

Annai College of Arts & Science

Quality Education for Today & Tomorrow
Kovilacheri, Kumbakonam. 612 503. Ph: 0435 2453007

Accredited by NAAC with 'B' Grade & Recognized by UGC under Section 2(f) & 12(B)
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DEPARTMENT OF BBA

**Attainment of Programme Outcome,
Programme Specific Outcome with
Course Outcome**


HOD


IQAC

IQAC Co-ordinator,
Annai College of Arts & Science
Kovilacheri, Kumbakonam-612 503


PRINCIPAL

PRINCIPAL,
ANNAI COLLEGE OF ARTS & SCIENCE
KOVILACHERI, KUMBAKONAM-612503.



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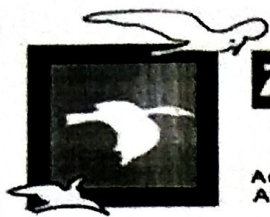
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Mapping of Programme Outcome, Programme Specific Outcome with Course Outcome

Programme Outcome:

- PO1: Exhibit understanding of broad business concepts and principles.
- PO2: To identify and define problems and opportunities.
- PO3: Demonstrate the ability to identify a business problem, isolate its key components, analyze and assess the salient issues, set appropriate criteria for decision making, and draw appropriate conclusions and implications for proposed solutions.
- PO4: Demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.
- PO5: Demonstrate use of appropriate techniques to effectively manage business challenges.
- PO6: Capable of recognizing and resolving ethical issues. Effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
- PO7: Develop various real time applications using latest technologies and programming languages. Possess strong foundation for their higher studies.
- PO8: Blend analytical, logical and managerial skills with the technical aspects to resolve real world issues. Become employable in various IT companies and government jobs.



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Programme Specific Outcome:

- PSO1: Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
- PSO2: Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
- PSO3: Technology Skills: Students are competent in the uses of technology in modern Organizational operations.
- PSO4: Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- PSO5: Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.



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Management Concepts (16CCBB1)	Course Outcomes	Programme Outcomes						Programme Specific Outcomes											
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6						
	CO1: Discuss and communicate the difference between management and administration.	✓	✓		✓		✓		✓		✓		✓		✓		✓		✓
	CO2: Upon completion of this course, students will be able to: Discuss the evolution of management and various behavioral science contributions.		✓		✓								✓						✓
	CO3: Understands how the planning process is done and steps followed for planning process.	✓	✓		✓				✓				✓						✓
	CO4: Discuss and communicate various types of centralized and decentralized departmentation.	✓	✓		✓				✓				✓						✓
	CO5: Understands various principles and techniques for directing and coordinating.	✓	✓		✓				✓				✓						✓



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Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Understand different accounting concepts and conventions.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Prepare financial statements in accordance with generally accepted		✓	✓	✓						✓		✓
CO3: Be familiar with the rules governing accounting transactions.	✓	✓		✓	✓	✓	✓		✓		✓	✓
CO4: Analyze financial statements with the help of various tools and techniques of accountancy.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓



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Marketing Management (16CCBB3)		Programme Outcomes						Programme Specific Outcomes									
		PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6				
Course Outcomes																	
CO1: Evaluate the significance of marketing.		✓	✓		✓		✓		✓			✓			✓		✓
CO2: Analyze the relationships between marketing management and the political,			✓	✓	✓						✓						✓
CO3: Identify the role and significance of various elements of marketing mix.		✓	✓		✓		✓				✓				✓		✓
CO4: To evaluate the role and relevance of marketing organization in current marketing conditions.		✓	✓	✓	✓		✓				✓				✓		✓
CO5: Understanding the marketing concepts in global environment, and its		✓	✓	✓	✓		✓				✓				✓		✓



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Mathematics and Statistics for Manager (16CCBB4)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Do calculation of arithmetic mean, median and mode and partition values.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Understand calculation of moments, skewness and kurtosis and determining		✓	✓	✓						✓		✓
CO3: Understand Probability and applications of probability theory.	✓	✓		✓	✓	✓	✓		✓		✓	✓
CO4: Understand correlation regression analysis and their applications.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓
CO5: Understand statistical testing and their applications.	✓	✓	✓	✓		✓	✓				✓	✓



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Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Understand communication process and barriers to communication.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Develop skills for Verbal and Non-verbal communication.		✓	✓	✓					✓			✓
CO3: Have ability to give Effective Presentations.	✓	✓		✓	✓	✓	✓		✓		✓	✓
CO4: Understand the basics of Internal as well as External communication.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓
CO5: Develop the art of facing Interviews. Develop business and social etiquette.	✓	✓	✓	✓		✓	✓				✓	✓



Computer Application in Business (16CCBB6)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Describe the fundamentals of Information Technology (IT) infrastructure components: hardware, software, and data communications systems.	✓	✓		✓		✓		✓			✓	✓
CO2: Explain the guiding principles of professional behavior in computing.		✓	✓	✓					✓			✓
CO3: Demonstrate proper file management techniques to manipulate electronic files and folders in a local and networked environment.	✓	✓		✓	✓	✓			✓		✓	✓
CO4: Use business productivity software to manipulate data and find solutions to business problems.	✓	✓	✓	✓	✓			✓			✓	✓
CO5: Explain the concepts and terminology used in the operation of application systems in a business environment.	✓	✓	✓	✓		✓					✓	✓



Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Understand mathematical and computational modeling of real decision making problems.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Solve formulated mathematical models of business problems through the application of optimization technique.		✓	✓	✓						✓		✓
CO3: Understand the fundamental applications of those tools in industry and the public sector in context involving uncertainty and scarce or expensive resources.	✓	✓		✓		✓				✓		✓
CO4: Managerial decision making in the situations of uncertainty and risk.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓



