

Noorul Islam Centre for Higher Education

(Deemed to be University u/s 3 of the UGC Act 1956)

Kumaracoil, Thuckalay, Kanyakumari District - 629 180

Accredited by NAAC with 'A' Grade

MS26 BACHELOR OF BUSINESS ADMINISTRATION



Student Performance and Learning Outcomes

MS26 BACHELOR OF BUSINESS ADMINISTRATION

Programme Outcome (PO)	
PO-A	The Graduates will be able to: Equip with advanced business acumen that helps them to understand the key business functions and organizational resources for efficient business management
PO-B	Develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management, accountancy, finance, business law, statistics, HR, operations and IT to management problems and work effectively in modern day business and non-business organizations.
PO-C	Develop fundamental in-depth knowledge and understanding of the principles, concepts, values, substantive rules and development of the core areas of business such as finance, accounting, marketing, HR, operations along with the tools such as Tally, MS Excel, MS Office, etc.
PO-D	Acquire entrepreneurial traits to start and manage their own innovative business successfully.
PO-E	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.

Programme Specific Outcome(PSO)	
PSO1	Students will be able to demonstrate foundational knowledge of the functional areas of business.
PSO2	Graduates will be capable of making a positive contribution to business, trade and industry in the national and global context.
PSO3	Students will be able to apply a variety of computer applications required to address business needs.
PSO4	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PSO5	Graduates will possess professional competence to do higher studies, research, lifelong learning for continuous growth and development.

Sl.No	Subject Code	Subject Name
SEMESTER II		
1.	MS26T2/ MS26M2/ MS26H2	Tamil 2/ Malayalam 2/ Hindi 2
2.	EG2602	English 2
3.	MS2602	Business Statistics
4.	MS2605	Organizational Behaviour
5.	MS2606	Financial Accounting
6.	MS2607	Environmental Science
SEMESTER IV		
7.	MA2603	Operations Research
8.	MS 2611	E- Business
9.	MS26A4	Business Law
10.	MS26A5	Business Ethics
11.	MS26A6	Entrepreneurship Development
12.	MS26B4	Aviation Legal Environment
13.	MS26B5	Aviation Resource Management
14.	MS26B6	Aviation Safety and Security
15.	MS2671	Computer Application Business – Lab
SEMESTER VI		
16.	MS1626	Research Methodology
17.	MS1627	Supply Chain Management
18.	MS1628	Management Information System
19.	MS1529	Business Process Outsourcing
20.	MS1630	E-Marketing
21.	MS1631	Corporate Training and Development

MS2602 – Business Statistics	
CO1	To understand about frequency distribution, measures of central tendency, dispersion
CO2	Can able to remember correlation analysis and regression analysis
CO3	Can able to remember applications o probability distributions
CO4	Can able to apply z-test, t-test, f-test, ANOVA and type I and type II error
CO5	Can able to apply non-parametric test

MS2605 – Organizational Behaviour	
CO1	Can able to understand the concepts and scope of organizational behaviors
CO2	To understand the components of perception, value and attitudes and theories of perception
CO3	Can able to understand the types and theories of motivation
CO4	Can able to understand the interpersonal communication and types of change
CO5	Can able to understand the organizational process and the elements of organizational structure

MS2606 – Financial Accounting	
CO1	Can able to understand about accounting, accounting principles and conventions
CO2	Can able to understand about bank reconciliation statement and errors
CO3	Can able to understand about bill of exchange and promissory note
CO4	Can able to understand about depreciation and methods of depreciation
CO5	Can able to undertand about single entry system and statement of affairs

MS2607 – Environmental Science	
CO1	Can able to understand the environmental science, mineral resources and fertilizers.
CO2	Can able to understand the concept of eco system, biodiversity and uses of bio diversity
CO3	Understand the environmental pollution and the role of individual in prevention of pollution
CO4	Can able to understand the urban issues and the environmental protection act 1986 and air, water, wild life and forest conservation act
CO5	Can able to understand the population growth and exploitation and women and child labour.

