



**P.K.R. ARTS COLLEGE FOR WOMEN**  
 (An Autonomous Institution-Affiliated to Bharathiar University, Coimbatore)  
 Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade  
 Gobichettipalayam – 638 476, Erode District, Tamil Nadu, India  
 Website: www.pkrarts.org |E.mail: pkroffice@gmail.com Phone: 04285 - 222128

**NAAC**  
**2<sup>nd</sup> Cycle**  
**Criterion I**  
**Metric 1.1.1**

**Courses focus on Global, National, Regional and Local Needs Academic Year: 2021-22**

Year of Syllabus Revision	Programme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2021-22	BBA	21BAU13	Fundamentals of Accounting	✓				To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.
2021-22	BBA	21BAU17	Modern Office Management			✓		To have inclusive knowledge about functions of office and factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.
2021-22	BBA	21BAU20	Cost and Management Accounting		✓			To impart the deeper knowledge in cost and management accounting
2021-22	BBA	21BAU05	Business Communication				✓	To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.
2021-22	BBA	21BAU14	Production Management	✓				To enable students understand the principles, practices and areas of application in shop floor management.
2021-22	BBA	21BAU19	Accounting Software			✓		At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.
2021-22	BBA	21BAU08	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.



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2021-22	BBA	21BAU22	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2021-22	BBA	21BAU28	Integrated Marketing Communication				✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.



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2021-22	BBA	21BAU22	Entrepreneurship & Project Management			✓	To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.	
2021-22	BBA	21BAU28	Integrated Marketing Communication			✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.	

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**Courses focus on Global, National, Regional and Local Needs Academic Year: 2020-21**

Year of Syllabus Revision	Programme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2020-21	BBA	20BAU02	Fundamentals of Accounting	✓				To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.
2020-21	BBA	20BAU19	Modern Office Management			✓		To have inclusive knowledge about functions of office and factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.
2020-21	BBA	20BAU22	Cost and Management Accounting		✓			To impart the deeper knowledge in cost and management accounting
2020-21	BBA	20BAU05	Business Communication				✓	To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.
2020-21	BBA	20BAU12	Production Management	✓				To enable students understand the principles, practices and areas of application in shop floor management.
2020-21	BBA	20BAU21	Accounting Software			✓		At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.
2020-21	BBA	20BAU10	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.



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2020-21	BBA	20BAU24	Entrepreneurship & Project Management					✓	To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2020-21	BBA	20BAU30	Integrated Marketing Communication					✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.



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2020-21	BBA	20BAU24	Entrepreneurship & Project Management					✓	To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2020-21	BBA	20BAU30	Integrated Marketing Communication					✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.

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**Courses focus on Global, National, Regional and Local Needs Academic Year: 2019-20**

Year of Syllabus Revision	Programme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2019-20	BBA	19BAU02	Fundamentals of Accounting	✓				To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.
2019-20	BBA	19BAU19	Modern Office Management			✓		To have inclusive knowledge about functions of office and factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.
2019-20	BBA	19BAU22	Cost and Management Accounting		✓			To impart the deeper knowledge in cost and management accounting
2019-20	BBA	19BAU05	Business Communication				✓	To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.
2019-20	BBA	19BAU12	Production Management	✓				To enable students understand the principles, practices and areas of application in shop floor management.
2019-20	BBA	19BAU21	Accounting Software			✓		At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.
2019-20	BBA	19BAU10	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.



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2019-20	BBA	19BAU24	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2019-20	BBA	19BAU30	Integrated Marketing Communication				✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.



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2019-20	BBA	19BAU24	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2019-20	BBA	19BAU30	Integrated Marketing Communication			✓		To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.

  
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## Courses focus on Global, National, Regional and Local Needs Academic Year: 2018-19

Year of Syllabus Revision	Programme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2018-19	BBA	18BAU02	Fundamentals of Accounting	✓				To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.
2018-19	BBA	18BAU19	Modern Office Management			✓		To have inclusive knowledge about functions of office and factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.
2018-19	BBA	18BAU22	Cost and Management Accounting		✓			To impart the deeper knowledge in cost and management accounting.
2018-19	BBA	18BAU05	Business Communication				✓	To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.
2018-19	BBA	18BAU12	Production Management	✓				To enable students understand the principles, practices and areas of application in shop floor management.
2018-19	BBA	18BAU21	Accounting Software			✓		At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.



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2018-19	BBA	18BAU10	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.
2018-19	BBA	18BAU24	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2018-19	BBA	18BAU31	Integrated Marketing Communication				✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.



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2018-19	BBA	18BAU10	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.
2018-19	BBA	18BAU24	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2018-19	BBA	18BAU31	Integrated Marketing Communication				✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.

  
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**Courses focus on Global, National, Regional and Local Needs Academic Year: 2017-18**

Year of Syllabus Revision	Programme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2017-18	BBA	17BAU05	Fundamentals of Accounting	✓				To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.
2017-18	BBA	17BAU10	Production Management	✓				To enable students understand the principles, practices and areas of application in shop floor management.
2017-18	BBA	17BAU17	Modern Office Management			✓		To have inclusive knowledge about functions of office and factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.
2017-18	BBA	17BAU19	Accounting Software			✓		At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks.
2017-18	BBA	17BAU20	Cost and Management Accounting		✓			To impart the deeper knowledge in cost and management accounting
2017-18	BBA	17BAU05	Business Communication				✓	To equip the students with knowledge and understanding of various aspects of business communication and make them to familiarize with communication methods and presentation of letters.
2017-18	BBA	17BAU08	Human Resource Management				✓	To familiarize the students with concepts and principles of Human Resource Management.



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2017-18	BBA	17BAU22	Entrepreneurship & Project Management		✓			To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2017-18	BBA	17BAU28	Integrated Marketing Communication				✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.



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2017-18	BBA	17BAU22	Entrepreneurship & Project Management						To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
2017-18	BBA	17BAU28	Integrated Marketing Communication					✓	To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial frame work for integrated marketing communications planning.

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