



VIDHYA SAGAR WOMEN'S COLLEGE

(Affiliated to University of Madras)

Accredited at 'A' Grade by NAAC

DEPARTMENT OF COMMERCE

BACHELOR OF COMMERCE (GENERAL)

PROGRAMME OUTCOME:

General commerce curriculum offers practical exposures and macro level knowledge to the students to equip themselves to face modern day challenges in commerce and business.

PROGRAMME SPECIFIC OUTCOME:

PSO1: Under this Course, a wide range of managerial skills are provided to the students by imparting knowledge in Accounts, economics, finance, taxation, management & research. On the completion of this Course the students would be able to compete with changing business environment and technology.

PSO2: Students get relevant managerial skills which are necessary for contemporary careers in commerce

PSO3: Students skills are focused to mould themselves as an entrepreneur, event manager, financial analyst, tax consultant, audit clerks and accountant.

PSO4: It imparts a strong emphasis in developing analytical skills and offers a base in professional competency in all aspects of accounting and business environment.

COURSE OUTCOME:

CO1: The course focuses on culture and traditional way of living, proverbs and folk songs. In addition to verbal literature, life style of ancient people and their culture, society and tradition were also been focussed. Finally, the subject motivates the students for creative writing, poetry making, and learning grammar are also included.

CO2: At the end of the course the students are able to read, interpret, and write about a diverse range of texts in English, for example prose, poetry, and drama. On the basis of careful and close reading, the students understand the text analytically and critically. The students can participate clearly and appropriately through spoken and written forms. Further, students develop abilities in grammar, oral skills, reading, writing and study skills.

CO3: To develop conceptual understanding of fundamental financial Accounting system and to enable the students to know the principles of accounting in general. It gives a comprehensive understanding of accounting records and to impart skills in accounting for various kinds of business transactions.

CO4: To develop communication skills and overall personality development of the students and to know the basic techniques of modern forms of Communication.

CO5: To understand demand and supply functions and cost classifications – Break-even analysis and product pricing.

CO6: SS: Essentials of language and Communication skills- It helps the Students to develop language acquisition and introduce them to range of vocabulary and helping them to communicate with ease and clarity.

CO7: NME: It helps to guide and improve the students in an activity of selling products or services to their end-users. It introduces to various concerns of retail business such as retail marketing, space management, and retail operations. It also introduces visual merchandising, retail marketing mix, and e-tailing.

CO8: The course focuses on anthropology, reign of kings, ancient literature, prose, poetry, mystery and contemporary literature. After completing the students can develop their nobility and humanity.

CO9: After successful completion of this course the students develop their skills in the areas of academic reading, writing, speaking, and listening. The students can apply reading and listening strategies to comprehend and evaluate a range of academic texts and talks. Identify relevant information from academic texts and talks, and utilise effective summarising techniques.

CO10: To make the students understand the basic concepts of Management like planning, decision making, controlling, staffing, organizing etc. To know about the significance of the Management in Business

CO11: To understand economic development, economic growth, wealth, welfare, scarcity views of economics, monopolistic competitions and economic development under Five-year plan.

CO12: SS: Essentials of Spoken and Presentation skills- It helps students to keep a presentation interesting. It also helps the presenter communicate with confidence and motivate them to create variety and speak with optimal audibility during presentation. It further helps the students to learn verbal and nonverbal gestures and postures.

CO13: NME: It helps the students to examine the characteristics of insurance contracts. It also gives guidelines to define the notion of insurable risks and insurable interest, the direct advantages and related costs arising out of the existence of insurance contracts.

CO14: To enable the Students understand applications of accounting transactions in corporate sectors and to understand the various provisions of the Accounting Standards and Company's Act 2013, new trends in issuing redemption of shares in company accounts.

CO15: To enlighten the students on the provisions of Law governing the general contract and special contract and recent amendments in Companies Act.

CO16: To Study the Indian Banking regulation Act 1949, Commercial Bank, Development and Digital Bank and to understand various financial Services and Financial system.

CO17: To make the Students understand the importance and the relevance of marketing in Today's Business World and enable them to know the features of Indian marketing.

