



LADY DOAK COLLEGE

MADURAI 625002, TAMILNADU, INDIA
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited with Grade 'A+' by NAAC (4th Cycle)



DEPARTMENT OF BUSINESS ADMINISTRATION Programme Specific Outcome Attainment Report 2024-2025 - ODD Semester UNDERGRADUATE

PSO No.	Programme Specific Outcome
Business Administration (Batch:2022)	
PSOs	Upon completion of BBA programme, the student will be able to
PSO-1	explore and develop skills for personal and professional growth
PSO-2	use research skills to identify and analyze problems associated with business
PSO-3	ensure and practice professional ethics and contribute to the development of the community
PSO-4	communicate effectively through proper report writing, documentation and effective presentation to different stakeholders
PSO-5	understand the impact of business and its implications on society
Business Administration (Batch:2024)	
PSOs	Upon completion of BBA programme, the student will be able to
PSO-1	explore and develop skills for personal and professional growth
PSO-2	use research skills to identify and analyze problems associated with business
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PSO-5	understand the impact of business and its implications on society
Business Administration (Batch:2023)	
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PSO-1	explore and develop skills for personal and professional growth
PSO-2	use research skills to identify and analyze problems associated with business
PSO-3	ensure and practice professional ethics and contribute to the development of the community

PSO-4	communicate effectively through proper report writing, documentation and effective presentation to different stakeholders
PSO-5	understand the impact of business and its implications on society

Course Code : BAE1321CM
 Course Title : PRINCIPLES OF MANAGEMENT
 Faculty Name(s) : Dr. JEYAKODEESWARI R. & Ms. KAJAL J. MEHTA

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: discuss the various functions of management	CO-1	2	1	3	2	2
CO-2: explain planning and decision-making process in management	CO-2	2	2	2	2	2
CO-3: identify suitable organisation structure for centralised and decentralised organisations	CO-3	2	1	2	2	2
CO-4: examine selection process	CO-4	2	2	2	2	2
CO-5: discuss control techniques	CO-5	2	2	2	2	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	76	3	1.8	83	3	1.2	3
CO2	100	3	1.8	69	2	0.8	2.6
CO3	100	3	1.8	58	1	0.4	2.2
CO4	97	3	1.8	72	3	1.2	3
CO5	73	3	1.8	57	1	0.4	2.2

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE1321CM	Actual	2.6	2.6	2.64	2.6	2.6	Performance is satisfactory
	Expected	2	1.6	2.2	2	2	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. JEYAKODEESWARI R. & Ms. KAJAL J. MEHTA

Signature of the Course Teacher

Course Code : BAE1421CM
 Course Title : ACCOUNTING FOR MANAGERS - I
 Faculty Name(s) : Dr. ANBU SELVI S.

Batch : 2024

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: define the basic concepts, rules, and regulations of accounting	CO-1	2	2	1	1	2
CO-2: list the ledger accounts in trial balance under trading, profit and loss account and balance sheet	CO-2	1	2	2	1	2
CO-3: compare the financial performance of various departments	CO-3	2	1	1	1	1
CO-4: explain the pros and cons of consignment accounts	CO-4	1	1	2	2	1
CO-5: criticise the single-entry book keeping system of accounting	CO-5	2	2	1	2	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	81	3	1.8	83	3	1.2	3
CO2	92	3	1.8	90	3	1.2	3
CO3	62	2	1.2	66	2	0.8	2
CO4	83	3	1.8	59	1	0.4	2.2
CO5	78	3	1.8	88	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE1421CM	Actual	2.65	2.78	2.63	2.63	2.78	Satisfactory attainment level
	Expected	1.6	1.6	1.4	1.4	1.6	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. ANBU SELVI S.

Signature of the Course Teacher

Course Code : BAE3404CM

Batch : 2023

Course Title : ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION

Faculty Name(s) : Dr. JEYAKODEESWARI R. & Dr. VIJAYALAKSHMI K.

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: outline the principles of community engagement and plan for strategies to address the prevailing issues ethically	CO-1	2	2	2	3	2
CO-2: identify the challenges faced by the entrepreneurs and evolve strategies to face the challenges	CO-2	3	3	3	3	3
CO-3: analyze the various functions of production, marketing and finance through the survey about entrepreneurs	CO-3	3	3	2	2	3
CO-4: develop business strategies to achieve the goals	CO-4	2	3	3	2	3
CO-5: adapt herself to new environment and become responsible citizens	CO-5	2	3	3	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

CO	Formative Assessment			Summative Examination			Total
	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	100	3	1.8	97	3	1.2	3
CO2	94	3	1.8	95	3	1.2	3
CO3	100	3	1.8	87	3	1.2	3
CO4	93	3	1.8	90	3	1.2	3
CO5	100	3	1.8	90	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE3404CM	Actual	3	3	3	3	3	The PSO attainment report is satisfied.
	Expected	2.4	2.8	2.6	2.6	2.8	

sd./ Dr. JEYAKODEESWARI R.

sd./ Dr. JEYAKODEESWARI R. & Dr. VIJAYALAKSHMI K.

