



IDHAYA COLLEGE FOR WOMEN, KUMBAKONAM
Programme: B.B.A

PO No.	Programme Outcomes upon completion of B.B.A. Degree Programme, the Graduates will be able
PO1	To have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
PO2	To attain problem solving, decision making and critical thinking skills to provide viable solutions for business problems.
PO3	To appreciate diversity to communicate effectively in international and cross-cultural contexts, and facilitate collaborative professional partnerships.
PO4	To have the ability to work and collaborate as a team member and contribute to achieve team goals.
PO5	To recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

Semester I

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB1	Introduction to Management	<ul style="list-style-type: none"> ➤ To examine and explain the management evolution and how it will affect future managers. ➤ To enhance their managerial abilities and professional skills. ➤ To develop and make the students to know the organization hierarchy; authority and responsibility relationships associated with the different levels of Management.
2.	22BCCBB2	Fundamentals of Accounting	<ul style="list-style-type: none"> ➤ To identify events that needs to be recorded in the accounting records. ➤ To describe the need for adjustments while preparing the financial statements. ➤ To facilitate them to prepare final Accounts of business and non-trading concerns.
3.	22BFACBB1	Managerial Economics	<ul style="list-style-type: none"> ➤ To apply the objectives of business firms, demand analysis and elasticity of demand. ➤ To identify the effective applications of factors of production. ➤ To analyze the break-even point in their business.

4.	22UGVED	Value Education	<ul style="list-style-type: none"> ➤ To apply the values in Thirukkural to be peaceful, dutiful and responsible in family and society. ➤ To develop character formation and sense of citizenship. ➤ To develop secular, self-control, sincere, respectful and moral.
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Semester II

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB3	Marketing Management	<ul style="list-style-type: none"> ➤ To gain knowledge about the basic concepts of marketing. ➤ To develop skills to tackle the challenges and latest development in Marketing Management. ➤ To get Awareness of buyer's behavior becomes better among students.
2.	22BCCBB4	Business Mathematics and Statistics	<ul style="list-style-type: none"> ➤ To understand how differentiations are used as mathematical tools in Business. ➤ To understand how matrices and determinants are used as mathematical tools in Business. ➤ To use the appropriate statistical techniques in Business.
3.	22BFACBB2	Business Environment	<ul style="list-style-type: none"> ➤ To develop an understanding on the gamut of the business activities. ➤ To manage both the internal and external environment of the business. ➤ To apply the various types of policies in the economic environment, applying these policies change the structure of the economy and the transition there of from the past to the present scenario.
4.	22PELCM1	Professional English for Commerce and Management I	<ul style="list-style-type: none"> ➤ To recognize their own ability to improve their own competence in using the language. ➤ To use language for speaking with confidence in an intelligible and acceptable manner. ➤ To understand the importance of reading for life.
5.	22UGCES	Environmental Studies	<ul style="list-style-type: none"> ➤ To understand the environmental importance including interactions across local to global scales. ➤ To update and analyze environmental relationships and interactions of environmental components. ➤ To gain knowledge on importance of natural resources in a systematic way.

Semester III

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB5	Managerial Communication	<ul style="list-style-type: none"> ➤ To enhance Communication Skills and know their potential to become successful Managers. ➤ To develop skills of drafting Business Letters in English precisely and effectively. ➤ To emphasis the art of Interpersonal Communication and Technological Advancement.
2.	22BCCBB6	Computer Applications in Business (Theory)	<ul style="list-style-type: none"> ➤ To acquire basic knowledge about computers. ➤ To develop the skills in MS Office. ➤ To gain the Practical Knowledge in MS Office, Tally and GST applications.
3.	22BSACBB1	Business Law	<ul style="list-style-type: none"> ➤ To understand the consequences of applicability of various laws on business situations. ➤ To gain insight on the provisions related to Sales of Goods Act 1930. ➤ To develop critical thinking through the use of law cases.
4.	22PELCM2	Professional English for Commerce and Management II	<ul style="list-style-type: none"> ➤ To learn some specific Business and Economics vocabulary. ➤ To develop LSRW skills of the students. ➤ To enhance Creativity, Problem Solving, Leadership Skills.
5.	22ANMEEC1	Economics for Investors	<ul style="list-style-type: none"> ➤ To understand economic fundamentals and information. ➤ To acknowledge the operations of different types of investment markets. ➤ To gain knowledge about investment plans, strategy, evaluate and restructure if required.

