



MASTER OF BUSINESS ADMINISTRATION (MBA)
PROGRAMME SPECIFIC OUTCOMES

On the successful completion of **MBA** programme, students will

PSO1:	Enable the students to become managers in a reputed Multinational company.
PSO2:	Developing the students employable in corporate sector.
PSO3:	Develop on understanding about the practices and protocols of the industry.
PSO4:	Prepare the students to start own business and make them entrepreneurs.
PSO5:	Tune up the employability skills the students to meet the expectation of the corporate.

COURSE OUTCOMES

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: P2MSC11

In this course the students will

CO1:	Understand the key concepts of management and different management experts' views on new dimensions of management.
CO2:	Able to plan and apply their creative mind in decision making leading to business success.
CO3:	Acquire knowledge on nature of organization and its contribution to business administration.
CO4:	Have leadership qualities and skills to be used in the development of the firm.
CO5:	know the requirements of effective control in the organization and involve in Corporate Social Responsibility

SUBJECT NAME: ORGANIZATIONAL BEHAVIOR

SUBJECT CODE: P2MSC12

In this course the students will

CO1:	Make them understand the contextual perspectives of OB and its models.
CO2:	Create ability to apply appropriate learning theory and shape the employees' personality.



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CO3:	Provide suitable motivational technique and imbibe proper values in individual behavior.
CO4:	Make them able to modify group behavior through conflict management.
CO5:	Knowledge to handle stress and understand the need for organizational change and culture.

SUBJECT NAME: ECONOMICS FOR MANAGERS

SUBJECT CODE: P2MSC13

In this course the students will

CO1:	Adequate knowledge on the techniques and evolution of managerial economics.
CO2:	Enable them to perform demand analysis.
CO3:	Have the ability to formulate the production function and estimate relevant cost.
CO4:	Able to select suitable pricing strategy in various market structure.
CO5:	Understand and analyze macroeconomic conditions.

SUBJECT NAME: ACCOUNTING FOR MANAGERS

SUBJECT CODE: P2MSC14

In this course the students will

CO1:	Understand the fundamentals of management accounting.
CO2:	Able to prepare Journal, ledgers and Subsidiary Books.
CO3:	Ability to analyze the financial statements.
CO4:	Able to prepare various budgets & understand the budgetary control techniques.
CO5:	Able to determine marginal costing and perform break even analysis.

SUBJECT NAME: BUSINESS STATISTICS

SUBJECT CODE: P2MSC15

In this course the students will

CO1:	Able to tabulate and present data and calculate index number.
CO2:	Understand the measures of central tendency & measures of dispersion.
CO3:	Know the hypothesis testing under various conditions.



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CO4:	Ability to perform correlation and regression analysis.
CO5:	Understand different non parametric methods.

SUBJECT NAME: WORKSHOP ON LIFE SKILLS

SUBJECT CODE: P2MSC1W

In this course the students will

CO1:	Understand the art and logic of listening, book reading, news articles, gestures and postures and learn to introduce self, and share their own experience in group.
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SUBJECT NAME: MARKETING MANAGEMENT

SUBJECT CODE: P2MSC21

In this course the students will

CO1:	Understand core competencies and growth of marketing.
CO2:	Able to perform the segmentation of market.
CO3:	Determine the stage of the Product life cycle.
CO4:	Have knowledge of different pricing strategies.
CO5:	Involve themselves in new product development and green marketing.

SUBJECT NAME: FINANCIAL MANAGEMENT

SUBJECT CODE: P2MSC22

In this course the students will

CO1:	Understand the objectives and functions of finance manager and the concepts of profit maximization vs. wealth maximization.
CO2:	Be able to calculate cost of capital.
CO3:	Calculate earnings before interest and tax.
CO4:	Ability to know the features of management of cash and receivables.
CO5:	Learn features and theories of capital structure and dividend policy.



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SUBJECT NAME: HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: P2MSC23

In this course the students will

CO1:	Understand the characteristics and functions of HR Managers.
CO2:	Able to perform job analysis, recruitment, and selection.
CO3:	Ability to select appropriate methods of placement, induction, training and development.
CO4:	Able to understand absenteeism, labour turnover, and job satisfaction.
CO5:	Learn the work life quality and recent techniques in HRM.

