



P.K.R. ARTS COLLEGE FOR WOMEN
Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
Gobichettipalayam

DEPARTMENT OF MANAGEMENT

Bachelor of Business Administration

ACADEMIC YEAR 2026-2027

S.No	PSO(Programme Specific Outcome)
1	To develop intellectual capabilities and managerial skills of learners to mould them as executive personalities.
2	To match the leadership potentials of learners with the prospective of learners with the prospective organisational structure with which they will be associated.
3	To motivate learners to pursue higher education and research in different branches of Management

S.No	PO(Programme Outcome)
1.	Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
2.	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.
3.	Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
4.	Technology Skills: To make the learners technology friendly by offering courses on computers
5.	Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

26BAU01	Core : I MANAGEMENT PROCESS AND OFFICE MANAGEMENT	SEMESTER	LEVEL
CO1	Define the concepts and techniques of the business and management process.	1	K1
CO2	Understand the terms in business and management levels along with functions involved in management functions.		K2
CO3	Demonstrate the various business phases, theories and process of management for effective decision making.		K3
CO4	Recall the concepts of office organization and office management.		K4
CO5	Describes the office and its concepts for monitoring its functions and performance		K5
26BAU02	Core : II FUNDAMENTALS OF ACCOUNTING	SEMESTER	LEVEL
CO 1	Recall the basic principles of accounting and identify the business transactions with modules given.	1	K 1
CO 2	Distinguish the books of accounts and convert their uses in business entities.		K 2
CO 3	Apply the concepts of accounting standards and principles to show the financial status of business.		K 3
CO 4	Break down the results of the books of accounts to analyse the reliability of a business organisation.		K 4
CO 5	Justify the role of accounting in business through accounting principles and essentials which foreseeing the realities in Indian context of business world.		K 5
26BAU04	Core : V ECONOMICS THEORIES FOR MANAGERS	SEMESTER	LEVEL
CO1	Recall the definitions of economics theories for managers.	2	K1
CO2	Generalize the concepts of economics along with demand, supply, Production function, market structure and public sectors.		K2
CO3	Discover depth knowledge about scope and laws of economics along with the classification of various aspects.		K3
CO4	Differentiate the various elements of economic theories along with the market structure and government entities.		K4
CO5	Summarize the concept of elasticity and role of economics, market classification and public sector.		K5
26BAU05	Core : VI ORGANISATIONAL BEHAVIOUR AND COMMUNICATION	SEMESTER	LEVEL

	Define the conceptual framework of OB and its practical		
CO3	Evaluate the issues in OB, individual and group behaviour, leadership and organisational culture.		K3
CO4	Illustrates the required business communication skills for managing a business organisation.		K4
CO5	Relate the elements which influence the business communication skills and analyse the best expressions in business world.		K5
26BAU08	Core : VIII HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	Identify key terms, theories, concepts and practices of HRM		K1
CO2	Explain the competence to manage human resource functions within organisations.		K2
CO3	Apply innovative solutions that contribute to human resource management	3	K3
CO4	Analyze the current issues, trends, practices, and processes to solve human resource challenges.		K4
CO5	Evaluate the competence level that contributes to human resource management.		K5

26BAU09	CORE : IX PRODUCTION MANAGEMENT	SEMESTER	LEVEL
CO1	State the basic concepts and theories of production management		K1
CO2	Comprehend the production management situations with their outcome.		K2
CO3	Relate production management concepts and their influence on business decisions.	3	K3
CO4	Break down the tools and techniques in production management to understand the insights.		K4
CO5	Summarize the evolution of the enterprise information system in the digital transformation era.		K5
26BAU10	CORE : X TAXATION LAW & PRACTICE	SEMESTER	LEVEL
CO1	Know the basic principles underlying the Income tax Act and outline the computation of the income of assessee.		K1
CO2	Distinguish the direct and indirect tax and their legal importance.	3	K2
CO3	Apply the taxation law and practices to learn the specific		

