



COURSE OUTCOMES
BUSINESS ADMINISTRATION

I - B.B.A
SEMESTER: I

Subject Name: காப்பீடு

Subject Code: U22PB11

In this course the students will

COs	CO Statement
CO1	காப்பீட்டுக் கொள்கைகளை மாணவர்களுக்குப் பழக்கப்படுத்த.
CO2	காப்பீட்டின் தோற்றம் மற்றும் காப்பீட்டு வகைகளைப் புரிந்து கொள்ளுவதற்கு
CO3	ஆயுள் காப்பீட்டின் அம்சங்கள் மற்றும் ஆயுள் காப்பீட்டுக் கொள்கைகளின் வகைகளை அறிந்து கொள்ளுவதற்கு.
CO4	இந்திய ஆயுள் காப்பீட்டு கழகம் பற்றி விவரிக்கவும் .
CO5	கடல் காப்பீடு மற்றும் தீ காப்பீடு பற்றிய அறிவை வழங்கவும் .

Subject Name: PRINCIPLES OF MANAGEMENT

Subject Code: U22BAC11

In this course the students will

COs	CO Statement
CO1	Provide fundamental knowledge and expose to the concepts of management.
CO2	Describe the contributions of various management authors.
CO3	Understand the basic theories of motivation.
CO4	Familiarize the various types of organization and Leadership with basic Qualities of a good leader.
CO5	Understand the process and importance of supervision and control in an organization.

Subject Name: Financial Accounting

Subject Code: U22BAC12

In this course the students will

COs	CO Statement
CO1	Develop conceptual understanding of the basic accounting systems through Book – keeping mechanism.
CO2	Describe the meaning of Journal, Ledger, Subsidiary books, Cash book and Trial Balance.
CO3	Understand to prepare the final accounts by distinguishing capital expenditure and Revenue expenditure.
CO4	Write down the various methods of calculating depreciation.
CO5	Analyse the accounts of Non – trading concerns.



Subject Name: Managerial Economics

Subject Code: U22ECAX11

Upon successful completion of this course, students will be able

CO1	To describe the basic concepts in managerial economics and to explain the role and responsibilities of Managerial Economist
CO2	To understand the importance of economic theories in production process
CO3	To analyze the demand forecasting using different methods of forecasting
CO4	To familiarizes the cost and cost concept and different market structure
CO5	To provide information about pricing policy and methods and profit planning with the help of Break Even analysis.

SEMESTER: II

Subject Name: நிறும அமைப்பு மற்றும் அலுவலக மேலாண்மை

Subject Code: U22PB21 / U2PT2B

In this course the students will

COs	CO Statement
CO1	நிறுவனத்தின் கருத்துக்களையும் அதன் வகைகளையும் புரிந்து கொள்ள.
CO2	நிறுவனத்தை உருவாக்குவதற்கான நடைமுறையை அறிய .
CO3	அலுவலகத்தின் முக்கிய அடிப்படை மற்றும் நிர்வாக செயல்பாடுகளை அடையாளம் காண .
CO4	பதிவேடு மேலாண்மையை அறிந்து கொள்ள
CO5	வணிக அறிக்கைகளைத் தயாரிப்பதை நன்கு அறிந்திருத்தல் மற்றும் அலுவலக இயந்திரங்கள் மற்றும் உபகரணங்களின் பயன்பாடுகளை பகுப்பாய்வு செய்தல் .

Subject Name: BUSINESS ACCOUNTING PACKAGES

Subject Code: U22BAC21

In this course the students will

COs	CO Statement
CO1	Understand the basic functioning of Computer
CO2	Understand the concepts of computerized accounting.
CO3	Prepare voucher entries for given Business transaction
CO4	Create and Maintain Inventory of the Business
CO5	Construct final accounts and Reports



Subject Name: Cost Accounting

Subject Code: U22BAC22

In this course the students will

COs	CO Statement
CO1	Provides understanding about cost accounting system, concepts and classification
CO2	Provides understanding about the significant methods of costing for real-time application
CO3	Provides deeper insight about material purchase, inventory and issue with practice.
CO4	Provides clear knowledge and understanding about the fixation, control and management labour cost.
CO5	Provides awareness about the concepts of allocation, absorption and apportionment of overheads and its control.