SUBJECT NAME: OPERATIONS MANAGEMENT

SUBJECT CODE: P2MSC24

In this course the students will

CO1:	Understand the responsibilities of Production Manager.
CO2:	Able to design the plant layout and select suitable plant location.
CO3:	Able to use the inventory control techniques.
CO4:	Ability to make production planning and analyze the dimension of quality.
CO5:	Learn the scrap and surplus disposal.

SUBJECT NAME: BUSINESS INTELLIGENCE

SUBJECT CODE: P3MSC25

In this course the students will

CO1:	Understand the concept and importance of decision support system and the framework for business intelligence.
CO2:	Able to determine the right phase of decision making.
CO3:	Learn data mining and data warehousing.
CO4:	Acquire knowledge about the appropriate methodology of business performance management.
CO5:	Learn proper technique in knowledge management.



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SUBJECT NAME: WORKSHOP ON MANAGERIAL SKILLS

SUBJECT CODE: P2MSC2W

In this course the students will

CO1:	Equip themselves with presentation skills, social skills, writing skills, news assimilation skills and computational skills.
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SUBJECT NAME: NME-ENTREPRENEURSHIP

SUBJECT CODE: P2MSN2

In this course the students will

CO1:	Understand the concepts of entrepreneur, his qualities and functions.
CO2:	Gain insights about women entrepreneurship and rural entrepreneurship.
CO3:	Understand family business and challenges in it.
CO4:	Able to devise a business plan and decide upon the type of ownership.
CO5:	Be able to choose the suitable institution to support their entrepreneurial activity.

SUBJECT NAME: OPERATIONS RESEARCH

SUBJECT CODE: P2MSC31

In this course the students will

CO1:	Be able to solve the linear programming models.
CO2:	Be able to make use of the transportation model.
CO3:	Have ability to solve assignment models & use the queuing theory for practical problems.
CO4:	Able to generate scenarios using simulation & game theory in business.
CO5:	Learn the techniques of sequencing and network models.

SUBJECT NAME: INTERNATIONAL BUSINESS

SUBJECT CODE: P2MSC32

In this course the students will

CO1:	Able to identify the business orientations of a company.
CO2:	Able to analyze the business environment in which the company is functioning.



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CO3:	Able to understand trade strategies, trade protection and factors affecting international investment.
CO4:	Ability to interpret the concepts of Balance of Payment and decide appropriate method for correction of Balance of Payments.
CO5:	Learn about market selection process and social issues in international business like merger & acquisition, business ethics and problems of Indian exports.

SUBJECT NAME: RESEARCH METHODOLOGY

SUBJECT CODE: P2MSC33

In this course the students will

CO1:	Able to understand the various types of research and steps in research.
CO2:	Understand the sources of data and questionnaire construction for collection of primary data.
CO3:	Understand the sampling technique and have the ability to apply suitable sampling technique for a research project.
CO4:	Ability to process the collected data using appropriate technique.
CO5:	Ability to prepare a project report of a research study.

SUBJECT NAME: WORKSHOP ON EMPLOYABILITY SKILLS

SUBJECT CODE: P1MSC3PV

In this course the students will

CO1:	Enhance their industry and company awareness, case presentation and interview skills to explore opportunities.
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SUBJECT NAME: BUSINESS ENVIRONMENT

SUBJECT CODE: P2MSC41

In this course the students will

CO1:	Able to understand the importance of environmental analysis and techniques of environmental analysis.
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CO2:	Have the ability to analyze the economic & global environment.
CO3:	Able to understand the social & cultural environment of a business.
CO4:	Have the ability to critically analyze the political and technological environment.
CO5:	Understand the various legal aspects a business has to adhere.

SUBJECT NAME: STRATEGIC MANAGEMENT

SUBJECT CODE: P1MSC42

In this course the students will

CO1:	Know an overview of strategic management.
CO2:	Able to formulate a mission and vision statement for a company.
CO3:	Able to scan the parameters of external environment in a strategic way.
CO4:	Have the ability to map internal environment using strategic tools.
CO5:	Able to make strategic alternative for any situation.

SUBJECT NAME: PROJECT & VIVA VOCE

SUBJECT CODE: P1MSC4PV

In this course the students will

CO1:	Get knowledge about undertaking a project study relating to a company.
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FINANCE ELECTIVES

SUBJECT NAME: PROJECT MANAGEMENT

SUBJECT CODE: P1MSE31F

In this course the students will

CO1:	Understand the capital investment.
CO2:	Able to generate and screen the project ideas.
CO3:	Have the ability to make demand analysis.
CO4:	Able to analyze the risks.
CO5:	Learn the network techniques.