	factual situations of tax payments of a business.		K3
CO4	Analyse and evaluate the tax and GST implications of using various legal forms of business.		K4
CO5	Summarise various tax liabilities, in a clear manner, using statutory provisions.		K5
26BAU11	Core :XI MARKETING MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the key terms and its definitions in Marketing management	3	K1
CO2	Explain the concepts of marketing management		K2
CO3	Relate the concepts of Advertising and sales promotions in marketing environment, physical distribution		K3
CO4	Analyze the segments of markets, product mix consumer buying behaviour and pricing policies		K4
CO5	Compare micro and macro environments in market, approaches of marketing, recent trends in marketing		K5
26BAU12	CORE : XII C PROGRAMMING	SEMESTER	LEVEL
CO1	Identify and recall basic syntax and semantics of C programming.	4	K1
CO2	Describe the process of compilation and execution of C programs.		K2
CO3	Develop programs that use arrays, strings, and structures in C.		K3
CO4	Evaluate the efficiency of algorithms implemented in C.		K4
CO5	Generate new algorithms or solutions to complex problems in C.		K5
26BAU13	CORE:XIII BUSINESS LAW		LEVEL
CO1	Recall the different acts for enabling business	4	K1
CO2	Explain the legal liability arising in the business environment through the Acts.		K2
CO3	Evaluate the legal protection through these Acts.		K3
CO4	Analyze various provisions in the Law of Contract, Sale of good Act, Agency, Negotiable Instruments Act and consumer Protection Act.		K4
CO5	Interpret the rights given to consumers through these		K5

	Acts in Business environment.		
26BAU14	CORE : XIV SERVICES MARKETING	SEMESTER	LEVEL
CO1	Recall the concepts in service marketing	5	K1
CO2	Explain the characteristics, role of technology, importance of SQ, distribution methods in service marketing		K2
CO3	Show the reasons for growth, positioning of services, key factors for closing the gap, augmented marketing mix		K3
CO4	Analyze the difference between goods and services, service marketing triangle, measuring SQ, financial services		K4
CO5	Summarize the segmentation strategies, services types, SERVQUAL model, 7p's of marketing and marketing of different services		K5
26BAU15	CORE : XV RESEARCH METHODS FOR MANAGEMENT	SEMESTER	LEVEL
CO1	Outline the basic frame work of research process	5	K1
CO2	Infer the significance of research, types of hypothesis and data, concepts of parametric tests and interpretation.		K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection and data preparation process.		K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports.		K4
CO5	Evaluate the problems in research, types of sample design, data preparation process, tools for analysis and report preparation.		K5
26BAU16	CORE : XVI FINANCIAL MANAGEMENT	SEMESTER	LEVEL
CO1	Identify the financial environment in which an organization operates	5	K1
CO2	Summarize the concepts of Financial Management		K2
CO3	Demonstrate the tools and techniques of Financial Management		K3
CO4	Analyze the leverages, Capital structure, Dividend policy, Working capital, cash and receivables of an organization.		K4

CO5	Evaluate the investments and projects using cost of capital and capital budgeting techniques.		K5
26BAU17A	CORE : XVII INSTITUTIONAL TRAINING	SEMESTER	LEVEL
CO1	Recall the practical aspects about an organisation in real scenario	5	K1
CO2	Demonstrate the functions of various departments in an organisation		K2
CO3	Apply the business knowledge in solving the problems in an organization		K3
CO4	Compare the theory with practical concepts in an organisation		K4
CO5	Evaluate critically the policies, practices, theories of business		K5
26BAU18A	COR:XVIII ENTREPRENEURSHIP AND PROJECT MANAGEMENT	SEMESTER	LEVEL
CO1	Identify the entrepreneurial environment and the basics of project management.	5	K1
CO2	Summarize the concepts of Entrepreneurship and project management		K2
CO3	Apply the techniques to the real entrepreneurial world and project environment.		K3
CO4	Analyse the process and procedures to become an entrepreneur and for managing a project.		K4
CO5	Evaluate the competence level for better entrepreneurship and project management.		K5
26BAU18B	COR:XVIII STRATEGIC MANAGEMENT	SEMESTER	LEVEL
CO1	Define the basics of strategic management and it's process.	5	K1
CO2	Understand the concepts of strategic issues, formulation, implementation and evaluation.		K2
CO3	Demonstrate the effective application of tools and techniques to practical situations for solving organizational problems.		K3
CO4	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.		K4
CO5	Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business.		K5
26BAU18C	COR:XVIII CUSTOMER RELATIONSHIP	SEMESTER	LEVEL