**Signature of Head of the Department/
Co-ordinator**

Signature of the Course Teacher

Course Code : BAE3405CM
 Course Title : MANAGEMENT ACCOUNTING
 Faculty Name(s) : Dr. ANBU SELVI S.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: list the importance of Management Accounting in business.	CO-1	2	2	2	3	3
CO-2: interpret various types of ratios, funds flow and cash flow statements	CO-2	2	3	2	3	2
CO-3: analyse the sources and application of funds in business	CO-3	3	3	3	3	2
CO-4: take part in the preparation of different types of budgets	CO-4	3	3	2	3	1
CO-5: adapt standard costing as a cost control technique	CO-5	3	3	2	3	1

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	47	0	0	84	3	1.2	1.2
CO2	98	3	1.8	70	3	1.2	3
CO3	88	3	1.8	71	3	1.2	3
CO4	71	3	1.8	89	3	1.2	3
CO5	56	1	0.6	82	3	1.2	1.8

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE3405CM	Actual	2.45	2.49	2.45	2.4	2.27	Performance is satisfactory but still can be improved
	Expected	2.6	2.8	2.2	3	1.8	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. ANBU SELVI S.

Signature of the Course Teacher

Course Code : BAE3505CM
 Course Title : MARKETING MANAGEMENT
 Faculty Name(s) : Ms. KAJAL J. MEHTA & Ms. NITA POPLI S.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: define marketing management and its functions	CO-1	1	1	2	1	1
CO-2: explain planning and development of a product	CO-2	2	2	2	2	2
CO-3: identify appropriate pricing strategy for different products	CO-3	3	2	2	2	3
CO-4: determine appropriate channel of distribution to market the products	CO-4	3	2	2	2	3
CO-5: design promotional mix to increase sales	CO-5	3	3	3	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	98	3	1.8	84	3	1.2	3
CO2	83	3	1.8	90	3	1.2	3
CO3	100	3	1.8	61	2	0.8	2.6
CO4	77	3	1.8	75	3	1.2	3
CO5	100	3	1.8	70	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE3505CM	Actual	2.9	2.92	2.93	2.92	2.9	Performance is satisfactory
	Expected	2.4	2	2.2	2	2.4	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. KAJAL J. MEHTA & Ms. NITA POPLI S.

Signature of the Course Teacher

Course Code : BAE3507CM
 Course Title : ORGANIZATIONAL BEHAVIOUR
 Faculty Name(s) : Dr. VIJAYALAKSHMI K.

Batch : 2023

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: identify the opportunities to overcome the problems in organisations	CO-1	3	3	2	3	2
CO-2: examine personality and perceptual skills among employees	CO-2	3	3	2	3	2
CO-3: analyse the functions of attitude in light of productivity	CO-3	3	3	3	3	2
CO-4: discuss motivation & its application in different situations	CO-4	3	3	3	3	2
CO-5: recommend changes in organization for its development	CO-5	3	2	3	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4.8 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	83	3	1.8	79	3	1.2	3
CO2	100	3	1.8	77	3	1.2	3
CO3	73	3	1.8	71	3	1.2	3
CO4	100	3	1.8	87	3	1.2	3
CO5	100	3	1.8	76	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE3507CM	Actual	3	3	3	3	3	The attainment report of PSO and CO is good
	Expected	3	2.8	2.6	3	2.2	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. VIJAYALAKSHMI K.

Signature of the Course Teacher

Course Code : BAE5206CM
 Course Title : INTRODUCTION TO RESEARCH METHODOLOGY
 Faculty Name(s) : Ms. NITA POPLI S.

Batch : 2022

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: recall the research process	CO-1	2	2	2	2	1
CO-2: explain the types of research design	CO-2	2	2	2	2	2
CO-3: choose appropriate sampling design for a research study	CO-3	3	3	3	2	3
CO-4: determine the importance of report writing	CO-4	2	2	3	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=10 Marks	Attainment Level	Attainment of CO(0.6*)	%>=4 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	92	3	1.8	99	3	1.2	3
CO2	100	3	1.8	83	3	1.2	3
CO3	72	3	1.8	87	3	1.2	3
CO4	100	3	1.8	90	3	1.2	3

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE5206CM	Actual	3	3	3	3	3	Course outcome is satisfactory
	Expected	2.25	2.25	2.5	2.25	2.25	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. NITA POPLI S.