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SUBJECT NAME: INDIAN CAPITAL MARKET

SUBJECT CODE: P1MSE32F

In this course the students will

CO1:	Interpret the various norms of securities market.
CO2:	Understand the SEBI Guidelines.
CO3:	Understand the regulation of Stock Exchanges in India.
CO4:	Explore the functioning of various securities exchange.
CO5:	Analyze the pattern of trading in Indian stock exchanges.

SUBJECT NAME: MANAGEMENT OF FINANCIAL SERVICES

SUBJECT CODE: P1MSE33F

In this course the students will

CO1:	Understand the various financial system and financial services.
CO2:	Understand the credit rating system and electronic cards.
CO3:	Learn the capital market services.
CO4:	Understand the functioning of the hire purchase system and leasing.
CO5:	Understand the mutual funds and insurance services.

SUBJECT NAME: BANKING SERVICE OPERATIONS

SUBJECT CODE: P1MSE41F

In this course the students will

CO1:	Understand the fundamental operations of banking service.
CO2:	Learn recent trends in electronic banking.
CO3:	Acquire knowledge about the operation of bank service.
CO4:	Learn the service quality metrics.
CO5:	Have the ability to handle the risks and formulate risk management strategies.



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SUBJECT NAME: INCOME TAX

SUBJECT CODE: P1MSE42F

In this course the students will

CO1:	The guidelines of Income tax.
CO2:	Able to calculate income under the head salaries.
CO3:	Able to calculate income from house properties.
CO4:	Ability to calculate business profit and gains.
CO5:	Able to find the capital gains.

SUBJECT NAME: SECURITY ANALYSIS

SUBJECT CODE: P2MSE43F

In this course the students will

CO1:	Able to identify the sources of investment and inflation.
CO2:	Able to make Investment Decisions, Financial Analysis and Interpretation and Balance Sheet Analysis and Blue Chips.
CO3:	Able to perform fundamental Analysis.
CO4:	Ability to perform Technical Analysis.
CO5:	Understand the Efficient Market Theory.

SUBJECT NAME: LAB-FINANCIAL COUNTING WITH TALLY

SUBJECT CODE: P1MSE4FP

In this course the students will

CO1:	Able to operate the various menu in tally.
CO2:	Know accounting vouchers and transactions.
CO3:	Able to create budgets for groups, ledgers and cost centres.
CO4:	Able to create reports like balance sheet, profit and loss account, trial balance and ratio analysis.
CO5:	Have ability to create, alter and display stock groups and stock items.



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MARKETING ELECTIVES

SUBJECT NAME: CONSUMER BEHAVIOUR

SUBJECT CODE: P2MSE31M

In this course the students will

CO1:	Understand the impact of the digital revolution on consumer behaviour.
CO2:	Able to segment the market.
CO3:	Able to apply motivation techniques by identifying consumer perception.
CO4:	Ability to identify the influence of reference groups and family.
CO5:	Able to analyze the influence of culture on consumer behaviour.

SUBJECT NAME: ADVERTISING, SALES AND PROMOTION MANAGEMENT

SUBJECT CODE: P2MSE32M

In this course the students will

CO1:	Able to identify the stages in advertising communication.
CO2:	Able to plan for the mode of advertisement campaign.
CO3:	Ability to plan creative strategy.
CO4:	Understand sales promotion techniques.
CO5:	Able to monitor the sales force.

SUBJECT NAME: INTEGRATED MARKETING COMMUNICATION

SUBJECT CODE: P1MSE33M

In this course the students will

CO1:	Understand the fundamentals of marketing communication.
CO2:	Able to encode and decode messages.
CO3:	Able to make decisions pertaining to marketing communication.
CO4:	Ability to learn the functional areas of integrated marketing communication.
CO5:	Able to make communications related to point of purchase.



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SUBJECT NAME: SERVICE MARKETING

SUBJECT CODE: P2MSE41M

In this course the students will

CO1:	Able to determine the behavioral profile of service users.
CO2:	Have the ability to design the suitable product and price mix.
CO3:	Able to use the service promotion tools and techniques.
CO4:	Possess necessary skills to formulate marketing mix.
CO5:	Get basic knowledge about operating service businesses globally.

