

## **PARKS COLLEGE (AUTONOMOUS), TIRUPUR -5.**

### **BBA with Computer Application**

#### **VISION**

Our department vision is to produce competent business professionals and entrepreneurs with necessary managerial skills and decision making ability. To be transformational leader in business thought and education through knowledge creation, innovative programme and extraordinary experience.

#### **MISSION**

- To bridge the gap between industrial knowledge and theoretical knowledge.
- To molding the future business professional and through high quality and value based education.
- To introduce new entrepreneurs based on training that meets the new economical scenario.
- To create faster learning and creating thinking among the students.
- To provide high quality career counseling to the student

### PROGRAMME OUTCOME

<b>PO1</b>	To understand the basic fundamentals in the field of business administration.
<b>PO2</b>	To relate the basic fundamentals of business administration with real life situations.
<b>PO3</b>	To familiarize the fundamental concepts in various specializations in management.
<b>PO4</b>	To identify needs and wants of the society and provide product and service solutions.
<b>PO5</b>	To distinguish various concepts in business administration.
<b>PO6</b>	To inculcate the significance of communication in business.
<b>PO7</b>	To analyze various environment factors through research.
<b>PO8</b>	To apply the research knowledge to define problem and suggests solutions.
<b>PO9</b>	To explore various business opportunities for both domestic and international market scenario.
<b>PO10</b>	To compare and evaluate the various concepts learnt.
<b>PO11</b>	To create business models to suit the current market trends.
<b>PO12</b>	To apply the principles and concepts for the cause of the society in an ethical manner

### PROGRAMME SPECIFIC OUTCOME

<b>PSO1</b>	Enables them to understand accounting concepts, tools and techniques influencing business organizations
<b>PSO2</b>	To give insight on Memorandum of Association, Article of Association, impact of globalization and technology on Indian Businesses
<b>PSO3</b>	Enables students to acquire and exhibit knowledge skill and abilities needed to successfully manage the organization with different environmental situations
<b>PSO4</b>	To give knowledge of quantitative methods and its applications in commercial situation for decision making.
<b>PSO5</b>	Familiarizes students with basic knowledge of Constitution of India
<b>PSO6</b>	Familiarizes students with the process of production to be carried out in a business so that there is which satisfies customers and which helps to increase the goodwill of the organization
<b>PSO7</b>	Helps in understanding the psychological aspect of human resources working in an organization and offers knowledge on organizational behaviour, organizational change and dynamism of group.
<b>PSO8</b>	Imparts knowledge on various aspects of Human Resource Management and its relevance in day to day business activities.
<b>PSO9</b>	Gives an insight to students on several business laws and regulations complex problems in IT enabled services
<b>PSO10</b>	Makes them understand the significance of laws for smooth conduct of business and implementation as well as for a better economy.
<b>PSO11</b>	Demonstrate the ability to responsibly collaborate with others to effectively disseminate learning/project/research outcomes to a variety of audiences using highly developed communication skills and work productively within a team of experts in the field.
<b>PSO12</b>	Helps identify the marketing dynamics and formulating marketing strategies and its implementation.
<b>PSO13</b>	Prepares students to face the hindrances of entrepreneurship and preparation of business plan covering aspects like finance, marketing, sales etc.
<b>PSO14</b>	Provides knowledge about various investment avenues available and equips student's skills in analyzing the avenues to make investments decisions.

<b>PSO15</b>	Expose students to Modes of entry into International business, Globalization, International Marketing Intelligence and EXIM Trade
<b>PSO16</b>	Identify, analyze, formulate, Design and develop the real world requirements by critical thinking for modern business world.

