COURSE OUTCOMES

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

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

Course Code and Course	Course Outcomes
Name	
	CO1: To understand the competitive advantage of present in
23CDSC2 -	management information system.
MANAGEMENT	CO2: To apply the organizational support which helps to promote the
INFORMATION	sector
SYSTEM	CO3: To apply the product high quality of using the software.
	CO4: To get wide knowledge of computer.
	CO5: To get the knowledge of the branding the products.
	CO1: To understand the concepts of Communication
22CDCC2 DIJCINECC	CO2: To keep in mind the various functions of Communication
23CDSC3 - BUSINESS	CO3: To understand the need of Business Communication.
COMMUNICATION	CO4: To apply and gain knowledge on Communication in day-to-day life
	CO5: To analyze and interpret the significance of Business Communication
	CO1:To keep in mind the cost accounting concepts and their
	management.
	CO2 :To understand and apply the recording framework to a need and
23CGC3 - COST AND	essential of material control& various stock levels
MANAGEMENT	CO3:To apply and gain knowledge on the preparation of various
ACCOUNTING	budgeting.
	CO4 :To analyze the Financial Statement and ratio analyze.
	CO5: To analyze Fund flow statement and Cash flow statement
	operation and Cash flow statement.
	CO1:Demonstrate OR approach in decision making
	CO2:Recognize, solve and interpret transportation problems. Choose the
	mathematical tools that are needed to solve the Assignment
23CAL2 -	Problems
MATHEMATICS FOR	CO3: Apply Game Theory and its types
MANAGEMENT-II	CO4: Apply CPM techniques to plan schedule and control project
	activities
	CO5: Apply PERT techniques to plan schedule and control project
	activities
	CO1:Understand and apply written and oral communication skills to
	business.
	CO2:Understand and analyze the global legal environment.
COD HILLAND DECISES	CO3:To familiarize the complex problems, find and deploy a variety of
FCB – HUMAN RIGHTS,	legal authorities, and communicate effectively in a variety of
CONSTITUITION OF	settings.
INDIA & IPR	CO5: Acquire the knowledge about the constitution of India
	CO1: Develop and effectively communicate through verbal/oral
	CO1: Develop and effectively communicate through verbal/oral communication and improve the listening skills.
	CO2:Develop and actively participate in group discussion / meetings /
	interviews and prepare & deliver presentations.
	CO3:Understand and develop effectively in multi-disciplinary and
COMMUNICATIVE	heterogeneous teams through the knowledge of team work, Inter-
ENGLISH	personal relationships, conflict management and leadership
	quality.
	CO4:Understand the individual through goal/target setting, self
	motivation and practicing creative thinking.
	CO5: Acquire the knowledge about the correct usage and conversation
	practice.

Course Code andCourse Name	Course Outcomes
Tume	CO1:பக்தி இலக்கியம் வாயிலாக இலக்கிய, வாழ்வியல்
	அறநெறிகளை உரைத்தல்.
	CO2:நீதி இலக்கியம் வாயிலாக வாழ்வியல் அறநெநிகளை உரைத்தல்.
	CO3:நவீன கருவிகளை அறியச் செய்தல்.
LANGUAGE - III	CO4:இலக்கணங்களைக் கற்றுத் தருதல், படைப்புத் திறனை ஊக்குவித்தல்.
. 2 3 - 2 3 - 2 - 2 - 2	CO5: தற்கால கவிஞர்களைப் பற்றியும், சங்க இலக்கியங்களைப் பற்றியும் அறியச் செய்தல்.
	CO1: To identify the concepts of basic Grammar.
	CO2: To understand the proficiency of the English writer's narrative
	skill's of their experience.
ENGLISH – III	CO3: To express their own notions, in prose, poetry and short story.
ENGLISH – III	CO4:To develop an interest for literature and language
	CO5: To distinguish the development of prose through different
	periods.
	CO1: To understand the functions and environmental factors in
	marketing
	CO2: To learn various behavioral factors, segmentation and market
	structure
23CGC4 - MARKETING	CO3: To understand the various product characteristics and develop new
MANAGEMENT	Product
	CO4: To know the various pricing methods along with identifying
	marketing Channels
	CO5: To analyze and identify the various brand strategies that helps in
	marketing CO1 : To understand tout formatting
23CCL1 – OFFICE	CO1 : To understand text formatting.CO2 : To understand text editing and manipulations.
AUTOMATION	CO3: To study the concept of Spreadsheet creation
	CO4 : To study the concept of spreadsheet eledaton and database creation.
	CO5 : To understand the concept of Internet and E-Mail
	CO1: To understand major theories, background work, concepts and
	research output in the field of strategic management.
23CDSC4 -	CO2: To know about the prospectus of the company.
CORPORATE	CO3: To understand about capability of making their own decisions in
STRATEGIC	Dynamic business landscape.
MANAGEMENT	CO4: To enable the students in the fundamentals of the company.
	CO5: To understand Students will be able to develop their capacity to
	think and execute strategically
	CO1: To understand the fundamentals of Managerial Economics relates
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23CAL3 - MANAGERIAL ECONOMICS	with other disciplines
	CO2: To identify the Demand and Supply Forecasting.
	CO3: To extend the production theory with the business decisions.
	CO4: To analyze the market analysis with the markets and
	distributions.
	CO5: To classify the business cycle and the present national income
22CNME1 CENEDAL	CO1: This course is designed to create social awareness at a preliminary
23CNME1 - GENERAL AWARENESS	level for students across the board.
74 11 14 14 14 14 14 14 14 14 14 14 14 14	CO2:To help the students to upgrade their knowledge on current

