

# **SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE**

An Autonomous Institution

(Affiliated to Madurai Kamaraj University & Re-Accredited with B+ Grade by NAAC)

T.V.R. NAGAR, ARUPPUKOTTAI ROAD, MADURAI-22



## **Program Outcomes, Program Specific Outcomes & Course Outcomes**

**B.B.A (Logistic and Shipping Management)**

**BATCH: 2019 -2020**

**Department of BBA**

**Programme Code : BB 1000**

# **B.B.A (Logistic and Shipping Management)**

**Programme Code : BB 1000**

**ACADEMIC YEAR 2019-2020**

**(BATCH 2019 -2022)**

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## **Programme Outcomes (PO)**

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Graduates of BBA (Logistics & Shipping Management) will be able to

- i. Critical thinking** – Apply the knowledge gained in the area of logistics & shipping in a critical manner towards solving complex problems.
- ii. Interdisciplinary** – Understand the interdisciplinary approach of the various concepts learned in logistics & shipping management & its association with the various fields of study.
- iii. Communication** – Understand and communicate effectively with the various stakeholders involved in logistics & shipping domain thereby marching towards the satisfaction of their needs.
- iv. Leadership** – Apply the skills and competencies gained in his/her graduation towards becoming a corporate leader.
- v. Ethics, social literacy** – Apply ethical principles and enhance the level of social literacy thereby remaining committed to professional and business ethics.
- vi. Global citizenship** – Understand his/her roles as a global citizen and strive towards its fulfillment

# **Programme Specific Outcomes (PSO)**

## **Programme Specific Outcomes (PSO)**

- i.** Understand the various scope and challenges in the logistics sector.
- ii.** Analyze opportunities for developing India as a preferred logistics hub.
- iii.** Analyze various feasible and appropriate means of logistics so as to facilitate business transactions between nations.

# **Course Outcomes (CO)**

## **SEMESTER - I**

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Financial Accounting</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

- Remember the objectives, functions and concepts of accounting.
- Understand procedures of journal entry and trial balance.
- Understand subsidiary books and cash book.
- Remember final accounts.
- Understand financial statements.

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Management Process</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

- Understand the nature, scope and characteristics of management.
- Remember the importance and steps in planning & decision making.
- Understand the principles and types of organizing.
- Remember the methodology of directing and communicating.
- Understand the steps and methods of controlling.

**I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>No.of Hours</b>	<b>: 5</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Marketing Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

**Course Outcomes:**

- Remember the concepts and functions of marketing.
- Understand buyer behavior and marketing strategy.
- Understand product characteristics, PLC and product mix.
- Remember the various concepts of branding.
- Understand pricing policies and distribution channels.

**I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>No.of Hours</b>	<b>: 5</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Business Statistics</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Allied]</b>	<b>Credits</b>	<b>: 5</b>

**Course Outcomes:**

- Remember the concepts related to basic introduction on statistics.
- Understand the measures of central tendency.
- Understand the measures of dispersion.
- Apply the learning on correlation and regression.
- Remember interest and annuity calculation.

### **I BBA (Logistics & Shipping Management)**

SEMESTER : I	BATCH : 2019- 2022
SUBJECT CODE :	SUBJECT : VALUE EDUCATION
INTERNAL : 25 MARKS	EXTERNAL : 75 MARKS
PART : IV	CREDITS : 2

#### **COURSE OUTCOMES:**

THE STUDENT WILL BE ABLE TO

CO1: Inculcate significance of value education

CO2: Infer value education for nation building

CO3: Understand human rights with Indian constitution

CO4: Learn moral values, ethics and good manners

CO5: Realize religious values and yoga

SEMESTER : I	BATCH : 2019- 2022
SUBJECT CODE :	SUBJECT : Physical Education
INTERNAL : 25 Marks	EXTERNAL : 75 Marks
PART : V	CREDITS : 1

#### **COURSE OUTCOMES:**

THE STUDENT WILL BE ABLE TO

CO1: Recall the rules and regulation of track events

CO2: Memorize the rules and regulations of jump events

CO3: Remember the rules and regulations of throw events

CO4: Demonstrate the play skills of outdoor games

CO5: Demonstrate the play skills of Indian origin games

# **Course Outcomes (CO)**

## **SEMESTER - II**



### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Economics for Executives</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

- Understand the objectives of business firms.
- Remember the factors of production and BEP Analysis.
- Understand the types of competitions and price administration.
- Remember theories related to productivity and profit.
- Understand planned, unplanned economy.

