

Course Outcomes

Course Name with Code	Course Outcomes
LANGUAGE-I	<p>CO1:புதுக்கவிதை, மரபுக்கவிதை வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p>CO2:சிறுகதை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p>CO3:தன்னம்பிக்கையை ஏற்படுத்தல்.</p> <p>CO4:மாணவர்களுக்கு மொழி அறிவை வளர்த்தல்.</p> <p>CO5:இலக்கியங்கள் தோன்றி வளர்ந்த பின்புலத்தையறிதல்.</p>
ENGLISH – I E01	<p>CO1: To identify English as an easy language for the purpose of learning</p> <p>CO2: To acquire language skills with literary appreciation and critical thinking</p> <p>CO3: To construct a sentence competitively in the spoken and written communication</p> <p>CO4: To develop a passion for Literature and language</p> <p>CO5: To develop the different usage of sentences and modes of letter writing</p>
ELEMENTS OF ACCOUNTING – 22AGC1	<p>CO1:Recalling Accounting Concepts and Conventions and use Accounting rules to record business transactions in the form of Journal, Ledger, subsidiary books and preparation of Trial Balance.</p> <p>CO2:Understanding the steps involved in locating errors and prepares them to understand the preparation of final accounts for same traders.</p> <p>CO3: Outline the concepts of Bills of exchange, Average due date and Account Current.</p> <p>CO4: Examine the concepts of consignment and joint venture.</p> <p>CO5: Analyze the bank reconciliation statement, Receipts and payments, Income and expenditure and Balance sheet and accounting for professionals to enhance the knowledge.</p>
EXECUTIVE BUSINESS COMMUNICATION 22AGC2	<p>CO1: Outline the importance of effective business communication</p> <p>CO2: Understand the intricacies of responding to business related queries</p> <p>CO3:Categorizing effective correspondence with banks, insurance and agencies</p> <p>CO4:Examine effective response to company secretarial correspondence</p> <p>CO5: Analyze new innovative and effective ideas for business communication</p>

Course Name with Code	Course Outcomes
<p align="center">BUSINESS ORGANIZATION AND MANAGEMENT 22ADC1</p>	<p>CO1: Describe the concepts of business, management and their features.</p> <p>CO2: Discuss the forms of business organization.</p> <p>CO3: Interpret the functional areas of business organisation and management.</p> <p>CO4: Analyze the processes involved in decision making and organizing</p> <p>CO5 : Explain the traditional and modern theories of business management.</p>
<p align="center">ECONOMIC DEVELOPMENT OF INDIA 22AA1</p>	<p>CO1:To understand the basic characteristics of economic development and growth of Indian economy.</p> <p>CO2: To understand the population and economic development.</p> <p>CO3: To understand the role of agriculture and industrial sector in Indian economy.</p> <p>CO4 :To develop a prospective on different problems and approaches to economic planning in India.</p> <p>CO5 : To analyze new economic policies (LPG) in India.</p>
<p align="center">ENVIRONMENTAL STUDIES - FCA</p>	<p>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.</p> <p>CO2: Understand the primary environmental problems and the science behind those problems and potential solutions.</p> <p>CO3 :Acquire the knowledge about the social issues.</p> <p>CO4 :Learn about the field work of the environmental issues.</p> <p>CO5:Acquire the knowledge about the pollution and its effects.</p>
<p align="center">COMMUNICATIVE ENGLISH – SS-I</p>	<p>CO1:Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2: Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4:Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5 :Enrich the personality.</p>
<p align="center">LANGUAGE-II</p>	<p>CO1:சிற்றிலக்கியம், காப்பியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p>CO2:கட்டுரை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p>CO3:தன்னம்பிக்கையை வளர்த்தல்.</p> <p>CO4:இலக்கணங்களைக் கற்று தருதல், படைப்புத் திறனை உக்குவித்தல்.</p>