Semester IV

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB7	Organizational Behaviour	<ul style="list-style-type: none"> ➤ To demonstrate how to make better decisions both as an individual and in a group. ➤ To recognize their own behavior, attitude, ethical views and performance. ➤ To expose the concepts of motivation and group dynamics.

2.	22BCCBB1P	Computer Applications in Business (Practical)	<ul style="list-style-type: none"> ➤ To gain practical knowledge in computer applications. ➤ To impart in-depth knowledge of documentation through MS Office packages. ➤ To prepare the Financial Statement Analysis using Tally.
3.	22BSACBB2	Operations Research	<ul style="list-style-type: none"> ➤ To obtain the optimal solution for Linear Programming problems. ➤ To find optimal solution for Transportation problems. ➤ To understand the need for inventory control and Management.
4.	22ANMEEC2	Economics for Competitive Examinations	<ul style="list-style-type: none"> ➤ To acquire knowledge about basic Economic Growth Concepts with data. ➤ To analyze the income structure and poverty issues in India. ➤ To examine the Banking and Trade aspects of India.

Semester V

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB8	Cost Accounting	<ul style="list-style-type: none"> ➤ To understand the concept of Cost Accounting and to recognize the merits and demerits of Cost Accounting and elements of cost concepts. ➤ To measure the cost in various types of costing followed by various organization. ➤ To respond the changes within the external and internal Business Environment.
2.	22BCCBB9	Financial Management	<ul style="list-style-type: none"> ➤ To demonstrate and understand the overall role and importance of Financial Functions. ➤ To utilize information to maximize and manage finance. ➤ To communicate effectively using standard Business terminology.
3.	22BCCBB10	Company Law and Practice	<ul style="list-style-type: none"> ➤ To develop the knowledge about the procedure for Formation of Company. ➤ To identify the Roles and Responsibilities of Shareholders in a Company. ➤ To develop reasoning abilities towards Company Laws and Practices.
4.	22BCCBB11	Research Methods in Business	<ul style="list-style-type: none"> ➤ To solve the problem by following proper research procedures. ➤ To prepare Research Paper or any other type of Research Work. ➤ To create documentation through high-quality writing.

5.	22BMBEBB1	Strategic Management	<ul style="list-style-type: none"> ➤ To establish and evaluate mission statement, long term objective, vision, mission and goals. ➤ To monitor and evaluate implemented strategies. ➤ To develop the capacity to think and execute strategically.
6.	22BSBEBB1	Services Marketing	<ul style="list-style-type: none"> ➤ To gain knowledge about the basic concepts of Services Marketing. ➤ To know the Strategy followed in the products. ➤ To acquire practical knowledge about the market activities.
7.	22UGSDC	Soft Skills Development	<ul style="list-style-type: none"> ➤ To communicate through verbal/oral communication and improve the listening skills. ➤ To become more effective individual through goal/target setting, self-motivation and practicing creative thinking. ➤ To perform effectively in multi- disciplinary and heterogeneous teams through the knowledge of team work, inter-personal relationships, conflict management and leadership quality.

Semester VI

S. No.	Course Code	Name of the Course	Course Outcomes
1.	22BCCBB12	Human Resources Management	<ul style="list-style-type: none"> ➤ To exhibit fundamental and basic knowledge of Human Resources Management to solve the practical problem in business in systematic manner. ➤ To identify and develop strategies for better practices for betterment of business in the most ethical manner. ➤ To gain knowledge HRM and its significance in business.
2.	22BCCBB13	Management Accounting	<ul style="list-style-type: none"> ➤ To measure the financial statements through comparative and common size by using various financial ratios. ➤ To simplify the fund flow and cash flow statements by calculating funds and cash from operations. ➤ To provide a framework that translates the aims and objectives of the business into a series of key performance measures and targets.
3.	22BCCBB14	Entrepreneurial Development	<ul style="list-style-type: none"> ➤ To examine the problems and challenges of setting up a new business. ➤ To identify the key steps required to initiate and develop business enterprises. ➤ To discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines.