## COURSE OUTCOMES

Course Code and Course Name	Course Outcomes
<b>LANGUAGE- I</b>	<p><b>CO1:</b>புதுக்கவிதை, மரபுக்கவிதை வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p><b>CO2:</b>சிறுகதை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p><b>CO3:</b>தன்னம்பிக்கையை ஏற்படுத்தல்.</p> <p><b>CO4:</b>மாணவர்களுக்கு மொழி அறிவை வளர்த்தல்.</p> <p><b>CO5:</b>இலக்கியங்கள் தோன்றி வளர்ந்த பின்புலத்தையறிதல்.</p>
<b>ENGLISH - I</b>	<p><b>CO1:</b> To identify English as an easy language for the purpose of learning</p> <p><b>CO2:</b> To acquire language skills with literary appreciation and critical thinking</p> <p><b>CO3:</b> To construct a sentence competitively in the spoken and written communication</p> <p><b>CO4:</b> To develop a passion for Literature and language</p> <p><b>CO5:</b> To develop the different usage of sentences and modes of letter writing</p>
<b>23CGC1-PRINCIPLES OF MANAGEMENT</b>	<p><b>CO1:</b>To understand the functions and concepts of Business</p> <p><b>CO2:</b>To recollect the types of organizations and principles of Management</p> <p><b>CO3 :</b>To understand the essentials of Planning and coordination</p> <p><b>CO4 :</b>To apply the concepts in day to day life</p> <p><b>CO5 :</b>To analyze the merits and demerits of adapting scientific methods in business area</p>
<b>23CGC2 - FINANCIAL ACCOUNTING</b>	<p><b>CO1:</b> To keep in mind the basic cost accounting concepts.</p> <p><b>CO2 :</b> To understand and apply the Rectification of Errors and Bank Reconciliation Statement</p> <p><b>CO3 :</b>To apply and gain knowledge on the Final Accounts.</p> <p><b>CO4:</b> To analyze accounting for Non-trading organizations.</p> <p><b>CO5:</b> To analyze financial statements effectively and take Preparation of accounts from incomplete records.</p>
<b>23CDSC1 - ORGANIZATIONAL BEHAVIOR</b>	<p><b>CO1:</b> To recollect the basic organizational behavior principles.</p> <p><b>CO2:</b>To understand different models used to explain individual behavior related to motivation and reward</p> <p><b>CO3:</b>To deploy various process used in developing communication and resolving conflicts.</p> <p><b>CO4:</b> To analyze organizational behavior issues in the context to principle, concepts, theories and models</p> <p><b>CO5 :</b>To analyze the various concepts of organizational climate and effectiveness</p>

Course Code and Course Name	Course Outcomes
<p align="center"><b>23CAL1 - MATHEMATICS FOR MANAGEMENT-I</b></p>	<p><b>CO1:</b> Understand the finance from simple interest and Compound interest.</p> <p><b>CO2:</b> Find the types of matrix, inverse of the matrix and Cramer's Rule.</p> <p><b>CO3:</b> Apply the data in diagrams.</p> <p><b>CO4:</b> Understand random variables and probability distributions.</p> <p><b>CO5:</b> Know the difference between discrete and continuous random variables.</p>
<p align="center"><b>FCA – ENVIRONMENTAL STUDIES</b></p>	<p><b>CO1:</b> Understand and gain a rigorous foundation in various scientific disciplines as they apply to environmental science, such as ecology, evolutionary biology, hydrology, and human behavior.</p> <p><b>CO2:</b> Understand the primary environmental problems and the science behind those problems and potential solutions.</p> <p><b>CO3:</b> Acquire the knowledge about the social issues.</p> <p><b>CO4:</b> Learn about the field work of the environmental issues.</p> <p><b>CO5:</b> Acquire the knowledge about the pollution and its effects.</p>
<p align="center"><b>COMMUNICATI VE ENGLISH</b></p>	<p><b>CO1:</b> Develop and effectively communicate through verbal/oral Communication and improve the listening skills.</p> <p><b>CO2:</b> Develop and actively participate in group discussion / meetings / interviews and prepare &amp; deliver presentations.</p> <p><b>CO3:</b> Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, inter-personal relationships, conflict management and leadership quality.</p> <p><b>CO4:</b> Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p><b>CO5:</b> Enrich the personality.</p>
<p align="center"><b>LANGUAGE - 2</b></p>	<p><b>CO1:</b> சிற்றிலக்கியம், காப்பியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p><b>CO2:</b> கட்டுரை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p><b>CO3:</b> தன்னம்பிக்கையை வளர்த்தல்.</p> <p><b>CO4:</b> இலக்கணங்களைக் கற்று தருதல், படைப்புத் திறனை உக்குவித்தல்.</p> <p><b>CO5:</b> மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.</p>
<p align="center"><b>ENGLISH - 2</b></p>	<p><b>CO1:</b> To read and comprehend English in the context of acquisition of soft (life) skill.</p> <p><b>CO2:</b> To acquire knowledge about three basic genres of literature namely poetry, prose and drama along with their subdivisions emergence in various ages.</p> <p><b>CO3:</b> To understanding of the various aspects of the Essay-its elements, kinds, structure and the nuances of language</p> <p><b>CO4:</b> To communicate clearly, effectively and handle their day to day affairs well with their knowledge of language skills.</p> <p><b>CO5:</b> To apply the basic grammatical rules learnt from the prescribed text.</p>

