

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University

Re-Accredited by NAAC with 'A' Grade

Coimbatore -641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA / BBA (CA)

for 2021-22 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2021-2022)

I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1	Graduates will function in business or profession with social awareness and Responsibility
PEO 2	Graduates will communicate with their fellow professionals and in other discipline and society and contribute their expertise to the economic growth of the country
PEO 3	Graduates will be successful in pursuing their higher studies in management or their chosen field

II. PROGRAMME LEARNING OUTCOMES (PLOS)

No.	STATEMENT
PLO1	Describe the knowledge of Accounting and Finance concepts and functions in an integrated manner. (Cognitive)
PLO2	Apply financial, corporate, cost and management accounting concepts and taxation and auditing techniques to facilitate decision making, planning and control through critical thinking skills . (Cognitive)
PLO3	Demonstrate principles and techniques to formulate operational solutions to the problems concerned, with planning, resourcing, allocation, appraisal and control. (Psychomotor Skills)
PLO4	Develop team work skills for effective collaboration to ad hoc diverse purposes. (Affective)
PLO5	Compare effective oral and written communication skills in the professional context. (Affective)
PLO6	Use a range of IT related skills in the use of word-processing, spreadsheets, software package applications, and in accessing online databases. (Affective)
PLO7	Elaborate accounting fundamentals and accounting specialization to find solutions to complex problems in business enterprises through numeracy . (Cognitive)
PLO8	Formulate relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business by leading a team . (Affective)
PLO9	Apply the accounting and financial concepts in the real time situations as a course of lifelong learning . (Affective)
PLO10	Compare an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully. (Affective)
PLO11	Integrate Sensitivity towards ethical and moral issues and have ability to address them in the course of business. (Affective)

III. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VS TAXONOMY OF VERBS

PLO	Graduate Attributes											Blooms		
	Knowledge	Critical Thinking	Practical Skills	Team work	Communication skills	Digital skills	Numeracy	Leadership skills	Lifelong learning	Entrepreneurial skills	Ethics & Professionalism	Cognitive	Psychomotor	Affective
1	✓											✓		
2		✓										✓		
3			✓										✓	
4				✓										✓
5					✓									✓
6						✓								✓
7							✓					✓		
8								✓						✓
9									✓					✓
10										✓				✓
11											✓			✓

IV. PROGRAMME LEARNING OUTCOMES VS PROGRAMME EDUCATIONAL OBJECTIVES

PLO	PEO 1	PEO 2	PEO 3
PLO 1	✓		
PLO 2	✓		
PLO 3		✓	
PLO 4		✓	
PLO 5		✓	
PLO 6		✓	
PLO 7	✓		
PLO 8		✓	
PLO 9			✓
PLO 10		✓	
PLO 11		✓	

V. ADDITIONAL PROGRAMME OUTCOMES (APOs)	
APO 1	Graduates will have an ability to have Social Intelligence with Social Intelligent Quotient and Emotional Quotient (SIQ & EQ)
APO 2	Graduates have virtual collaborative ability to enhance learning retention and motivation and encourage knowledge sharing and support. (VCA)
APO 3	Graduates will have critical thinking and innovative skills to stay competitive in their future careers and excel beyond the content knowledge (CTI)
APO 4	Graduates will have good digital foot print in the area of management in embarking lifelong learning techniques. (GDFFP)

VI. PROGRAMME SPECIFIC OUTCOMES	
PSO 1	Able to develop proficiency in various fields of management and administration
PSO 2	Enable practical skills in Finance, Marketing, Human Resource, Systems Management and General Management. Will have the ability to use the networking for the above functions. They can work as middle level managers, entrepreneurs, management consultants, financial support services like BPOs & KPOs as functional consultants.
PSO 3	Pursue professional course for higher education as a pathway of higher learning process.