Subject Name: Allied Paper - Monetary Economics

Subject Code: U22ECAX21

Upon successful completion of this course, students will be able

CO1	To describe the basic concepts in monetary economics and to understand the function and role of money in Indian Economic development
CO2	To understand the monetary standard and principles of note issues
CO3	To analyze the cause and effects of inflation and deflation in the economy
CO4	To the applications of monetary policy how control measures taken for inflation and deflation
CO5	To describe the role of RBI and commercial bank in economic development and credit creation by them

Subject Name: LAB: BUSINESS ACCOUNTING PACKAGES

Subject Code: U22BAS21

Upon successful completion of this course, students will be able

Cos	CO Statement
CO1	Understanding the fundamental concepts in Accounting system
CO2	Preparing Trial Balance
CO3	Prepare voucher entries for given Business transaction
CO4	Implementing stock details in the Accounting Vouchers
CO5	Displaying financial reports



COURSE OUTCOME

SEMESTER III

MERCANTILE LAW

Subject Code: U3BAC31

1. To enable the students to secure a basic general knowledge in mercantile law.
2. To understand the impact of various mercantile laws on business.
3. To develop skills so as to apply the mercantile law to various practical situations in business.
4. To acquaint themselves with latest developments in the field of mercantile law.

BANKING LAW AND PRACTICE

Subject Code: U2BAC32

1. To enable the students to secure a basic general knowledge in banking law and practice.
2. To understand the impact of various laws on banking.
3. To develop skills so as to apply the law of banking to various practical situations
4. To acquaint themselves with latest developments in the field of banking.

COMPUTER APPLICATIONS IN BUSINESS

Subject Code: U2BAC33

- 1) To impart the basic knowledge about computer system.
- 2) To introduce word processing concepts.
- 3) To inculcate the knowledge of electronic spreadsheets.
- 4) To develop the knowledge of creating presentations using PowerPoint.
- 5) To introduce ACCESS and RDBMS concepts.

ORGANISATIONAL BEHAVIOUR

Subject Code: U2BAC34

- 1) The objective of this subject is to impart the knowledge on the behaviour of individual, group and the overall organization in different aspects and how to manage stress and conflict situation.

Allied - Business Statistics

Subject Code: U2MAA3B

1. To introduce the Statistical concepts to commerce and BBA Students.



SBE – 1 LAB: MS OFFICE

Subject Code: U2BAS3P

1. To impart the basic knowledge about windows operating system.
2. To introduce word processing concepts.
3. To inculcate the knowledge of electronic spreadsheets.
4. To develop the knowledge of creating presentations using PowerPoint.

SBE 2 - BODY LANGUAGE

Subject Code: U2BA

1. The objective of this subject is to develop the basic concepts of unspoken language and its multifaceted aspects.

SEMESTER IV

INDUSTRIAL LAW

Subject Code: U3BAC41

1. To enable the students to secure a basic general knowledge in Industrial law.
2. To understand the impact of various Industrial laws on business.
3. To develop skills so as to apply the Industrial law to various practical situations in business.
4. To acquaint themselves with latest developments in the field of Industrial law.

MARKETING MANAGEMENT

Subject Code: U2BAC42

1. To facilitate the students to acquire knowledge of concepts of marketing.
2. To equip the students about product planning and pricing methods
3. To provide an information about channel members and promotional tools
4. To familiarize the students on recent marketing concepts

INTERNET AND WEB DESIGNING

Subject Code: U2BAC43

1. To impart the basic knowledge about Internet.
2. To introduce HTML concepts.
3. To develop the knowledge of creating web pages using HTML and JavaScript.

ENTREPRENEURSHIP

Subject Code: U2BAE4



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

[Re-accredited with 'A' Grade by NAAC]

Virudhunagar – 626 001.

1. To enable the students to secure a basic general knowledge in entrepreneurship.
2. To understand the impact of entrepreneurship development programmes.
3. To develop skills so as to start a business.
4. To acquaint themselves with latest developments in the field of business and industry.

