



BON SECOURS COLLEGE FOR WOMEN

Nationally Accredited with 'A' Grade by NAAC

UGC Recognized 2(f) and 12(B) Institution

VILAR BYPASS, THANJAVUR - 613 006



DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM OUTCOME

1. Inculcating the practice of self- learning and to be engaged in lifelong learning.
2. Enhancing entrepreneurship abilities through skill development and accumulation of knowledge
3. Ability to identify, analyse and arrive at solution for management related problems.
4. Ability to apply the fundamental principles of management in practical life oriented issues.
5. Enriching the knowledge of current and contemporary issues.
6. Understand and analyse the impact of managerial solutions in a global context.

PROGRAM SPECIFIC OUTCOME

1. To deploy management theories and practices to solve business issues.
2. To be able to identify issues of professional ethics that impact business.
3. To take a lead for a sustainable team environment for achieving organisational goals.
4. To develop and demonstrate value based leadership quality.
5. To identify appropriate methodologies to opt for effective, efficient and sustainable solutions.
6. To acquire and demonstrate the skills of business communication.

COURSE OUTCOME

COURSE: MANAGEMENT CONCEPTS

COURSE CODE: 16CCBB1

1. Understand the principles of management and basic functional areas of management.- L2
2. Ability to describe the roles and responsibilities associated with managerial functions especially related to planning and devising policies, strategies and budgets -- L2
3. Ability to describe the concepts of organizing and its efficient implementation - L2
4. Understand the activities involved in the functions of staffing - L2
5. Ability to identify the key components used for the efficient control of business operations - L2

COURSE: FINANCIAL ACCOUNTING

COURSE CODE: 16CCBB2

1. Understand basic accounting concepts, conventions and understanding of the accounting process. - L2
2. Apply the procedure of preparing journal, ledger and subsidiary books in the real time- L3
3. Understand & interpret the preparation of basic financial statements such as trading Profit & loss account & balance sheet- L2 & - L3

4. Understand the role of wear and tear in machines and apply the method of finding out depreciation- L2
5. Ability to prepare the final accounts of non-trading concerns and ability to prepare Income & Expenditure as well as Receipts & Payments account. – L3

COURSE: MANAGERIAL ECONOMICS

COURSE CODE: 16ACBB1

1. Understand the conceptual frame work of managerial economics and its application- L2
2. Ability to describe the theories related to demand and supply and analyse the demand and supply conditions of a company in the real time- L2
3. Understand the cost concepts, theories of profit and business cycles - L2
4. Ability to interpret concept and relationship of law and variable proportion and return scale- L3
5. Ability to describe the different demand forecasting techniques and apply different pricing techniques in business- L2
6. Understand the concepts related to national income and measurement and recognize economic tools for business analysis- L2

COURSE: MARKETING MANAGEMENT

COURSE CODE: 16CCBB3

1. Ability to identify the core concepts of marketing and the role of marketing in business and society- L2
2. Ability to describe the strategies of market segmentation and relate it with the consumer behaviour and buying process- L2
3. Recognize the marketing strategies based on product, price and promotion objective- L1
4. Ability identify the traditional and digital marketing channels for effective marketing - L2
5. Ability identify promotional ways and strategies that is familiar in the current scenario- L2

COURSE: BUSINESS ENVIRONMENT

COURSE CODE: 16ACBB2

1. Understand basic concepts business and relationship between environment and business - L2
2. Ability to describe the relationship between the components of economic system and business - L2
3. Ability to recognize the areas of political and government intervention in business- - L2
4. Understand the components of financial system and its interaction with the business for the growth of the business- L2
5. Ability to assess peoples' behaviour towards business and recognize the social responsibility of the businesses in the current scenario- L3

COURSE: MATHEMATICS AND STATISTICS FOR MANAGERS

COURSE CODE: 16CCBB4

1. Ability to apply statistical tools and techniques in Business decision-making- L3
2. Ability solve equations in matrix form – L3
3. Ability to present data using diagrams and tabulations and thereby interpret the data presented – L3