Signature of the Course Teacher

Course Code : BAE5404CM
 Course Title : MANAGEMENT INFORMATION SYSTEM
 Faculty Name(s) : Ms. KAJAL J. MEHTA

Batch : 2022

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: recall the characteristics and functions of MIS	CO-1	2	2	3	3	2
CO-2: classify the functional information system	CO-2	3	3	3	3	3
CO-3: explain the basic concepts of data processing	CO-3	2	2	2	2	3
CO-4: plan, design and utilization of information system	CO-4	2	3	3	3	3
CO-5: discuss the conceptual model of Decision Support System	CO-5	2	3	3	3	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=3.2 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	74	3	1.8	84	3	1.2	3
CO2	91	3	1.8	75	3	1.2	3
CO3	100	3	1.8	52	1	0.4	2.2
CO4	82	3	1.8	75	3	1.2	3
CO5	97	3	1.8	55	1	0.4	2.2

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE5404CM	Actual	2.71	2.69	2.71	2.71	2.69	Performance is satisfactory
	Expected	2.2	2.6	2.8	2.8	2.6	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. KAJAL J. MEHTA

Signature of the Course Teacher

Course Code : BAE5406CM

Batch : 2022

Course Title : OPERATIONS MANAGEMENT

Faculty Name(s) : Dr. JEYAKODEESWARI R. & Dr. VIJAYALAKSHMI K.

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: recall the factors involved in choice of location	CO-1	3	3	3	3	3
CO-2: explain the functions of a production manager	CO-2	3	3	3	3	3
CO-3: apply the techniques of production planning and control	CO-3	3	3	3	3	2
CO-4: distinguish work study from method study	CO-4	3	3	3	3	2
CO-5: interpret the various methods of purchasing raw material	CO-5	3	3	3	3	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=3.2 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	100	3	1.8	94	3	1.2	3
CO2	94	3	1.8	93	3	1.2	3
CO3	100	3	1.8	89	3	1.2	3
CO4	76	3	1.8	84	3	1.2	3
CO5	100	3	1.8	63	2	0.8	2.6

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE5406CM	Actual	2.92	2.92	2.92	2.92	2.93	The PSO attainment report level is satisfied and continue to do the same methodology
	Expected	3	3	3	3	2.4	

sd./ Dr. JEYAKODEESWARI R.

sd./ Dr. JEYAKODEESWARI R. & Dr. VIJAYALAKSHMI K.

**Signature of Head of the Department/
Co-ordinator**

Signature of the Course Teacher

Course Code : BAE5407CM
 Course Title : INTERNATIONAL BUSINESS MANAGEMENT
 Faculty Name(s) : Ms. NITA POPLI S.

Batch : 2022

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: define the concept of international business	CO-1	1	3	2	3	3
CO-2: examine the effects of international trade theories and applications	CO-2	3	3	2	3	3
CO-3: interpret the operational activities of export procedure and documentation	CO-3	1	3	2	3	3
CO-4: explain the operational activities of Import procedure and documentation	CO-4	1	3	2	3	3
CO-5: prioritize the role of external agencies in international business	CO-5	1	3	2	3	3

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=3.2 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	79	3	1.8	93	3	1.2	3
CO2	100	3	1.8	90	3	1.2	3
CO3	93	3	1.8	87	3	1.2	3
CO4	100	3	1.8	84	3	1.2	3
CO5	100	3	1.8	53	1	0.4	2.2

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE5407CM	Actual	2.89	2.84	2.84	2.84	2.84	Course outcome is satisfactory
	Expected	1.4	3	2	3	3	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Ms. NITA POPLI S.

Signature of the Course Teacher

Course Code : BAE5408CM
 Course Title : FINANCIAL MANAGEMENT
 Faculty Name(s) : Dr. BEULAH MABEL S. & Dr. ANBU SELVI S.

Batch : 2022

COs Consistency with PSOs

Course Outcome	CO	Programme Specific Outcome				
		1	2	3	4	5
CO-1: list the functions of a finance manager in an organization	CO-1	3	3	3	3	2
CO-2: compare the various the sources of finance	CO-2	3	3	3	3	2
CO-3: interpret the techniques in capital budgeting	CO-3	3	3	3	3	2
CO-4: plan the working capital requirement	CO-4	3	3	3	3	2
CO-5: explain the factors affecting dividend policy of a firm	CO-5	3	3	3	3	2

3» Strongly correlated; 2» Moderately correlated; 1» Weakly correlated

CO Attainment

Formative Assessment				Summative Examination			Total
CO	%>=8 Marks	Attainment Level	Attainment of CO(0.6*)	%>=3.2 Marks	Attainment Level	Attainment of CO(0.4*)	
CO1	66	2	1.2	73	3	1.2	2.4
CO2	91	3	1.8	64	2	0.8	2.6
CO3	61	2	1.2	61	2	0.8	2
CO4	69	2	1.2	72	3	1.2	2.4
CO5	70	3	1.8	48	0	0	1.8

PSO Attainment

Course Code	PSO Attainment	PSO1	PSO2	PSO3	PSO4	PSO5	Analysis Report
BAE5408CM	Actual	2.24	2.24	2.24	2.24	2.24	Attained as expected.
	Expected	3	3	3	3	2	

sd./ Dr. JEYAKODEESWARI R.

**Signature of Head of the Department/
Co-ordinator**

sd./ Dr. BEULAH MABEL S. & Dr. ANBU SELVI S.

Signature of the Course Teacher