

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 Computer Applications (I to VI Semester)

for 2024-25 admitted Students

DEPARTMENT OF MANAGEMENT SCIENCE



SRI KRISHNA ARTS AND SCIENCE COLLEGE
COIMBATORE – 641008

DEPARTMENT OF MANAGEMENT SCIENCE
(2024-2025)

I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Graduates from the BBA (CA) Programme are expected to achieve the following PEOs

PEO 1	Graduates will be able to excel in business or profession with social awareness and responsibility.
PEO 2	Graduates will communicate with their fellow and other discipline professionals to contribute their expertise towards the economic growth of the country.
PEO 3	Graduates will be successful in pursuing higher studies in management or their chosen field.

PROGRAMME LEARNING OUTCOMES (PLOs)

The Graduates of BBA (CA) programme will be able to:

PLO1	Knowledge:(Cognitive) Identify the programming and technical knowledge acquired in the current computational demands.
PLO2	Critical Thinking Skills:(Cognitive) Analyze the complex problems and identify solutions through critical thinking skills.
PLO3	Practical Skills:(Psychomotor) Adapt to the latest tools and techniques used to develop domain based innovative solutions with the acquired technical and operational skills
PLO4	Teamwork Skills:(Affective) Function and contribute as a team in the diversified environment in taking competitive decision
PLO5	Communication Skills:(Affective) Communicate effectively with the computing community as well as society to comprehend effective documentation and presentation
PLO6	Digital Skills:(Affective) Incorporate advanced digital skills in designing, developing, managing and deploying in media and technical field.
PLO7	Numeracy Skills:(Cognitive) Apply quantitative, numerical and statistical skills to solve challenging problems with effective solutions.
PLO8	Leadership Skills:(Affective) Articulate leadership skills in motivating the team towards the target in a multi-disciplinary environment
PLO9	Lifelong Learning Skills:(Affective) Recognize the need and ability to involve independent and life-long learning in the changing era of technology.

PLO10	Entrepreneurial Skills:(Affective) Interpret the impact of professional business solutions on business environment for sustainable development
PLO11	Ethics & Professional Skills:(Affective) Follow ethical principles and commit to professional responsibilities for a relevant technical practice

Programme Learning Outcomes vs Graduate Attributes vs Taxonomy 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
1	√										√		
2		√									√		
3			√									√	
4				√									√
5					√								√
6						√							√
7							√				√		
8								√					√
9									√				√
10										√			√
11											√		√

Programme Learning Outcomes Vs Programme Educational Objectives			
	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		√	

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)

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO 1	Develop proficiency in various fields of management and administration.
PSO 2	Utilize the acquired practical skills in finance, marketing, human resources, systems management and general management in their chosen profession
PSO 3	Pursue professional courses in Management for becoming a successful professional

VII. Mapping of PEOs with PSOs

	PSO 1	PSO 2	PSO 3
PEO 1		✓	
PEO 2	✓		
PEO 3			✓

VIII. Curriculum Structure for BBA (CA)

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	2	Completed	
V		ANCC III – Audit Non-Credit Courses	1		
-	7	Drive Through Courses (DTCs) – (SWAYAM-NPTEL, Coursera, any courses certified by statutory bodies, etc.)	Any number	-	Additional Credits
Total				4000	140

Group 1. Ability Enhancement Courses (AECs)(10 Courses)– Part (I–IV)

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	Marks	Credits
1	24AEC01/ 24AEC07/ 24AEC11	AEC Part I: Language I: Tamil – I- Tamil Vanam- I/ Hindi – I/ French – I	I	Language	5	100	3
2	24AEC21	AEC Part II: English-I: Basic Business Communication	I	English	5	100	3
3	24AEC03/ 24AEC08/ 24AEC12	AEC Part I: Language – II Tamil – II- Tamil Vanam- II/Hindi – II/ French – II	II	Language	5	100	3
4	24AEC23	AEC Part II: English – II: Advanced Business Communication	II	English	5	100	3
5	24AEC38	AEC Part III: Academic Skills for Commerce and Management	II	Management	2	100	2