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<p align="center"><b>23CDSC2 - MANAGEMENT INFORMATION SYSTEM</b></p>	<p><b>CO1:</b> To understand the competitive advantage of present in management information system.</p> <p><b>CO2 :</b>To apply the organizational support which helps to promote the sector</p> <p><b>CO3:</b> To apply the product high quality of using the software.</p> <p><b>CO4:</b> To get wide knowledge of computer.</p> <p><b>CO5:</b> To get the knowledge of the branding the products.</p>
<p align="center"><b>23CDSC3 - BUSINESS COMMUNICATION</b></p>	<p><b>CO1:</b> To understand the concepts of Communication</p> <p><b>CO2 :</b>To keep in mind the various functions of Communication</p> <p><b>CO3 :</b>To understand the need of Business Communication.</p> <p><b>CO4 :</b>To apply and gain knowledge on Communication in day-to-day life</p> <p><b>CO5:</b> To analyze and interpret the significance of Business Communication</p>
<p align="center"><b>23CGC3 - COST AND MANAGEMENT ACCOUNTING</b></p>	<p><b>CO1:</b>To keep in mind the cost accounting concepts and their management.</p> <p><b>CO2 :</b>To understand and apply the recording framework to a need and essential of material control&amp; various stock levels</p> <p><b>CO3:</b>To apply and gain knowledge on the preparation of various budgeting.</p> <p><b>CO4 :</b>To analyze the Financial Statement and ratio analyze.</p> <p><b>CO5 :</b> To analyze Fund flow statement and Cash flow statement operation and Cash flow statement.</p>
<p align="center"><b>23CAL2 - MATHEMATICS FOR MANAGEMENT-II</b></p>	<p><b>CO1:</b>Demonstrate OR approach in decision making</p> <p><b>CO2:</b>Recognize, solve and interpret transportation problems. Choose the mathematical tools that are needed to solve the Assignment Problems</p> <p><b>CO3:</b> Apply Game Theory and its types</p> <p><b>CO4:</b> Apply CPM techniques to plan schedule and control project activities</p> <p><b>CO5:</b> Apply PERT techniques to plan schedule and control project activities</p>
<p align="center"><b>FCB – HUMAN RIGHTS, CONSTITUTION OF INDIA &amp; IPR</b></p>	<p><b>CO1:</b>Understand and apply written and oral communication skills to business.</p> <p><b>CO2:</b>Understand and analyze the global legal environment.</p> <p><b>CO3:</b>To familiarize the complex problems, find and deploy a variety of legal authorities, and communicate effectively in a variety of settings.</p> <p><b>CO4:</b>Understand and Develop skills in business situations.</p> <p><b>CO5:</b>Acquire the knowledge about the constitution of India.</p>
<p align="center"><b>COMMUNICATIVE ENGLISH</b></p>	<p><b>CO1:</b>Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p><b>CO2:</b>Develop and actively participate in group discussion / meetings / interviews and prepare &amp; deliver presentations.</p> <p><b>CO3:</b>Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.</p> <p><b>CO4:</b>Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p><b>CO5:</b>Acquire the knowledge about the correct usage and conversation practice.</p>

