| PO-2   | Acquire a solid foundation to pursue professional careers and take up higher learning courses such as MBS, MHRM, MFM, ACS, M.Phil, Ph.D                           |
| PO-3   | Develop a self-employment that will be able to initiate and build upon entrepreneurial ventures and demonstrate entrepreneurship for their employer organizations |
| PO-4   | Acquire critical business skills and competencies required for effective management in modern business  |
| PO-5   | I Inculcate a positive attitude towards ethical business decisions and social dimensions  |

| PSO No. | Programme Specific Outcomes<br>Upon completion of these courses the student would                                  |
|---------|--|
| PSO-1   | Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams            |
| PSO-2   | Display competencies and knowledge in key business functional areas including accounting, marketing and management |
| PSO-3   | Learn how to effectively manage people and build strong relationships  |
| PSO-4   | Enhance critical thinking and analytical skills in terms of decision making  |
| PSO-5   | Develop entrepreneurial skill to motivate towards start ups  |

| Course Title | Major Core 3<br>QUANTITATIVE TECHNIQUES  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB3MCT03  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Calculate the LPP method, graphical method and simplex method                                | PSO-4          | An              |
| CO-2         | Experiment the north-west corner rule, least cost method, VAM method and assignment problems | PSO-4          | An              |
| CO-3         | Differentiate the levels of EOQ with shortages   | PSO-4          | An              |
| CO-4         | Outline the replacement decisions and policies   | PSO-4          | An              |
| CO-5         | Illustrate the CPM, PERT and queuing theory to increase decision making skills               | PSO-4          | An              |

| Course Title | Major Core 4<br>COST ACCOUNTING  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB3MCT04  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Formulate the Cost Sheet for the purpose of estimating profit and loss.                        | PSO -2         | U               |
| CO-2         | Demonstrate how companies effectively handle material cost that may result in analyzing skills | PSO -4         | R,An            |
| CO-3         | Analyze the mode of wages paid to the labour and allocation of overheads                       | PSO -4         | U, An           |
| CO-4         | Assessing the normal loss, abnormal loss and gain through process costing                      | PSO – 4        | An              |
| CO-5         | Explain the standing and maintenance and running charges in transport                          | PSO – 4        | U,R             |

| Course Title | Allied 4<br>INFORMATION TECHNOLOGY IN BUSINESS                             |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB3AOT04  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Describe the new applications in information technology                    | PSO1           | AP              |
| CO-2         | Summarize the different operating systems that may result in employability | PSO2           | U ,C            |
| CO-3         | Practice and work on formulas and functions in Excel sheets                | PSO4           | C               |
| CO-4         | Prepare Microsoft Power Point 2007 using master slides                     | PSO4           | C               |
| CO-5         | Apply the use of E – commerce in information technology                    | PSO2           | AP              |

| Course Title | Major Core – 5<br>PRODUCTION AND OPERATIONS MANAGEMENT                                    |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U17BB4MCT05   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Know the concepts of production and its various functions to forecast the demand.         | PSO -2         | U               |
| CO-2         | State the different plant layout designs and its procedures used by the organisation.     | PSO -4         | R               |
| CO-3         | Realize various types and measurements of capacity requirement planning                   | PSO -1         | U               |
| CO-4         | Explicate the factors, system and levels of production planning and control in production | PSO – 4        | R               |
| CO-5         | Recognize the progress of supply chain management and logistics process.                  | PSO – 1        | An              |

| Course Title | Major Core – 6 - MARKETING   |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB4MCT06  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Relate the concept of traditional and modern marketing with its approaches | PSO-2          | R               |
| CO-2         | Examine the product policy in different brands                             | PSO-2          | An              |
| CO-3         | Compare market segmentation in different companies                         | PSO-2          | An              |
| CO-4         | Contrast the different pricing and promotional mix in the marketing        | PSO-2          | E               |
| CO-5         | Compare the advertising and personal selling techniques                    | PSO-2          | E               |
| CO-6         | Develop marketing skills that may bring employability                      | PSO-2          | E               |