6	24AEC56	AEC Part III: Business Ethics	IV	Management	2	100	1
7	24AEC83	AEC Part IV: Communication Enhancement Course: Communication Excellence	IV	English	2	100	1
8	24AEC49	AEC Part III: Comprehensive Project for Management	III	Management	-	100	4
9	24AEC77	AEC Part III: Digital Technology	VI	Management	5	100	3
10	24AEC81/ 24AEC82	AEC Part IV: Spoken Hindi/ Spoken Tamil	III	Language	2	100	1
Total						1000	24

Group 2. Discipline Specific Courses (DSCs) (15 Courses) – Part III

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	Marks	Credits
1	24MSU01	Introduction to Management and Business	I	5	100	4
2	24MSU02	Accounting for Business	I	5	100	4
3	24MSU03	Financial Accounting for Business	II	6	100	4
4	24MSU04	Organisational Behaviour	II	5	100	4
5	24MSU05	Economic Analysis for Business Decisions	III	5	100	4
6	24MSU06	Marketing Management	III	5	100	4
7	24MSU07	Cost and Management Accounting for Business	III	5	100	4
8	24MSU08	Business Research Methods	IV	5	100	4
9	24BAU01A	DBMS- Principles & Concepts	IV	3	50	2
	24BAU01B	Practical: DBMS- Principles & Concepts		2	50	2
10	24MSU09	Human Resource Management	IV	5	100	4
11	24MSU10	Operations Management	V	6	100	4
12	24MSU11	Global Business Management	V	6	100	4
13	24MSU12	Strategic Management	VI	6	100	4
14	24BAU02A	Internet and Web Page Designing	VI	3	50	2

	24BAU02B	Practical: Internet and Web Page Designing		2	50	2
15	24MSU13	Major Project	VI	5	100	4
Total					1500	60

Project Work

During the Sixth semester each student should undertake a project work and submit the report. A guide will be allotted to each student by the Department. A student can select any research topic in discussion with the guide. The project report shall be subject to internal evaluation followed by a Viva-Voce. The project should be demonstrated at the time of examination.

Internal Evaluation:

- Reviews (3) – 60 Marks
- Report – 20 Marks
- Attendance – 20 Marks
- Total – 100 Marks will be converted to 40 (Internal) Marks

End Semester Viva-Voce will be conducted for 60 Marks.
(Dissertation - 40 Marks & Viva-voce - 20 Marks)

Group 3. Discipline Specific Elective (DSEs) (10 Courses) – Part III

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 one course from two courses each in the list of following DSEs.

S. No.	Course Code	Course Title	Ownership Department	Contact Hours	Marks	Credits
1	24MSU14	Professional Office Suite-Practical	Management	3	100	3
2	24MSU15	Spreadsheet for Business-Practical	Management	3	100	3
3	24MSU16	Managerial Competencies and Leadership	Management	5	100	4
4	24MSU17	Tally-Practical	Management	3	100	3
5	24MSU18	Industrial Exposure Training	Management	4 Weeks	100	4
6	24MSU19	Security Analysis and Portfolio Management	Management	6	100	5
	24MSU20	Industrial Relations and Labour Welfare	Management			
	24MSU21	Services Marketing	Management			
7	24BAU03A	Python Programming	Computer Science	3	50	2
	24BAU03B	Practical: Python Programming		2	50	2
8	24MSU22	Research Methodology-Practical	Management	4	100	4
9	24MSU23	Banking and Insurance	Management	5	100	5
	24MSU24	Performance Management				
	24MSU25	Brand Management				

10	24MSU26	Financial Services and Technology	Management	5	100	5
	24MSU27	Learning and Development				
	24MSU28	Digital Marketing				

Industrial Exposure Training (IET)

Students can opt for Industrial Exposure Training during fifth semester for a period of 4 weeks.