Course Code and Course Name	Course Outcomes
<b>LANGUAGE - III</b>	<p><b>CO1:</b>பக்தி இலக்கியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p><b>CO2:</b>நீதி இலக்கியம் வாயிலாக வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p><b>CO3:</b>நவீன கருவிகளை அறியச் செய்தல்.</p> <p><b>CO4:</b>இலக்கணங்களைக் கற்றுத் தருதல், படைப்புத் திறனை ஊக்குவித்தல்.</p> <p><b>CO5:</b>தற்கால கவிஞர்களைப் பற்றியும், சங்க இலக்கியங்களைப் பற்றியும் அறியச் செய்தல்.</p>
<b>ENGLISH – III</b>	<p><b>CO1:</b> To identify the concepts of basic Grammar.</p> <p><b>CO2:</b> To understand the proficiency of the English writer's narrative skill's of their experience.</p> <p><b>CO3:</b>To express their own notions, in prose, poetry and short story.</p> <p><b>CO4:</b>To develop an interest for literature and language</p> <p><b>CO5:</b> To distinguish the development of prose through different periods.</p>
<b>23CGC4 - MARKETING MANAGEMENT</b>	<p><b>CO1:</b> To understand the functions and environmental factors in marketing</p> <p><b>CO2:</b> To learn various behavioral factors, segmentation and market structure</p> <p><b>CO3:</b> To understand the various product characteristics and develop new Product</p> <p><b>CO4:</b> To know the various pricing methods along with identifying marketing Channels</p> <p><b>CO5:</b> To analyze and identify the various brand strategies that helps in marketing</p>
<b>23CCL1 – OFFICE AUTOMATION</b>	<p><b>CO1 :</b> To understand text formatting.</p> <p><b>CO2 :</b> To understand text editing and manipulations.</p> <p><b>CO3 :</b> To study the concept of Spreadsheet creation</p> <p><b>CO4 :</b> To study the concept of slides preparation and database creation.</p> <p><b>CO5 :</b> To understand the concept of Internet and E-Mail</p>
<b>23CDSC4 – CORPORATE STRATEGIC MANAGEMENT</b>	<p><b>CO1 :</b>To understand major theories, background work, concepts and research output in the field of strategic management.</p> <p><b>CO2:</b> To know about the prospectus of the company.</p> <p><b>CO3 :</b>To understand about capability of making their own decisions in Dynamic business landscape.</p> <p><b>CO4:</b> To enable the students in the fundamentals of the company.</p> <p><b>CO5:</b> To understand Students will be able to develop their capacity to think and execute strategically</p>
<b>23CAL3 - MANAGERIAL ECONOMICS</b>	<p><b>CO1:</b> To understand the fundamentals of Managerial Economics relates with other disciplines</p> <p><b>CO2 :</b> To identify the Demand and Supply Forecasting.</p> <p><b>CO3:</b> To extend the production theory with the business decisions.</p> <p><b>CO4 :</b> To analyze the market analysis with the markets and distributions.</p> <p><b>CO5 :</b> To classify the business cycle and the present national income</p>
<b>23CNME1 - GENERAL AWARENESS</b>	<p><b>CO1:</b>This course is designed to create social awareness at a preliminary level for students across the board.</p> <p><b>CO2:</b>To help the students to upgrade their knowledge on current</p>