VII. Curriculum Structure for BBA & BBA (CA)

Course Components, Credits & Marks Distribution

Part No	Group	Basic Structure: Distribution of Courses	Number of Courses	Total Marks	Total Credits
I – IV	1	AEC – Ability Enhancement Courses	10	1000	31
III	2	DSC – Discipline Specific Courses	15	1500	59
	3	DSE – Discipline Specific Electives	10	1000	35
	4	GEC – General Elective Courses	5	500	15
IV	5	ANCC I & II – Audit Non-Credit Courses	2	Completed	
V		ANCC III – Audit Non-Credit Courses	1	Completed	
-	6	DTC – Drive Through Courses (SWAYAM-NPTEL, Coursera, Any courses certified by statutory bodies, etc)	Any number	-	Addl. Credits
Total				4000	140

Group 1.Ability Enhancement Courses (AECs) (10 Courses)

AEC are the courses based upon the content that leads to knowledge enhancement.

Ability Enhancement Courses (AEC) are the following.

S. No.	Course Code	Course Title	Sem	Ownership Department	Contact Hours	Credits	Marks
1.	21AEC01/ 21AEC07/ 21AEC11/ 21AEC17/ 21AEC61	Tamil – I – Tamil Nidhi -I / Hindi - I/ French – I/ Malayalam – I/ Sanskrit – I	1	Language	6	3	100
2.	21AEC21	Professional English - I	1	English	6	3	100
3.	21AEC03/ 21AEC08/ 21AEC12/ 21AEC18/ 21AEC62	Tamil – II- Tamil Nidhi -II / Hindi - II/ French – II/ Malayalam – II/ Sanskrit - II	2	Language	6	3	100
4.	21AEC23	Professional English - II	2	English	6	3	100
5.	21AEC38	Academic Skills for Commerce and Management	2	Management	3	3	100
6.	21AEC47	Statistical Applications for Management	2	Mathematics	5	3	100
7.	21AEC50	Capstone Project	2	Management	-	4	100
8.	21AEC51	Environmental Studies	4	Bio-Science	3	3	100
9.	21AEC55	Effective Communication	4	English	3	3	100
10.	21AEC53	Business Ethics and Corporate Governance	6	Management	3	3	100
Total						31	1000

Group 2. Discipline Specific Courses (DSCs) (15 Courses)

These courses are to be studied compulsorily by the students as a core requirement. The students are required to take DSCs across six semesters. The courses designed under this category aim to cover the basics that a student is expected to imbibe in the particular discipline. It includes Major project.

S. No	Course Code	Course Title	Sem.	Contact Hours	Credits	Marks
1	21GDC01	Operations Research for Management Studies	1	5	4	100
2	21GDC02	Introduction to Management and Business	1	4	4	100
3	21GDC03	Accounting for Business	1	5	4	100
4	21GDC04	Financial Accounting for Business	2	5	4	100
5	21GDC05	Organizational Behaviour	2	5	4	100
6	21GDC06	Economic Analysis for Business Decisions	3	5	4	100
7	21GDC07	Cost and Management Accounting for Business	3	5	4	100
8	21GDC08	Marketing Management	3	5	4	100
9	21GDC09	Financial Management	4	6	4	100
10	21GDC10	Business Research Methods	4	5	4	100
11	21GDC11	Human Resource Management	4	5	4	100
12	21GDC12	Global BusinessManagement	5	5	4	100
13	21GDC13	Operations Management	5	5	3	100
14	21GDC14	Business Innovation and Strategy	5	5	4	100
15	21GDC15	Project Work	6	5	4	100
Total					59	1500

Group 3. Discipline Specific Elective (DSEs) (10 Courses)

Discipline Specific Elective courses offered under the main discipline of study which may be specialized or advanced or supportive to the discipline of study. Students can choose any TEN courses from the following list.