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Name	
	challenges and issues of Indian society. CO3: Understand and acquire the knowledge about the current information around the world.
	CO4: Understand the multi-cultural diversity of Indian society through its demographic composition.
	CO5: To understand the different levels of government administration.
	CO1:Problem solving techniques for aptitude problems
MATHEMATICAL	CO2:Prepare themselves for various competitive examinations.
SKILLS	CO3: Applications of simple formulae
	CO4: Acquaintance to shortcut methods
	CO5: Acquaintance to various elementary concepts
	CO1:சங்க கால மக்களின் வாழ்வியலை அறியச் செய்தல். அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றல். CO2:நாவல் வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை
	அறிந்து விழிப்புணர்வைப் பெறுதல்.
LANGUAGE - 4	CO3:நவீன கருவிகளை அறியச் செய்தல்.
2.2.(00.102	CO4:மொழி அறிவை வளர்த்தல், படைப்புத் திறனை வளர்த்தல்.
	CO5:மாணவர்களுக்குத் தன்னம்பிக்கை மற்றும் தலைமைப் பண்பை வளர்த்தல், மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.
	C01: To understand the narrative style of the renowned prolific writers'
	personal experiences
	C02: To analyse and demonstrate their writing skills.
ENGLISH - 4	C03: To cherish the populous works of eminent classical writers.
LI(GLISH - 4	C04: To develop an ability to write in appropriate genres for a variety of
	purposes and audience
	CO5: To be aware of important grammar and confidence in their own
	voice as a writer
	CO1:To understand the functions and concepts of Business CO2: To recollect the types of organizations and principles of
AACCCE HIIMAN	management
23CGC5 - HUMAN RESOURCE	CO3:To understand the essentials of Planning and coordination
MANAGEMENT	CO4:To apply the concepts in day to day life
	CO5:To analyze the merits and demerits of adapting scientific methods
	in business area
	CO1:Understand the basic terminology in Financial management.
23CGC6 - FINANCIAL	CO2:To know the Financing Decision.
MANAGEMENT	CO3: Design the Capital Structure and dividend policy.
	CO4:Understand the dynamics of Working Capital Management. CO5:Understand the concept of Capital Budgeting.
	CO1:To understand the concept of contract, offer and acceptance.
	CO2:To learn about various types of agreements and procedures.
	CO3:To gain knowledge about the various types of contracts.
23CSB1 - BUSINESS	CO4: To understand buying and selling with proper agreement.
LAW	CO5:To understand the concept creating an agency.