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	<p>challenges and issues of Indian society.</p> <p><b>CO3:</b> Understand and acquire the knowledge about the current information around the world.</p> <p><b>CO4:</b> Understand the multi-cultural diversity of Indian society through its demographic composition.</p> <p><b>CO5:</b> To understand the different levels of government administration.</p>
<b>MATHEMATICAL SKILLS</b>	<p><b>CO1:</b> Problem solving techniques for aptitude problems</p> <p><b>CO2:</b> Prepare themselves for various competitive examinations.</p> <p><b>CO3:</b> Applications of simple formulae</p> <p><b>CO4:</b> Acquaintance to shortcut methods</p> <p><b>CO5:</b> Acquaintance to various elementary concepts</p>
<b>LANGUAGE - 4</b>	<p><b>CO1:</b> சங்க கால மக்களின் வாழ்வியலை அறியச் செய்தல். அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றல்.</p> <p><b>CO2:</b> நாவல் வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p><b>CO3:</b> நவீன கருவிகளை அறியச் செய்தல்.</p> <p><b>CO4:</b> மொழி அறிவை வளர்த்தல், படைப்புத் திறனை வளர்த்தல்.</p> <p><b>CO5:</b> மாணவர்களுக்குத் தன்னம்பிக்கை மற்றும் தலைமைப் பண்பை வளர்த்தல், மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.</p>
<b>ENGLISH - 4</b>	<p><b>C01:</b> To understand the narrative style of the renowned prolific writers' personal experiences</p> <p><b>C02:</b> To analyse and demonstrate their writing skills.</p> <p><b>C03:</b> To cherish the populous works of eminent classical writers.</p> <p><b>C04:</b> To develop an ability to write in appropriate genres for a variety of purposes and audience</p> <p><b>C05:</b> To be aware of important grammar and confidence in their own voice as a writer</p>
<b>23CGC5 - HUMAN RESOURCE MANAGEMENT</b>	<p><b>CO1:</b> To understand the functions and concepts of Business</p> <p><b>CO2:</b> To recollect the types of organizations and principles of management</p> <p><b>CO3:</b> To understand the essentials of Planning and coordination</p> <p><b>CO4:</b> To apply the concepts in day to day life</p> <p><b>CO5:</b> To analyze the merits and demerits of adapting scientific methods in business area</p>
<b>23CGC6 - FINANCIAL MANAGEMENT</b>	<p><b>CO1:</b> Understand the basic terminology in Financial management.</p> <p><b>CO2:</b> To know the Financing Decision.</p> <p><b>CO3 :</b> Design the Capital Structure and dividend policy.</p> <p><b>CO4:</b> Understand the dynamics of Working Capital Management.</p> <p><b>CO5:</b> Understand the concept of Capital Budgeting.</p>
<b>23CSB1 - BUSINESS LAW</b>	<p><b>CO1:</b> To understand the concept of contract, offer and acceptance.</p> <p><b>CO2:</b> To learn about various types of agreements and procedures.</p> <p><b>CO3:</b> To gain knowledge about the various types of contracts.</p> <p><b>CO4 :</b> To understand buying and selling with proper agreement.</p> <p><b>CO5:</b> To understand the concept creating an agency.</p>

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<b>23CAL4 - TAXATION</b>	<p><b>CO1:</b> To understand the basic tax principals and objectives.</p> <p><b>CO2 :</b>To gain knowledge about salary structure and residential status of citizens.</p> <p><b>CO3:</b> It defines the total income classification from various sources.</p> <p><b>CO4:</b> To learn about import and export with their tax process.</p> <p><b>CO5:</b> To understand the various additional taxes and new tax system GST.</p>
<b>23CNME2 – WOMEN’S RIGHTS</b>	<p><b>CO1:</b>To gain an understanding about barriers of society and impact of law to mitigate this issues</p> <p><b>CO2:</b>To make students understand the basic concepts in comparative politics.</p> <p><b>CO3:</b>To understand the relationship between patriarchy, power and violence.</p> <p><b>CO4:</b>To recognize key women’s human rights defenders who have made important contribution to furthering the rights of women and girls.</p> <p><b>CO5:</b> Demonstrate a working knowledge of feminism and the field of Women and Gender Studies.</p>
<b>SS2 – MATHEMATICAL SKILLS</b>	<p><b>CO1:</b>Problem solving techniques for aptitude problems</p> <p><b>CO2:</b>Prepare themselves for various competitive examinations.</p> <p><b>CO3:</b>Applications of simple formulae</p> <p><b>CO4:</b>Acquaintance to shortcut methods</p> <p><b>CO5:</b>Applying the techniques in real life problems</p>
<b>EA – EXTENSION ACTIVITIES</b>	<p><b>CO1:</b>Identify and apply the elements of social activities</p> <p><b>CO2:</b>Demonstrate effective use of government schemes and projects</p> <p><b>CO3:</b>Investigate visual strengths to promote NCC activities</p> <p><b>CO4:</b>Identify and apply the sustainable use of club activities</p> <p><b>CO5:</b>Create the awareness to people about the environmental pollution</p>
<b>CGC7 – RESEARCH METHODS FORMANAGEMENT</b>	<p><b>CO1:</b>To remember fundamentals of research and its implications.</p> <p><b>CO2:</b> To get an idea about data collection, sampling methods.</p> <p><b>CO3:</b> To apply the knowledge’s of research through various tests</p> <p><b>CO4:</b> Application of research in business functions</p> <p><b>CO5:</b> To learn Prepare the Report writings, layouts and types of Reports</p>
<b>23CSB2 - PRODUCTIONS AND OPERATIONS MANAGEMENT</b>	<p><b>CO1:</b>To collect basic concepts of production and operations management</p> <p><b>CO2 :</b>To understand various principles and practices involved in production and materials management</p> <p><b>CO3:</b>To apply the knowledge learnt in plant location and material Handling selection</p> <p><b>CO4:</b>To analyze practical difficulties in setting a plant and handling Materials responsibilities of a store keeper.</p> <p><b>CO5:</b>To understand the various concepts of TQM and Six Sigma</p>
<b>23CDSC5 - INTERNATIONAL BUSINESS &amp; EXPORT</b>	<p><b>CO1:</b>To remember the concepts of international business and export management</p> <p><b>CO2:</b>To understand the issues and challenges in the global trade</p> <p><b>CO3 :</b>To apply knowledge in the process of export and import trade</p>