4.	22BMBEBB3	Customer Relationship Management	<ul style="list-style-type: none"> ➤ To analyze the CRM link with the other aspects of marketing. ➤ To create awareness about the importance of customer relationship. ➤ To impart the basic knowledge of the role of CRM models in service industry.
5.	22BBBPW	Project	<ul style="list-style-type: none"> ➤ To undergo projects and gain knowledge in the relevant field of study.
6.	22BSBEBB2	Total Quality Management	<ul style="list-style-type: none"> ➤ To realize the importance and significance of quality. ➤ To identify requirements of quality improvement programs. ➤ To understand the concept of six sigma and certification process.
7.	22UGGS	Gender Studies	<ul style="list-style-type: none"> ➤ To make the students aware of feminine and masculine genders of strength and weakness. ➤ To develop sensitivity towards both genders in order to lead an ethically enriched life. ➤ To promote attitudinal change towards a gender balanced ambience, gender issues and women empowerment.

Programme: M.B.A.

PO No.	Programme Outcomes upon completion of M.B.A. Degree Programme, the Graduates will be able
PO1	To demonstrate the knowledge of management science to solve complex corporate problems using limited resources.
PO2	To utilize qualitative and quantitative methods, to investigate and solve critical business problems.
PO3	To integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, Human Resource Management etc.) to solve business problems.
PO4	To lead themselves and others in the achievement of organization goals, contributing effectively to a team environment.
PO5	To apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

Semester I

S.No	Course Code	Name of the Course	Course Outcomes
1.	P22MBACC11	Management Concepts and Organisational Behaviour	<ul style="list-style-type: none"> ➤ To explain the Importance & Role of Management in the Organizations. ➤ To evaluate the different aspects related to Decision Making and Controlling Process. ➤ To describe the different theories related to Individual behavior in the Organization.
2.	P22MBACC12	Mathematics and Statistics for Managers	<ul style="list-style-type: none"> ➤ To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis. ➤ To discuss critically the uses and limitations of statistical analysis. ➤ To summarize and analyze statistical data to solve practical business related problems.
3.	P22MBACC13	Accounting for Managers	<ul style="list-style-type: none"> ➤ To understand the nature and role of the four principal financial statements. ➤ To develop an awareness and understanding of the accounting process and fundamental accounting principles that underpins the development of financial statements. ➤ To read, interpret and analyse financial statements and combine financial analysis with other information, to assess the financial performance and position of a company.
4.	P22MBACC14	Managerial Communication	<ul style="list-style-type: none"> ➤ To get familiar with the complete course outline/Course Objectives/Learning Outcomes/Evaluation Pattern & Assignments. ➤ To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles. ➤ To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
5.	P22MBACC15	Ethics in Business	<ul style="list-style-type: none"> ➤ To recognize organizational challenges to ethical behaviour. ➤ To evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business. ➤ To recognize the inherent conflict of interest in many business decisions.

6.	P22MBACC1A	Managerial Economics	<ul style="list-style-type: none"> ➤ To understand the concepts of cost, nature of production and its relationship to business operations. ➤ To apply marginal analysis to the “firm” under different market conditions. ➤ To analyze the causes and consequences of different market conditions.
7.	P22MBAVAC1	Event Management	<ul style="list-style-type: none"> ➤ To obtain a sense of responsibility for the multi-disciplinary nature of event management. ➤ To gain confidence and enjoyment from involvement in the dynamic industry of event management. ➤ To identify best practice in the development and delivery of successful conferences and corporate gatherings.