	MANAGEMENT		
CO1	Recall the basics of relationship marketing	6	K1
CO2	Explain the concepts of CRM		K2
CO3	Apply the appropriate tools & techniques for CRM		K3
CO4	Assess the strategic, operational and tactical CRM decisions		K4
CO5	Evaluate the process and implementation of CRM		K5
26BAU19	CORE : XIX COST & MANAGEMENT ACCOUNTING	SEMESTER	LEVEL
CO1	Understand the conceptual knowledge in cost and management accounting	6	K1
CO2	Calculate cost sheet and pricing the materials		K2
CO3	Analyse the financial statements of the firm to know their finance position		K3
CO4	Have a deeper knowledge in cash flow and fund flow to evaluate the liquidity position of a firm.		K4
CO5	Inculcate deeper knowledge in standard costing methods to analyse the costs which impact the profitability of a firm.		K5
26BAU20	CORE : XX INVESTMENT MANAGEMENT	SEMESTER	LEVEL
CO1	Understand the basic concepts of investment management	6	K1
CO2	Acquaint a deeper knowledge in investment avenues and its benefits.		K2
CO3	Classify the role of capital market and SEBI.		K3
CO4	Impart the concepts of diversification to minimize the risk in Investment		K4
CO5	Evaluate the risk involved in investment and to forecast the return would earn by the investment.		K5
26BAU21	CORE: XXII PROJECT WORK & VIVA - VOCE	SEMESTER	LEVEL
CO1	Define the goals and objectives of a project based on their selected project area.	6	K1
CO2	Understand the conceptual clarity about problem identification, formulation and evaluation.		K2
CO3	Apply the appropriate tools for research framework.		K3
CO4	Analyse the gather knowledge over the field of research		K4
CO5	Evaluate the problems and objectives based on the analysis, findings and suggestion.		K5
26BAU22A	Core: XXIII FINANCIAL SERVICES	SEMESTER	LEVEL

CO1	Recall the basic knowledge about financial services and financial markets.	6	K1
CO2	Explain the concepts of financial services and financial markets		K2
CO3	Identify the process of mutual funds, credit rating, leasing, hire purchase, venture capital and other financial services.		K3
CO4	Analyse the importance of financial services and financial markets		K4
CO5	Evaluate the application of financial services and financial markets.		K5
26BAU22B	Core: XXIII LABOUR WELFARE & INDUSTRIAL RELATIONS	SEMESTER	LEVEL
CO1	Remember the Act under labour welfare and industrial relations.	6	K1
CO2	Classify the grievances which are related to labour welfare and industrial relations.		K2
CO3	Categorize the problems in labour welfare, industry relations, collective bargaining and industrial safety.		K3
CO4	Analyse the needs of the parties involved in labor relations, and how those different needs are balanced.		K4
CO5	Mark the application of labour welfare and industrial relations in this present scenario		K5
26BAU22C	CORE:XXIII BRAND MANAGEMENT	SEMESTER	LEVEL
CO1	Know the concepts, characteristics and strategies in brand management	6	K1
CO2	Explain the scope of brand management strategies for both consumer and business products and services.		K2
CO3	Apply the concepts that communicate position, adopt and audit the brand equity.		K3
CO4	Analyse the strategies to solve contemporary brand related problems.		K4
CO5	Evaluate the concepts and strategies for effective brand management.		K5
26BAU23A	Core: XXIV INTEGRATED MARKETING COMMUNICATION	SEMESTER	LEVEL
CO1	Recall the concepts of IMC and its elements as their acquisitions in modern marketing.	6	K1
CO2	Translate the mediums of IMC and connect them with		K2

	appropriate marketing tools and techniques to execute them.		
CO3	Apply the marketing promotional tools and for its extensions.		K3
CO4	Analyse the recent trends of IMC and bridging the gaps by using required marketing communication modes.		K4
CO5	Appraise the implementation of IMC which secures various dimensions of marketing elements.		K5
26BAU23B	Core: XXIVINTERNATIONAL BUSINESS	SEMESTER	LEVEL
CO1	Define the complexities of international business and globalization from home versus host country, and regional, cultural perspectives.	6	K1
CO2	Understanding of theories and conceptual frameworks that explain why and how firms internationalize.		K2
CO3	Develop a framework to support successful decision-making in all relevant functions and activities of any international business or international operations.		K3
CO4	Analyse the skills that managers and agents of MNCs need in order to deal with these complexities and contextual ambiguities.		K4
CO5	Evaluate the preparation of documents and the application of procedures to support the movement of products and services.		K5
26BAU23C	CORE: XXIV E-COMMERCE	SEMESTER	LEVEL
CO1	Relate the concept of e-business, e-marketing, e-payment and public policy.	6	K1
CO2	Outline the role of e-market and e-business in enhancing the consumer behavior.		K2
CO3	Analyse the application of e-commerce.		K3
CO4	Classify the types of market under e-commerce.		K4
CO5	Evaluate the privacy, legal, ethical issues related to e-commerce.		K5