Allied - Business Mathematics

Subject Code: U2MAA4B

1. To introduce the mathematical concepts to commerce and BBA students.

SBE – 3 LAB: WEB DESIGNING

Subject Code: U2BAS4P

1. To impart the basic knowledge about designing web pages using HTML.
2. To develop the knowledge of creating and designing web pages using HTML and Java Script.



COURSE OUTCOME

SEMESTER V

OPERATIONS MANAGEMENT

Subject Code: U2BAC51

CO 1 :Enlighten on various functions of production management and manufacturing Practices.

CO 2 :List out the factors affecting plant location and the principles of plant layout.

CO 3 :Describe material management with its objections, functions and its importance.

CO 4 :Understand Double bin system, ABC analysis, production planning and control.

CO 5 :Impart knowledge about Quality control, Quality circles and TQM.

RETAIL MANAGEMENT

Subject Code: U2BAC52

CO 1 : Provide a basic theoretical framework of the concepts of retail management.

CO 2 :Analyse Retailers with their functions, characteristics and various types.

CO 3 :Understand retail promotional objectives and promotional advertising.

CO 4 :Describe retail pricing policies and strategies, FDI in retailing and service retailing.

CO 5 :Introduce Online retail with its types, and also complaints management.

MANAGEMENT ACCOUNTING

Subject Code: U3BAC53

CO 1: Know about various functions of management accounting and financial statement analysis

CO 2: Understand reporting and preparing ratio analysis with its merits and demerits

CO 3: Analyze fund flow statement with its merits, demerits and also cash flow statement with its uses

CO 4: Understand the meaning of Marginal costing, break-even analysis, profit column ratio and margin of safety.

CO 5: Understand the objections of budgetary control with its merits, demerits and various classifications.



RESEARCH METHODOLOGY

Subject Code: U2BAC54

- CO 1: Provide basic theoretical framework of the concepts of research methodology.
- CO 2: Impart knowledge about sampling objectives, characteristics and sampling methods.
- CO 3: Understand the various methods of data collection and the requisites of a good questionnaire.
- CO 4: Analyze data processing: Editing, coding, tabulation and interpretation of data.
- CO 5: Understand the essentials of report writing and steps in report writing with its contents.

SALES MANAGEMENT

Subject Code: U3BAE51

- CO 1 :Familiarised with sales management practices and selling techniques.
- CO 2: Understand the existing practices in sales management and personal selling
- CO 3: Analyse the sales planning process, the factors influencing sales forecast and the methods of sales budgeting
- CO 4: Understand the management of sales force, recruitment, selection and training of sales force.
- CO 5: Understand the meaning of sales report, sales quota, sales territories, sales force compensation and motivation
- CO 6: Gain Knowledge about the process of effective selling, prospecting, approach, presentation, demonstration, handling objections, closing the sale and follow-up.

SBE- EMPLOYABILITY SKILLS

Subject Code: U1PS51

To enrich the Employability Skills by imparting Reasoning skills, Aptitude skills and General Knowledge.

NME 1 – PRINCIPLES OF MANAGEMENT

Subject Code: U2BAN51

To enable the student to secure basic knowledge in Business Administration and management practices.



SEMESTER VI

FINANCIAL MANAGEMENT

Subject Code: U2BAC61

- CO 1 : Acquire the knowledge of various functions of financial management, financial decisions, investment decisions and dividend decisions.
- CO 2 : Write down the source of capital, types of securities and capital structure.
- CO 3 : Understand the determinants and estimations of working capital and also Cash management.
- CO 4 : Analyze the cost of capital, cost of Debt and cost of equity.
- CO 5 : Describe the capital budgeting, forms of dividend and factors affecting dividend policy.

SERVICES MARKETING

Subject Code: U2BAC62

- CO 1 : Understand service marketing, nature and classification of service.
- CO 2 : Analyze service product concept, branding and service positioning and pricing in services.
- CO 3 : Determine promotion mix for services and channels in service delivery.
- CO 4 : Identify the people in services and the role of customer in service delivery.
- CO 5 : Impart knowledge about Physical evidence, Tourism marketing, Bank marketing, Hospital marketing and Hotel marketing.