SUBJECT NAME: RETAIL MANAGEMENT

SUBJECT CODE: P1MSE42M

In this course the students will

CO1:	Understand the nature of retailing career and practice of retailing.
CO2:	Able to devise the strategic plans.
CO3:	Able to identify and classify the retail customers.
CO4:	Able to manage the marketing channels and improve the merchandise presentation.
CO5:	Have the ability to select the market and retail location

SUBJECT NAME: BRAND MANAGEMENT

SUBJECT CODE: P1MSE43M

In this course the students will

CO1:	Understand the fundamentals of creating a brand.
CO2:	Able to analyze the brand equity, extension and portfolios.
CO3:	Have the ability to do brand positioning.
CO4:	Able to apply the techniques for brand positioning.
CO5:	Able to establish POPs.



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HUMAN RESOURCES ELECTIVES

SUBJECT NAME: HUMAN RESOURCE DEVELOPMENT

SUBJECT CODE: P1MSE31H

In this course the students will

CO1:	Learn the role& responsibilities of a HRD manager.
CO2:	Understand the suitable method of training for the organization.
CO3:	Have the ability to coach, counsel and mentor the employees of the organization.
CO4:	Able to make career planning & development
CO5:	Learn the process of strategic HRD.

SUBJECT NAME: INDUSTRIAL RELATIONS

SUBJECT CODE: P1MSE32H

In this course the students will

CO1:	Learn to establish ideal conditions for good industrial relations.
CO2:	Able to build good rapport with Trade Unions.
CO3:	Able to select the appropriate method to resolve the industrial disputes.
CO4:	Learn the concept of the workers participation in the management.
CO5:	Know the grievance handling mechanisms.

SUBJECT NAME: TRAINING AND DEVELOPMENT

SUBJECT CODE: P1MSE33H

In this course the students will

CO1:	Understand the role &importance of training in organization.
CO2:	Able to determine the needs of training and design the training programme.
CO3:	Have the ability to select the appropriate training method.
CO4:	Able to implement and evaluate the training method.
CO5:	Learn the approaches / strategies to develop technical managers and training for executives.



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SUBJECT NAME: STRATEGIC HUMAN RESOURCES MANAGEMENT

SUBJECT CODE: P1MSE41H

In this course the students will

CO1:	Understand the fundamental concepts of Strategic human resource management.
CO2:	Have the ability to evaluate the models of strategic HRM.
CO3:	Able to identify the suitable strategy for cultural change in organization.
CO4:	Have the ability to overcome the barriers of strategic HR.
CO5:	Able to develop practical approaches to the development of HR strategies.

SUBJECT NAME: CONFLICT AND NEGOTIATION

SUBJECT CODE: P1MSE42H

In this course the students will

CO1:	Able to identify the levels of conflict.
CO2:	Able to classify and find the sources of conflict.
CO3:	Able to implement the most appropriate strategy of negotiation.
CO4:	Understand the importance of communication in negotiation.
CO5:	Able to identify the cross cultural factors affecting international negotiation.

SUBJECT NAME: PERFORMANCE MANAGEMENT

SUBJECT CODE: P1MSE43H

In this course the students will

CO1:	Acquire knowledge about necessary precautions and steps in Performance Management Cycle.
CO2:	Have the ability to assess, review, renew and re-contract performance management process.
CO3:	Able to establish Performance Standards and conduct review.
CO4:	Able to implement the performance management systems.
CO5:	Learn the proper use of the reward systems.



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SYSTEMS ELECTIVES

SUBJECT NAME: SOFTWARE PROJECT MANAGEMENT

SUBJECT CODE: P1MSE31S

In this course the students will

CO1:	Learn the overview of project planning.
CO2:	Able to choose the appropriate project approach, software effort estimation and estimation techniques.
CO3:	Be able to do activity planning and formulating a proper network model.
CO4:	Get knowledge about resource allocation and scheduling resources.
CO5:	Be able to ascertain quality in software.

SUBJECT NAME: RDBMS/CLIENT SERVER COMPUTING (ORACLE)

SUBJECT CODE: P1MSE32S

In this course the students will

CO1:	Understand the fundamental concept of data models.
CO2:	Have the ability to identify the nature of relational model.
CO3:	Able to execute SQL statements.
CO4:	Understand the features of client server computing.
CO5:	Able to establish client server computing.

SUBJECT NAME: ENTERPRISE RESOURCE PLANNING

SUBJECT CODE: P1MSE33S

In this course the students will

CO1:	Learn the fundamentals and benefits of ERP.
CO2:	Able to differentiate and integrate ERP with other related technologies like Business intelligence and OLAP.
CO3:	Have the ability to design the various ERP functional modules.
CO4:	Be able to successfully implement the design ERP.
CO5:	Learn the numerous packages available in ERP market.