S. No.	Course Code	Course Title	Ownership Department	Contact Hours	Credits	Marks
1	21GDE01	Business Environment for Management	Management	4	3	100
2	21GDE02	Business Law	Management	5	3	100
3	21GDE03	Business Information System	Management	5	3	100
4	21GDE04	Consumer Behaviour	Management	5	4	100
5	21GDE05	Business Taxation	Management	5	4	100
6	21GDE06	Industrial Exposure Training	Management	4	4	100
7	21GDE07	Retail Management	Management	4	4	100
8	21GDE08	Managerial Competencies and Leadership	Management	5	4	100
9	21GDE09	Entrepreneurship Development	Management	4	3	100
10	21GDE10	Industry 4.0	Management	4	3	100
11	21GDE11	Logistics and supply chain management	Management	5	4	100
12	21GDE12A	DBMS Principles & Concepts	Management	3	2	50
	21GDE12B	Practical :DBMS Principles & Concepts	Management	2	2	50
13	21GDE13A	Python Programming	Management	3	2	50
	21GDE13B	Practical: Python Programming	Management	2	2	50
14	21GDE14A	Internet and Web Designing	Management	3	2	50
	21GDE14B	Practical: Internet and Web Designing	Management	2	2	50

Industrial Exposure Training (IET):

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks; in such case one DSE course will be exempted.

The Continuous Internal Assessment mark distribution for IET is as follows:

Component	Code of Conduct	Project Coverage	Marks	Conversion
3 Reviews	Presentation	Phase by Phase	25	25
Work Diary	Written	Phase by Phase	10	10
Report	Online	Online Portal	15	15
Total				50

The Internal Assessment for project shall be distributed as follows, 50% of marks for Interim presentation and model viva voce, 30% for report writing and 20% for work diary maintenance and attendance.

Major Project:

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. Student can select any research topic in discussion with the guide.

Component	Code of Conduct	Project Coverage	Marks	Conversion
3 Reviews	Presentation	Phase by Phase	25	25
Work Diary	Written	Phase by Phase	10	10
Report	Online	Online Portal	15	15
Total				50

The Internal Assessment for project shall be distributed as follows, 50% of marks for Interim presentation and model viva voce, 30% for report writing and 20% for work diary maintenance and attendance.

Group 4. Generic Elective Courses (GECs) (5 Courses)

Generic Elective Courses are advanced level course for the discipline. They are not specialization specific. No overlapping with specialization courses. A student of specific discipline of any specialization can subscribe. These courses are future and recent developments in the respective discipline. The student has to subscribe any 5 courses in the following list:

S. No.	Course Code	Course Title	Sem	Ownership Dept.	Contact Hours	Credits	Marks
1	21GGE01	Practical: Data Analysis using SPSS	4	Management	3	3	100
	21GGE02	Practical: Tally					
	21GGE03	Practical: Business Model and Promotions					
2	21GEC01	Spoken Tamil	5	Language	3	3	100
	21GEC02	Spoken Hindi					
	21GEC03	Spoken Telugu					
	21GEC04	Spoken Malayalam					
	21GEC05	Spoken French					
3	21GGE04	Services Marketing	5	Management	4	3	100
	21GGE05	Human Resource Development					
	21GGE06	Security Analysis and Portfolio Management					
4	21GGE07	Digital Marketing	6	Management	4	3	100
	21GGE08	Performance and Compensation Management					
	21GGE09	Banking and Financial services					
5	21GGE10	Business Analytics	6	Management	4	3	100
	21GGE11	Enterprise Resource Planning					
	21GGE12	E-Business					
Total						15	500

Group 5. Audit Non-Credit Courses (ANCC)

Non-Credit Courses are intended for students who want to gain general knowledge, learn a new skill, upgrade existing skills, enrich their understanding of a wide range of topics, or develop personal interests. A student has to complete any two courses during Semester I and II.

Part IV - Semester I - ANCC 1 & Semester II - ANCC 2	
Course Code	Course Name
21ANC01	Human Rights
21ANC02	Women's Rights
21ANC03	Yoga for Human Excellence
21ANC04	Indian Culture and Heritage
21ANC05	Introduction to Cyber Security
21ANC06	Consumer Protection
21ANC07	Constitution of India
21ANC08	Waste Management

Student has to take part in any one extension activity during their course of study.