HUMAN RESOURCE MANAGEMENT

Subject Code: U2BAC63

- CO 1 : Enable to secure basic knowledge in Human resource management and Human resource planning.
- CO 2 : Describe Job analysis, Job description. Job specification, Recruitment and selection.
- CO 3 : Understand the importance of training and wage and salary administration.
- CO 4 : Analyse the performance appraisal and worker's participation in management.
- CO 5 : Enlighten the importance of Industrial relations and importance of collective bargaining.

SOFT SKILLS

Subject Code: U2BAS61

- CO1: The students will be able to have enhanced soft skills.
- CO2: Able to use the soft skills to give powerful presentation.
- CO3: Able to perform well in the interviews.
- CO4: Able to use their soft skills for promotions and growth in their professional career.



PERSONALITY DEVELOPMENT

Subject Code: U3BAS62

- CO 1: Understand the common personality and psychological factors.
- CO 2: Develop knowledge on personality theories.
- CO 3: Develop implications on personality traits and perception.
- CO 4: Understand the various forms of inter-personal behaviour.
- CO 5: Analyze the self management techniques like yoga, asanas, etc.,

NME-2

ENTREPRENEURSHIP

Subject Code: U2BAN61

- CO 1: Explain the nature of entrepreneurial development functions.
- CO 2: Understand the various types of entrepreneurs.
- CO 3: Understand the concepts of small scale industries.
- CO 4: Understand the project report preparation concepts.
- CO 5: Understand incentives in small scale units.



MASTER OF BUSINESS ADMINISTRATION (MBA)
COURSE OUTCOMES

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: P22MSC11

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: P22MSC12/ P19MSC12

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.
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: P22MSC13/ P19MSC13

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 OF MANAGERS

SUBJECT CODE: P22MSC14/ P19MSC14

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: P22MSC15/ P19MSC15

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

SUBJECT NAME: WORKSHOP ON LIFE SKILLS

SUBJECT CODE: P22MSW11/ P19MSW11

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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SEMESTER - II

SUBJECT NAME: MARKETING MANAGEMENT

SUBJECT CODE: P22MSC21

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: P22MSC22

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.

SUBJECT NAME: HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: P22MSC23

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: P22MSC24/ P19MSC24

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: P22MSC25

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.

SUBJECT NAME: WORKSHOP ON MANAGERIAL SKILLS

SUBJECT CODE: P22MSW21

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: P22MSN21/ P19MSN21

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.



COURSE OUTCOME

SEMESTER III

OPERATIONS RESEARCH

Subject code: P19MSC31

- 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.
- CO4:** Able to generate scenarios using game theory in business.
- CO5:** Learn the techniques of network models.

PROJECT MANAGEMENT

Subject code: P19MSE31F

This Course imparts knowledge in detail regarding a new project proposal, like idea generator market Analysis, Demand Analysis and Risk analysis to make our project planning more efficient.

INDIAN CAPITAL MARKET

Subject code: P19MSE32F

- CO1: Understand investment and list various investment avenues.
- CO2: Understand the way to place an issue in primary market.
- CO3: Learn and understand the history of stock exchanges in India.
- CO4: Able to interpret the method of Indices calculation and know various indices.
- CO5: Explore the various roles of SEBI.

Investor Education & Protection Products

Subject code: P19MSE33F

- CO1: Understand the nature and challenges of financial services.
- CO2: Able to list various kinds of risks and give a suitable insurance.
- CO3: Able to give a suitable life insurance policy.
- CO4: Able to list the parameters of credit rating.
- CO5: Understand the various derivatives products.

CONSUMER BEHAVIOUR

Subject code: P19MSE31M

- CO1: Understand the factors influencing consumer behaviour.
- CO2: Able to list the elements of consumer perception.
- CO3: Able to identify the factors influencing consumer belief, attitude and learning.
- CO4: Able to identify the influence of personal factors and reference groups.
- CO5: Understand the diversity of consumers in Indian market.



ADVERTISING MANAGEMENT

Subject Code: P19MSE32M

- CO1:** Able to list out the significance of advertising.
- CO2:** Able to design the advertising message content.
- CO3:** Ability to understand the influence of celebrity in advertisement.
- CO4:** Able to decide the right media for advertising.
- CO5:** Able to understand the ethics in advertising.

