



**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	Progr amme	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2021-22	MBA	21BAP04	Accounting for Managers		✓			To enable the student understand the concepts of accounting and its application for Managerial decision making.
2021-22	MBA	21BAP01	Management Process and Communication			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2021-22	MBA	21BAP10	Human Resource Management				✓	To provide students with an understanding of analytical skills in tilizing human resources metrics and technological applications to enhance the effectiveness of recruitment, training, development and retention of human resources.
2021-22	MBA	21BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.



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2021-22	MBA	21BAPO E01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable ventures.
2021-22	MBA	21BAPE3	Start-up Launch Pad	✓				To provide an experiential learning opportunity for students to establish a new venture.
2021-22	MBA	21BAPH2	Legal Aspects of Business			✓		To contrive the knowledge of various legal aspects relevant to business and to future, ensure its practices for the improvement of business.
2021-22	MBA	21BAPM3	Rural Marketing			✓		To provide conceptual understanding of Rural Marketing with special reference to Indian context and develop skills required for production of Rural Products.
2021-22	MBA	21BAP13	Strategic Management				✓	To integrate the knowledge gained in various functional areas for making business decisions, from the executive's point of view in the global and Indian context.
2021-22	MBA	21BAPA6	Business Analytics				✓	Business Analytics introduces quantitative methods used to analyze data and make better management decisions. This course is not based on rote memorization of equations or facts, but focuses on honing student understanding of key concepts, managerial judgment and ability to apply course concepts to real business problems.



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2021-22	MBA	21BAPO E01	Agri- Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable ventures.
2021-22	MBA	21BAPE3	Start-up Launch Pad	✓				To provide an experiential learning opportunity for students to establish a new venture.
2021-22	MBA	21BAPH2	Legal Aspects of Business			✓		To contrive the knowledge of various legal aspects relevant to business and to future, ensure its practices for the improvement of business.
2021-22	MBA	21BAPM3	Rural Marketing			✓		To provide conceptual understanding of Rural Marketing with special reference to Indian context and develop skills required for production of Rural Products.
2021-22	MBA	21BAP13	Strategic Management				✓	To integrate the knowledge gained in various functional areas for making business decisions, from the executive's point of view in the global and Indian context.
2021-22	MBA	21BAPA6	Business Analytics				✓	Business Analytics introduces quantitative methods used to analyze data and make better management decisions. This course is not based on rote memorization of equations or facts, but focuses on honing student understanding of key concepts, managerial judgment and ability to apply course concepts to real business problems.

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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	MBA	20BAPE3	Start-up Launch Pad	✓				To provide an experiential learning opportunity for students to establish a new venture.
2020-21	MBA	20BAP09	Operations Management			✓		This course is designed to prepare the learners in addressing the key operations issues in service and manufacturing organizations that has strategic as well as tactical implications.
2020-21	MBA	20BAP12	Human Resource Management				✓	To provide students with an understanding of analytical skills in utilizing human resources metrics and technological applications to enhance the effectiveness of recruitment, training, development and retention of human resources.
2020-21	MBA	20BAPA1	HR Analytics				✓	To equip the learners with basic concepts regarding HR analytics and give them a practical exposure on how to apply HR tools in organizational context.
2020-21	MBA	20BAP04	Accounting for Managers		✓			To enable the student understand the concepts of accounting and its application for Managerial decision making.
2020-21	MBA	20BAP11	Marketing Management	✓				To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function



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2020-21	MBA	20BAP01	Evolution and Principles of Management			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2020-21	MBA	20BAPM2	Brand Management		✓			To familiarize the students to the methods of managing brands and framing new strategies for successful business.
2020-21	MBA	20BAPH3	Strategic Human Resource Management		✓			To understand the transformation of HR functions from being a support function to strategic function.
2020-21	MBA	20BAPA2	Analytics for Fintech				✓	It helps students to analyse and understand financial institutions and banks to monitor and manage customer attrition and retention trends.



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2020-21	MBA	20BAP11	Marketing Management	✓				To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function
2020-21	MBA	20BAP01	Evolution and Principles of Management			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2020-21	MBA	20BAPM2	Brand Management		✓			To familiarize the students to the methods of managing brands and framing new strategies for successful business.
2020-21	MBA	20BAPH3	Strategic Human Resource Management		✓			To understand the transformation of HR functions from being a support function to strategic function.
2020-21	MBA	20BAPA2	Analytics for Fintech				✓	It helps students to analyse and understand financial institutions and banks to monitor and manage customer attrition and retention trends.

