

SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous College Affiliated to Bharathiar University
Coimbatore - 641008, Tamil Nadu, India.

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (LOCF)

BBA

For 2023-24 admitted students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE

(2023-2024)

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.	The Graduates of BBA Programme will be able to:
PLO1	Identify the programming and technical knowledge acquired in the current computational demands. (Cognitive)
PLO2	Analyze the complex problems and identify solutions through critical thinking skills. (Cognitive)
PLO3	Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills. (Psychomotor)
PLO4	Function and contribute as a team in the diversified environment in taking competitive decision. (Affective)
PLO5	Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation. (Affective)
PLO6	Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field. (Affective)
PLO7	Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions. (Cognitive)
PLO8	Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment. (Affective)
PLO9	Recognize the need and ability to involve independent and life-long learning in the changing era of technology. (Affective)
PLO10	Interpret the impact of professional business solutions on business environment for sustainable development. (Affective)
PLO11	Follow ethical principles and commit to professional responsibilities for a relevant technical practice. (Affective)

III. PROGRAMME LEARNING OUTCOMES VS GRADUATE ATTRIBUTES VSTAXONOMY 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. (GDFP)

VI. PROGRAMME SPECIFIC OUTCOMES (PSO's)	
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

Course Components, Credits & Marks Distribution

Part No	Group	Basic Structure: Distribution of Courses	Number of Courses	Total Marks	Total Credits
I - III	1	AEC – Ability Enhancement Courses	10	1000	24
III & IV	2	DSC – Discipline Specific Courses	15	1500	60
	3	DSE – Discipline Specific Electives	10	1000	40
	4	GEC – Generic Elective Courses	4	400	12
	5	SEC – Skill Enhancement Courses	2	100	4
IV	6	ANCC I & II – Audit Non-Credit Courses	3	-	-
V		ANCC III – Audit Non-Credit Courses	1	Completed	
-	7	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) (I & II Semesters)

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	Semester	Ownership Department	Contact Hours	Credits	Marks
1	23AEC01/ 23AEC07/ 23AEC11/	AECPARTI: Language I: Tamil-I- Tamil Pozhil / Hindi-I/ French-I	I	Language Dept.	6	3	100
2	23AEC21	AEC PART II: English I: Professional English – I	I	English Dept.	4	3	100
3	23AEC03/ 23AEC08/ 23AEC12	AECPARTI: Language II: Tamil-II- Naruntamil / Hindi-II/ French-II	II	Language Dept.	6	3	100
4	23AEC23	AEC PART II: English I: Professional English – II	II	English Dept.	4	3	100
5	23AEC38	AEC Part III: Academic Skills for Commerce and Management	II	Management Dept.	2	2	100

Group 2. Discipline Specific Courses (DSCs) (I & II Semesters)

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	Semester	Contact Hours	Credits	Marks
1	23BMU01	Introduction to Management and Business	I	5	4	100
2	23BMU02	Accounting for Business	I	5	4	100
3	23BMU03	Financial Accounting for Business	II	6	4	100
4	23BMU04	Economic Analysis for Business Decisions	II	5	4	100

Group 3. Discipline Specific Elective (DSEs) (I & II Semesters)

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	23BMU16	Practical : Word and Presentation tools	Management Dept.	3	3	100

Group 4. Generic Elective Courses (GECs) (I & II Semesters)

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department. The student has to subscribe any 4 courses in the following list:

Sl. No.	Course Code	Course Title	Semester	Ownership Department	Contact Hours	Credits	Marks	SD/EM/EN	G/L/R/N
1	23GEU03	Statistics for Management	I	Maths Dept.	5	3	100	EM	G
	23GEU04	Mathematics for Management	I						
1	23GEU05	Operations Research for Management	II	Maths Dept.	5	3	100	EM	G
	23GEU06	Mathematics for Business	II						

Group 5 : Skill Enhancement Courses(SEC)

SEC I : Compulsory Course : Talent Enhancement Course : Career Guidance

SEC II : A Bucket of Skill based Courses are offered for the Under Graduate programmes aimed at imparting advanced skill. A Student has to subscribe one course from list offered by the department.

Courses Offered by Nan Mudhalvan Scheme/Certification in Core Area/Department offered Certification Course.