Part V	ANCC 3 - Extension Activities
Course Code	Course Name
21ANC09	National Service Scheme
21ANC10	National Cadet Corps
21ANC11	Youth Red Cross
21ANC12	Red Ribbon Club
21ANC13	Rotaract Club
21ANC14	Sports
21ANC15	Association Activities
21ANC16	Club Activities

Group 6. Drive-Through Course (DTC)

These courses are intended to bring out and promote the self-learning initiative of the students – where their own motivation is what drives them to complete the course and not external compulsions. This fosters the habit of keeping oneself updated always by means of self-study. It gives the students the opportunities to explore new areas of interest and earn additional credits. Students can take any number of courses under this cafeteria system. The credits will not be taken for CGPA calculation. Additional 4 credits per Course will be given on submission of certificate.

1. SWAYAM-NPTEL
2. Coursera
3. Any courses certified by statutory bodies

VIII. Semester-wise Scheme

Semester I										
Course Code	Course Title	T/ P/E	ESE Dur. Hrs	Ins. Hrs,/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
21AEC01/ 21AEC07/ 21AEC11/ 21AEC17/ 21AEC61	AEC-1: Language I Tamil-I – Tamil Nidhi -I / Hindi - I/ French– I/ Malayalam–I/ Sanskrit – I	T	3	6	50	50	100	3	SD	G/L/ R/N
21AEC21	AEC-2: English-I : ProfessionalEnglish - I	T	3	6	50	50	100	3	SD	G
21GDC01	DSC-1: Operations Research forManagement Studies	T	3	5	50	50	100	4	EM	G
21GDC02	DSC-2: Introduction to Management and Business	T	3	4	50	50	100	4	EM	G
21GDC03	DSC-3: Accounting for Business	T	3	5	50	50	100	4	SD	N
21GDE01	DSE-1: Business Environment for Management	T	3	4	50	50	100	3	EM	G
	ANCC-1(NF2F)	T	2	-	-	-	Com pl eted	-		
21ANC01	Human Rights									
21ANC02	Women’s Rights									
21ANC03	Yoga for Human Excellence									
21ANC04	Indian Culture and Heritage									
21ANC05	Introduction to Cyber Security									
21ANC06	Consumer Protection									
21ANC07	Constitution of India									
21ANC08	Waste Management*									
Total				30+2			600	21		
Semester II										
CourseCode	Course Title	T/ P/E	ESE Dur. Hrs	Ins. Hrs/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
21AEC03/ 21AEC08/ 21AEC12/ 21AEC18/ 21AEC62	AEC-3: Language II Tamil – II- Tamil Nidhi -II / Hindi - II/ French – II/ Malayalam – II/ Sanskrit – II	T	3	6	50	50	100	3	SD	G/L/ R/N
21AEC23	AEC-2: English-II : Professional English - II	T	3	6	50	50	100	3	SD	G