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

Year of Syllabus Revision	Program me	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2019-20	MBA	19BAP04	Accounting for Managers		✓			To enable the student understand the concepts of accounting and its application for Managerial decision making.
2019-20	MBA	19BAP01	Evolution and Principles of Management			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2019-20	MBA	19BAPS4	E-Business Management				✓	This course helps the students to understand the practices and technology to start an online business.
2019-20	MBA	19BAPS3	Enterprise Resource Planning and Management				✓	To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.
2019-20	MBA	19BAPM2	Brand Management		✓			To familiarize the students to the methods of managing brands and framing new strategies for successful business.
2019-20	MBA	19BAP11	Marketing Management	✓				To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function



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2019-20	MBA	19BAPS1	System Analysis and Design				✓	To make the students understand and analyze about the system. Its function and the components of the system to be implemented
2019-20	MBA	19BAP30	Entrepreneurship Immersion Project				✓	To understand the role and impact of an entrepreneur
2019-20	MBA	19BAPC01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2019-20	MBA	19BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.





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2019-20	MBA	19BAPC01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2019-20	MBA	19BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

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

Year of Syllabus Revision	Program me	Code	Title of the Course	Need				Description
				Local	Regional	National	Global	
2018-19	MBA	18BAP04	Accounting for Managers		✓			To enable the student understand the concepts of accounting and its application for Managerial decision making.
2018-19	MBA	18BAP01	Evolution and Principles of Management			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2018-19	MBA	18BAPS4	E-Business Management				✓	This course helps the students to understand the practices and technology to start an online business.
2018-19	MBA	18BAPS3	Enterprise Resource Planning and Management				✓	To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.
2018-19	MBA	18BAPM2	Brand Management		✓			To familiarize the students to the methods of managing brands and framing new strategies for successful business.
2018-19	MBA	18BAP11	Marketing Management	✓				To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function



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2018-19	MBA	18BAPS1	System Analysis and Design				✓	To make the students understand and analyze about the system. Its function and the components of the system to be implemented
2018-19	MBA	18BAP30	Entrepreneurship Immersion Project				✓	To understand the role and impact of an entrepreneur
2018-19	MBA	18BAPC01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2018-19	MBA	18BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.



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2018-19	MBA	18BAPS1	System Analysis and Design				✓	To make the students understand and analyze about the system. Its function and the components of the system to be implemented
2018-19	MBA	18BAP30	Entrepreneurship Immersion Project				✓	To understand the role and impact of an entrepreneur
2018-19	MBA	18BAPC01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2018-19	MBA	18BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

  
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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	MBA	17BAP04	Accounting for Managers		✓			To enable the student understand the concepts of accounting and its application for Managerial decision making.
2017-18	MBA	17BAP01	Evolution and Principles of Management			✓		To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.
2017-18	MBA	17BAPS4	E-Business Management				✓	This course helps the students to understand the practices and technology to start an online business.
2017-18	MBA	17BAPS3	Enterprise Resource Planning and Management				✓	To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.
2017-18	MBA	17BAPM2	Brand Management		✓			To familiarize the students to the methods of managing brands and framing new strategies for successful business.
2017-18	MBA	17BAP11	Marketing Management	✓				To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function



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2017-18	MBA	17BAPS2	Knowledge Management				✓	To focus on knowledge creation, capture, representation, storage and reuse to fully leverage the intellectual assets of a firm.
2017-18	MBA	17BAPS6	Business Intelligence				✓	This course helps the students to be exposed with the basic rudiments of business intelligence system
2017-18	MBA	17BAPC01	Agri-Entrepreneurship	✓				This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2017-18	MBA	17BAPE1	Entrepreneurship Development		✓			To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.



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2017-18	MBA	17BAPS2	Knowledge Management					✓	To focus on knowledge creation, capture, representation, storage and reuse to fully leverage the intellectual assets of a firm.
2017-18	MBA	17BAPS6	Business Intelligence					✓	This course helps the students to be exposed with the basic rudiments of business intelligence system
2017-18	MBA	17BAPC01	Agri-Entrepreneurship	✓					This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.
2017-18	MBA	17BAPE1	Entrepreneurship Development		✓				To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

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