DIGITAL MARKETING

Subject code: P19MSE33M

- CO1:** Acquire knowledge about various elements of e-marketing.
- CO2:** Understand the need and importance of CRM.
- CO3:** Explore the various methods and techniques of online branding.
- CO4:** Able to device an e-commerce strategy for a given industry.
- CO5:** Ability to understand and use social media as a marketing tool.

HUMAN RESOURCE DEVELOPMENT

Subject code: P19MSE31H

This course aims at providing a conceptual framework on human resource development and practicing against the conceptual framework referred to with respect to enhancing their effectiveness in utilizing human resources.

INDUSTRIAL RELATIONS

Subject code: P19MSE32H

- CO1:** Able to understand write various perspectives of labour management synergy.
- CO2:** Able to build good rapport with Trade Unions.
- CO3:** Able to resolve the industrial disputes by collective bargaining.
- CO4:** Implement grievance handling through workers participation.
- CO5:** Know the significance and impact of Industrial health and safety.

TRAINING AND DEVELOPMENT

Subject code: P19MSE33H

- CO1:** Able to recite the importance of training in organization.
- CO2:** Able to perform training need analysis
- CO3:** Have the ability to select the appropriate training technique.
- CO4:** Able to list various skills of trainer.
- CO5:** Able to evaluate a training using appropriate training method.

SOFTWARE PROJECT MANAGEMENT

Subject code: P19MSE31S

This course covers the features, methodology, processes which are implemented in creating the software



RDBMS / CLIENT SERVER COMPUTING

Subject code: P19MSE32S

This course covers the relational database concepts which are essential in working with back end.

ENTERPRISE RESOURCE PLANNING

Subject code: P19MSE33S

- To understand the architecture of the ERP systems.
- To understand ERP models and information flows underlying the ERP software.
- To understand the linkages with organizational processes.
- To identify basic principles and issues behind the ERP system design and configuration.
- To understand issues involved in ERP implementation

PURCHASE AND MATERIAL MANAGEMENT

Subject code: P19MSE31R

This paper enhances the students knowledge on material management to meet out the operational and production activities of a industry.

SUPPLY CHAIN MANAGEMENT

Subject code: P19MSE32R

To familiarize the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods for the smooth functioning of industry.

TOTAL QUALITY MANAGEMENT

Subject code: P19MSE33R

- To introduce the students to the basic concepts of total quality management and how the focus of TQM has become so important for all companies in recent times.
- To familiarize the students to the Philosophy and Role of TQM in Revitalizing the Organisation.
- To Enable them to Acquire Requisite Diagnostic Skills and understand the Use of the Tools of TQM

SEMESTER IV

Legal Aspects of Business

Subject code: P19MSC41

CO1: Able to perform environmental analysis of a business.

CO2: Able to analyze the economic, political & demographic environment.

CO3: Understand the Business ethics.

CO4: Able to ensure due diligence in business

CO5: Interpret the various elements of Companies Act.



STRATEGIC MANAGEMENT

Subject Code : P19MSC42

- CO1:** Know an overview of strategic management.
- CO2:** Able to perform environmental analysis of the business
- CO3:** Able to identify the core competency of a business.
- CO4:** Have the ability understand various strategic alternatives.
- CO5:** Able to find the right growth strategy for any business.

INTERNATIONAL BUSINESS

Subject code: P19MSC43

- CO1:** Able to understand the theories of International trade.
- CO2:** Understand and analyze the Balance of Payments.
- CO3:** Explore the reasons for protection and trade integration.
- CO4:** Learn various ways of international financing.
- CO5:** Explore the impacts of globalization and importance of MNCs.

BANKING SERVICES OPERATIONS

Subject Code: P19MSE41F

To enable the students to appreciate the dynamic changes that have taken place in contemporary Banking operations over a period of time due to advancement of Technology, Globalization and Customer needs.

Financial Services: Financing & Investing Solutions

Subject Code: P19MSE42F

- CO1:** Understand the role of merchant bankers in raising financing.
- CO2:** Able to know the process of raising finance through venture capital.
- CO3:** Able to understand the forms of consumer credit.
- CO4:** Able to list the types of credit cards.
- CO5:** Understand the mutual funds and suggest the right scheme.