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SUBJECT NAME: DATA MINING AND DATA WAREHOUSING

SUBJECT CODE: P1MSE41S

In this course the students will

CO1:	Able to use the decision tree and neural networks.
CO2:	Able to select the suitable technique for data mining in business process.
CO3:	Able to operate data warehousing components.
CO4:	Able to make decision on business and technical front in choosing data warehouse.
CO5:	Understand the concept of OLAP.

SUBJECT NAME: NETWORKING MANAGEMENT AND INFORMATION SECURITY

SUBJECT CODE: P1MSE42S

In this course the students will

CO1:	Learn the fundamentals of data communication and communication protocols.
CO2:	Know about tools, systems & applications in network management.
CO3:	Able to handle security problems in computing.
CO4:	Understand program security, viruses and other malicious code.
CO5:	Have the ability to maintain to privacy in computing, authentication and Email security.

**SUBJECT NAME: WEB PAGE DESIGNING USING PHP 6 & MYSQL 5 SUBJECT
CODE: P1MSE43S**

In this course the students will

CO1:	Able to programme in PHP.
CO2:	Able to programme MySQL and accessing MySQL.
CO3:	Have ability to handle error and debug MySQL.
CO4:	Learn the common programming techniques and web application development.
CO5:	Be able to handle cookies and security methods.



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OPERATIONS ELECTIVES

SUBJECT NAME: PURCHASE AND MATERIAL MANAGEMENT

SUBJECT CODE: P2MSE31R

In this course the students will

CO1:	Learn the fundamentals of Material management and able to identify the suitable material for production.
CO2:	Be able to classify and follow proper codification of materials.
CO3:	Have the ability to choose the appropriate standards to be established in the Organization and use the techniques in material planning. .
CO4:	Have the ability to establish the stores organisation and maintain proper functioning of the stores.
CO5:	Able to apply the principles of purchasing and special methods of purchasing.

SUBJECT NAME: SUPPLY CHAIN MANAGEMENT

SUBJECT CODE: P2MSE32R

In this course the students will

CO1:	Understand the fundamentals of supply chain management and decision phases in supply chain process.
CO2:	Be able to identify the suitable drivers for increased supply chain performance.
CO3:	Be able to perform the demand forecasting in supply chain. .
CO4:	Learn the modes of transportation and risk management in transportation.
CO5:	Assess the possibilities of usage of information technology in supply chain.

SUBJECT NAME: TOTAL QUALITY MANAGEMENT

SUBJECT CODE: P2MSE33R

In this course the students will

CO1:	Learn the fundamentals and evolution of TQM.
CO2:	Gain domain knowledge on ISO certification and other quality management systems.



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CO3:	Have the ability to use the statistical process controls.
CO4:	Able to choose the appropriate quality tools to improve process quality.
CO5:	Understand the various failure costs.

SUBJECT NAME: LOGISTICS MANAGEMENT

SUBJECT CODE: P2MSE41R

In this course the students will

CO1:	Understand the fundamentals of logistics.
CO2:	Be able to develop and design the transportation infrastructure for effective management.
CO3:	Have the ability to perform the logistics positioning of the firm.
CO4:	Understand logistics performance measurement and reporting.
CO5:	Understand the functioning of logistics in global economy.

SUBJECT NAME: BUSINESS PROCESS MANAGEMENT

SUBJECT CODE: P1MSE42R

In this course the students will

CO1:	Understand the purpose of E-business strategy in business process management.
CO2:	Be able to identify the suitable web enabling technology.
CO3:	Have the ability to operate the Enterprise resource planning in the firm.
CO4:	Learn the Customer relationship management and e-marketing.
CO5:	Able to under the importance of ABC (Activity Based Costing) system of costing.

SUBJECT NAME: PRODUCTION PLANNING AND INVENTORY CONTROL

SUBJECT CODE: P2MSE43R

In this course the students will

CO1:	Able to choose the appropriate inventory management system.
CO2:	Able to apply the concepts of inventory management in distribution.
CO3:	Able to plan the job shop production activity.
CO4:	Have the ability to make production reporting and status control.
CO5:	Understand the features of benchmarking, reverse engineering and simultaneous engineering and strategic alliance.