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>:Organizational Behavior</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### **Course Outcomes:**

- Understand individual differences and personality tests.
- Remember perception and motivational techniques.
- Remember job satisfaction.
- Understand group behavior.
- Understand organizational climate and organizational development.

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>:Human Resource Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>:4</b>

#### **Course Outcomes:**

- Remember the functions and roles of HR/Personnel Department.
- Understand manpower planning & performance appraisal.
- Understand performance appraisal.
- Remember salary administration & labour Welfare.
- Understand industrial relations.

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>No.of Hours</b>	<b>: 5</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Operations Research</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Allied]</b>	<b>Credits</b>	<b>: 5</b>

#### **Course Outcomes:**

- Understand linear programming problem.
- Understand and apply transportation problem.
- Understand and apply assignment problem.
- Understand and apply network analysis.
- Understand game theory.

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>No.of Hours</b>	<b>: 2</b>
<b>Subject code</b>	<b>:</b>	<b>Subject</b>	<b>: Environmental Studies</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV</b>	<b>Credits</b>	<b>: 2</b>

#### **Course Outcomes:**

- Understand the terms of ecological, economic, social, aesthetic and educational factors.
- Have opportunities to acquire the knowledge, values, attitudes, commitment and skills needed to protect and improve the environment.

# **Course Outcomes (CO)**

## **SEMESTER – III**

## II BBA (Logistic & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours/ Week</b>	<b>: 6</b>
<b>Course code</b>	<b>: 19BL301</b>	<b>Course</b>	<b>: Supply Chain Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### Course Outcomes:

- Classify the importance and decision phases of supply chain.
- Contrast the drivers of supply chain.
- Apply the role of distribution.
- Analyse the various network designs.
- Examine the role of transportation.

## II BBA (Logistic & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Course code</b>	<b>: 19BL302</b>	<b>Course</b>	<b>: Strategic Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### Course Outcomes:

- Classify the scope and importance of strategic management.
- Apply the various tools of environmental analysis.
- Construct the appropriate strategic alternatives.
- Analyse strategic alliances and investment strategies.
- Determine suitable business policies.

## II BBA (Logistic & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours</b>	<b>:6</b>
<b>Course code</b>	<b>: 19BL303</b>	<b>Course</b>	<b>:Production and Material Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### Course Outcomes:

- Classify the functions and scope of production management.
- Demonstrate production planning and control.
- Identify the importance and functions of materials management.
- Apply the techniques of materials planning.
- Analyse the procedures and principles of purchasing

## II BBA (Logistic & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Course code</b>	<b>: 19BL304</b>	<b>Course</b>	<b>: Entrepreneurial Development</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### Course Outcomes:

- Classify the types and characteristics of entrepreneurs.
- Develop entrepreneurship development programs.
- Apply the methodology of business plans.
- Analyse the support of financial institutions.
- Examine sickness in industries.

## II BBA (Logistic & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours</b>	<b>: 6</b>
<b>Course code</b>	<b>: 19NS311</b>	<b>Course</b>	<b>: Numerical Skills</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV (Skill Based)</b>	<b>Credits</b>	<b>: 2</b>

### Course Outcomes:

- Apply knowledge on simplification and averaging.
- Apply knowledge on time, surd and indices.
- Apply knowledge on pipes and problems on trains.
- Apply knowledge on calendar, clocks, permutation and combination.
- Apply knowledge on area, volume and surface area.