MA2603 – Operations Research	
CO1	Students should be able to construct the LPP and solve the LPP using graphical, simplex and big M method
CO2	Students should be able to compute the initial basic feasible solution and optimum solution to transportation problems and find the solution of balanced and unbalanced assignment problem
CO3	Students should be able to construct the network model, solved by CPM and PERT
CO4	Students should be able to familiarize saddle and non-saddle point for two person zero sum game and solve the problems on game theory using graphical method
CO5	Students should be able to compute the solution of single and multi server queuing problem

MS2611 – E-Business	
CO1	Can able to know the framework of E-Business and E-Business opportunities for business
CO2	Can understand the E-Business models and the process of electronic shopping
CO3	Can know about the electronic payment system and the legal risks involved in EPS
CO4	Understand the difference and relationship between internet, intranet and extranet
CO5	Understand about the electronic data interchange and the network layers

MS26A4 – Business Law	
CO1	Can able to understand the law of contract, agent relationship and rights and obligations of principles and agents
CO2	Can able to understand the law of partnership, partnership deed and dissolution of firms
CO3	Can able to understand the companies act, duties and liabilities of directors, winding up of company and corporate governance
CO4	Can able to understand the negotiable instrument act dishonor of negotiable instrument and discharge of negotiable instrument
CO5	Can able to understand the law of sale of goods, rights of unpaid seller and the remedies for breach of contract auction sale.

MS26A5 – Business Ethics	
CO1	Can able to understand the business ethics and values of business
CO2	Can able to understand the traditional theories of business ethics
CO3	Can able to understand the attitudes and believes of business
CO4	Can able to understand the codes of ethics in advertising, marketing and purchase
CO5	Can able to understand the Global ethics in business.

MS26A6 – Entrepreneurship Development	
CO1	Can able to understand the entrepreneurial development
CO2	To evaluate the business idea
CO3	To analyze the enterprise
CO4	Can able to understand the problem solving in business
CO5	To analyze the sectors and service institution

MS26B4 – Aviation Legal Environment	
CO1	Can able to understand about the role of directorate general of civil aviation and the aviation law
CO2	Can able to understand about the Aircraft Act 1934
CO3	Can able to understand about the Aircraft Rule 1937
CO4	Can able to understand about the Air corporation Act 1953
CO5	Can able to understand about the civil aviation requirements

MS26B5 – Aviation Resource Management	
CO1	Can able to understand the crew resource management and human assessment
CO2	Students can understand about the aircraft cabin and cabin crew communication
CO3	Can able to manage fatigue and stress in air activity
CO4	Can able to know about the selection and training process of airline pilots
CO5	Can understand the aviation information system and management

MS26B6 – Aviation Safety and Security	
CO1	Can able to understand the national security asset, hijacking and lot of talk
CO2	Can able to understand terrorist hijacking spread in Afghanistan, Europe and japan
CO3	Can able to understand the screening, increased supervision and details of x-ray unit
CO4	Can able to understand the cargo carrier responsibility and TSA inspection of airport
CO5	Can able to understand the technological improvements and foundation of security

MS2616 – Research Methodology	
CO1	Students can understand different types of research, process of research and methods
CO2	Can able to know the research gap and find the research problem
CO3	Can know how to collect data and analyze the data or research
CO4	Can able to interpret the data by using SPSS
CO5	Can write the report and know the formats of writing bibliography

MS1627 – Supply Chain Management	
CO1	Can able to understand the concept and functions of SCM and logistics management
CO2	Can able to understand the elements of supply chain management and their performance measurements
CO3	Can able to understand the transportation, network and decision
CO4	Can able to understand the LIS and its operations, ocean transport and shipping information's
CO5	Can able to understand the Indian Carriage of Goods Act and multimodal transportation of goods Act

MS1628 – Management Information System	
CO1	To create an awareness of the role of information system in business and to get an introduction to MIS
CO2	Can able to learn the types of information system and value of information in decision making
CO3	Can know about the decision support system and its application in business
CO4	Students can get an idea about the DBMS, its types and components
CO5	Students can able to manage and control information system resources

MS1629 – Business Process Outsourcing	
CO1	Can understand various resources concerned with business outsourcing
CO2	Can understand the challenges faced by industry witness activity
CO3	Can able to understand the strategy and process of outsourcing

CO4	Can able to understand about the service quality issues in outsourcing
CO5	Can able to understand the human resource BPO

MS1630 – E-Marketing	
CO1	Can able to understand about the users of internet, e-marketing strategies
CO2	Can able to understand about e-marketing context and e-business models
CO3	Can able to understand how to use marketing function
CO4	Can able to understand about e-marketing plan
CO5	Can able to understand about the application of e-marketing

MS1631 – Corporate Training and Development	
CO1	Can able to understand about the concepts, principles and process of training and development
CO2	Can able to understand about the training needs and design training program in organization
CO3	Can able to understand about the level, tools and techniques of training
CO4	Can able to understand about the training methods and feedback systems
CO5	Can able to understand about the training phase and e-learning and use of technology in training