

# CAUSSANEL COLLEGE OF ARTS AND SCIENCE

(Affiliated to Alagappa University, Karaikudi)

Accredited with 'A' Grade by NAAC

Recognized by UGC under 2(f) & 12(B)

Angelo Nagar, Muthupettai, RamanathapuramDist

## OUTCOME OF THE DEPARTMENT

Type of Graduation	Under Graduation
Programme Name	B.B.A
Regulation (CBCS)	2017

### Outcome of the Programme

- ❖ Enables students to apply knowledge of management theories and practices to solve business problems.
- ❖ Encourages analytical and critical thinking abilities for business decision making.
- ❖ Promotes ethical and value-based leadership ability.
- ❖ Enables students to effectively communicate business issues, management concepts, plans and decisions both in oral and written form using appropriate supportive technologies.
- ❖ Enables students to demonstrate use of appropriate techniques to effectively manage business challenges.
- ❖ Makes students capable of recognizing and resolving ethical issues.
- ❖ Helps to prepare students for managerial roles and as entrepreneurs.

## Specific Outcome of the Programme

- ❖ Ability to define, analyse the solutions for different business problems and using logical reasoning patterns for evaluating information, materials, and data for practical implementation.
- ❖ Provides verbal, reasoning, Data Interpretation, Quantitative and communication skill to solve specific business problems and decision making.
- ❖ Apply ethical principles and commitment towards professional ethics and responsibility.
- ❖ Function effectively as a member, leader, individual or group in diverse environment.
- ❖ Providing an opportunity for the students to gain practical exposure towards the workplace and make them industry ready.
- ❖ Promotes entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

Sem	Subject Code	Subject Title	Outcome	Specific Outcome
I	7BBA1C2	Financial Accounting	To know the basic principles of accounting and rule of accounting	To access the errors made by the accountant and to know the receipts, payments, income and expenditure of firms.
III	7BCSA3	Laws for Common Man	To know the what are the common laws available in india and how to file the complaint under this act.	To know rights and duties of indian citizens provided by indian constitution.
V	7BBAE2B	Marketing Research	To know the marketing techniques used by the trader and competitors.	To know the customer needs and expectations and find the target market and opportunities.

II	7BBA2C1	Principles of Management	To train the students for managerial decision making.	To produce competent professional managers for the business.
IV	7BBA4C1	Production & Operations Management	To know the different operations of factory and full utilisations of materials.	To produce goods and services at right time, quantity, quality with minimum cost.
VI	7BBA6C2	Financial Management	To know the mobilisations of funds and utilisations of funds	To identify by the wealth and profit of the organization.
I	7BBA111	Tamil Semmozhiyum Vanigamadalum	To know the historical values of tamil and it's pride	It creates and develop the interest on our language
II	7BCCA2	Banking Law and Practices	To learn the law of banks that followed in current and past	Students can approach the bankers with confident
III	7BBA3C2	Business Statistics	To forecast the future trend in Business	It helps in the formulation of suitable policies
IV	7BBA4C4	Business Mathematics	It helps the students to estimate the income and expenditure along with risk analysis	It helps to know the financial formulas
V	7BBA5C3	Human Resource Management	To develop necessary skill set for application of various HR issues	To take correct Business Decision
I	7BCCA1	BANKING THEORY	To know the banking system as a whole can collectively create money.	To ensure banking through regulation covering the activities.
V	7BBA5C2	MANAGEMENT ACCOUNTING	To know how to managers use accounting information in decision-making and to assist in the management and performance of their control functions.	Managerial accounting is to assist the management of a company in efficiently performing its functions: planning, organizing, directing, and controlling
II	7BBA2C2	COST ACCOUNTING	To know a systematic set of procedures for recording and reporting measurements of the cost of	A process of assigning costs to cost objects that typically include a company's products, services, and any

			manufacturing goods and performing services in the aggregate and in detail.	other activities that involve the company.
IV	7BBA4C1	PRODUCTION AND OPERATION MANAGEMENT	To know the process which combines and transforms various resources used in the production/operation	Oversee the making of goods or delivery of services but also have a principal role in quality control, planning and improving systems and customer satisfaction.
VI	7BBAE3B	INTERNATIONAL MARKETING	To know trading of goods and services among different countries	Application of marketing principles to satisfy the varied needs and wants of different people residing across the national borders.
I	7BBA1C1	Managerial Economics	Develop an understanding of the application of managerial Economics.	Interpret regression analysis and discuss why it's employed in decision making.
III	7BBA3C3	Computer Applications in Business - I	Ability to understand the fundamental software concepts and their applications.	Learners will understand how to use Word, Excel and PowerPoint in a variety of professional, educational and personal situation.
V	7BBAE2B	Insurance management	Understand the concept of risk and risk management.	Familiarise with fundamental legal principles of insurance.
II	7BBA211	Office Management	Student will be able to support management in office administration	Students will be able to demonstrate business communication skills and utilize appropriate office technology
IV	7BBA4C3	Computer Applications in Business II	Ability to apply knowledge of accounting foundation in computing problem	To impart knowledge regarding concepts of financial accounting package which is used for learning to maintain accounts.
VI	7BBA6C1	Investment management	Define performance metrics of investment funds	Confidently communicate the definition of technical words and phrases found within the investment management industry.