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<b>MANAGEMENT</b>	<p><b>CO4:</b>To analyze the recent trends and practices prevalent in the global trade</p> <p><b>CO5:</b>To understand the export procedure in the global organization.</p>
<b>GENERIC ELECTIVE - 1 23CGE1A - TRAINING AND DEVELOPMENT</b>	<p><b>CO1:</b>Understand basic concepts associated with learning process, learning theories, training and development</p> <p><b>CO2:</b>Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;</p> <p><b>CO3:</b> Emerging trends in training and development</p> <p><b>CO4:</b> Relevance and usefulness of training expertise in the organizational Work environment.</p> <p><b>CO5:</b>Understand various training methods and their applicability in different organizational situations</p>
<b>23CGE1B - E-COMMERCE - A MANAGERIAL APPROACH</b>	<p><b>CO1:</b>To understand the functions and concepts of Business</p> <p><b>CO2:</b>To recollect the types of business and principles of e-business</p> <p><b>CO3:</b>To understand the essentials of e-business</p> <p><b>CO4:</b>To apply the concepts in day to day life</p> <p><b>CO5:</b>To analyze the merits and demerits of adapting various methods in e-business</p>
<b>23CGE1C - CONSUMER BEHAVIOUR</b>	<p><b>CO1:</b> Keep in mind the importance of consumer and his behaviour.</p> <p><b>CO2:</b> Comprehend psychological and social factors influencing consumer behaviour.</p> <p><b>CO3:</b> Execute the knowledge obtained to innovate the product.</p> <p><b>CO4:</b> Estimate the problems, needs, search, evaluation, pretend post purchase behaviour.</p> <p><b>CO5:</b>To analysis the Advertising and sales promotion strategies.</p>
<b>23CGE1D – ADVERTISING AND SALES PROMOTION</b>	<p><b>CO1:</b> To understand the concepts in Advertising and sales promotion</p> <p><b>CO2:</b>To evoke idea about advertising and sales promotion</p> <p><b>CO3:</b>To know the merits and demerits of advertising media, sales force management and sales promotion</p> <p><b>CO4:</b>To apply concepts into managing ongoing change and foster Developing competitive globalized market</p> <p><b>CO5:</b>To develop implement and evaluate knowledge driven strategic public relations plan of organization</p>
<b>DISCIPLINE SPECIFIC ELECTIVE - 1 23CDSE1A - RETAIL MANAGEMENT</b>	<p><b>CO1:</b>To understand the functions and environmental factors in marketing</p> <p><b>CO2 :</b>To learn various behavioral factors, segmentation and market structure</p> <p><b>CO3:</b>To understand the various product characteristics and develop new product.</p> <p><b>CO4 :</b>To know the various pricing methods along with identifying marketing channels.</p> <p><b>CO5:</b>To analyze and identify the various brand strategies that helps in marketing</p>

