



Ready for
Every Good Work

SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 * Affiliated to Thiruvalluvar University, Vellore * Autonomous since 1987

Accredited by NAAC (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

Name of the Programme: BBA

S No	Title of the Paper	Course Code	Course Objectives	Course Outcomes	Relevance
1	PRODUCTION MANAGEMENT	B423	<ul style="list-style-type: none"> To make the students understand the decision-making process in planning, scheduling and control of production and operation functions To know the concepts of production Management <p>To familiarizes the students in the concepts of production and Material analysis</p>	<ul style="list-style-type: none"> To examine the concepts of production management Assess the locate facilities, to design layout and to plan production with efficient methods Choose and Compose Production Planning and control Categorize and demonstrate the importance of material management Outline and understand the role of storekeeper <p>To develop the students in the concepts of production and material analysis</p>	Regional needs
2	SOCIAL RESPONSIBILITY	B524J	The project is to provide exposure to various dimensions of corporate /	The student after completing this project would have understood various social issues	Regional needs

	PROJECT		individual social responsibility and its influence on the long term sustainability of the modern organizations. It emphasizes on the social responsibility of every individual in the society and its role in inclusive growth in the economy. It also focuses on sensitizing students with the life and needs of the downtrodden through village campus.	in the society and understood his/her role and responsibility in overcoming such social issues and helping in bringing about equality and development in the society.	
3	SUBJECT SKILL - I: PAPER - III: PROJECT MANAGEMENT	B523C	<ul style="list-style-type: none"> The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a projects To understand the project management concepts To impart knowledge on Project identification & Appraisal <p>To help the students to identify feasible projects</p>	<ul style="list-style-type: none"> To Tell about the project management procedures To Rephrase the methods of financing such projects and controlling its cost To learn and determine the understanding about project evaluation To know about how to prepare project in Business and also develop it Examine the Administrative agencies for project management <p>Originate the Implementation of Project Management</p>	Regional needs
4	NON MAJOR ELECTIVE – PAPER I - MANAGEMENT CONCEPTS	NBB504	To expose the students to the concepts of Business Management	<ul style="list-style-type: none"> The students should be able to apply the concepts of management to various kinds of organizations Learn the concepts and formulate the planning 	Regional needs

				<ul style="list-style-type: none"> • Relate and assess the knowledge of Organization and & Staffing • Outline the importance of effectiveness of directing & coordination • Analyze the importance, process & types of controlling <p>Demonstrate and apply the elements of management</p>	
5	STRATEGIC MANAGEMENT	B623	<ul style="list-style-type: none"> • This course is to help students to integrate their knowledge of the functional areas of business into a holistic view of the firm and thereby determine and execute proper business level and corporate strategies • The students will come to know the various strategies used by the firms at different instances. <p>The students will inherit the strategic decision making skills</p>	<ul style="list-style-type: none"> • Specific and show the emphasis will be placed on identifying key drivers and issues that serve as the inputs to developing a strategy; moreover, students will learn to assess the impact on various strategic decisions on the organizations wide array of stakeholders. • Inference the knowledge of various business models • The students will analyze and rephrase how strategic implementation takes place in organizations • The students will evaluate and develop the strategies operated in different firms • Recall the different Strategic Indent <p>Discover the Corporate Level Strategies</p>	Regional needs
6	ELECTIVE PAPER - II: PAPER - VI: TOTAL QUALITY	B626C	The objective of this course is to cover not only Quality Management concepts	<ul style="list-style-type: none"> • To find out the basic concepts of TQM • Demonstrate the SQC and Inspection 	Regional needs

	MANAGEMENT			<ul style="list-style-type: none"> • Construct and Evaluate the Theories of TQM • Examine JIT with analysis • Defend and Develop the concept TPM <p>Formulate the quality management concepts</p>	
7	SUBJECT SKILL - II: PAPER - VI: CUSTOMER RELATIONSHIP MANAGEMENT	B627B	The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world	<ul style="list-style-type: none"> • Identify the basic concepts of CRM • Demonstrate the Customer Learning Relationships • Extend and Evaluate the CRM Program • Recall the CRM Process • Construct the Technology in CRM • Discover the functions of CRM 	Regional needs
8	NON MAJOR ELECTIVE: PAPER - II: ORGANIZATIONAL BEHAVIOUR	NBB604	To establish knowledge in the areas of Personality, Perception and attitudes.	<ul style="list-style-type: none"> • To identify and choose the fundamental concepts of Organization Behaviour • Construct and decide the Perception and Attitude of Human Behaviour • To relate and compare groups and construct their development by motivation and power • Discover and create effective leaders to manage the stress • Recall and learn the fundamentals of organization and climate • After the completion of this course the student shall be able to determine the nature, scope, importance of Organizational Behaviour 	local, regional ,national and global developmental needs