| Course Title | Major Elective 2<br>FINANCIAL MANAGEMENT  |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U15BB4MET02   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Recall the concept of financial management and functions of financial managers                        | PSO -2         | U               |
| CO-2         | Calculate the Cost of Debt, Cost of Equity, Cost of Preference Share capital, Retained Earnings, WACC | PSO -4         | An              |
| CO-3         | Analyze make up of a firms capitalization.  | PSO -1         | An              |
| CO-4         | Estimate the total current or circulating assets involved in company operations                       | PSO – 4        | An              |
| CO-5         | Differentiate between technical and strategic investment decisions                                    | PSO – 1        | R               |

| Course Title | Allied 5 - INDUSTRIAL LAW  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB4AOT05  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Demonstrate an understanding of the nature of the laws regarding safety, health, welfare measures apart from other provisions. | PSO -1,4       | U               |
| CO-2         | Identify the employees liability for compensation to the workmen for injury or accident  | PSO -4         | U               |
| CO-3         | Clarify the benefits regarding minimum wages act and maternity act.  | PSO - 2        | U               |
| CO-4         | Recall the laws regarding registration of unions their rights and duties of a registered trade union.                          | PSO -1,2       | U               |
| CO-5         | Examining the different laws and measures that results in high analyzing skills  | PSO -1,2       | An              |

| Course Title | Major Core 7<br>HUMAN RESOURCE MANAGEMENT  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB5MCT07  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Identify the basic concepts of Human resource management                             | PSO-2          | U               |
| CO-2         | Critically analyze the need for human recourse that will improve the planning skills | PSO-2          | An              |
| CO-3         | Illustrate the importance of recruitment and selection procedure in an organization. | PSO-2          | Ap              |
| CO-4         | Demonstrate the kinds of Training and development.                                   | PSO-2          | Ap              |
| CO-5         | Recognise the grievance handling system and WASA                                     | PSO-2          | U               |

| Course Title | Major Core -8<br>RETAIL MANAGEMENT   |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB5MCT08  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Recall and know the basic concepts in retailing                                  | PSO1           | U               |
| CO-2         | Describe and understand the Traditional retail formats                           | PSO2           | U               |
| CO-3         | Compare how modern retail formats can take over traditional retail formats       | PSO4           | E               |
| CO-4         | Assess how strategic planning can enable a better retailing                      | PSO3           | U               |
| CO-5         | Analyze the marketing strategies in retailing that brings market skills in place | PSO2           | U               |

| Course Title | Major Core 9 - BUSINESS LAW  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB5MCT09  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Explain the basic aspects of contract and its attributes.                                      | PSO- 1         | U               |
| CO-2         | Solve the conflicts between parties with the discharge and remedies of breach in the contract. | PSO- 4         | E               |
| CO-3         | Analyse the contract of agency and its types.  | PSO-1, 2       | An              |
| CO-4         | Outline the guidelines under Sale of goods Act to secure the parties involved in the contract. | PSO-4          | U               |
| CO-5         | Examine the breach in the contract with regard to the guidelines in the companies act 1956.    | PSO-1,2        | An              |

| Course Title | Major Core – 10<br>ORGANISATIONAL BEHAVIOUR   |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U15BB5MCT10   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Discover the models of organizational behavior, Individual Behavior and Mintzberg managerial role                                   | PSO-5          | Ap              |
| CO-2         | Illustrate the theories of personality such as Type theory, Psychoanalytic theory, Trait, Freudian Stages, perception and learning. | PSO-5          | Ap              |
| CO-3         | Relate the theories of motivation such as Maslow, Herzberg, McGregor, Interpersonal behavior, Group Behaviour and Group Dynamics    | PSO-5          | Ap              |
| CO-4         | Examine the Leadership Styles, Power, Women as a leader and Communication to bring in leadership skills                             | PSO-5          | An              |
| CO-5         | Outline the organisational change, resistance to change and organizational development  | PSO-5          | An              |

| Course Title | MAJOR CORE - 3<br>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT               |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U15BB5MET03  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Demonstrate the significance of investment programme in market environment | PSO 1,2        | U               |
| CO-2         | Relate how different markets function in India .                           | PSO 2          | U               |
| CO-3         | Infer the importance of fundamental analysis in evaluating security.       | PSO 1,2        | An              |
| CO-4         | Analyse the application of various methods of technical analysis           | PSO 4          | An              |
| CO-5         | State the role of portfolio in making investment decisions                 | PSO 5          | U               |