The Continuous Internal Assessment mark distribution for IET is as follows:

Component	Mode of Conduct	Project Coverage	Marks
3 Reviews	Presentation	Phase by Phase	60
Work Diary	Written	Phase by Phase	20
Report	Submission	Entire Process	20
Total			100*

*100 Marks will be converted to 40 (Internal) Marks

The end semester examination of the Industrial Exposure Training will be given based on the report and viva-voce for 60 marks, conducted by the Department.

Report: 40 Marks

Viva-voce: 20 Marks

Group 4. Generic Elective Courses (GECs) (4 Courses)– Part III

Generic Elective Courses are interdisciplinary in nature. They are additional courses based on expertise, specialization, requirements, scope, and need of the department.

Sl.N o.	Course Code	Course Title	Semester	Ownership Department	Contact Hours	Marks	Credits
1	24GEU03	Statistics for Management	I	Mathematics	5	100	3
	24GEU04	Mathematics for Management					
2	24GEU05	Operations Research for Management	II	Mathematics	5	100	3
	24GEU06	Mathematics for Business					
3	24GEU58	Business Taxation	III	Commerce	5	100	3
	24GEU60	Corporate Governance					
4	24GEU59	Financial Management	IV	Commerce	5	100	3
	24GEU61	Corporate Finance					
Total						400	12

Group 5. Skill Enhancement Courses (SECs) (2 Courses)

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

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

S.No	Course Code	Course Title	Ownership Department
1.	24SEC01D	Sec 1: Mathematics for Competitive Examination	Mathematics
2.	24SEC13	Advanced Spreadsheet for Business - Practical	Management
3.	24SEC14	Fundamentals of Python Programming - Practical	Management
4.	24SEC15	Soft Skills - Practical	Management

Group 6. Audit Non-Credit Courses (ANCC)– Part IV & V

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 Title	Ownership Department
ANCC 1 (Semester I)			
1	24ANC01	Environmental Studies	Bioscience
ANCC 2 - Values & Ethics (Semester II)			
2	24ANC02	Human Rights	Social Work
3	24ANC03	Women's Rights	Social Work
4	24ANC04	Yoga for Human Excellence	Psychology
5	24ANC05	Indian Culture and Heritage	English
6	24ANC06	Introduction to Cyber Security	CS
7	24ANC07	Consumer Protection	Commerce
8	24ANC08	Constitution of India	Commerce
9	24ANC09	Waste Management	Bioscience
10	24ANC10	Sustainable Development Goals	Management

Student has to take part in any one extension activity during their course of study.

Part V- ANCC		
ANCC 3 - Extension Activities		
S. No.	Course Code	Course Name
1	24ANC11	National Service Scheme
2	24ANC12	National Cadet Corps
3	24ANC13	Youth Red Cross
4	24ANC14	Red Ribbon Club

5	24ANC15	Rotaract Club
6	24ANC16	Sports
7	24ANC17	Association Activities
8	24ANC18	Club Activities

Group 7.**i) Drive-Through Courses (DTCs) 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 4/3/2 credits per course will be given on submission of certificate.

- a. Coursera
- b. NPTEL
- c. Any courses certified by statutory bodies.

ii) Drive-Through Course (DTC – III)**Internship Training/Mini Project/ Spoken Tutorial/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 V semester. Otherwise, the students have to complete one spoken tutorial course or any certification courses suggested by the department.