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	<p>CO5:மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.</p>
<p>ENGLISH-II E02</p>	<p>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.</p>
<p>FINANCIAL ACCOUNTING - 22AGC3</p>	<p>CO1:Describing the concepts based on depreciation and its methods in books of accounts. CO2:Outline about the nature of Investment and Royal excluding Sublease. CO3:Identifying the essential characteristics of single entry system. CO4: Applying the basic concepts of departmental and branch accounting. CO5:Familiarize the procedure relating to hire purchase and installment in books of accounts.</p>
<p>PRINCIPLES OF MARKETING - 22AGC4</p>	<p>CO1:Understand the marketing concepts and marketing environment. CO2 :Acquire knowledge on product planning and product life cycle. CO3: Gain knowledge on choice of distribution channels. CO4 :Understand the various methods of sales promotion. CO5: Understand the peculiarities of marketing, marketing of agricultural products and commodity market.</p>
<p>COMPUTER APPLICATIONS IN BUSINESS - 22ADSC2</p>	<p>CO1:Recall the various concepts relating to computer and its various parts CO2 :Understand the meaning of software's, operating system etc CO3: Understanding the meaning and utility of database management system CO4:Evaluate the various aspects of management information system CO5 :Generating more ideas regarding the use of internet for business purpose</p>

Course Name with Code	Course Outcomes
<p align="center">BUSINESS ECONOMICS – 22AAL2</p>	<p>CO1:To understand the internal and external decisions to be made by managers.</p> <p>CO2: To analyze the demand and supply conditions and assess the position of the company.</p> <p>CO3:To understand about theory of production and cost concepts.</p> <p>CO4:Determine price and output under various levels of competitions in business.</p> <p>CO5:Measure the per capita income of individuals and National Income of our country.</p>
<p align="center">HUMAN RIGHTS , CONSTITUTION OF INDIA & IPR - FCB</p>	<p>CO1:Understand and apply written and oral communication skills to business.</p> <p>CO2: Understand and analyze the global legal environment.</p> <p>CO3:To familiarize the complex problems, find and deploy a variety of legal authorities, and communicate effectively in a variety of settings.</p> <p>CO4: Understand and Develop skills in business situations.</p> <p>CO5: Acquire the knowledge about the constitution of India.</p>
<p align="center">COMMUNICATIVE ENGLISH – SS-I</p>	<p>CO1:Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2:Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4:Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5:Acquire the knowledge about the correct usage and conversation practice.</p>
<p align="center">LANGUAGE -III</p>	<p>CO1:பக்தி இலக்கியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p>CO2:நீதி இலக்கியம் வாயிலாக வாழ்வியல் அறநெறிகளை உரைத்தல்.</p> <p>CO3:நவீன கருவிகளை அறியச் செய்தல்.</p> <p>CO4:இலக்கணங்களைக் கற்றுத் தருதல், படைப்புத் திறனை ஊக்குவித்தல்.</p> <p>CO5:தற்கால கவிஞர்களைப் பற்றியும், சங்க இலக்கியங்களைப் பற்றியும் அறியச் செய்தல்.</p>
<p align="center">ENGLISH-III E03</p>	<p>CO1: To identify the concepts of basic Grammar.</p> <p>CO2: To understand the proficiency of the English writer’s narrative skill’s of their experience.</p> <p>CO3:To express their own notions, in prose, poetry and short story.</p> <p>CO4:To develop an interest for literature and language</p>

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	CO5: To distinguish the development of prose through different periods.
HIGHER FINANCIAL ACCOUNTING - 22AGC3	CO1: Understanding the basic concepts of partner and procedures related to calculation of ratios. CO2: Acquiring the principle at the time of retirement in the books of partner. CO3: Analyzing dissolution and insolvency of firms and individuals. CO4: Evaluate the insolvency or loss of individuals or firms. CO5: Examine the concepts based on voyage, Human resource and inflation accounting.
INCOME TAX LAW & PRACTICE - 22AGC5	CO1: Acquire knowledge about fundamental concepts and Define the important concepts of Income Tax Act. CO2: Understand the procedure for determining the Residential status and incidence of tax CO3: Identify the various exempted incomes. CO4: Analyse the computation of taxable income under salary. CO5: Determine the taxable income under Income from house property and Business or Profession.
MATHEMATICS FOR BUSINESS – 22AAL3	CO1: Make use of various mathematical applications in Business. CO2: Explain and apply mathematical reasoning CO3: Utilize the contributions of Matrices, Set theory, Algebra for the betterment of the business. CO4: Give solutions to business problems with the help of Differential and Integral Calculus CO5: Apply the Linear simultaneous equations in business
COMMERCIAL LAW -22ASBI	CO1: Identify the basic legal principles behind contractual agreements. CO2: Understand the relevance of business law in economic and social context. CO3: Acquire problem solving techniques and will be able to present coherent, concise legal argument in partnership for achieving common goals. CO4: Exhibit attributes in understanding various negotiable instruments, its features and utilization in real –time. CO5: Prepare various agreements related to contract.
MATHEMATICAL SKILLS – SS -II	CO1: Problem solving techniques for aptitude problems CO2 : Prepare themselves for various competitive examinations. CO3: Applications of simple formulae CO4: Acquaintance to shortcut methods CO5: Acquaintance to various elementary concepts