Semester II

S.No	Course Code	Name of the Course	Course Outcomes
1.	P22MBACC21	Management Information System	<ul style="list-style-type: none"> ➤ To relate the basic concepts and technologies used in the field of management information systems. ➤ To compare the processes of developing and implementing information systems. ➤ To outline the role of the ethical, social, and security issues of information systems.
2.	P22MBACC22	Production Management	<ul style="list-style-type: none"> ➤ To identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. ➤ To analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments. ➤ To develop aggregate capacity plans and MPS in operation environments.
3.	P22MBACC23	Marketing Management	<ul style="list-style-type: none"> ➤ To identify the scope and significance of Marketing in Domain Industry. ➤ To examine marketing concepts and phenomenon to current business events in the Industry. ➤ To coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
4.	P22MBACC24	Financial Management	<ul style="list-style-type: none"> ➤ To describe the financial environment within which organisations must operate. ➤ To critically evaluate the financial objectives of various types of organisations and the respective requirements of stakeholders. ➤ To discuss the function of capital markets.

5.	P22MBACC25	Human Resource Management	<ul style="list-style-type: none"> ➤ To develop the understanding of the concept of human resource management and to understand its relevance in organizations. ➤ To develop necessary skill set for application of various HR issues. ➤ To analyze the strategies required to select and develop manpower resources.
6.	P22MBACC2A	Knowledge Management	<ul style="list-style-type: none"> ➤ To know the nature and topology of knowledge and knowledge management within a business context. ➤ To identify technologies that are most useful for capturing, organizing, distributing, and sharing knowledge within an enterprise. ➤ To formulate a knowledge management strategy, identify major requirements and issues for designing enterprise knowledge architecture and implementing knowledge management projects.
7.	P22ECNME1	Introduction to Indian Economy	<ul style="list-style-type: none"> ➤ To understand various natural resources and human resources. ➤ To evaluate the Policies and Performance of Agriculture, Industry and Service sectors of India. ➤ To gain a perspective on key issues related to Poverty and Inequality existing in India.
8.	P22MBASIT	Summer Internship Training	<ul style="list-style-type: none"> ➤ To get adequate training in relevant field of study.

Semester III

S. No.	Course Code	Name of the Course	Course Outcomes
1.	P22MBACC31	Strategic Management	<ul style="list-style-type: none"> ➤ To enhance the capability of making their own decisions in dynamic business environment. ➤ To nurture the understanding of the concepts, tools & techniques used in business scenario. ➤ To develop student's capacity to think and execute strategically.
2.	P22MBACC32	Research Methods in Management	<ul style="list-style-type: none"> ➤ To inculcate basic knowledge on qualitative, quantitative as well as measurement & scaling techniques. ➤ To develop basic awareness about data analysis, including descriptive & inferential measures. ➤ To enhance independent thinking for critical analysis of research reports.

3.	P22MBACC33	Operations Research	<ul style="list-style-type: none"> ➤ To formulate and solve mathematical model manually. ➤ To understand variety of problems to make effective business decisions using assignment, transportation, travelling salesman, etc. ➤ To analyze the results and propose recommendations in language understandable to the decision-making processes.
4.	P22MBA3EF3	Strategic Financial Management	<ul style="list-style-type: none"> ➤ To examine financial strengths and weaknesses, enabling the formulation of strategic financial plans. ➤ To identify and prioritize investment projects based on their strategic alignment and financial feasibility. ➤ To enhance financial forecasting and scenario analysis to support long-term planning.
5.	P22MBA3EF4	Financial Services	<ul style="list-style-type: none"> ➤ To demonstrate broad and coherent knowledge of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and financial services. ➤ To update and analyze financial and regulatory knowledge in real-world scenario. ➤ To identify better solutions, within business constraints.
6.	P22MBA3EF5	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> ➤ To analyze and evaluate portfolio performance. ➤ To identify less risk and more return securities. ➤ To find out different avenues for making profitable investment.
7.	P22MBA3EH3	Organisation Development	<ul style="list-style-type: none"> ➤ To have better understanding of change management model. ➤ To develop skills to facilitate and communicate OD interventions. ➤ To improve change resistance and how to handle it.
8.	P22MBA3EH4	Compensation Management	<ul style="list-style-type: none"> ➤ To identify the difference between reward systems and compensation. ➤ To recommend best compensation strategy for company's strategical development. ➤ To implement performance-based compensation to the employees.