SKASC								2021		
21AEC38	AEC-5: Academic Skills for Commerce and Management	T	3	3	50	50	100	3	SD/EM	G
21AEC47	AEC-6: Statistical Applications for Management	T	3	5	50	50	100	3	SD/EM	G
21AEC50	AEC-7: Capstone Project	T	3	-	50	50	100	4	SD/EM/EN	G
21GDC04	DSC-4: Financial Accounting for Business	T	3	5	50	50	100	4	SD	N
21GDC05	DSC-5: Organizational Behavior	T	3	5	50	50	100	4	EM	G
21ANC01	ANCC-2(NF2F) Human Rights	T	2	-	-	-	Completed	-		
21ANC02	Women's Rights									
21ANC03	Yoga for Human Excellence									
21ANC04	Indian Culture and Heritage									
21ANC05	Introduction to Cyber Security									
21ANC06	Consumer Protection									
21ANC07	Constitution of India									
21ANC08	Waste Management*									
Total										30+2
Semester III										
Course Code	Course Title	T/P/E	ESE Dur. Hrs	Ins. Hrs/Week	CIA Marks	ES Marks	Total Marks	Credits	SD/EM/EN	G/L/R/N
21GDC06	DSC-6: Economic Analysis for Business Decisions	T	3	5	50	50	100	4	EM	G
21GDC07	DSC-7: Cost and Management Accounting for Business	T	3	5	50	50	100	4	EM	N
21GDC08	DSC-8: Marketing Management	T	3	5	50	50	100	4	SD	G/N
21GDE02	DSE-2: Business Law	T	3	5	50	50	100	3	EM	N
21GDE03	DSE-3: Business Information System	T	3	5	50	50	100	3	EM	G/N
21GDE04/ 21GDE12A	DSE-4: Consumer Behaviour / DSE-12: DBMS Principles & Concepts	T/E	3	5/3	50/25	50/25	100/50	4/2	EM	G
21GDE12B	DSE-12: Practical : DBMS Principles & Concepts	E	2	2	25	25	50	2	EM	G
Total			30			600		22		

Semester IV										
Course Code	Course Title	T/ P/E	ESE Dur. Hrs	Ins. Hrs/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
21AEC51	AEC-8: Environmental Studies	T	3	3	50	50	100	3		
21AEC55	AEC-9: Effective Communication	T	3	3	50	50	100	3		
21GDC09	DSC-9: Financial Management	T	3	6	50	50	100	4	EM	N
21GDC10	DSC-10: Business Research Methods	T	3	5	50	50	100	4	SD	G
21GDC11	DSC-11: Human Resource Management	T	3	5	50	50	100	4	EM	G/N
21GDE05	DSE-5: Business Taxation	T	3	5	50	50	100	4	EM	N
21GGE01/ 21GGE02/ 21GGE03	GEC-1 Practical: Data Analysis using SPSS/ Practical: Tally / Practical: Business Model and Promotions	P	3	3	50	50	100	3	SD	G
Total				30			700	25		
Semester V										
Course Code	Course Title	T/ P/E	ESE Dur. Hrs	Ins. Hrs/ Week	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	G/L/ R/N
21GDE06	DSE-6: Industrial Exposure Training	-	3	4 Weeks	50	50	100	4		
OR										
21GDE07	DSE-6: Retail Management	T	3	4	50	50	100	4	EN	G/N
AND										
21GDC12	DSC-12: Global Business Management	T	3	5	50	50	100	4	EN	G/N
21GDC13	DSC-13: Operations Management	T	3	5	50	50	100	3	SD	G
21GDE08/ 21GDE13A	DSE-7: Managerial Competencies and Leadership / DSE-13: Python Programming	T/E	3	5 3	50 25	50 25	100/ 50	4/ 2	EM/ EN	G/N
21GDE13B	DSE-13: Practical : Python Programming	E	2	2	25	25	50	2	EM	G
21GDE09	DSE-8: Entrepreneurship Development	T	3	4	50	50	100	3	EN	G

[illegible]

21ANC15	Association Activities									
21ANC16	Club Activities									
Total				30			700	24		
Total							4000	140		

Drive-Through Course (DTC): Courses offered in SWAYAM-NPTEL, Coursera OR Any courses certified by statutory bodies.		Additional 4 credits per Course will be given on submission of Certificate	During Semester I to Semester VI
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Semester-wise Distribution of Marks and Credits:

Semester	Total Marks	Total Credits
I	600	21
II	700	24
III	600	22
IV	700	25
V	700	24
VI	700	24
Total	4000	140

OFFERED BY

List of Courses Offered by Mathematics Department

Semester	Course Code	Course Name	Program me	T/ P/E	Ins. hrs	CIA	ESE	Total Marks	Credit
II	21AEC46	AEC 6 - Statistical Applications for Management	T	3	5	50	50	100	3