Course Code and Course	Course Outcomes
Name	
23CAL4 - TAXATION	 CO1: To understand the basic tax principals and objectives. CO2: To gain knowledge about salary structure and residential status of citizens. CO3: It defines the total income classification from various
	sources. CO4: To learn about import and export with their tax process. CO5: To understand the various additional taxes and new tax
	system GST. CO1:To gain an understanding about barriers of society and impact of law to mitigate this issues
23CNME2 – WOMEN'S RIGHTS	CO2:To make students understand the basic concepts in comparative politics.CO3:To understand the relationship between patriarchy, power and violence.
	CO4:To recognize key women's human rights defenders who have made important contribution to furthering the rights of women and girls. CO5: Demonstrate a working knowledge of feminism and the field of Women and Gender Studies.
	CO1:Problem solving techniques for aptitude problems
SS2 – MATHEMATICAL	CO2:Prepare themselves for various competitive examinations.
SKILLS	CO4: A presint a react and a start matter de
	CO4:Acquaintance to shortcut methods CO5:Applying the techniques in real life problems
EA – EXTENSION ACTIVITIES	CO1:Identify and apply the elements of social activities CO2:Demonstrate effective use of government schemes and projects CO3:Investigate visual strengths to promote NCC activities CO4:Identify and apply the sustainable use of club activities CO5:Create the awareness to people about the environmental pollution
	CO1: To remember fundamentals of research and its implications.
CGC7 – RESEARCH	CO2: To get an idea about data collection, sampling methods.
METHODS	CO3: To apply the knowledge's of research through various tests
FORMANAGEMEN	CO4: Application of research in business functions
T	CO5: To learn Prepare the Report writings, layouts and types
	of Reports
23CSB2 - PRODUCTIONS AND OPERATIONS MANAGEMENT	CO1:To collect basic concepts of production and operations management CO2:To understand various principles and practices involved in
	production and materials management CO3:To apply the knowledge learnt in plant location and material Handling selection
	CO4:To analyze practical difficulties in setting a plant and handling Materials responsibilities of a store keeper.
	CO5:To understand the various concepts of TQM and Six Sigma CO1:To remember the concepts of international business and export
23CDSC5 - INTERNATIONAL BUSINESS &EXPORT	management CO2:To understand the issues and challenges in the global trade CO3:To apply knowledge in the process of export and import trade
DUBLIESS GEALOKI	obs 110 appry knowledge in the process of export and import trade

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

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

Course Code and Course Name	Course Outcomes
23CDSC7 - ENTREPRENEURSHI P ANDPROJECT MANAGEMENT	CO1:To know the enterprise and the person who develops the entire organization
	CO2:To understand the Development Programmes which are arranged by GovernmentCO3:To understand the Institutional that Finance To Entrepreneurs by the government
	CO4:To analyze the stages of growth by the bud entrepreneurs.CO5:To apply the knowledge of project this should undertake by the entrepreneur.
	CO1:To understand the overview of history of the company CO2:To know about the prospectus of the company
23CDSC8 - COMPANY LAW	CO3:To understand about the basic concept of the share market CO4:To enable the students in the fundamentals of the company CO5:To acquire the knowledge about winding up of the company
	CO1: Enable an efficient method of moving products with optimization of time and cost
23CSB3 - LOGISTICS AND SUPPLY	CO2:Understand the language of logistics through exclusive discussions Of the concerned topic.
CHAIN MANAGEMENT	CO3:Make business decision on improving supply chain.CO4:Understand the current challenges faced by professionals and to provide a basis for thinking through these challenges.CO5:Identify the career opportunities available in the field of logistics.
DISCIPLINE SPECIFIC	CO1:Understand the basics of Investment Analysis and portfolio
ELECTIVE - II 23CDSE2A -	management.
INVESTMENT	CO2:Write, the Investment alternative and strategies. CO3:Design the Fundamental Analysis and theory.
ANALYSISAND PORTFOLIO	CO4:Understand the Technical Analysis.
MANAGEMENT	CO5:Understand the concept of Portfolio analysis & Management
	CO1:Students will be able to identify the importance of the digital marketing for marketing success
22 CDGE2D	CO2:To manage customer relationship across all digital channel and build better customer relationships,
23CDSE2B – DIGITAL MARKETING	CO3:To create a digital marketing plan, Starting from the SWOT analysis and defining a target grope
	CO4: The identifying digital channels their advantages and limitations CO5: To perceiving way of their integration taking into consideration the available budget
	CO1:Understand the basics of customer relation management. CO2:Write, CRM and Relationship marketing
23CDSE2C -	CO3:Design Sales Force Automation and Enterprise marketing
CUSTOMER RELATIONSHIP MANAGEMENT	management. CO4:Understand the Integration Business Management & alignment
	with customer ecosystem.
	CO5:Understand the concept Database Marketing.
INTER	CO2 A land to the control of the con
DISCIPLINARY ELECTIVE - I	CO2: Analyze start-up capital requirement by analyzing legal factors. CO3: Interpret feasibility Analysis towards funding issues.
23CIDE - STARTUP	

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