Course Code and Course Name	Course Outcomes
<p align="center"><b>23CDSE1B - INDUSTRIAL RELATIONS &amp; LABOUR LAWS</b></p>	<p><b>CO1:</b>To understand the fundamental concepts and nature of Industrial Relations  <b>CO2 :</b>To learn the nature and role of trade unions for workers and industries  <b>CO3:</b> To understand the Industrial Disputes and way store solve them  <b>CO4:</b>To study the relevance of collective bargaining and its impact on employee management relations  <b>CO5:</b>To examine the labor relation issues and its management</p>
<p align="center"><b>23CDSE1C - EVENT MANAGEMENT</b></p>	<p><b>CO1:</b> Acquisition of skills in organizing all types of events individually or in groups.  <b>CO2 :</b>Obtain a sense of responsibility for the multi-disciplinary nature of event management  <b>CO3 :</b>Gain confidence and enjoyment from involvement in the dynamic industry of event management  <b>CO4:</b> Identify best practice in the development and delivery of successful conferences and corporate gatherings  <b>CO5:</b>Identify management essentials such as developing budgets, critical paths, work breakdown structures, risk mitigation and contingency planning.</p>
<p align="center"><b>23CDSC6 P - MODERN OFFICE MANAGEMENT</b></p>	<p><b>CO1:</b>To understand the overview and history of modern office documentation and record maintenance  <b>CO2:</b>To learn various speaking skills to enhance the students  <b>CO3:</b> To understand and develop the concepts of presentation skills of the students  <b>CO4:</b>To understand the essentials of gain the documentation knowledge  <b>CO5:</b>To acquire the knowledge about the correct usage and conversation practice.</p>
<p align="center"><b>23CCIR – INTERNSHIP/ PROJECT</b></p>	<p><b>C01:</b>To Integrate theory with practical.  <b>C02:</b>To give opportunityto students to work with industrial expert  <b>C03:</b>To introduce students to work culture.  <b>C04:</b>Acquire skills in communication, management teamwork.  <b>C05:</b>To understand scope, functions and job responsibilities in various departments of an organization</p>
<p align="center"><b>MANAGERIAL SKILLS</b></p>	<p><b>CO1:</b>Develop and effectively communicate through verbal/ oral communication and improve the listening skills.  <b>CO2:</b>Develop and actively participate in group discussion / meetings / interviews and prepare &amp; deliver presentations.  <b>CO3:</b>Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.  <b>CO4:</b>Understand the individual through goal/target setting, self Motivation and practicing creative thinking.  <b>CO5:</b>Acquire the knowledge about the reasoning ability and mental attitude.</p>