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LANGUAGE-IV	<p>CO1:சங்க கால மக்களின் வாழ்வியலை அறியச் செய்தல். அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றல்.</p> <p>CO2:நாவல் வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல்.</p> <p>CO3:நவீன கருவிகளை அறியச் செய்தல்.</p> <p>CO4:மொழி அறிவை வளர்த்தல், படைப்புத் திறனை வளர்த்தல்.</p> <p>CO5:மாணவர்களுக்குத் தன்னம்பிக்கை மற்றும் தலைமைப் பண்பை வளர்த்தல், மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.</p>
ENGLISH-IV E04	<p>CO1: To understand the narrative style of the renowned prolific writers' personal experiences</p> <p>CO2: To analyse and demonstrate their writing skills.</p> <p>CO3: To cherish the populous works of eminent classical writers.</p> <p>CO4: To develop an ability to write in appropriate genres for a variety of purposes and audience</p> <p>CO5: To be aware of important grammar and confidence in their own voice as a writer</p>
CORPORATE ACCOUNTING – 22AGC6	<p>CO1:Explaining about the basic provisions towards issue of shares in market.</p> <p>CO2:Understanding the concepts of debenture and its accounting.</p> <p>CO3:Analyze the company's final accounts and Managerial Remuneration.</p> <p>CO4: Estimating methods of goodwill and shares.</p> <p>CO5: Examine various procedures related to liquidation of companies.</p>
GOODS AND SERVICE TAX – 22ADSC4	<p>CO1:Recall various concepts relating to Indirect tax regime in India.</p> <p>CO2:Analyze the concept and applicability of GST in businesses.</p> <p>CO3:Compare the GST regime with other indirect tax laws prior to it.</p> <p>CO4:Illustrate GST system in own business and other prototypes.</p> <p>CO5: Examine the custom law and related duties and taxes.</p>
STATISTICS FOR BUSINESS – 22AAL4	<p>CO1:To apply knowledge to solve simple tasks using computer</p> <p>CO2:To choose a statistical method for solving practical problems</p> <p>CO3:To able explain probability theory and probability distribution in relation to general statistical analysis</p> <p>CO4:Students will able to interpret the meaning of the calculated statistical indicator</p> <p>CO5: To independently calculate basic statistical parameters</p>

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<p align="center">COMPANY LAW AND SECRETARIAL PRACTICE – 22ANME2</p>	<p>CO1: Define the fundamentals of corporate law. CO2: Identify the role, responsibilities, appointment and liabilities of corporate directors. CO3: Analyzing various winding up procedures, regulations and formalities under law. CO4: Examine the role of corporate secretary ship and specific conditions. CO5: Outline corporate level meetings with regard to duties of company secretary, drafting correspondence, Notice, Agenda and Minutes.</p>
<p align="center">MATHEMATICAL SKILLS – SS2</p>	<p>CO1 : Problem solving techniques for aptitude problems CO2: Prepare themselves for various competitive examinations. CO3: Applications of simple formulae CO4: Acquaintance to shortcut methods CO5: Applying the techniques in real life problems.</p>
<p align="center">EXTENSION ACTIVITIES (NCC/NSS/SPORTS/CLUB ACTIVITIES) COC1/COC2/COC3/COC4</p>	<p>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</p>
<p align="center">HIGHER CORPORATE ACCOUNTING – 22ADSC5</p>	<p>CO1 : Recall various concepts and methods of preparing accounts under mergers and acquisitions. CO2: Understand various methods of preparing holding company accounts. CO3 : Understand various methods of preparing and assessing final accounts of banking companies. CO4 : Analyze the final accounts of insurance companies. CO5: Analyze the accounting statements of electricity companies.</p>
<p align="center">COST ACCOUNTING – 22AGC7</p>	<p>CO1: Recall various concepts of costing and costing methods. CO2: Analyze the various elements of costing . CO3: Explain the labor wage payment system. CO4: Outline the cost under process costing system . CO5: Examine about operational costing, contract costing and Reconciliation of Cost and Financial Statements.</p>
<p align="center">INTERNSHIP/ FIELD PROJECT - 22ACIR</p>	<p>CO1: To Integrate theory with practical. CO2: To give opportunity to students to work with industrial expert. CO3: To introduce students to work culture. CO4: Acquire skills in communication, management team work. CO5: To understand scope, functions and job responsibilities in various departments of an organization.</p>