SECURITY ANALYSIS

Subject code: P19MSE43F

- CO1:** Understand the roles and responsibilities of research analyst and list the qualities of good research report.
- CO2:** Learn fundamentals of research.
- CO3:** Acquire knowledge about the various terminologies used in financial market and list it.
- CO4:** Able to list out various qualitative and quantitative metrics of company analysis.
- CO5:** List the various corporate actions the influence the valuation of securities.



WORKSHOP ON FINANCIAL ACCOUNTING WITH TALLY

Subject Code: P19MSE4FP

- CO1:** Able to operate the various menus 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.

SERVICE MARKETING

Subject Code: P19MSE41M

- CO1:** Able to classify the type of the given service.
- CO2:** Have the ability to design the suitable product and price mix.
- CO3:** Able to formulate the right service process.
- CO4:** Possess necessary skills to formulate marketing strategy.
- CO5:** Get basic knowledge about marketing of various services.

RETAIL MANAGEMENT

Subject Code: P19MSE42M

- CO1:** Understand the nature of retailing.
- CO2:** Able to devise merchandising plan for a retail outlet.
- CO3:** Able to identify a suitable location for a given retail store.
- CO4:** Able to manage various issues related to retailing.
- CO5:** Have the ability to provide solutions to common problems in retailing.

WORKSHOP ON SALES AND MARKETING STRATEGIES

Subject Code: P19MSE41MP

- CO1:** Understand the target market and device marketing plan.
- CO2:** Able to make a competitor analysis.
- CO3:** Have the ability to do pricing analysis of a product.
- CO4:** Able to make a sales presentation tools for a product.
- CO5:** Have the ability to make sales presentation for B2C product.

COUNSELLING SKILLS FOR MANAGERS

Subject Code: P19MSE41H

- CO1:** Understand the counselling and its needs.
- CO2:** Understand the various approaches to counselling.
- CO3:** Able to know the roles and characteristics of counsellors.
- CO4:** Able to understand and follow the counseling procedures.
- CO5:** Explore the various communication skills in counselling.



CONFLICT AND NEGOTIATION

Subject Code: P19MSE42H

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.

PERFORMANCE MANAGEMENT

Subject Code: P19MSE43H

This course is designed to develop appreciation and skills essential for designing and instituting effective performance management system.

DATA MINING AND DATA WAREHOUSING

Subject Code: P19MSE41S

To familiarize the students to understand the concepts behind in data mining and data ware housing

NETWORK MANAGEMENT AND INFORMATION SECURITY

Subject Code: P19MSE42S

- To analyse networking requirements, evaluate networking options
- To give a conceptual outlook of the various security issues in the networking
- To provide a broad based measures to prevent network threats

WEB PAGE DESIGNING USING PHP 6 AND MYSQL5

Subject Code: P19MSE43S

To describe the concepts in PHP and enhance the students to design the web sites.

LOGISTICS MANAGEMENT

Subject Code: P19MSE41R

This course provides insights in the field of logistical operations and current technologies in logistical management

BUSINESS PROCESS MANAGEMENT

Subject Code: P19MSE42R

- To provide insight to the business operations



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

[Re-accredited with 'A' Grade by NAAC]

Virudhunagar – 626 001.

- To make the students realize the difficulties in implementing new changes and making them realize the importance of process reengineering

PRODUCTION PLANNING AND INVENTORY CONTROL

Subject Code: P19MSE43R

This course provides a practical approach to production analysis and design using a blend of traditional development methods with current technologies in production management.

Final Project & Viva Voce

Subject Code: P19MSC4PV

Able to identify solve a research problem by applying appropriate research methodology & statistical tools.



COURSE OUTCOMES

UNDERGRADUATE

III - Year

V - Semester

Employability Skills

Subject Code: U1PS51

In this course, the students will

CO1:	Enrich them with the employability skills like reasoning skills and aptitude skills.
CO2:	Get adequate exposure to various types of competitive examinations.
CO3:	Get enough training in OMR based answer sheet.



COURSE OUTCOMES

UNDERGRADUATE

I - Semester

Value Education

Subject Code: U1VE11

In this course, the students will

CO1:	Learn to choose their own personal moral and spiritual values.
CO2:	Learn to become responsible citizens.
CO3:	Get sensitized to value formation.