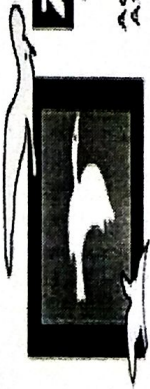
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Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
Cost Accounting (16CCBB9)												
CO1: Analyze implications of cost in managerial decisions.	✓	✓		✓		✓		✓			✓	✓
CO2: Prepare different budgets.		✓		✓					✓			✓
CO3: Understand standard costing and analysis of deviation.	✓	✓		✓		✓		✓			✓	✓
CO4: Understand Break Even concept.	✓	✓		✓		✓		✓			✓	✓
CO5: Understand various methods and techniques cost management	✓	✓		✓		✓					✓	✓



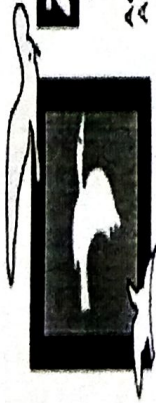
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Financial Management (16CCBB10)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Describe operational, business, financial and traditional risk.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Distinguish among various financial intermediaries and markets.		✓	✓	✓						✓		✓



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Company Law and Secretarial Practice (16CCBB11)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Know about the Corporate Laws in general.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Become aware of legal aspects of Company law.		✓	✓	✓					✓			✓
CO3: Understand company contracts and become confident therein.	✓	✓		✓	✓	✓	✓		✓		✓	✓
CO4: Deal with corporate contracts confidently.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓
CO5: Become more confident in executing commercial contracts	✓	✓	✓	✓		✓	✓				✓	✓



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Research Method in Management (16CCBB12)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Understand and use the concept of research methodology.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: Judge the reliability and validity of experiments and perform exploratory data analysis.		✓	✓	✓						✓		✓
CO3: Use parametric and non-parametric hypothesis tests (and interpreting their results).	✓	✓		✓		✓			✓		✓	✓
CO4: Use computer-intensive methods for data analysis.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓



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Course Outcomes	Programme Outcomes						Programme Specific Outcomes						
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	CO1: Understand the fundamental concepts of service marketing and its functions.	✓	✓		✓		✓		✓			✓	
CO2: Identify the role and significance of various elements of service marketing mix.		✓		✓					✓				✓
CO3: Analyze customer requirement, measure service quality and design and deliver better service.	✓	✓		✓	✓	✓	✓			✓			✓
CO4: Understand how to manage different service organizations.	✓	✓	✓	✓	✓		✓	✓		✓			✓



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Human Resource Management (16CCBB13)													
Course Outcomes	Programme Outcomes						Programme Specific Outcomes						
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1: Explain the importance of human resources and their effective management in	✓	✓		✓		✓		✓			✓		✓
CO2: Demonstrate a basic understanding of different tools used in forecasting and		✓	✓	✓					✓				✓
CO3: Describe the meanings of terminology and tools used in managing employees effectively	✓	✓		✓	✓	✓	✓		✓		✓		✓
CO4: Record governmental regulations affecting employees and employers	✓	✓	✓	✓	✓		✓	✓		✓	✓		✓
CO5: Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.	✓	✓	✓	✓		✓	✓				✓		✓



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Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1: Critically analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques.	✓	✓		✓		✓		✓	✓		✓
CO2: Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.		✓	✓	✓						✓		✓
CO3: Demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting.	✓	✓		✓	✓	✓		✓	✓		✓	✓
CO4: Evaluate the costs and benefits of different conventional and contemporary costing systems.	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓



Entrepreneurial Development (16CCBB15)

Course Outcomes	Programme Outcomes						Programme Specific Outcomes						
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1: Analyze the business environment in order to identify business opportunities.	✓	✓		✓		✓		✓			✓		✓
CO2: Identify the elements of success of entrepreneurial ventures.		✓	✓	✓					✓				✓
CO3: Consider the legal and financial conditions for starting a business venture.	✓	✓		✓	✓	✓			✓		✓		✓
CO4: Evaluate the effectiveness of different entrepreneurial strategies.	✓	✓		✓	✓			✓		✓	✓		✓
CO5: Specify the basic performance indicators of entrepreneurial activity.	✓	✓		✓							✓		✓
CO6: Explain the importance of marketing and management in small businesses venture.	✓	✓		✓		✓					✓		✓



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Management Concept in Thirukkural (16MBEBB2)												
Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Expose the management studies.	✓	✓		✓		✓		✓	✓		✓	✓
CO2: To understand about thirukkural the book of wisdom that has stood the test of time for over 2000 year and still remain relevant as a guiding force for the mankind.		✓	✓	✓						✓		✓



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Course Outcomes	Programme Outcomes						Programme Specific Outcomes					
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1: Think critically about underlying theories, concepts, assumptions and arguments relating to the multinational form of organization.	✓	✓		✓		✓		✓			✓	✓
CO2: Comprehend how the management of cross-border operations impact upon the management functions of human resource management, marketing, operations and supply chain management.		✓	✓	✓					✓			✓
CO3: Work independently and collaboratively to analyze strategies to manage multiple cross-border operations.	✓	✓		✓	✓	✓	✓				✓	✓
CO4: Engage in inquiry processes to understand the management and organizational challenges of coordinating cross-border operations.	✓	✓	✓	✓	✓		✓	✓	✓		✓	✓
CO5: Develop the essential international perspectives which inform professional management standards and ethical practice in international management.	✓	✓	✓	✓		✓	✓				✓	✓