

COURSE OUTCOME

SEMESTER	NAME OF THE SUBJECT
I YEAR	
ONE	Tamil – I
	English – I
	C -I Principles Of Management
	C -II Accounting For Managers – I
	Elective – I Managerial Economics
	Sec -1 -Basics Of Event Management
	Fc – Managerial Communication
	Basic Tamil/Adv Tamil
TWO	Tamil – II
	English – II
	C – III Marketing Management
	C- IV Accounting For Managers – II
	Elective -II International Business
	Sec-2 – Managerial Skill Development
	Sec-3-Business Etiquette & Corporate Grooming
	Basic Tamil/Adv Tamil
II YEAR	
THREE	Tamil -III
	English -III
	C –V Organisational Behaviour
	C – VI Financial Management
	Elective – III Business Mathematics
	Sec-4 -Computer Application In Business
	Sec-5 -Entrepreneurial Skill New Venture Management
	Environmental Studies
FOUR	Tamil – IV
	English – IV
	C -VII Business Environment
	C -VIII Business Regulatory Framework
	Elective – IV Operations Research
	Sec-6 -Tally
	Sec -7- Intellectual Property Rights
	Environmental Studies
III YEAR	
FIVE	C -IX Human Resource Management
	C -X Research Methodology
	C -XI Business Taxation
	C -XII Management Information System
	Elective – V –Digital Marketing/Industrial Relations/Financial Services
	Project With Viva-Voce
	Value Education
	Summer Internship/Industrial Training
SIX	C -XIII Entrepreneurial Development
	C – XIV Services Marketing
	C -XV Production And Materials Management
	Elective - VI - Consumer Behaviour/Innovation Management/Security Analysis & Portfolio Management
	Elective - VII –Fundamentals Of Logistics/E-Business/Strategic Management
	Professional Competency Enhancement – Quantitative Aptitude – I &II

I YEAR I SEMESTER

PRINCIPLES OF MANAGEMENT
C.O. On completion of this course, students will;
COI: Describe nature, scope, role, levels, functions and approaches of management
COII: Apply planning and decision making in management
COIII: Identify organization structure and various organizing techniques
COIV: Understand Direction, Co-ordination & Control mechanisms
COV: Relate and infer ethical practices of organization
ACCOUNTING FOR MANAGERS – I
C.O. On completion of this course, students will;
COI: Prepare Journal, ledger, trial balance and cash book
COII: Classify errors and making rectification entries
COIII: Prepare final accounts with adjustments
COIV: To understand Hire Purchase system
COV: Prepare single and double entry system of accounting
MANAGERIAL ECONOMICS
C.O. On completion of this course, students will;
COI: Analyse & apply the various managerial economic concepts in individual & business decisions
COII: Explain demand concepts, underlying theories and identify demand forecasting techniques
COIII: Employ production, cost and supply analysis for business decision making
COIV: Identify pricing strategies
COV: Classify market structures under competitive scenarios.
SEC -1 BASICS OF EVENT MANAGEMENT
C.O. On completion of this course, students will;
COI: To understand the basics of event management
COII: To design events
COIII: To study feasibility of organizing an event
COIV: To gain familiarity with marketing & promotion of event
COV: To develop event budget
FC - MANAGERIAL COMMUNICATION
C.O. On completion of this course, students will;

COI: Understand communication process and its barriers
COII: Develop business letters in different scenarios
COIII: Develop oral communication skills and conducting interviews
COIV: Use managerial writing for business communication
COV: identify usage of modern communication tools & its significance for managers.

I YEAR II SEMESTER
MARKETING MANAGEMENT
C.O. On completion of this course, students will;
COI: To list and identify the core concepts of Marketing and its mix.
COII: To sketch the market segmentation, nature of product, PLC
COIII: To analyse the appropriate pricing methods
COIV: To determine the importance of various media
COV: To assess the sales force and applications of digital marketing
ACCOUNTING FOR MANAGERS -II
C.O. On completion of this course, students will;
COI: Interpret cost sheet and write comments
COII: Compare cost, management & financial accounting
COIII: Analyse the various ratio and compare it with standards to assess deviations
COIV: Estimate budget and use budgetary control
COV: Evaluate marginal costing and its components
INTERNATIONAL BUSINESS
C.O. On completion of this course, students will;
COI: Discuss the modes of entry to International Business
COII: Explain international trade theories
COIII: Understand Foreign exchange market and FDI
COIV: Outline the Global Business Environment
COV: Identify the relevance of international institutions and trading blocs.
SEC- 2 MANAGERIAL SKILL DEVELOPMENT
C.O. On completion of this course, students will;
COI: Identify the personal qualities that are needed to sustain in the world of work
COII: Explore more advanced Management skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.