4. Ability to apply statistics to different managerial situations and specially in dealing deviations- L₃
5. Ability to analyse the relationship between variables through statistical tools- L₄

COURSE: MANAGERIAL COMMUNICATION

COURSE CODE: 16CCBB5

1. Use different forms of written communication techniques to make effective internal and external business correspondence. – L₃
2. Evaluate personal communication, verbal and non-verbal, formal and informal and to identify specific areas for improvement – L₅
3. Ability to produce different types of reports with appropriate format and language – L₆
4. Ability to identify the appropriate use of different channels of written communication in business- L₂
5. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts. - L₂

COURSE: COMPUTER APPLICATION IN BUSINESS

COURSE CODE: 16CCBB6

1. Gain familiarity with the concepts and terminology used in the development, implementation and functions of computer application systems - L₂
2. Identify the basics of information technology and apply software applications to enhance efficiency of business functions- L₂
3. Build a strong foundation and apply principles in accounting, management and business subjects- L₃
4. Identify and utilize appropriate technology for effective decision-making and improved performance. - L₂
5. Equip with computer application based skills and knowledge to excel in their future careers - L₂

COURSE: BUSINESS LAW

COURSE CODE: 16ACBB3

1. Ability to appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context - L₂
2. Ability to identify the fundamental legal principles behind contractual agreements - L₂
3. Ability to examine how businesses can be held liable in tort for the actions of the agency – L₄
4. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer. - L₂
5. Understand legal frame work related to the formation, existence and dissolution of partnership- L₂

COURSE: ORGANISATIONAL BEHAVIOUR

COURSE CODE: 16CCBB7

1. Analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management. – L₄
Understand different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
2. Ability to evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations. – L₅

3. Describe the field of organizational behaviour and discuss its relevance to the workplace- L2
4. Explain how organizational change and culture affect working relationships within organizations- L2

COURSE: OPERATIONS RESEARCH

COURSE CODE: 16CCBB8

1. Understand the application of OR and frame a LP Problem with solution through formulation and graphical methods- L2
2. Understand the mathematical tools that are needed to solve optimisation problems. - L2
3. Ability to build and solve Transportation and Assignment problems using appropriate method. - L3
4. Ability to solve simple problems of replacement and implement practical cases of decision making under different business environments- L3
5. Ability to apply mathematical and computational modelling of real decision-making problems, including the use of computational tools and analytical skills to evaluate the problems- L3

COURSE: PRODUCTION MANAGEMENT

COURSE CODE: 16ACBB4

1. Ability to understand the basic concepts and theories of the production management- L2
2. Understand of modern production techniques and quality management. - L2
3. Ability to describe and manage various business arrangements of a production system and manage production schedule- L2
4. Ability to apply production management concepts and their influence on business decisions. - L3
5. Ability to identify good quality control system that should be easily installed and economically maintained- L2

COURSE: COST ACCOUNTING

COURSE CODE: 16CCBB9

1. Understand various methods of costing and cost accounting method adopted in practice. - L2
2. Ability to apply the techniques of Material Control & Methods of issues- L3
3. Ability to apply the contemporary wage system in practice and the various bonus and incentive scheme followed by the enterprises. - L3
4. Apply various techniques of Apportionment and Absorption of overheads- L3
5. Apply the methods used to find cost involved in a job and in undertaking a contract and also in the production process- L3

COURSE: COMPANY LAW & SECRETARIAL PRACTICE COURSE CODE: 16CCBB11

1. Understand the provisions of company act and secretarial work relating to companies act. - L2
2. Understand and describe the legal formalities and documents to be prepared during the formation and winding up of a company- L2
3. Ability to recognize and describe the role of company secretary in the regular business activities of company. - L2
4. Ability to describe ways of formation of capital especially different types of shares- L2
5. Ability to describe the proceedings of the company meeting - L2

COURSE: FINANCIAL MANAGEMENT**COURSE CODE: 16CCBB10**

1. Ability to explain the conceptual framework of financial management- L2
2. Ability to apply financial information for decision making especially determination of cost of capital- L3
3. Ability to understand and apply the theories of leverages and Dividend in the financial decision making process- L2
4. Ability to use theoretical information to determine financial plan and capital structure of the business. – L3
5. Ability to apply the investment appraisal techniques to take investment decision appropriately- L3