CO18: To understand the relevance the need of the statistics in the current scenario and to customize the importance of Business Statistics.

CO19: SS- To enrich an individual's personality and bringing about efficiency in the conduct is of utmost significance individuals, able to establish a social circle, do well in all kinds of activities and functions and able to create amiable terms and conditions with the people around them.

CO20: EVS- To develop the Student's concern about our own environment. The concern leads us to act at their own level to protect the environment we all live in.

CO21: To understand the legal remedies available in the law to the Business and to highlight the provisions of the law governing the general contract and special contract.

CO22: To provide knowledge on financial markets and institutions and to impart knowledge on financial markets and institutions.

CO23: To facilitate the Students in understanding the various provisions of Income tax Act, Assessment procedures, tax planning and to make them to know the relevance and significance of various provisions of IT Act.

CO24: To understand the concept of operation research and the various techniques of solving problems.

CO25: SS- To enrichment each student of an individual healthy and clean mind and to make them ensure not to possess any kinds of ill feelings against anybody, being truthful and deferential in one's thoughts and actions. To morale the student's performance and communication should be honest and respectful.

CO26: To develop knowledge on the methods and techniques of cost estimation and control and to develop the skills in cost estimation and control.

CO27: To gain knowledge and to understand the concept of present-day Auditing practices and to learn various techniques of auditing.

CO28: To provide in depth knowledge in understanding the concept of entrepreneurship and the work in life and to know the effectiveness of the manpower in entrepreneurship.

CO29: To impart the knowledge of Business environment and to know the factors influencing the changes in the Business Climate.

CO30: To facilitate the students to know about the importance of human resources and to understand the various aspects of Human resource Management.

CO31: To help the students learn document on accounting system or sub system using narrative description data flow diagrams and flow charts (FIFO, LIFO) to achieve organizational objective and to improve planning and control in an organization.

CO32: To impart knowledge on source of financing and methods of appraisal of investment decisions and risk involved in global level of financial operations.

BACHELOR OF COMMERCE (BANK MANAGEMENT)

PROGRAMME OUTCOME:

This syllabus is designed in such a way that, students get professional knowledge and develop managerial skills to face the challenges in banking industry.

PROGRAMME SPECIFIC OUTCOME:

PSO1: This course aims to create trained professional who can handle various financial activities associated with banking environment.

PSO2: Students are given progressive learning in the areas of banking sector

PSO3: They get wide knowledge in regulatory framework, investment and treasury management, customer relationship management etc.

PSO4: It provides knowledge in portfolio management, Strategic management, risk management and it ensures the students to be best corporate managers.

PSO5: It enables the students to operate efficiently in the various financial services sectors particularly in areas of insurance, capital market and stock exchanges.

COURSE OUTCOME:

CO1: The course focuses on culture and traditional way of living, proverbs and folk songs. In addition to verbal literature, life style of ancient people and their culture, society and tradition were also been focussed. Finally, the subject motivates the students for creative writing, poetry making, and learning grammar are also included.

CO2: At the end of the course the students are able to read, interpret, and write about a diverse range of texts in English, for example prose, poetry, and drama. On the basis of careful and close reading, the students understand the text analytically and critically. The students can participate clearly and appropriately through spoken and written forms. Further, students develop abilities in grammar, oral skills, reading, writing and study skills.

CO3: To develop conceptual understanding of fundamental financial Accounting system and to enable the students to know the principles of accounting in general. It gives a comprehensive understanding of accounting records and to impart skills in accounting for various kinds of business transactions.

CO4: To develop communication skills and overall personality development of the students and to know the basic techniques of modern forms of Communication.

CO5: To understand demand and supply functions and cost classifications – Break-even analysis and product pricing.

CO6: SS: Essentials of language and Communication skills- It helps the Students to develop language acquisition and introduce them to range of vocabulary and helping them to communicate with ease and clarity.

CO7: NME: It helps to guide and improve the students in an activity of selling products or services to their end-users. It introduces to various concerns of retail business such as retail marketing, space management, and retail operations. It also introduces visual merchandising, retail marketing mix, and e-tailing.