IX. Semester-wise Scheme

Semester I										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC01/ 24AEC07/ 24AEC11	AEC 1: Language I Tamil-I- Tamil Vanam-I/ Hindi-I/ French-I	T	5	3	25	75	100	3	SD	L/ R/ N/ G
24AEC21	AEC 2: English- I:Basic Business Communication	T	5	3	25	75	100	3	SD	G
24MSU01	DSC 1: Introduction to Management and Business	T	5	3	25	75	100	4	EM/ SD	G
24MSU02	DSC 2: Accounting for Business	T	5	3	25	75	100	4	EM	N
24MSU14	DSE 1: Professional Office Suite - Practical	P	3	3	40	60	100	3	SD	G
24GEU03/ 24GEU04	GEC 1: Statistics for Management/ Mathematics for Management	T	5	3	25	75	100	3	EM	G
24ANC01	ANCC1 (NF2F) Environmental Studies	T	2	-	-	-	Completed		SD	G
Drive Through Course I: Additional Credit Courses							Additional Credits			
Total			30				600	20		
Semester II										
Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC03/ 24AEC08/ 24AEC12/	AEC 3: Language II Tamil-II- Tamil Vanam-II/ Hindi-II French-II	T	5	3	25	75	100	3	SD	L/ R/ N/ G
24AEC23	AEC 4: English-II: Advanced Business Communication	T	5	3	25	75	100	3	SD	G
24AEC38	AEC 5: Academic Skills for Commerce and Management	T	2	-	100	-	100	2	SD/ EM/ EN	G
24MSU03	DSC 3: Financial Accounting for Business	T	6	3	25	75	100	4	EM	N
24MSU04	DSC 4: Organisational Behaviour	T	5	3	25	75	100	4	EM	G
24GEU05/ 24GEU06	GEC 2: Operations Research for Management / Mathematics for Business	T	5	3	25	75	100	3	EM	G

24ANC02/ 24ANC03/ 24ANC04/ 24ANC05/ 24ANC06// 24ANC07/ 24ANC08/ 24ANC09/ 24ANC10	ANCC2 (NF2F) Human Rights/ Women's Rights/ Yoga for Human Excellence/ Indian Culture and Heritage/ Introduction to Cyber Security/ Consumer Protection/ Constitution of India/ Waste Management/ Sustainable Development Goals	T	2	-	-	-	Completed	SD	G
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Drive Through Course II: Additional Credit Courses Additional Credits

Total

30

600

19

Semester III

Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC49	AEC 6: Comprehensive project for Management	T	-	3	100	-	100	4	SD/ EM/ EN	L/R/G/ G
24AEC81/ 24AEC82	AEC 7: Spoken Hindi/ Spoken Tamil	T	2	2	100	-	100	1	SD	L/R
24MSU05	DSC 5: Economic Analysis for Business Decisions	T	5	3	25	75	100	4	EM	G
24MSU06	DSC 6: Marketing Management	T	5	3	25	75	100	4	EM/ SD	G
24MSU07	DSC 7: Cost and Management Accounting for Business	T	5	3	25	75	100	4	EM	N
24MSU15	DSE2: Spreadsheet for Business-Practical	P	3	3	40	60	100	3	SD	G
24MSU16	DSE3: Managerial Competencies and Leadership	T	5	3	25	75	100	4	SD	N
24GEU58/ 24GEU60	GEC 3: Business Taxation/ Corporate Governance	T	5	3	25	75	100	3	SD	G
Total			30				800	27		

Semester IV

Course Code	Course Title	T/P/E	Ins. Hrs/ Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/ EM/ EN	L/ R/ N/ G
24AEC83	AEC 8: Communication Enhancement Course: Communication Excellence	T	2	2	100	-	100	1	SD/ EM/ EN	L/ R/ N/ G
24AEC56	AEC 9: Business Ethics	T	2	3	25	75	100	1	EN	N

