

GOVERNMENT ARTS COLLEGE FOR MEN
(Autonomous)
NANDANAM, CHENNAI – 600 035.



DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOME FOR
BBA Degree Course in
HUMAN RESOURCE DEVELOPMENT
(BBA – HRD)

Semester System (Three Year UG Degree Course)

CHOICE BASED CREDIT SYSTEM

Effective from the Academic Year

2019 - 2022

**GOVERNMENT ARTS COLLEGE FOR MEN (AUTONOMOUS), NANDANAM,
CHENNAI - 600035.**

COURSE: BBA - HRD

COURSE OUTCOME

PART	COURSE	SUBJECT CODE	TITLE	OUTCOME
SEMESTER I				
I	LANGUAGE I	---	LANGUAGE PAPER I	
II	ENGLISH I	---	ENGLISH I	
III	MAJOR I	191801	FINANCIAL ACCOUNTING	Understanding the ethical issues and prepare financial statements in accordance with accounting principles.
III	MAJOR II	191802	BUSINESS COMMUNICATION	Delivering effective both written and oral messages in various business contexts.
IV	ALLIED	191861	MANAGERIAL ECONOMICS	Understanding various roles of managers in firms and analyzing demand and supply patterns and measuring the position of a firm.
IV	NME I			
IV	SOFT SKILL I		ESSENTIALS OF LANGUAGE AND COMMUNICATION	
SEMESTER II				
I	LANGUAGE II		LANGUAGE PAPER II	
II	ENGLISH II		ENGLISH II	
III	MAJOR III	191803	HUMAN RESOURCE MANAGEMENT	Knowing various methods of HRM, HRM practices in real time field.
III	MAJOR IV	191804	PRINCIPLES MANAGEMENT	Getting strong knowledge to know about setting up of businesses and smooth functioning of the same, through applications of managerial concepts.
IV	ALLIED II	191862	INTERNATIONAL TRADE	Empathizing on application of trade flows, trade blocks and global economy.
IV	NME II			
IV	SOFT SKILLS II		ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS	
SEMESTER III				
I	Major V	191805	PRODUCTION MANAGEMENT	Covering production planning, plant location, work study, time study, quality control and TQM for better production system.
II	Major VI	191806	ORGANIZATIONAL BEHAVIOUR	Analyzing individual and group behavior and knowing the implications of organizational

				behavior on process of management.
iii	Major VII	191807	COST ACCOUNTING	Understanding the basic concepts and processes used to determine costs and interpret cost accounting statements.
iii	Major VIII	191808	BUSINESS TAXATION	Explaining different types of incomes and their taxability and expenses and their deductibility.
iii	Allied II	191863	BUSINESS STATISTICS	Identifying statistical tools needed to solve various business problems.
iv	SS III		PERSONALITY ENRICHMENT	
SEMESTER IV				
I	Major IX	191809	BUSINESS ENVIRONMENT	Demonstrating the various environments influencing business.
ii	Major X	191810	MANAGEMENT INFORMATION SYSTEM	Knowing various applications of IT and also guiding those applications usages in business.
iii	Elective I	191821	OPERATIONS RESEARCH	Explaining the uses of various operations techniques such as transportation model, Assignment model, CPM method and PERT method in real time business.
iii	Major XI	191811	HUMAN RESOURCE DEVELOPMENT	Understanding about purposes of HRD and how it contributes to sustainable people development.
iii	Allied II	191864	BUSINESS MATHEMATICS	Solving various business arithmetic operations such as percentages, simple and compound interests, coordinates, discounts etc.,
iv	SS IV		COMPUTING SKILLS	
SEMESTER V				
iii	Major XII	191812	MANAGEMENT ACCOUNTING	Improving the operations of organizations through the applications of management accounting techniques.
iii	Major XIII	191813	MARKETING MANAGEMENT	Educating about marketing techniques and consumer buying behaviors. This will be very useful when student choosing his career in marketing job.
iii	Major XIV	191814	FINANCIAL SERVICES	Knowing and apply financial concepts, theories and tools and various financial products and strategies of financial service institutions.
iii	Major XV	191815	MATERIALS MANAGEMENT	Understanding acquisition of spare parts, purchasing and ordering, quality control, inventory control and

				manufacturing in an optimum cost.
iii	Elect. II	191822	RESEARCH METHODOLOGY	Demonstrating various research processes, research methods, sampling, data collection, statistical tools and key elements of a research proposal/report.
iii	EVS	---	ENVIRONMENTAL STUDIES	To learn environmental issues and how to overcome
SEMESTER VI				
iii	Major XVI	191816	LEGAL SYSTEM IN BUSINESS	Knowing the significance of constantly changing legal puzzles that face businesses of all sizes and types.
iii	Major XVII	191817	MARKETING RESEARCH	Covering various types of research such as motivation research, product research and sales control research.
iii	Major XVIII	191818	FINANCIAL MANAGEMENT	Providing overall knowledge about financial education and analyzing the financial status of company.
iii	Major XIX	191819	TOURISM MANAGEMENT	Understanding the significance of the tourism industry and demonstrating their skills necessary when they enter into their operations.
iii	Elect. III	191822	ENTREPRENEURIAL DEVELOPMENT	Teaching about entrepreneurs' types and factors influencing them and funding opportunities for starting a business.
iii	Value Education	---	VALUE EDUCATION	To learn professional ethics in life and profession
v	Extension. Activities	---	NSS / NCC/ YRC/ RRC	Extra-Curricular Activities

The following courses that we offer to I B.A English in Semester I and II. In turn, they offer two NME courses for us in Semester I and Semester II.

B.A English Sem I	I	Basics of Retail Marketing	191841	Knowing about retailing information, types of retailing and e-retailing concepts in the present business context.
B.A English Sem II	II	Consumer Protection and Consumer Rights	191842	It talks about various acts of consumer rights and protection.