CO8: The course focuses on anthropology, reign of kings, ancient literature, prose, poetry, mystery and contemporary literature. After completing the students can develop their nobility and humanity.

CO9: – After successful completion of this course the students develop their skills in the areas of academic reading, writing, speaking, and listening. The students can apply reading and listening strategies to comprehend and evaluate a range of academic texts and talks. Identify relevant information from academic texts and talks, and utilise effective summarising techniques.

CO10: To make the students understand the basic concepts of Management like planning, decision making, controlling, staffing, organizing etc. To know about the significance of the Management in Business.

CO11: To gain knowledge and to understand the concept of present-day Auditing practices and to learn various techniques of auditing.

CO12: To provide an in-depth knowledge on International economic organizations and functions of **IMF, IDA, IFA, IVRD, ADV, TRIPS & TRIMS**.

CO13: SS: Essentials of Spoken and Presentation skills- It helps students to keep a presentation interesting. It also helps the presenter communicate with confidence and motivate them to create variety and speak with optimal audibility during presentation. It further helps the students to learn verbal and nonverbal gestures and postures.

CO14: NME: It helps the students to examine the characteristics of insurance contracts. It also gives guidelines to define the notion of insurable risks and insurable interest, the direct advantages and related costs arising out of the existence of insurance contracts.

CO15: To enable the Students understand applications of accounting transactions in corporate sectors and to understand the various provisions of the Accounting Standards and Company's Act 2013, new trends in issuing redemption of shares in company accounts.

CO16: To enlighten the students on the provisions of Law governing the general contract and special contract and recent amendments in Companies Act.

CO17: To Study the Indian Banking regulation Act 1949, Commercial Bank, Development and Digital Bank and to understand various financial Services and Financial system. To highlight the role of foreign exchange market and its management.

CO18: To help the students learn document on accounting system or sub system using narrative description data flow diagrams and flow charts (**FIFO, LIFO**) to achieve organizational objective and to improve planning and control in an organization.

CO19: To understand economic development, economic growth, wealth, welfare, scarcity views of economics, monopolistic competitions and economic development under Five-year plan.

CO20: To enable the students to know the concepts of the Investment in financial management, financing, working capital and risks involved in financial operations.

CO21: To make understand the students to gain knowledge of the Principles of the **GST**, Customs duty, Excise duty, VAT.

CO22: To understand the legal remedies available in the law to the Business and to highlight the provisions of the law governing the general contract and special contract.

CO23: To facilitate the Students in understanding the various provisions of Income tax Act, Assessment procedures, tax planning and to make them to know the relevance and significance of various provisions of IT Act.

CO24: To facilitate the understanding of the origin and the growth of the Indian Banking System and to Understand the Modern-day Developments in Indian Banking Systems.

CO25: SS- To enrich an individual's personality and bringing about efficiency in the conduct is of utmost significance individuals, able to establish a social circle, do well in all kinds of activities and functions and able to create amiable terms and conditions with the people around them.

CO26: To acclimate the students on the concepts of portfolio management and to know the techniques and provisions related to SEBI Act 1992.

CO27: To highlight the role of foreign exchange market and its management and to accumulate the students on the concepts of Portfolio management and to facilitate the students to know the techniques of Portfolio management.

CO28: To highlight the role of foreign exchange market and its management and to understand the Concept of International Banking Structure.

CO29: To expose the Students to learn the Concept of Credit and Risk Management and enable them to know the process of Credit and Risk Management.

CO30: To make the Students Understand the concept of role Banking Sector in the Service of Banks and to understand the Application of Marketing Principles in Banking Sectors.

CO31: To make the Students Understand the Concept of application of technology in banking Sector and expose the Students to learn the role of Technology in Banking Sectors.

CO32: To facilitate the Students to concept of Treasury Management and to make them Understand the mechanism of Treasury Management

CO33: To enable the Students to know the Concept of CRM and to make them learn the role of Customer Relationship Management in the Process of Communication.

DEPARTMENT OF COMMERCE (COMPUTER APPLICATION)

PROGRAMME OUTCOME:

It is an interdisciplinary program where the students get exposed to accounting and software program. Students enable themselves as a program developer in the field of commerce to suit the needs of competing global environment.