COURSE: RESEARCH METHODS IN MANAGEMENT**COURSE CODE: 16CCBB12**

1. Ability to define various terms used in the field of research and research process- L1
2. Ability to describe research design, sample design and sampling methods- L2
3. Ability to apply appropriate methods for data collection for research work- L3
4. Ability to use appropriate tools for processing and analyzing data to arrive at proper interpretation of data collected- L3
5. Ability to write project report on the problem undertaken for the study- L3

COURSE: SERVICES MARKETING**COURSE CODE: 16MBEBB1**

1. Understand the nature of services, and ability to distinguish between products and services- L2
2. Ability to identify the major elements needed to improve the marketing of services and management of services. - L2
3. Ability to appraise the nature and development of services marketing strategy- L5
4. Understand the approaches that can be used by service managers for analysing the service offers, service planning and its impact on pricing decisions- L2
5. Ability to describe the promotion mix strategies for services and major channels of promotion to highlight the services. - L2

COURSE: MANAGEMENT ACCOUNTING**COURSE CODE: 16CCBB14**

1. Ability to apply management accounting concepts and its objectives in facilitating decision making- L3
2. Ability to prepare Cash Flow and Funds Flow statements that helps in planning for intermediate and long-term finances- L3
3. Ability to apply cost-volume-profit and marginal costing techniques to determine optimal managerial decisions- L3
4. Ability to prepare master budget and demonstrate an understanding of the relationship between the components- L3
5. Apply the methods of estimating working capital requirement and finding out material and labour variances – L3

ENTREPRENEURIAL DEVELOPMENT**COURSE CODE: 16CCBB15**

1. Understand the role of entrepreneurship in economic development- L2
2. Ability to evaluate and adapt the qualities of entrepreneurs by taking a glance at entrepreneurial environment and the life history of familiar entrepreneurs- L5
3. Ability to understand the concept of EDP and different institutions for EDP- L2

4. Ability to understand the concepts of project management and ability to prepare project report. - L₂
5. Understand the government as well as institutional support for the growth of entrepreneurship and for developing entrepreneurial skills. - L₂

COURSE: HUMAN RESOURCE MANAGEMENT

COURSE CODE: 16CCBB13

1. Ability to recognize and identify the concepts of human resource and define the different aspects of HR. - L₂
2. Ability to understand the planning process of HR and to articulate its different elements accurately. - L₂
3. Ability to prioritize the training related needs and to apply the methods accordingly in the real time situation. - L₃
4. Ability to understand the concept of promotion, transfer and demotion and its significance in career planning. - L₂
5. Ability to evaluate the different types of employee benefits and services and the most familiar ways of calculation- L₅
6. Ability to define the methods of performance appraisal and grievance handling techniques. - L₁

COURSE: GLOBAL BUSINESS MANAGEMENT

COURSE CODE: 16MBEBB2

1. Understand the conceptual framework of International Business environment and its current scenario- L₂
2. Ability describe the modes of Entry in international market and the factors affecting decision for International Business- L₂
3. Understand the trade blocks and business centres, regional economic groupings, major trade agreements and dispute settlement machineries- L₂
4. Understand the current scenario and concurrent issues related to MNCs' and also its dominance- L₂
5. Recognize and describe the impact and implications of LPG concept and its impact on International Business- L₂

COURSE: MANAGEMENT CONCEPTS IN THIRUKKURAL

COURSE CODE: 16MBEBB3

1. Understand the concept of business ethics and change management and its reflection from the book of Thirukkural- L₂
2. Understand the contemporary concepts like communication, decision making and leadership from the verses of Thirukkural- L₂
3. Ability to describe the efficient way of planning, goal setting by associating with the verses of Thirukkural- L₂
4. Ability to describe the social responsibilities of business and ways of managing stress from the words of Thiruvalluvar. - L₂
5. Understand the human resource management concepts and its association with the verses of Thirukkural- L₂