

(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
2nd Cycle
Criterion I
Metric 1.1.1

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

| Year of | Progra | Code | Title of the Course | | Ne | ed | | Description |
|----------------------|--------|---------|-----------------------------------|----------|----------|----------|----------|--|
| Syllabus Revision | mme | | | 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 Manangement | | | | ✓ | To familiarize the students with concepts and principles of Human Resource Management. |



(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

| 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. |



(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

| 0 | (C) | | P.K.R. ARTS COI (An Autonomous Institution-Affiliate Approved by Government of Tamil Nad | LLEGE FOR WOM ed to Bharathiar University and Accredited by | ersity Coimbat | ore) | NAAC 2 rd Cycle | |
|---------|-----|---------|--|--|----------------|---|--|--------|
| 2800 | - | | Gobichettipalayam – 638 476 Website: www.pkrarts.org [E. mail: pkr | . Erode District. Tan | il Nadu India | | Criterion I Metric 1.1.1 | |
| 2021-22 | BBA | 21BAU22 | Entrepreneurship & Project Manangement | | | motivation in stud | strengthen entrepreneurial qual lents. To impart basic entrepre tandings to run a business eff | |
| 2021-22 | BBA | 21BAU28 | Integrated Marketing Communication | | 1 | marketers to informanagerial frame | understand the principles and p munications, involving tools u or consumers and to provide a work for integrated marketing planning. | sed by |
| | | 21BAU28 | | | 1 | marketers to info managerial frame communications | mr. consumers and to provide a work for integrated marketing planning. Dr. V. KAVITHA, Dr. V. KAVITHA, Dr. Dengartment of Manager | ment! |
| | | | | | | HO | D. Department of Manage. K.R. Arts College for Wom. Gobichettipalayam - 638 47 | 76. |



(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
2nd Cycle
Criterion I
Metric 1.1.1

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

| Year of | Progra | Code | Title of the Course | | N | leed | | Description |
|----------------------|--------|---------|-----------------------------------|----------|----------|----------|----------|---|
| Syllabus Revision | mme | | | 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 Manangement | | | | √ | To familiarize the students with concepts and principles of Human Resource Management. |



(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

| 2020-21 | BBA | 20BAU24 | Entrepreneurship & Project Manangement | ✓ | | 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. |

| 150 | | | P.K.R. A (An Autonomous Institutio Approved by Government of Gobichettipalayam Website: www.pkrarts.org | NAAC 2 rd Cycle Criterion I Metric 1.1.1 | | | | |
|---------|-----|--------------------|---|---|----------|---|--|--------------------------------------|
| 2020-21 | BBA | 20BAU24 20BAU30 | Entrepreneurship & Project Manangement Integrated Marketing Communication | √ | √ | motivation in stud skills and understa effectively. To help students u marketing commu- marketers to informations. | rengthen entrepreneurial qua ents. To impart basic entrep andings to run a business effi inderstand the principles and nications, involving tools us m consumers and to provide egrated marketing communications | practices of ed by a manageria |
| | | | | | | planning. | Dr.V.KAVITH. HOD, Department of Ma P.K.R. Arts College for Gobichettipalayam - 6 | anagemen 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
2nd Cycle
Criterion I
Metric 1.1.1

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

| Year of | Progra | Code | Title of the Course | | N | leed | | Description |
|----------------------|--------|---------|-----------------------------------|----------|----------|----------|----------|---|
| Syllabus Revision | mme | | | 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 Manangement | | | | √ | To familiarize the students with concepts and principles of Human Resource Management. |



(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

| 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. |



(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 2nd Cycle **Criterion I**

Metric 1.1.1

| | P.K.R. A |
|-----|---------------------------|
| 50 | (An Autonomous Institutio |
| 87) | Approved by Government of |
| - | Gobichettinalayan |

ARTS COLLEGE FOR WOMEN on-Affiliated to Bharathiar University, Coimbatore) f Tamil Nadu and Accredited by NAAC with 'A' Grade layam - 638 476, Erode District, Tamil Nadu, India Website: www.pkrarts.org | E.mail: pkroffice@gmail.com Phone: 04285 - 222128

NAAC 2rd Cycle Criterion I Metric 1.1.1

| 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. |

HOD, Department of Management P.K.R. Arts College for Women, Gobichettipalayam - 638 476.



(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
2nd Cycle
Criterion I
Metric 1.1.1

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

| Year of | Progra | Code | Title of the Course | | | Need | | Description |
|----------------------|--------|---------|-----------------------------------|----------|----------|----------|----------|---|
| Syllabus Revision | mme | | | 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. |



(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

| 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. |



(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 2nd Cycle **Criterion I Metric 1.1.1**



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 2rd Cycle Criterion I Metric 1.1.1

| 2018-19 | BBA | 18BAU10 | Human Resource Management | | 1 | 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 | | 1 | 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. |

Dr.V.KAVITHA,
HOD, Department of Management
P.K.R. Arts College for Women,
Gobichettipalayam - 638 476.



(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
2nd Cycle
Criterion I
Metric 1.1.1

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

| Year of | Progr | Code | Title of the Course | Need | | | Description | |
|----------------------|-------|---------|--------------------------------|----------|----------|----------|-------------|---|
| Syllabus Revision | amme | | | 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 Manangement | | | | ✓ | To familiarize the students with concepts and principles of Human Resource Management. |



(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

| 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. |



(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
2nd Cycle
Criterion I
Metric 1.1.1



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 2rd Cycle Criterion I Metric 1.1.1

| 2017-18 | ВВА | 17BAU22 | Entrepreneurship & Project Management | 1 | | 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 | | 1 | 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. |

D-VKAVITHA

HOD, Department of Management P.K.R. Arts College for Women,
Gobichettipalayam - 638 476.