PROGRAMME SPECIFIC OUTCOME:

PSO1: Students apply their accounting knowledge through computer programs to suit the needs of modern industry

PSO2: Students gain value based and job-oriented exposures in the field of e commerce, digital banking technological business solutions.

PSO3: It helps students to perform specific tasks in computerized accounting. The Students will emerge as trained personnel in the fields of management, e-commerce, operational research and statistics.

COURSE OUTCOME:

CO1: The course focuses on culture and traditional way of living, proverbs and folk songs. In addition to verbal literature, life style of ancient people and their culture, society and tradition were also been focussed. Finally, the subject motivates the students for creative writing, poetry making, and learning grammar are also included.

CO2: At the end of the course the students are able to read, interpret, and write about a diverse range of texts in English, for example prose, poetry, and drama. On the basis of careful and close reading, the students understand the text analytically and critically. The students can participate clearly and appropriately through spoken and written forms. Further, students develop abilities in grammar, oral skills, reading, writing and study skills.

CO3: To develop conceptual understanding of fundamental financial Accounting system and to enable the students to know the principles of accounting in general. It gives a comprehensive understanding of accounting records and to impart skills in accounting for various kinds of business transactions.

CO4: To make understand the Students about the types of data simple model of Computer acquisition of numbers and textual data internal representations of numeric data, representation of characteristics in computers.

CO5: To understand demand and supply functions and cost classifications – Break-even analysis and product pricing.

CO6: To educate students MS-Word, MS-Excel, PowerPoint which covers text manipulation prepare resume, Preparations of Charts and graphs, Data filtering, and data sorting, preparation of organizational charts and etc.

CO7: To understand economic development, economic growth, wealth, welfare, scarcity views of economics, monopolistic competitions and economic development under Five year plan.

CO8: SS: Essentials of language and Communication skills- It helps the Students to develop language acquisition and introduce them to range of vocabulary and helping them to communicate with ease and clarity.

CO9: NME: It helps to guide and improve the students in an activity of selling products or services to their end-users. It introduces to various concerns of retail business such as retail marketing, space management, and retail operations. It also introduces visual merchandising, retail marketing mix, and e-tailing.

CO10: The course focuses on anthropology, reign of kings, ancient literature, prose, poetry, mystery and contemporary literature. After completing the students can develop their nobility and humanity.

CO11: After successful completion of this course the students develop their skills in the areas of academic reading, writing, speaking, and listening. The students can apply reading and listening strategies to comprehend and evaluate a range of academic texts and talks. Identify relevant information from academic texts and talks, and utilise effective summarising techniques.

CO12: To enable the Students understand applications of accounting transactions in corporate sectors and to understand the various provisions of the Accounting Standards and Company's Act 2013, new trends in issuing redemption of shares in company accounts.

CO13: To enlighten the students on the provisions of Law governing the general contract and special contract and recent amendments in Companies Act.

CO14: To develop the skill of students to prepare accounting standards using accounting software.

CO15: Introduction to C++, application of OOPs, and OOPs Concepts – OOPs language classes and objects, single, multilevel, multiple, Hierarchical, Hybrid inheritance, polymorphism and file handling concepts.

CO16: To understand the relevance the need of the statistics in the current scenario and to customize the importance of Business Statistics.

CO17: SS: Essentials of Spoken and Presentation skills- It helps students to keep a presentation interesting. It also helps the presenter communicate with confidence and motivate them to create variety and speak with optimal audibility during presentation. It further helps the students to learn verbal and nonverbal gestures and postures.

CO18: SS- To enrichment each student of an individual healthy and clean mind and to make them ensure not to possess any kinds of ill feelings against anybody, being truthful and deferential in one's thoughts and actions. To morale the student's performance and communication should be honest and respectful.

CO19: NME: It helps the students to examine the characteristics of insurance contracts. It also gives guidelines to define the notion of insurable risks and insurable interest, the direct advantages and related costs arising out of the existence of insurance contracts.

CO20: To make the students understand the basic concepts of Management like planning, decision making, controlling, staffing, organizing etc. To know about the significance of the Management in Business.