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<p align="center">OFFICE AUTOMATION – 22ACL1</p>	<p>CO1: Familiarize the basic concepts and features of computer. CO2: Competence on documentation. CO3: Acquaint the usage of excel spread sheet functions. CO4: Ability to present the information with features of power point. CO5 :Acquire knowledge on maintaining database and networks operations.</p>
<p align="center">FINANCIAL MARKETS AND SERVICES – 22AGE- IA</p>	<p>CO1: Understand the components of financial system. CO2: Understand the various financial products, services and strategies by various institutions. CO3: Analyze the structure of the financial markets. CO4: Know the role of SEBI for various financial institutions. CO5: Understand current scenario of financial system and challenges.</p>
<p align="center">BUSINESS FINANCE -22AGE-IB</p>	<p>CO1:Recall various concepts relating to finance. CO2: Understand the various techniques of financial planning. CO3:Analyze various sources and forms of finance. CO4: Evaluate various dimensions of capital market and their components. CO5: Evaluating capitalization concept and related theories for decision making.</p>
<p align="center">MICRO FINANCE – 22AGE-IC</p>	<p>CO1: The concept of micro finance CO2: Understand the functions of micro enterprises CO3:Understand the credit delivery methodology CO4: Discuss the pricing of micro finance products CO5: Gain knowledge on the features of commercial micro finance</p>
<p align="center">DIGITAL MARKETING – 22ASDSE1A</p>	<p>CO1: To develop and idea about digital marketing and its functions CO2: To failure students about product and its classification CO3: To make them understand digital pricing policies CO4: To introduce the concept of digital sale forecast CO5: To make them understand digital marketing plan.</p>
<p align="center">RETAIL MARKETING – 22ASDSE1B</p>	<p>CO1:To develop and idea about Retail marketing and its functions CO2: To failure about retail product and its classification CO3:To make them understand retail pricing policies CO4 :To introduce the concept of retail sale forecast CO5 :To make them understand retail channel management</p>

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<p style="text-align: center;">SERVICE MARKETING - 22ASDSE1C</p>	<p>CO1: The students will be able to explain the growth and future of services.</p> <p>CO2: The students will be able to provide theoretical and practical basis for assessing service performance using company examples.</p> <p>CO3: Demonstrate a know ledge of the extended marketing mix.</p> <p>CO4: Effective understand what quality means in service delivery and how perception of service quality are develops by customers.</p> <p>CO5:Understand the different types of raining and motivation.</p>
<p style="text-align: center;">BANKING THEORY LAW AND PRACTICE – 22ASB3</p>	<p>CO1: Know the structure of Indian Banking Industry.</p> <p>CO2: Understand the functions of Reserve Bank of India.</p> <p>CO3: Familiarize on Sound lending practices.</p> <p>CO4: Know the features of negotiable instruments.</p> <p>CO5:Understand the recent concepts on banking and Negotiable instruments.</p>
<p style="text-align: center;">MANAGERIAL SKILLS – SS- III</p>	<p>CO1: Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2: Develop and actively participate in group discussion / meetings /Interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4: Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5 :Acquire the knowledge about the reasoning ability and mental attitude.</p>
<p style="text-align: center;">MANAGEMENT ACCOUNTING – 22AGC8</p>	<p>CO1:Outline the various concepts relating to management accounting.</p> <p>CO2 : Analyze financial statements using ratio analysis.</p> <p>CO3: Evaluate the working capital management of companies.</p> <p>CO4: Comparing various alternatives using marginal costing and decision making.</p> <p>CO5: Analyze new budget and budgetary control for Organizations.</p>
<p style="text-align: center;">PRINCIPLES OF AUDITING – 22AGC9</p>	<p>CO1:Understand the Concept of auditing and learn the audit techniques.</p> <p>CO2: Understand the rights and duties of auditors.</p> <p>CO 3:Verify and value of assets and liabilities.</p> <p>CO4: Apply the best auditing process as lifelong practice.</p> <p>CO5 :Impart the knowledge on investigation procedure.</p>