COIII: Acquire practical management skills that are of immediate use in management or leadership positions.
COIV: Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
COV: Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace
SEC -3 BUSINESS ETIQUETTE AND CORPORATE GROOMING
C.O. On completion of this course, students will;
COI: Describe basic concepts of business etiquette and corporate grooming
COII: Outline the etiquette and grooming standards followed in business environment and the significance of communication.
COIII: Create cultural awareness and moral practices in real life workplace scenarios.
COIV: Analyse workplace courtesy and resolve ethical issues with respect to etiquette and grooming for success.
COV: Apply the professionalism in the workplace considering diversity and courtesy

II YEAR III SEMETER
ORGANISATIONAL BEHAVIOUR
C.O. On completion of this course, students will;
COI: To define Organisational Behaviour, understand the opportunity through OB
COII: To apply self-awareness, motivation, leadership and learning theories at workplace
COIII: To analyse the complexities and solutions of group behaviour
COIV: To impact and bring positive change in the culture of the organization
COV: To create a congenial climate in the organization.
FINANCIAL MANAGEMENT
C.O. On the completion of this course, students will;
COI: Understand the basics of finance and roles of finance manager
COII: Evaluate Capital structure & Cost of capital
COIII: Evaluate Capital budgeting
COIV: Assessing dividends
COV: Appraise Working Capital
BUSINESS STATISTICS
C.O. On the completion of this course, students will;
COI: Measures of Central Tendency
COII: Measures of Variation

COIII: Analyse of Time Series
COIV: Understand Index Numbers
COV: Test Hypothesis
SEC -4 COMPUTER APPLICATION IN BUSINESS
C.O. On completion of this course, the students will;
COI: Demonstrate hands on experience with Ms-Word for business activities
COII: Demonstrate hands on experience with Ms-Excel for business activities
COIII: Demonstrate hands on experience with Ms-Power point for business activities
COIV: Demonstrate hands on experience with Tally for business activities
COV: Demonstrate hands on experience with Tally for reporting in business.
SEC – 5 ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT
C.O. On Completion of this course, students will;
COI: Understand the concept of entrepreneurship and skill sets of an entrepreneur
COII: Assess new venture opportunities &analyse strategic choices in relation to new ventures
COIII: Develop a credible business plan for real life situations
COIV: Coordinate a team to develop and launch and manage the new venture through the effective leadership
COV: Evaluate different sources for financing new venture

II YEAR IV SEMESTER
BUSINESS ENVIRONMENT
C.O. On completion of this course, students will;
COI: To understand the concepts of Business Environment
COII: To apply knowledge in the business and strategic decisions
COIII: To analyse the importance of business in various social groups
COIV: To evaluate the types of economic environment and its impact on business
COV: To construct and assess the environment for real-time business
BUSINESS REGULATORY FRAME WORK
C.O. On completion of this course, students will;
COI: Explain Indian Contracts Act
COII: Understand Sales of goods act and Contract of Agency
COIII: Understand Indian Companies Act 1956

COIV: Understand Consumer Protection Act -RTI
COV: Understand Cyber Law
OPERATIONS RESEARCH
C.O. On completion of this course, students will;
COI:Analyse Linear Programming
COII:Analyse Transportation problem
COIII:Analyse Assignment Problem
COIV:Analyse Network models
COV:Analyse Game Theory and Decision Theory
SEC -6 TALLY
C.O. On completion of this course, students will;
COI: To understand about the basic accounting and Tally. ERP 9
COII: Identify the maintained of ledger and inventory system
COIII: Creation of various vouchers and bill wise details
COIV: Understand various taxes returns and filing
COV: Relate and infer various reports generated in Tally. ERP 9
SEC -7 INTELLECTUAL PROPERTY RIGHTS
C.O. On completion of this course, students will;
COI: Imbibe the knowledge of IPR through various laws
COII: Appy the knowledge of patents
COIII: Understand the process of acquiring a trademark
COIV: Create an awareness about copyrights
COV: Understand geographical indicators.

III YEAR V SEMSTER
HUMAN RESOURCE MANAGEMENT
C.O. On completion of this course, students will;
COI: Explain the concepts, functions and process of HRM
COII: Examine the selection and placement process
COIII: Evaluate the training and performance appraisal
COIV: Understand the employee engagement and compensation
COV: Understand the recent trends in HR
RESEARCH METHODOLOGY
C.O. On completion of this course, students will

COI: Understand the concepts and principles of Research
COII: Comprehend and decide the usage of design and formulate hypothesis
COIII: Analyse data collection sources and tools
COIV: Summarize and establish solutions through data analysis
COV: Compare and justify the process of writing and organizing a research report
BUSINESS TAXATION
C.O. On completion of this course, students will;
COI: To define and understand the basic concepts of tax
COII: To examine and apply GST rules in real-time business situations
COIII: To analyse the elements of GST mechanism in India
COIV: To evaluate the rules of Income Tax and methods of valuation for customs
COV: To prepare the needed documents under GST Compliance
MANAGEMENT INFORMATION SYSTEM
C.O. On completion of this course, students will;
COI: Understand MIS in decision making
COII: Explain MIS, its structure and role in management functions
COIII: Classify & discuss information system categories, Database Management Systems
COIV: Discuss SDLC and functional information system categories
COV: Outline functions of BPO, Data mining and the recent trends in information management
ELECTIVES
DIGITAL MARKETING
C.O. On completion of this course, students will;
COI: Discuss digital marketing and its framework
COII: Identify, use appropriately and explain digital marketing tools
COIII: Explain social media marketing and crowd sourcing
COIV: Discuss online reputation management and its influence
COV: Identify the various data analytics and measurement tools in digital marketing
INDUSTRIAL RELATIONS
C.O. On completion of this course, students will;
COI: Understand the role and importance of Industrial Relations.
COII: Understanding the concepts of industrial disputes and settlement
COIII: Understanding the concepts of Labour legislation.
COIV: Identifying the concepts of Workers Participation in Management