CO21: Introduction E-Commerce, origin of Internet strategic business unit value chain in E-Commerce, Emerging client service, electronic cash, electronic wallets, strategies for marketing, EDI applications in business, m-Commerce its components and applications.

CO22: Introduction to Java, features, basic concepts, objects and classes of Java, interface programming creating threads, managing errors and exceptions, syntax of exceptions handling code, Applet and AWT.

CO23: To understand the concept of operation research and the various techniques of solving problems.

CO24: To impart knowledge on source of financing and methods of appraisal of investment decisions and risk involved in global level of financial operations and to know the concepts of the investments, financing and working capital.

CO25: To gain knowledge and to understand the concept of present-day Auditing practices and to learn various techniques of auditing.

CO26: To help the students learn document on accounting system or sub system using narrative description data flow diagrams and flow charts (**FIFO, LIFO**) to achieve organizational objective and to improve planning and control in an organization.

CO27: To gain knowledge on application development, designing, form property, variables, display information's, Control Structures, data base management systems, normalizations – 1 NF – 2 NF – 3 NF. Oracle an introduction, SQL, DML and ADO.

CO28: To facilitate the Students in understanding the various provisions of Income tax Act, Assessment procedures, tax planning and to make them to know the relevance and significance of various provisions of IT Act.

CO29: To Study the world of financial services, Commercial Bank, Development and Digital Bank and to understand various financial Services and Financial system.

CO30: To facilitate the students to know about the importance of human resources and to understand the various aspects of Human resource Management.

CO31: To develop knowledge on the methods and techniques of cost estimation and control and to develop the skills in cost estimation and control.

CO32: To enable them to get knowledge on internet basic concept, communications on internet the structure of HTML Programme, graphic to HTML, introduction to Java Script, data types and literals, looping in Java scripts, dialog boxes, tags in style sheets.

MASTER OF COMMERCE (ACCOUNTING & FINANCE)

PROGRAMME OUTCOME:

This curriculum emphasizes on the qualitative approach to deal with practical issues related to accounting and finance. The students get trained professionally through projects to cope up themselves in the dynamic areas of commerce and industry.

PROGRAMME SPECIFIC OUTCOME:

PSO1: The students are able to pursue research in their interested areas

PSO2: Students enable themselves as teaching faculty in higher education after qualifying the eligibility test.

PSO3: It provides an extreme and rigorous base for teaching, research and allied business administration. The Students are to excel as financial analyst.

PSO4: Students acquire leadership skills and managerial competency to handle various economic and social problems.

COURSE OUTCOME:

CO1: To impart knowledge on source of financing and method appraisal of investment decision and risk involved in global level of financial operations.

CO2: To develop knowledge on the methods and techniques of cost estimation and control and to develop the skills in cost estimation and control.

CO3: To impart knowledge on sources of financing on methods of appraisal risk involved in financial operations.

CO4: To enable the Students understand applications of accounting transactions in corporate sectors and to understand the various provisions of the Accounting Standards and Company's Act 2013, new trends in issuing redemption of shares in company accounts.

CO5: To offer expertise and knowledge on the application of economic theories and concepts to business decisions.

CO6: To understand the advantages of costing to the stakeholders, workers, creditors and the process of ascertaining, classification and controlling cost, Provide expertise in the procedure and methods of financial and cost audit

CO7: To facilitate the Students in understanding the various provisions of Income tax Act, Assessment procedures, tax planning and to make them to know the relevance and significance of various provisions of IT Act.

CO8: To provide knowledge in quantitative methods and applications and to offer expertise in quantitative analysis.

CO9: To impart knowledge characteristics and functions of financial systems in India and to expose students to the contemporary developments in financial markets.

CO10: To develop the skills of Students to prepare accounting statements using accounting software.

CO11: To gain knowledge on the principles of indirect tax and also highlights about customs duty, excise duty, VAT etc. To provide distinct knowledge between direct and indirect tax and also related incidence of tax rules for indirect tax in service sector.

CO12: To offer basic skills in computer applications and to develop working knowledge on business related software.

CO13: To provide an in-depth knowledge on research methods, techniques and the process and to develop skills in the application of research methods for business problem solving.