<b>Part IV</b>		
<b>Course Title : Campus Recruitment Training English I Practical</b>		
<b>Course code: 19CRT308</b>	<b>No of hours per week :2</b>	<b>Credits : 2</b>
<b>Internal Marks : 25</b>	<b>External Marks :75</b>	<b>Total Marks :100</b>

### Course Outcome (CO):

- On the successful completion of the course the students will be able to

	<b>Course Outcome</b>	<b>Knowledge level (according to Bloom's Taxonomy)</b>
CO1	Appraise themselves and improve their communication skills.	K1 – K3
CO2	Learn in detail about the functional use of Tenses.	K1 – K3
CO3	Enhance their Vocabulary skills for their Verbal Aptitude.	K1 – K3
CO4	Develop Skills to become a Good Conversationalist.	K1 – K3
CO5	Apply their Reading Skills and purposeful understanding of passages to tackle such exercises.	K1 – K3

**அடிப்படைத் தமிழ் - I    மதிப்பீட்டு அலகுகள் : 2**

**PART IV / அடிப்படைத் தமிழ் - I**

**(CBCS with**

**OBE) –பருவம் –III**

**(For those students who joined in the academic year 2019-20 onwards)**

**Course: Common to B.Sc. (MCHM, CS, NW, Viscom, Animation, Food Science & Processing Management) B.Com (B&I, Hons & ACCA) and BBA**

பருவம்	III	மதிப்பீட்டு அலகுகள்	: 2
பாடக் குறியீடு	19ருடிவு310	பாடம்	: அடிப்படைத் தமிழ்- I
அகமதிப்பீட்டு மதிப்பெண்	25	புற மதிப்பீட்டு மதிப்பெண்	: 75

Course	Course Outcome
C102.1	அடிப்படைத்தமிழ் எழுத்துகள் அறியச் செய்தல் நோக்கமாகும்.
C102.2	உறவுப் பெயர்கள், உடற்பாகங்கள், உடை வகைகள் குறித்த சொற்களைப் பேச, எழுதப் பழக்குதல்.
C102.3	கணிதம் குறித்த அடிப்படை சொற்களையும் காலம் மற்றும் பணத்தைக் கணக்கிடும் முறைகளையும் பயிற்றுவித்தல்
C102.4	மொழியை இலக்கணப் பிழையின்றி பேசவும் எழுதவும் கற்பித்தல்.
C102.5	சொற்களைத் தொடர் அமைப்பில் வாசிக்கவும் எழுதவும் செய்தல் நோக்கமாகும்.



பருவம் - 3 : தாள் - 1

சிறப்புத்தமிழ் - I மதிப்பீட்டு

அலகுகள் : 2

PART IV / சிறப்புத்தமிழ்

I

(CBCS with OBE) –பருவம் –III

(For those students who joined in the academic year 2019-20 onwards)

Course: Common to B.Sc. (MCHM, CS, NW, Viscom, Animation, Food Science & Processing Management) B.Com (B&I, Hons & ACCA) and BBA

பருவம்	III	மதிப்பீட்டு அலகுகள்	2
பாடம் குறியீடு	19ருடிவு309	பாடம்	சிறப்புத்தமிழ் - I
அகமதிப்பீட்டு மதிப்பெண்	25	புற மதிப்பீட்டு மதிப்பெண்	75

Course	Course Outcome
CO1	இக்கால இலக்கியங்களின் மூலம் சொல்வளம், பொருள்வளங்களை அறியச் செய்தல்.
CO2	இக்கால இலக்கியங்களின் மூலம் இயற்கை எழிலையும் உலகியல் நடப்புகளையும் அறிந்து கொள்ளச் செய்தல்.
CO3	அற இலக்கியங்கள் மூலம் எக்காலத்திற்கும் ஏற்புடைய அறக்கருத்துகளை அறிவித்தல்.
CO4	இலக்கணங்கள் கூறும் விதிகளின் அடிப்படையில் பிழைகளைச் சரி செய்யப் பயிற்றுவித்தல்.
CO5	படைப்பிலக்கிய சிந்தனையையும், கற்பனை ஆற்றலையும் வளர்த்தல்

## II BBA (Logistics & Shipping Management)

<b>Semester</b>	<b>: III</b>	<b>No.of Hours</b>	<b>: 2</b>
<b>Subject code</b>	<b>: 19BL305</b>	<b>Subject</b>	<b>: Basics of Business Communication</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Non Major Elective – I ]</b>	<b>Credits</b>	<b>: 2</b>

### Course Outcomes:

- Remember the objectives, process and principles of communication.
- Understand business letters and enquiries.
- Understand bank and agency correspondences.
- Understand company correspondences.
- Remember report writing skills.