

CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS)

Nationally Accredited (III cycle) with 'A' Grade by NAAC

ISO 9001:2015 Certified

TIRUCHIRAPPALLI

DEPARTMENT OF BUSINESS ADMINISTRATION



BBA

SYLLABUS

2022 -2023 and Onwards

**CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TRICHY
DEPARTMENT OF BUSINESS ADMINISTRATION**

VISION

Our vision is to provide academic excellence and developing self-reliant individuals to endow with skilled man power.

MISSION

- To promote academic excellence by adopting customized learner focused methodologies.
- To develop self-reliant and competent women by tapping and nurturing their potential through curricular and extracurricular activities.
- To provide skilled Manpower by imparting in depth knowledge and keeping abreast with changing trends in Business.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

| PEOs | Statements |
|-------------|---|
| PEO1 | LEARNING ENVIRONMENT To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields. |
| PEO2 | ACADEMIC EXCELLENCE To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal. |
| PEO3 | EMPLOYABILITY To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains. |
| PEO4 | PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation. |
| PEO5 | GREEN SUSTAINABILITY To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development. |

PROGRAMME OUTCOMES FOR B.COM., B.COM. CA, B.B.A.
PROGRAMMES

| PO NO. | Programme Outcome On completion of B.Com. /B.Com. CA / B.B.A. Programme, The students will be able to |
|---------------|---|
| PO 1 | PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment. |
| PO 2 | CRITICAL THINKING AND DECISION-MAKING SKILLS Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations. |
| PO 3 | ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government. |
| PO 4 | TEAM WORK AND PROFICIENCY DEVELOPMENT Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario. |
| PO 5 | PROFESSIONAL SKILLS AND EMPLOYABILITY Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects. |

PROGRAMME SPECIFIC OUTCOMES FOR BUSINESS ADMINISTRATION

BBA

| PSO NO | Programme Specific Outcomes Students of Business Administration will be able to | POs Addressed |
|-------------------|---|-------------------------------|
| PSO1 | Apply frameworks and tools to arrive at informed decisions in profession and practice, remarkable balance between business and social dimensions. | PO1, PO3 |
| PSO2 | Solid foundation to pursue professional careers and take up higher learning courses. | PO2, PO5 |
| PSO3 | Function effectively as a member, leader, individual or group in diverse environment. | PO4 |
| PSO4 | Fostering entrepreneurship by providing understanding of the fundamentals of creating and managing innovation, new business development and high-growth potential entities. | PO3 |
| PSO5 | Apply ethical principles and commitment towards professional ethics and responsibility. | PO4, PO5 |