CO14: To impart in depth knowledge on short term funds management and to expose students to corporate practices in working capital management.

CO15: To provide knowledge on how insurance can be used in business for risk mitigation and management

CO16: To develop an understanding among students on ethical issues in business and good governance practices and to impart skills of analysis and capability of making business decisions.

CO17: To provide the students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and to show the students how to apply basic business analytics tools in spreadsheet environment.

CO18: To develop an understanding on strategy formulation and implementation in business operations.

CO19: To provide in depth knowledge on basics of investment management and to develop skills for investment analysis and portfolio management.

CO20: To impart knowledge on the characteristics and functions of financial systems in India and to expose students to the contemporary developments in financial markets.

DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAMME OUTCOME:

PO1: To impart basic and operational knowledge on all functional areas of management

PO2: To help the students to explore the opportunities in management profession.

PO3: To Understand the dynamic and complex working environment of Business.

PO4: To provide an environment that facilitates all-round development of the student personality

PO5: To inculcate and develop ethical and value-based leadership skills

PROGRAMME SPECIFIC OUTCOME:

PSO1: To develop the knowledge, skill and attitude to creatively and systematically apply the principles and practices of management to business problems and work effectively in modern day business

PSO2: To function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings by demonstrating leadership skills, coping skills and human values.

PSO3: To enable graduates with a flair of self-employment to be able to initiate and build entrepreneurial ventures.

PO4: The Programme intends to train the students to become competent enough for entry level management professionals.

PO5: To apply knowledge of management theories and practices to solve business problems.

COURSE OUTCOME:

CO1: TAMIL –I: The course focuses on culture and traditional way of living, proverbs and folk songs. In addition to verbal literature, life style of ancient people and their culture, society and tradition were also been focussed. Finally, the subject motivates the students for creative writing, poetry making, and learning grammar are also included.

CO2: ENGLISH – I: At the end of the course the students are able to read, interpret, and write about a diverse range of texts in English, for example prose, poetry, and drama. On the basis of careful and close reading, the students understand the text analytically and critically. The students can participate clearly and appropriately through spoken and written forms. Further, students develop abilities in grammar, oral skills, reading, writing and study skills.

CO3: PRINCIPLES OF MANAGEMENT: To understand the concept and importance of basic principles of management and functions such as planning, organizing, leading and controlling for an effective business environment. Students make Identify and know the importance of the management process and key skills required for the contemporary management practice, classify the division of work leads to efficient performance of duties. Understand the good control system that economically maintained.

CO4: FINANCIAL ACCOUNTING: To provide insight into the basics of Accounting concepts and principles and also to inculcate the conceptual understanding of fundamentals of financial accounting system which impart skills in accounts and its transaction with various kinds of business.

CO6: MANAGERIAL ECONOMICS: The main aim is to provide decision making skill within the small group of firms and understands the cost function and difference between short and long run. To analyze the market dynamics based on the demand also to understand different market structure based on the competition along with price and output decision.

CO7: BASICS OF RETAIL MARKETING: Understand the dynamic and complex working business environment, provide a real time environment for the students and hone their

entrepreneur dreams. Describe the Rural marketing is becoming an important part of the market development strategies of all FMCG companies and services companies as well. Classify the know about the rural consumer, his preferences, and how the is different from his urban counterpart. Get aware of the factors influencing retail location like branding, labeling and Franchising are taught. Methods of communication tools in retailing like window display, advertisement are covered. Fundamentals of supply chain management along with importance of IT in retailing is covered.

CO8: ESSENTIALS OF LANGUAGE AND COMMUNICATION SKILLS: It helps the student to develop language acquisition and introduce them to range of vocabulary and helping them to communicate with ease and clarity.

CO9: FINANACIAL MANAGEMENT: It is designed to expose the student to the *financial* issues of determining the monetary resources needed by a business, the mix of these resources, the sources and uses of funds, the benefits, risks and costs associated with different types of resources and financing. To obtain an understanding of dividend policies and working capital management.