Course Code and Course Name	Course Outcomes
<p align="center"><b>23CDSC7 - ENTREPRENEURSHIP AND PROJECT MANAGEMENT</b></p>	<p><b>CO1:</b>To know the enterprise and the person who develops the entire organization  <b>CO2:</b>To understand the Development Programmes which are arranged by Government  <b>CO3:</b>To understand the Institutional that Finance To Entrepreneurs by the government  <b>CO4:</b>To analyze the stages of growth by the bud entrepreneurs.  <b>CO5:</b>To apply the knowledge of project this should undertake by the entrepreneur.</p>
<p align="center"><b>23CDSC8 - COMPANY LAW</b></p>	<p><b>CO1:</b>To understand the overview of history of the company  <b>CO2:</b>To know about the prospectus of the company  <b>CO3:</b>To understand about the basic concept of the share market  <b>CO4:</b>To enable the students in the fundamentals of the company  <b>CO5:</b>To acquire the knowledge about winding up of the company</p>
<p align="center"><b>23CSB3 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b></p>	<p><b>CO1:</b>Enable an efficient method of moving products with optimization of time and cost  <b>CO2:</b>Understand the language of logistics through exclusive discussions Of the concerned topic.  <b>CO3:</b>Make business decision on improving supply chain.  <b>CO4:</b>Understand the current challenges faced by professionals and to provide a basis for thinking through these challenges.  <b>CO5:</b>Identify the career opportunities available in the field of logistics.</p>
<p align="center"><b>DISCIPLINE SPECIFIC ELECTIVE - II 23CDSE2A - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b></p>	<p><b>CO1:</b>Understand the basics of Investment Analysis and portfolio management.  <b>CO2:</b>Write, the Investment alternative and strategies.  <b>CO3:</b>Design the Fundamental Analysis and theory.  <b>CO4:</b>Understand the Technical Analysis.  <b>CO5:</b>Understand the concept of Portfolio analysis &amp; Management</p>
<p align="center"><b>23CDSE2B – DIGITAL MARKETING</b></p>	<p><b>CO1:</b>Students will be able to identify the importance of the digital marketing for marketing success  <b>CO2:</b>To manage customer relationship across all digital channel and build better customer relationships,  <b>CO3:</b>To create a digital marketing plan, Starting from the SWOT analysis and defining a target grope  <b>CO4:</b>The identifying digital channels their advantages and limitations  <b>CO5:</b>To perceiving way of their integration taking into consideration the available budget</p>
<p align="center"><b>23CDSE2C - CUSTOMER RELATIONSHIP MANAGEMENT</b></p>	<p><b>CO1:</b>Understand the basics of customer relation management.  <b>CO2:</b>Write, CRM and Relationship marketing  <b>CO3:</b>Design Sales Force Automation and Enterprise marketing management.  <b>CO4:</b>Understand the Integration Business Management &amp; alignment with customer ecosystem.  <b>CO5:</b>Understand the concept Database Marketing.</p>
<p align="center"><b>INTER DISCIPLINARY ELECTIVE - I 23CIDE - STARTUP</b></p>	<p><b>CO1:</b>Develop a start-up Enterprise with Big Idea Generation.  <b>CO2:</b>Analyze start-up capital requirement by analyzing legal factors.  <b>CO3:</b>Interpret feasibility Analysis towards funding issues.</p>

Course Code and Course Name	Course Outcomes
<b>MANAGEMENT</b>	<p><b>CO4:</b>Access growth stages in new venture and reasons for scaling ventures.</p> <p><b>CO5:</b>Evaluate financial stability and decide on expansion possibilities</p>
<b>23CCL2 - CAMPUS TO CORPORATE</b>	<p><b>CO1:</b>To understand the overview and history of campus to corporate</p> <p><b>CO2:</b>To learn various speaking skills to enhance the students</p> <p><b>CO3:</b>To understand and develop the concepts of presentation skills of the students</p> <p><b>CO4:</b>To understand the essentials of fundamentals of English</p> <p><b>CO5:</b>To acquire the knowledge about the correct usage and conversation practice.</p>
<b>23CCPV – PROJECT &amp; VIVA - VOCE</b>	<p><b>CO1:</b>Ability to identify research problems and selection of research areas.</p> <p><b>CO2:</b>Acquire knowledge to an application software</p> <p><b>CO3:</b>Ability to choose and apply appropriate tools for programming.</p> <p><b>CO4:</b>Develop the skills to arrive a technical solution to the research problem</p> <p><b>CO5 :</b>Obtain practical knowledge in preparing the research report.</p>
<b>SS3 MANAGERIAL SKILLS</b>	<p><b>CO1:</b> Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p><b>CO2:</b> Develop and actively participate in group discussion / meetings / interviews and prepare &amp; deliver presentations.</p> <p><b>CO3:</b> Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality.</p> <p><b>CO4:</b> Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p><b>CO5:</b> Acquire the knowledge about the reasoning ability and mental</p>
<b>CLUB ACTIVITIES</b>	<p><b>CO1:</b>Identify and apply the elements of club activities</p> <p><b>CO2:</b>Demonstrate effective use of government schemes and projects</p> <p><b>CO3:</b>Investigate visual strengths to promote club activities</p> <p><b>CO4:</b>Identify and apply the sustainable use of club activities</p> <p><b>CO5:</b>Create the awareness to the student about club activities</p>