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<p style="text-align: center;">ACCOUNTING PACKAGE – 22ACL2</p>	<p>CO1: Enhances the computerized accounting skills. CO2: Ability to interpret the accounting & inventory statements by applying various financial tools. CO3: Acquire knowledge on the preparation of statutory compliance. CO4: Acquaint to prepare bill-wise statement. CO5: Learn to extract financial and inventory reports.</p>
<p style="text-align: center;">COMMERCE PRACTICAL – 22ACL3</p>	<p>CO1: Understand filling of forms relating to banking and insurance by clients. CO2: Familiarize the forms used in stock. CO3: To understand e- filing of tax returns. CO4: Understand the procedure and filling of requisite forms in setting up new business. CO5: Apply the theoretical knowledge in to practice.</p>
<p style="text-align: center;">INVESTMENT MANAGEMENT- 22ADSE2A</p>	<p>CO1: Recalling various alternatives of investment. CO2: Comparing the features of various investment markets. CO3: Analyzing investments using fundamental analysis. CO4 : Applying technical analysis for evaluating investments. CO5 : Evaluate the optimum portfolio for investment.</p>
<p style="text-align: center;">FINANCIAL MANAGEMENT – 22ADSE2B</p>	<p>CO1: Understanding of the overall role and importance of finance function. CO2: To ensure regular and adequate supply of funds to the concern. CO3: It helps the company in increasing its profits in the form of higher returns to stockholders. CO4 : Ability to expand your business mode. CO5 : Determining the percentage of profit earned to be paid to the shareholders as dividend.</p>
<p style="text-align: center;">BRAND MANAGEMENT- 22ADSE2C</p>	<p>CO1: Recall the basic concepts of branding and related terms. CO2: Compare brand image building and brand positioning strategies. CO3: Analyze the impact of brand, brand loyalty and brand audit. CO4: Explain the brand rejuvenation and brand monitoring process. CO5: Apply various strategies for brand building and monitoring.</p>
<p style="text-align: center;">CONSUMER PROTECTION AND CONSUMER RIGHTS – 22AIDE</p>	<p>CO1: To provide a mechanism for prompt action on complaints, protect consumer etc. CO2: To restore the balance in the buyer-seller relation in the market place. CO3: To protect and promote the consumer’s interest. CO4: To provide a fair and consistent service across the board, this includes protecting the rights of consumers from unfair or abusive business practices. CO5: It provides important feedback on the working of the administration.</p>

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<p align="center">ENTREPRENEURIAL DEVELOPMENT – 22ASB4</p>	<p>CO1: Understand the basic development of entrepreneurship as a profession and Identify and implement systems for collecting and analyzing information to monitor the performance of a new firm.</p> <p>CO2: Understand the differences between an entrepreneurial venture and an ongoing business operation.</p> <p>CO3: Describe examples of entrepreneurial business and actual practice, both successful and unsuccessful, and explain the role and significance of entrepreneurship as a career, in the firm, and in society.</p> <p>CO4: Understand the importance and role of ethical, sustainability, innovation and global issues for strategic decision making.</p> <p>CO5: Evaluate different modes of entering into entrepreneurship.</p>
<p align="center">PROJECT & VIVA - VOCE</p>	<p>CO1: Ability to identify research problems and selection of research areas.</p> <p>CO2: Acquire knowledge to an application software</p> <p>CO3: Ability to choose and apply appropriate tools for programming.</p> <p>CO4: Develop the skills to arrive a technical solution to the research problem</p> <p>CO5: Obtain practical knowledge in preparing the research report.</p>
<p align="center">MANAGERIAL SKILLS – SS3</p>	<p>CO1: Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2: Develop and actively participate in group discussion / meetings /interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4: Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5: Acquire the knowledge about the reasoning ability and mental attitude.</p>
<p align="center">CLUB ACTIVITIES</p>	<p>CO1: Identify and apply the elements of club activities</p> <p>CO2: Demonstrate effective use of government schemes and projects</p> <p>CO3: Investigate visual strengths to promote club activities</p> <p>CO4: Identify and apply the sustainable use of club activities</p> <p>CO5: Create the awareness to the student about club activities</p>