CO10: ORGANIZATIONAL BEHAVIOUR: Understanding the study of the human behavior in an organizational environment both as an individual and in a group. To assimilate the team spirit and skills needed to develop their personality. Discussing the organizational change and steps in managing change. Students will gain knowledge to analyze and compare different models used to explain individual behaviour related to organization. Making the students to identify the processes used in developing communication and resolving conflicts. Student understand the concepts of group dynamics, organizational change, organizational culture, and organizational climate of an organization.

CO11: MARKETING MANAGEMENT: The main objective is to understand the marketing concept and its various environment factors and analyze the market based on the segmentation, targeting, and positioning and consumer behavior also to evaluate the product life cycle and new product development process.

CO12: COMPUTER APPLICATION IN BUSINESS: To display and explain computer tools such as MS-Office word, Excel and PowerPoint. It also enhances with description of windows accessories and electronic data interchange compared to Internet & E-mail and induces to prepare and create Reports Database and presentation on computers.

CO13: BUSINESS MATHEMATICS AND STATISTICS: Explain the Application of mathematics and statistics in business disciplines. To acquaint the Evaluation of fluctuation in Price and quantity of goods and products using various index numbers and Analyze test of hypothesis.

CO14: PERSONALITY ENRICHMENT – I: The main objective is to develop the concepts of self-disclosure and self awareness techniques. To enhance with VCR3 and SQ3R study methods to increase the memory quotient in goal setting, time management and to overcome procrastination.

CO15: ADVERTISEMENT AND SALES PROMOTION: Understand how advertisements used to promote the sales and its long terms effect in a business , concepts and functions of Advertising . To assessing awareness about the various methods and applications of advertising. Discuss practical concepts of advertising. Evaluate concepts of advertising media design and decision

CO16: RESEARCH METHODOLOGY: To provide with an overview of basics concepts of Research and its Methodologies. To acquaint them with the fundamentals of Research process, Research design and Sampling techniques. To inculcate the Innovative skills in collection of data, selection of appropriate measures, Data analysis, Interpretation of results and Report writing of the Research.

CO17 OPERATIONS MANAGEMENT: To insight the knowledge in selection of plant locations and layout decision for manufacturing units and analyze the inventory models to be used in production also to induce them with the familiarize factors like inspection, quality control, and charts which are to be used in production area and describe about service operation management.

CO18: MATERIAL MANAGEMENT: To provide an understanding of the concept and need for management of inventory in an organization. To familiarize the various tools and techniques of inventory control, various methods of purchasing and importance of vendor selection and rating. To demonstrate various accounting practices related to inventory. To acquaint suitable materials handling principles and practices in the operations.

CO19: ENTREPRENUERIAL DEVELOPMENT: To understand the concept of entrepreneurship and factors influencing entrepreneurship. To learn about the various

institutional support available to entrepreneurs in general and women entrepreneurs in particular. To learn about feasibility study, project appraisal and preparation of project report.

CO20: VALUE EDUCATION: Students learn the importance of values which acts as guiding factor in their routine life. Students will be understood Salient values for life like Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity etc. Analyze the role of media in value building and Gain awareness about social evils and how to overcome from that.

CO21: TAMIL –II: The course focuses on anthropology, reign of kings, ancient literature, prose, poetry, mystery and contemporary literature. After completing the students can develop their nobility and humanity.

CO22: ENGLISH – II: After successful completion of this course the students develop their skills in the areas of academic reading, writing, speaking, and listening. The students can apply reading and listening strategies to comprehend and evaluate a range of academic texts and talks. Identify relevant information from academic texts and talks, and utilise effective summarising techniques.

CO23: MANAGEMENT ACCOUNTING: The objective is to ascertain the importance of accounting concepts in the management, difference VS Financial accounting and Management accounting. It is also to impart the Knowledge in preparation of Comparative statements, Trend analysis, and Usage of Ratio analysis, Fund flow and Cash flow statements of the Business and also to equip them with various budgetary control and Investment Decision of the management.

CO24: BUSINESS COMMUNICATION: Students get understand the types of business communication and business letters. They know how the information is shared with respect to business, both within and outside an organization. To get train to write effective business Letters and documents. Students know the business letter writing in the organization, analyzes to prepare a report, minutes and memorandum of a meeting. Learn the types of business letter in various context like interview, enquiry, sales letters different letter forms like bank correspondence, insurance correspondence which are of practical importance.