| Course Title | MAJOR CORE - 11<br>STRATEGIC MANAGEMENT   |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U15BB6MCT11   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Explain the role of strategic planning in management  | PSO 1          | U               |
| CO-2         | Categorize the internal and external environmental factors affecting the organization.                                  | PSO 2,4        | U               |
| CO-3         | Examine the decisions taken by the organization at the corporate level in restructuring the firm                        | PSO 3, 4       | An              |
| CO-4         | Judge the strategic structure followed in every organization that enhances the decision making skills and employability | PSO 4,5        | E               |
| CO-5         | Recommend the control process to be implemented in an organization  | PSO 4          | U               |

| Course Title | Major Core 12: ENTREPRENUERIAL DEVELOPMENT   |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U16BB6MCP12  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Understand and describe business opportunities and an in-depth understanding of Entrepreneurship | PSO-5          | U               |
| CO-2         | Recognize the knowledge about key process to bring new products and services to market           | PSO-5          | R               |
| CO-3         | Design new plan, organize and execute a project report for new venture                           | PSO-5          | An              |
| CO-4         | Identify the government policies and incentives to the small enterprises                         | PSO-5          | R               |
| CO-5         | Explore the new entrepreneurial opportunities for employability                                  | PSO-5          | E               |



| Course Title | Major Core – 12 :<br>INTERNATIONAL BUSINESS  |                       |                        |
|--------------|--|-----------------------|------------------------|
| Code         | U15BB6MCT13  |                       |                        |
| CO No.       | <b>Course Outcomes</b>   | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
| CO-1         | Recall the scope and theories of international business                                | PSO1                  | U                      |
| CO-2         | Identify how marketing practices takes place in international business                 | PSO2                  | E                      |
| CO-3         | Analyze and remember how import and export regulations takes place through EXIM policy | PSO4                  | An                     |
| CO-4         | Assess how IMF and World Bank acts as a Financial Advisory institution                 | PSO4                  | E                      |
| CO-5         | State the activities of forex in international business activities                     | PSO4                  | An                     |

| Course Title | MAJOR ELECTIVE - 4<br>TOTAL QUALITY MANAGEMENT  |                       |                        |
|--------------|---|-----------------------|------------------------|
| Code         | U15BB6MET04   |                       |                        |
| CO No.       | <b>Course Outcomes</b>  | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
| CO-1         | Recall the role of quality in different systems   | PSO 1                 | U                      |
| CO-2         | Describe the scope and practices in TQM   | PSO 2                 | U                      |
| CO-3         | Explain the benefits resulted by studying various philosophies that result in analyzing skill | PSO 2,4               | U                      |
| CO-4         | Summarize the future organization of TQM by its approaches                                    | PSO 4                 | An                     |
| CO-5         | Recognize the significance of quality in service  | PSO 2                 | An                     |

## SCHOOL OF MANAGEMENT STUDIES

| Course Title | Major Core – 1 Business Management  |                |                 |
|--------------|---|----------------|-----------------|
| Code         | <b>U18BB1MCT01</b>  |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Identify the Contributions by Taylor, Henry Fayol, Drucker.                                     | PSO-2          | U               |
| CO-2         | Demonstrate the planning decisions in an organization with the various methods of planning.     | PSO-2          | Ap              |
| CO-3         | Identify the organizations process, departmentation, organization structure and span of control | PSO-2          | U               |
| CO-4         | Paraphrase of recruitment, selection and training in an organization                            | PSO-2          | U               |
| CO-5         | Recognise the skills required to manage and control functions effectively                       | PSO-2          | U               |

| Course Title | Major Core – 2:<br>BUSINESS ENVIRONMENT  |                |                 |
|--------------|--|----------------|-----------------|
| Code         | <b>U18BB1MCT02</b>   |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Demonstrate and develop conceptual framework of business environment and the consumer protection Act.  | PSO- 1,4       | U               |
| CO-2         | Analyse the economic environment for strategic decision making and predict its impact in business  | PSO- 4         | U               |
| CO-3         | Retrieve the concept of labour environment and workers participation in management   | PSO-3          | E               |
| CO-4         | Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.          | PSO-2          | U               |
| CO-5         | Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business | PSO- 1,2       | U               |