COV: Understanding the concepts of Trade Union
FINANCIAL SERVICES
C.O. On completion of this course, students will;
COI: List types of financial services and their role
COII: Recognize role and functions of merchant banker and capital market
COIII: Compare and contrast factoring, leasing, hire purchase and consumer finance
COIV: Understand Consumer Finance, Venture Capital and credit rating.
COV: Understand mutual funds and its functions.
PROJECT WORK
C.O. On completion of this course, students will;
COI: Gain knowledge about Research Project
COII: Increase knowledge on research problem
COIII: Improve practice in review of literature.
COIV: Gain knowledge on Data collection and Analysis
COV: Be proficient in Project Preparation

III YEAR VISEMSTER
ENTREPRENEURIAL DEVELOPMENT
C.O. On completion of this course, student will;
COI: To understand the concepts of Entrepreneurship development
COII: To apply knowledge in the business plans and implementation
COIII: To analyse the various analyses of business in setting up of enterprises
COIV: To create the awareness about various schemes and subsidies of government for entrepreneurial development
COV: To evaluate and assess the various problems and remedies of entrepreneurship
SERVICES MARKETING
C.O. On completion of this course, students will;
COI: To define and understand the concepts of Services Marketing
COII: To examine and apply Marketing Mix in Services Marketing.
COIII: To analyse and design various strategies in the field of Services Marketing
COIV: To evaluate the role of delivering Quality Service.
COV: To design the tools of Marketing
PRODUCTION AND MATERIALS MANAGEMENT
C.O. On completion of this course, students will;

COI: Provide comprehensive outlook on basic concepts, and practices of production
COII: Identify right plant location and plant layout of factory
COIII: Know work study and method study, its procedure & quality control techniques in production
COIV: Outline inventory control concepts and its replenishment to manage inventory
COV: Discuss purchase management procedure and identify vendor rating mechanisms.
ELECTIVES
CONSUMER BEHAVIOUR
C.O. On completion of this course, students will;
COI: Explain the concept of Consumer Behaviour& describe Consumer research process
COII: Interpret psychological and environmental influences that are relevant for understanding consumer behaviour
COIII:Analyse the consumer decision process.
COIV: Assess the impact of consumer's motivation, personality on the buying behaviour
COV: Determine customer satisfaction and consequent post purchase behaviour
INNOVATION MANAGEMENT
C.O. On completion of this course, students will;
COI: To understand the concepts of Innovation Management
COII: To apply knowledge new business plans and strategy
COIII: To demonstrate the value of customers in increasing the profitability ratio
COIV: To impart knowledge about the need and importance of technical innovation
COV: In short the goal of this study is to understand the current state of business.
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
C.O. On completion of this course, students will;
COI: Recall the meaning of the basic terminologies used in stock market
COII: Explain and infer the final worth of various investment processes
COIII: Solve problems relating to various investment decisions
COIV: Analyse theories and problems relating to stock market
COV: Interpret the various investment models that aid in investment decision making
ELECTIVES
FUNDAMENTALS OF LOGISTICS
C.O. On completion of this course, students will;
COI: Explain the basic concepts relating to logistics
COII: Analyse the role of outsourcing and customer service in logistics

COIII: Appraise the needs, modes and issues relating to global logistics
COIV: Describe about the different activities allied to logistics
COV: Identify the various areas of logistics where technology can be applied.
E-BUSINESS
C.O. On completion of this course, students will;
COI: To define and understand the basic concepts of business done through web
COII: To examine and apply web tools in real-time business situations
COIII: To analyse the security threats in e-business
COIV: To evaluate strategies for marketing
COV: To prepare the environment for e-business
STRATEGIC MANAGEMENT
C.O. On completion of this course, students will;
COI: To develop an understanding of the strategic management process and the complexities of business environment
COII: To analyse the external environmental and internal organizational factors influencing strategy formulation
COIII: To demonstrate the skills required for selection of the most suitable strategies for a business organization
COIV: To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.
COV: To familiarize with current developments.
PROFESSIONAL COMPETENCY ENHANCEMENT
C.O. On completion of this course, students will;
COI: Use their logical thinking and analytical abilities to solve reasoning questions
COII: Solve questions related to time and distance and time and work
COIII: Apply concept of percentages, Profit and Loss, discount.
COIV: Interpret data using charts and diagrams
COV: Solve questions relating to Geometry and Mensuration.