Group 6. 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- ANCC		
S. No.	Course Code	Course Name
Semester I - ANCC 1		
1.	23ANC01	Environmental Studies
Semester II - ANCC 2 - Values & Ethics		
2.	23ANC02	Human Rights
3.	23ANC03	Women's Rights
4.	23ANC04	Yoga for Human Excellence
5.	23ANC05	Indian Culture and Heritage
6.	23ANC06	Introduction to Cyber Security
7.	23ANC07	Consumer Protection
8.	23ANC08	Constitution of India
9.	23ANC09	Waste Management
10.	23ANC10	Cyber Ethics

Group 7.**i) Drive-Through Course (DTC)I & II– Additional Credits**

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 opportunities to the students 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

- 4 Additional Credits will be given on submission of the certificate.

2. Coursera

- 4 Additional Credits will be given on completion of Specialization Course with 7 – 8 modules
- 3 Additional Credits will be given on completion of Specialization Course with 5 – 6 modules
- 2 Additional Credits will be given on completion of Specialization Course with 3 – 4 modules

3. Any courses certified by statutory bodies.**ii) Drive-Through Course (DTC – III) – To be Completed****Internship Training/Mini Project/ Spoken Tutorial/Economic Talent test etc.**

Students individually or with the maximum of four members per batch should take up either Internship training or mini project for a period of fifteen days during IV Semester vacation. The report will be evaluated and viva-voce examination will be conducted during 5th semester. Otherwise, the students have to complete one spoken tutorial course or any certification course suggested by the department.

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
23AEC01/ 23AEC07/ 23AEC11/	AECPARTI: Language I: Tamil-I- Tamil Pozhil / Hindi-I/ French-I	T	3	6	25	75	100	3	SD	L/N /G/ R
23AEC21	AEC PART II: English I: Professional English – I	T	3	4	25	75	100	3	SD	G
23BMU01	DSC 1: Introduction to Management and Business	T	3	5	25	75	100	4	EM	G
23BMU02	DSC 2: Accounting for Business	T	3	5	25	75	100	4	SD	G
23BMU16	DSE 1: Practical : Word and Presentation tools	P	3	3	25	75	100	3	EM	G
23GEU03/ 23GEU04	GEC 1: Statistics for Management/ Mathematics for Management	T	3	5	25	75	100	3	EM	G
DTC - I - Additional Credit Courses (NPTEL/Coursera)										
23ANC01	ANCC-1 Environmental Studies	T	-	2	-	-	Completed		SD	G
Total				30			600	20		
Semester II										
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
23AEC03/ 23AEC08/ 23AEC12	AECPARTI: Language II: Tamil-II-Naruntamil / Hindi-II/ French-II	T	3	6	25	75	100	3	SD	L/N /G/ R
23AEC23	AEC PARTII: English II: Professional English-II	T	3	4	25	75	100	3	SD	G

23AEC38	AEC Part III: Academic Skills for Commerce and Management	T	-	2	100	-	100	2	SD/ EM/ EN	G
23BMU03	DSC3: Financial Accounting for Business	T	3	6	25	75	100	4	SD	G
23BMU04	DSC 4: Economic Analysis for Business Decisions	T	3	5	25	75	100	4	E M	G
23GEU05/ 23GEU06	GEC 2: Operations Research for Management / Mathematics for Business	T	3	5	25	75	100	3	EM	G
DTC II : Additional Credit Courses (NPTEL/Coursera)										
23ANC09	ANCC-2 Value & Ethics: Waste Management	T	-	2	-	-	Completed		EN	R
Total				30			600	19		
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			

The Courses focuses the following needs:				
Needs	G- Global	N -Regional	R-Regional	L-Local
SD	Skill Development			
EM	Employability			
EN	Entrepreneurship			

Semester-wise Distribution of Marks and Credits:

Semester	Total Marks	Total Credits
I	600	20
II	600	19

OFFERED BY (I & II Semesters)**List of Courses Offered by Maths Department**

Seme ster	Course Code	Course Name	Programme	T/P/ E	Ins. hrs	CIA	ES	Total Marks	Credit
I	23GEU03	Statistics for Management	BBA/ BBA(CA)/ B.Sc. (ISM)/ BBA (LOGISTICS)	T	5	25	75	100	3
	23GEU04	Mathematics for Management	BBA/ BBA(CA)/ B.Sc. (ISM)/ BBA (LOGISTICS)	T	5	25	75	100	3
II	23GEU05	Operations Research for Management	BBA/ BBA(CA)/ B.Sc. (ISM)/ BBA (LOGISTICS)	T	5	25	75	100	3
	23GEU06	Mathematics for Business	BBA/ BBA(CA)/ B.Sc. (ISM)/ BBA (LOGISTICS)	T	5	25	75	100	3