9.	P22MBA3EH5	Change Management	<ul style="list-style-type: none"> ➤ To provide fundamental knowledge about how to manage change. ➤ To understand the various types of change that affect organizations development. ➤ To develop professional approaches to support stakeholders in the change initiatives.
10.	P22ECNME2	Globalization: An Introduction	<ul style="list-style-type: none"> ➤ To gain knowledge about the concepts of Globalization and gain from trade. ➤ To learn key features of mercantilism and gold standard. ➤ To determine the role of globalization in the promotion of democracy in a nation.

Semester IV

S. No.	Course Code	Name of the Course	Course Outcomes
1.	P22MBACC41	International Business Environment	<ul style="list-style-type: none"> ➤ To gain knowledge about the basic concepts of marketing. ➤ To develop skills to tackle the challenges and latest development in Marketing Management. ➤ To get awareness of buyer's behaviour becomes better among students.
2.	P22MBACC42	Entrepreneurial Development	<ul style="list-style-type: none"> ➤ To understand the theories of entrepreneurship and business development. ➤ To understand the key resources required to develop an existing business, launch a new venture, or initiate a business enterprise. ➤ To create business sustainability.
3.	P22MBACC43	Managerial Skills	<ul style="list-style-type: none"> ➤ To develop the ability to apply the theoretical and practical aspects of management / marketing / projects to formulate strategies. ➤ To manage both the internal and external environment of the business. ➤ To apply various types of policies in the economic environment.
4.	P22MBA4EF3	Project Management	<ul style="list-style-type: none"> ➤ To recognize project characteristics and various stages of a project. ➤ To gain conceptual clarity about project and feasibility analysis. ➤ To understand the contract management, project procurement, service level agreements.

5.	P22MBA4EF4	Global Financial Management	<ul style="list-style-type: none"> ➤ To understand international capital and foreign exchange market. ➤ To identify risk relating to exchange rate fluctuations. ➤ To gain knowledge on foreign direct investment and international acquisition opportunities.
6.	P22MBA4EF5	Merchant Banking	<ul style="list-style-type: none"> ➤ To familiarize about the concepts of SEBI, FEMA, OTCEI, E-IPOs, FIs, MFs and FIIs. ➤ To demonstrate an awareness of the current structure and regulations of the Indian financial services sector. ➤ To enhance the knowledge about strategy creation.
7.	P22MBA4EH3	Public Relations Management	<ul style="list-style-type: none"> ➤ To understand law and regulations in the field of public relations. ➤ To impart dynamics in the field with an integrated perspective. ➤ To gain knowledge both practically and conceptually, in the field of public relations.
8.	P22MBA4EH4	Managing Interpersonal Effectiveness	<ul style="list-style-type: none"> ➤ To apply self-analysis and reflections to examine personal communication styles. ➤ To boost up effective communication skills appropriate the purpose, audience and situation. ➤ To understand driving and motivating factors.
9.	P22MBA4EH5	Group Dynamics	<ul style="list-style-type: none"> ➤ To be aware of the principles of group dynamics. ➤ To demonstrate understanding of group leadership styles and approaches. ➤ To know about group counseling methods, including group counselor orientations and behaviors.
10.	P22MBAVAC2	Stock Market Practices	<ul style="list-style-type: none"> ➤ To familiarize about Capital Market and Depository System prevalent in capital markets. ➤ To understand about the Trading, Clearing and Settlement procedures. ➤ To develop an insight into various issues in portfolio construction, revision and evaluation.
11.	P22MBAPW	Project Work	<ul style="list-style-type: none"> ➤ To undergo projects and gain knowledge in the relevant field of study.