RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES
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www.rajagiricollege.edu.in

Department of Management

Programme Specific Outcome (PSO)

PSO No	Programme Specific Outcome (PSO)
PSO1	Our graduates will be able to understand the dynamic business environment.
PSO2	Our graduates are able to develop competent knowledge in the functional areas of management.
PSO3	Our graduates can build their employability skills to meet industry requirements.

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Course Outcomes (CO)

Semester 1

Course Code	EN1CCT01				
Course Title	English- Fine Tune Your English				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Common Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Define strategic difference between spoken and written language.			R	PO6
CO2	Illustrate adequate linguistic competence to communicate in accurate English.			U	PO1
CO3	Choose grammar as a tool in devising appropriate oral and written discourse in real life or specific contexts.			R	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA1CRT01				
Course Title	Principles and Methodology of Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain the basic concepts of management.			U	PO1
CO2	Demonstrate the process of decision making.			U	PO5
CO3	Make use of the management concepts learned in real life business environment.			Ap	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA1CRT02				
Course Title	Business Accounting				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the role and principles of accounting in business.	U	PO1
CO2	Apply accounting rules in preparing financial and reconciliation statements in business.	Ap	PSO2
CO3	Analyze financial results of business firms by using the accounting concepts.	An	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA1CMT03				
Course Title	Fundamentals of Business Mathematics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand the development of number system, Ratio, proportion, variation, different types of sets and set operations.			U	PO1
CO2	Understand the concepts of permutations, combinations, logarithms and matrices.			U	PO1
CO3	Apply the above-mentioned algebraic concepts in computational and problem solving.			Ap	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA1CMT04				
Course Title	Fundamentals of Business Statistics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	1				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the concepts of statistics in business life.	U	PO1
CO2	Make use of bi-variate data analysis in real-life scenarios.	Ap	PO5
CO3	Apply forecasting techniques to real-life problems.	Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester 2

Course Code	EN2CCT03				
Course Title	English- Issues That Matter				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Common Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate an understanding of national and global issues of contemporary significance.			U	PO2
CO2	Explain the role of government in providing public facilities and regulating economic disparities.			U	PO2
CO3	Infer the social and environmental structure of the world economy.			U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA2CRT06				
Course Title	Cost and Management Accounting				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain the basic theory, concepts and elements of Cost accounting in business.			U	PO1
CO2	Examine the overhead cost, reconciliation statement and various tools of Management accounting.			An	PO5
CO3	Apply the cost and Management accounting techniques in business firms.			Ap	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA2CRT07				
Course Title	Business Communication				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain the basics and different means of communication.			U	PO6
CO2	Explain the importance of listening as a communication tool.			U	PO6
CO3	Compose various types of business letters.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA2CMT08				
Course Title	Mathematics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand the method of representing points and lines in a plane and finding length of line segment, point of division and area of a triangle.	U	PO1
CO2	Explain the concept of AP. GP Bank interest, Discounts and Annuity.	U	PO1
CO3	Solve the problems related to the above concepts.	Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA2CMT09				
Course Title	Statistics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	2				
Course Type	Complementary Course				
Credit	4	Hrs/Week	4	Total Hours	72
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand the applications of probability concepts in decision problems.			U	PO1
CO2	Develop the concept of a sampling distribution.			Ap	PO1
CO3	Formulate the hypothesis about various population parameters.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester 3

Course Code	BA3CRT11				
Course Title	Human Resource Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain the concepts of Human Resource Management.			U	PSO2
CO2	Demonstrate the concept of wage and salary administration.			U	PSO2
CO3	Explain the concept of performance appraisal and job analysis.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA3CRT12
Course Title	Marketing Management
Department	Management
Programme	Bachelor of Business Administration
Semester	3
Course Type	Core Course

Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the fundamentals of marketing including market, consumer behaviour and product mix.	U	PSO2
CO2	Analyze the various pricing policies, distribution strategies and promotion techniques used in business.	An	PO1
CO3	Analyze the concepts of marketing research and its applicability in business firms.	An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA3CRT13				
Course Title	Research Methodology				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Define the basic concepts of research, research problems and its methodologies.	R	PSO2
CO2	Apply concepts and elements of research design in various research scenarios along with an insight about collection and analysis of data.	Ap	PO5
CO3	Develop proficiency in writing research proposals and reports.	C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA3CMT14				
Course Title	Business Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the legal framework of a business contract to overcome the threats in business.	U	PSO1
CO2	Examine the concept of special contracts and sale of goods to explore the business world.	An	PSO2
CO3	Apply the above contractual perspectives in a business environment.	Ap	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA3PRP15				
Course Title	Personality Development and Management Skills (Minor Project)				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	3				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Illustrate the different industrial scenarios on the basis of existing literature.	U	PSO1
CO2	Outline the various strategies used by different companies in the industry.	U	PSO2
CO3	Analyze the functional strategies adopted by companies in different industries.	An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester 4