CO25: INTERNATIONAL TRADE: To acquaint them with the Knowledge about the importance of international trade and its various theories prescribed by authors. Explain the importance of balance of trade and balance of payment in international trade. To inculcate them

with the functions of international monetary fund in trade also to indicate the role of WTO international trade.

C026: FUNDAMENTALS OF DISASTER MANAGEMENT: Understanding foundations of hazards, disasters and associated natural/social phenomena. Familiarity with disaster management theory (cycle, phases), Knowledge about existing global frameworks and existing agreements (e.g. Sendai) Humanitarian Assistance before and after disaster. Knowing the technological innovations in Disaster Risk Reduction: Advantages and problems

C027: ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS: It helps student to keep a presentation interesting. It also helps the presenter communicate with confidence and motivate them to create variety and speak with optimal audibility during presentation. It further helps the students to learn verbal and non-verbal gestures

C028: FINANCIAL SERVICES: The students be educated regarding design and delivery of financial instruments and advisory services to individual and business in the area of banking and its related institutions. They understand and evaluate types of NBFCs and merchant banking, regulatory and promotional institutions like RBI & SEBI. Point out concepts and features of leasing and hire purchase, venture capital, credit rating, consumer finance and mutual funds.

C029: BUSINESS REGULATORY FRAMEWORK: The objective is to acquaint the student with the basic and elementary knowledge of Indian contracts acts, Indian companies' acts and consumer Protection Act. Also, to understand the Trade Marks Copyright, Patents, and Designs related to intellectual Property Rights.

C030: HUMAN RESOURCE MANAGEMENT: Demonstrate a knowledge of how global issues, including multicultural and diversity concerns, affect business via specific questions. Understand the concept of human resource planning, recruitment process and selection methods in the organization. Discuss need for motivating employees in an organisation. Understand labour relations, industrial disputes and settlement in the organization and human resource audit

C031: MANAGEMENT INFORMATION SYSTEM: To relate the basic concepts and technologies used in the field of management information systems. Apply Management Information Systems in achieving business competitive advantage. Evaluate business

information needs to facilitate evaluation of strategic alternatives. Create strategic alternatives to facilitate decision-making.

C032: OPERATIONS RESEARCH: To describe the scope and Characteristics of OR models for formulating graphical method and to evaluate the transportation and assignment problem. To gain Brief knowledge on Queuing models, Probability and decision trees.

C033: ENVIRONMENTAL STUDIES: Learn About the Basics of Environment and Its Composition. Creates awareness of Environment Laws prescribed by government and To Learn What Biodiversity Is and How to protect and Preserve them.

C034: PERSONALITY ENRICHMENT – II: The main objective is to induce the students with the wellness of life style by imparting the techniques of Stress management and Resolving Interpersonal conflicts. To inculcate the trustworthy Relationship and enhancement of self-esteem by inducing Johari window model to bridge a gap between the skill requirement of the industry and the competency of the students.

C035: BUSINESS TAXATION: To Insight the law and application of Business taxes along with its various types including goods and service tax system. To acquaint them with the regulations of Central Excise duty, Customs duty and Sales tax and its practices.

CO36: SERVICE MARKETING: To make the student understand the B2B (BUSINESS TO BUSINESS) and B2C concepts. Describe characteristics of service, explain elements in marketing mix for services. Students will learn the challenges facing the services marketing in diverse environments – traditional, commercial, marketing, e-marketing, non-commercial.

C037: CUSTOMER RELATIONSHIP MANAGEMENT: To know the different mode of communication and essential of business letter needs for CRM. Assess application of critical skills necessary for building customer relationship and to understand the relationship of banker and customer. Learn to Review and evaluation of Customer Satisfaction

CO38: BUSINESS ENVIRONMENT: To develop an understanding as to the environment in which business operates and the various factors influencing Business Environment. Impact of political, cultural, economic, legal and financial environment on business.

CO39: PROJECT WORK: To visit business unit to gain practical knowledge of the working of an organization in general and about any concept in particular. To prepare project report.