24MSU08	DSC 8 Business Research Methods	T	5	3	25	75	100	4	SD/EM	G
24BAU01A	DSC 9 DBMS- Principles & Concepts	E	3	3	10	40	50	2	SD	G
24BAU01B	Practical : DBMS-Principles & Concepts		2	3	10	40	50	2		
24MSU09	DSC 10 Human Resource Management	T	5	3	25	75	100	4	EM/SD	N/G
24MSU17	DSE 4: Tally - Practical	P	3	3	40	60	100	3	SD/EM	L/R
24GEU59/ 24GEU61	GEC 4: Financial Management/ Corporate Finance	T	5	3	25	75	100	3	SD	G
24SEC01D	SEC 1 : Mathematics for Competitive Examination	T	3	3	50	-	50	2	SD	N
Total			30				750	22		
Semester V										
Course Code	Course Title	T/P/E	Ins. Hrs/Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/EM/EN	L/ R/ N/ G
24MSU18	DSE 5 Industrial Exposure Training	-	4Weeks	-	40	60	100	4	EM	G
24MSU10	DSC 11: Operations Management	T	6	3	25	75	100	4	EM	G
24MSU11	DSC 12: Global Business Management	T	6	3	25	75	100	4	EM	G
24MSU19/ 24MSU20/ 24MSU21	DSE 6: Elective-I Security Analysis and Portfolio Management/ Industrial Relations and Labour Welfare/ Services Marketing	T	6	3	25	75	100	5	EM/SD/EN	N/G
24BAU03A	DSE 7: Python Programming	E	3	3	10	40	50	2	SD/EN	G
24BAU03B	Practical: Python Programming		2	3	10	40	50	2		
24MSU22	DSE 8: Research Methodology – Practical	P	4	3	40	60	100	4	SD	G
24SEC13/ 24SEC14/ 24SEC15	SEC 2: Advanced Spreadsheet for Business- Practical/ Fundamentals of Python Programming- Practical/ Soft Skills - Practical	P	3	3	20	30	50	2	SD	G
Drive Through Course III – Internship Training /Mini Project/Spoken Tutorial							Completed			
Total			30				650	27		

Semester VI										
Course Code	Course Title	T/P/E	Ins. Hrs/Week	ESE Dur. Hrs	CIA Marks	ES Marks	Total Marks	Credits	SD/EM/EN	L/ R/ N/ G
24AEC77	AEC 10: Digital Technology	T	4	3	25	75	100	3	EM	G
24MSU12	DSC 13: Strategic Management	T	6	3	25	75	100	4	EN	G
24BAU02A	DSC 14: Internet and Web Page Designing	E	3	3	10	40	50	2	SD/EM	G
24BAU02B	Practical: Internet and Web Page Designing		2	3	10	40	50	2		
24MSU13	DSC 15: Major Project	-	5	3	40	60	100	4	EN	G
24MSU23/ 24MSU24/ 24MSU25	DSE 9: Elective-II Banking and Insurance/ Performance Management/ Brand Management	T	5	3	25	75	100	5	SD/EM/EN	N/G
24MSU26/ 24MSU27/ 24MSU28	DSE 10 Elective-III Financial Services and Technology/ Learning and Development/ Digital Marketing	T	5	3	25	75	100	5	SD/E M/EN	N/G
24ANC11/ 24ANC12/ 24ANC13/ 24ANC14/ 24ANC15/ 24ANC16/ 24ANC17/ 24ANC18/	ANCC 3 Extension Activities National Service Scheme /National Cadet Corps / Youth Red Cross / Red Ribbon Club /Rotaract Club / Sports / Association Activities /Club Activities	-	-	-	-	-	Grade	-	SD	G
Total			30				600	25		
Total							4000	140		
Drive-Through Courses (DTCs): Courses offered in Coursera OR NPTEL 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 focus on the following needs	
SD	Skill Development
EM	Employability
EN	Entrepreneurship
L	Local
R	Regional
N	National
G	Global

Semester-wise Distribution of Marks and Credits

Semester	Total Marks	Total Credits
I	600	20
II	600	19
III	800	27
IV	750	22
V	650	27
VI	600	25
Total	4000	140

OFFERED BY

List of Courses Offered by Mathematics Department

Semester	Course Code	Course Name	Programme	T/P/E	Ins. Hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
I	24GEU03/ 24GEU04	Statistics for Management /Mathematics for Management	BBA	T	5	25	75	100	3	EM	G
II	24GEU05/ 24GEU06	Operations Research for Management/ Mathematics for Business	BBA	T	5	25	75	100	3	EM	G

List of Courses Offered by Commerce Department

Semester	Course Code	Course Name	Programme	T/P/E	Ins. hrs	CIA	ES	Total Marks	Credit	SD/EM/EN	L/R/N/G
III	24GEU58/ 24GEU60	Business Taxation/ Corporate Governance	BBA	T	5	25	75	100	3	SD	G
IV	24GEU59/ 24GEU61	Financial Management/ Corporate Finance	BBA	T	5	25	75	100	3	SD	G