Course Code	BA4CRT16				
Course Title	Financial Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Interpret the basic concepts of financial management and working capital requirements of a business firm.	U	PO1
CO2	Apply the concept of cost of capital structure and dividend theories in business.	Ap	PSO2
CO3	Estimate a firm's profitability through various techniques used in financial management.	E	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA4CRT17				
Course Title	Managerial Economics				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the fundamentals of Managerial Economics, Business Cycles and Economic Systems.	U	PSO1
CO2	Explain the Law of Demand, Elasticities of Demand and Production Function.	U	PO1
CO3	Compare the price and output determination in different Market Structures.	An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA4CRT18
Course Title	Entrepreneurship
Department	Management
Programme	Bachelor of Business Administration
Semester	4
Course Type	Core Course

Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the basic concepts of entrepreneurship and analyse the role of entrepreneurs, especially women, in driving economic growth.	U	PO3
CO2	Analysing the opportunities in the business environment and fostering innovation by understanding EDP and support systems for entrepreneurs.	An	PO3
CO3	Apply the knowledge in the preparation of a project report.	Ap	PO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA4CMT19				
Course Title	Basic Informatics for Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Apply the knowledge in excel for data analysis.	Ap	PO1
CO2	Apply the knowledge in Computerized Accounting using Tally.	Ap	PO5
CO3	Analyse the financial position of a firm using Tally.	An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA4CMT20				
Course Title	Corporate Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	4				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Illustrate the general legal framework and the significance of documents for the formation of companies under companies act of 2013.	U	PSO1
CO2	Compare the administration and dissolution of companies with partnership and LLP.	An	PO1
CO3	Analyse the pollution control measures adopted under different statutes and its implications.	An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester 5

Course Code	BA5CRT21				
Course Title	Organisational Behaviour				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain traditional concepts of organization behaviour.			U	PO1
CO2	Evaluate motivation theories and leadership styles to enhance organization performance.			E	PO5
CO3	Adapt with current trends and with evolving group dynamics.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA5OPT22				
Course Title	Fundamentals of Banking and Insurance				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Open Course				
Credit	3	Hrs/Week	4	Total Hours	72
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Define the basic idea about banking functions along with the innovations and reforms in the sector.			R	PO1
CO2	Determine the different dimensions of the relationship between banker and customer.			E	PO5
CO3	Illustrate the various types of insurance and its principles.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA5CRT23				
Course Title	Environment Science and Human Rights				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Interpret the multidisciplinary nature of environment and its impact on business.			U	PO2
CO2	Explain the technologies for sustainable development of business and fundamental rights under Indian constitution.			U	PO1
CO3	Discuss the impact of environmental depletion in ecosystem and biodiversity.			An	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA5CMT24				
Course Title	Intellectual Property Rights and Industrial Laws				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Complementary Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Examine the concept of patent and trade mark protection in the context of business.	An	PSO2
CO2	Analyse the various legal provisions in the Factories Act, Industrial dispute Act and ESI Act for the effective functioning of business.	An	PO1
CO3	Create an awareness on the protection available under the Consumer Protection Act.	U	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA5CRT25				
Course Title	Operation Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	2	Hrs/Week	2	Total Hours	36

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the concepts of Production/ Operations and types of Production Systems.	U	PSO2
CO2	Interpret the dynamics of Production Planning and Control, Materials Management and Inventory Control.	U	PO1
CO3	Compare the different aspects of Work Improvement, Work Measurement and Quality Control.	An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA5CRT26				
Course Title	Industrial Relations				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	5				
Course Type	Core Course				
Credit	3	Hrs/Week	3	Total Hours	54
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Illustrate the concepts of industrial relations and trade unions.			U	PSO2
CO2	Explain the concept of industrial disputes and industrial peace.			U	PSO2
CO3	Demonstrate the weapons used by workers and management against industrial disputes.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester 6

Course Code	BA6OCT27				
Course Title	Healthcare Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Optional Course I				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Outline and enhance knowledge in healthcare business.			U	PSO2
CO2	Explain various healthcare services and concept of medical tourism.			U	PSO2
CO3	Analyze the role of healthcare sector in real life situations.			An	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA6OCT28
Course Title	Advertising And Salesmanship
Department	Management
Programme	Bachelor of Business Administration
Semester	6
Course Type	Optional Course II

Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Explain the basic objectives, types and functions of advertising and ad agencies.	U	PSO2
CO2	Analyze and make decisions regarding the most feasible advertisement appeal and media.	An	PO6
CO3	Examine the concept of salesmanship, types of sales persons and the steps involved in salesforce management.	An	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	BA6CRT29				
Course Title	Strategic Management				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Explain the fundamentals of Strategy, Strategic Management and Corporate Policy.			U	PSO2
CO2	Examine the techniques of Environment Scanning and Strategy Formulation.			An	PO5
CO3	Analyze the concept of Strategy Implementation and Strategic Control.			An	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA6CRT30				
Course Title	Communication Skills and Personality Development				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Summarize the fundamentals of Business Communication.			U	PO6
CO2	Examine various employment letters and the process of job interviews.			An	PSO3
CO3	Apply the concepts in real business environment to enhance employability skills.			Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	BA6PRP31				
Course Title	Management Project				
Department	Management				
Programme	Bachelor of Business Administration				
Semester	6				
Course Type	Core Course				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Outline the existing scenarios in various functional areas of Management of different companies.	U	PSO2
CO2	Analyze the existing framework through various evaluation techniques.	An	PO4
CO3	Demonstrate skills to present ideas related to the topics selected.	U	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			