| Course Title | Allied Course – I<br>FINANCIAL ACCOUNTING   |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U18BB1ACT01   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | Realize the accounting concepts and conventions used in the business  | PSO -2         | U               |
| CO-2         | Calculate the methods of depreciation and final accounts of Sole Traders.   | PSO -4         | An              |
| CO-3         | Describe the Rights issue, Bonus issue, Buy back of shares and Sweat equity shares  | PSO -1         | U               |
| CO-4         | Preparation of Profit and Loss Accounts of a company  | PSO – 4        | An              |
| CO-5         | Discuss the use of computer in accounting and the Indian Accounting Standards used in business and develop computer accounting skills | PSO – 1        | U               |

| Course Title | Allied Course II<br>BUSINESS MATHEMATICS & STATISTICS FOR MANAGERS                           |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U18BB1ACT02  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Distinguish the concepts of simple interest, compound interest, true discount and annuities. | PSO-4          | U               |
| CO-2         | Calculate the derivatives of function.   | PSO-4          | U, An           |
| CO-3         | Illustrate the concepts of statistics, mean , median and mode                                | PSO-4          | R,U             |
| CO-4         | Breakdown the measures of Dispersion such as standard deviation and quartile deviation.      | PSO-4          | An              |
| CO-5         | Examine the goodness of fit and correlation.   | PSO-4          | U, An           |

| Course Title | Major Core – III<br>MARKETING MANAGEMENT   |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U18BB2MCT03  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Express the concepts of Marketing , marketing of agricultural, industrial and consumer goods and Consumer Behaviour. | PSO-2          | U               |
| CO-2         | Infer the product mix, branding, packaging,Product Life Cycle and market Segmentation.                               | PSO-2          | U               |
| CO-3         | Give examples of pricing, promotion mix and sales promotion.   | PSO-2          | U               |
| CO-4         | Appraise the advertising , personal selling techniques and role of Advertising Standards Council India.              | PSO-2          | An              |
| CO-5         | Contrast the services rendered by the channels of distribution and develop service marketing skills                  | PSO-2          | An              |

| Course Title | Major Core – IV<br>INDIAN FINANCIAL SYSTEM  |                |                 |
|--------------|---|----------------|-----------------|
| Code         | U18BB2MCT04   |                |                 |
| CO No.       | Course Outcomes   | PSOs Addressed | Cognitive Level |
| CO-1         | State the functions of the Indian Financial system  | PSO-2          | R               |
| CO-2         | Recognise the structure of the Financial system in India  | PSO-2          | U               |
| CO-3         | Examine the functions of the various kinds of financial institutions                                      | PSO-2          | An              |
| CO-4         | Explain the functions of the Money market in India.   | PSO-2          | E               |
| CO-5         | Recall the different types of Money market financial instruments  | PSO-2          | U               |
| CO-6         | Examine the importance of Capital market in India   | PSO-2          | An              |
| CO-7         | Recognise the types of capital market   | PSO-2          | U               |
| CO-8         | Explain the functions SEBI as the regulatory authority  | PSO-2          | E               |
| CO-9         | Examine the role of RBI as the regulatory authority   | PSO-2          | An              |
| CO-10        | Explain the importance of Credit Rating of financial instruments to result in skill and analyzing ability | PSO-2          | U,An            |

| Course Title | Allied 3: Managerial Economics   |                |                 |
|--------------|--|----------------|-----------------|
| Code         | U18BB2ACT03  |                |                 |
| CO No.       | Course Outcomes  | PSOs Addressed | Cognitive Level |
| CO-1         | Explain the basic concepts in managerial economics.  | PSO 1          | U               |
| CO-2         | Compute the demand determinants and forecast demand with its methods.                            | PSO 2          | R               |
| CO-3         | Analyze the decisions made in the firm using production analysis techniques.                     | PSO 2          | U               |
| CO-4         | Explain the supply and cost analysis.  | PSO 3          | R               |
| CO-5         | Describe the price output determination under perfect competition                                | PSO 4          | U               |
| CO-6         | Differentiate among the various forms of market in the economy to improve decision making skills | PSO 4          | U               |