



SRI MALOLAN COLLEGE OF ARTS AND SCIENCE

(Affiliated to University of Madras)

(Promoted by Sri Ahobila Mutt)

2.6.1 POs and COs 2020 Onwards

Programme Outcomes and Course Outcomes

Department	Programme Outcomes
Business Administration	PSO1: To enable students to apply basic microeconomic, macro economic and monetary concepts and theories in real life and decision making
	PSO2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment
	PSO3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing
	PSO4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens
	PSO5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies



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Programme Name: BBA		Programme Code: UGBA007
Subject Code and Subject Name	Course Outcomes	
I Year – I Semester		
LA11A Tamil-I	CO1: மாணவர்கள் தமிழின் இருகவிதை வடிவங்களான மரபுக்கவிதை மற்றும் புதுக்கவிதை ஆகிய இருவடிவங்கள் மற்றும் அவற்றின் தோற்றம் வளர்நிலை ஆகியவற்றை அறிந்து கொள்வதுடன் அவற்றின் முன்னோடிகளை பற்றியும் அறியமுடிகிறது	
	CO2: மேலும் உரைநடைபடைப் புகளையும் நாடக இலக்கிய அறிமுகத்தையும் பெறுகின்றனர்	
	CO3: பிழையின்றி தாய்மொழியில் எழுதுவதற்கான பயிற்சியும் பெறுகின்றனர்	
CLG1E Sanskrit-I	CO1: Create simple sentences using different grammatical tenses	
	CO2: Sensitize the students to the functioning of the language	
	CO3: Know the historical and cultural perspective of literary trends and movements in Sanskrit and in its literature	
	CO4: Define the origin of Sanskrit Literature	
LZ11A Communicative English-I	CO5: Demonstrate different teaching methodologies	
	CO1: Acquire self-awareness and positive thinking required in various life situations	
	CO2: Acquire the attribute of empathy	
BB21A Principles of Management	CO3: Acquire creative and critical thinking abilities	
	CO1: Acquire self-awareness and positive thinking required in various life situations	
	CO2: Acquire the attribute of empathy	
	CO3: Acquire creative and critical thinking abilities	
BB21B Financial Accounting	CO4: Learn basic grammar	
	CO5: Development and integrate the use of four language skills i.e., listening, speaking, reading and writing	
	CO1: Describe nature, scope, role, levels, functions and approaches of management	
	CO2: Apply planning and decision making in management	
	CO3: Identify organization structure and various organizing techniques	
BB31A Managerial Economics	CO4: Understand Direction, Co-ordination & Control mechanisms	
	CO5: Relate and infer ethical practices of organisation	
	CO1: Prepare Journal, ledger, trial balance and cash book	
CO2: Classify errors and making rectification entries		

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	CO3: Prepare final accounts with adjustments
	CO4: To understand Hire Purchase system
	CO5: Prepare single and double entry system of accounting
ST51B Time Management	CO1: Time Management and spell out the process of goal setting and goal alignment
	CO2: Prioritizing goals
	CO3: Identify various styles of managing time
	CO4: Describe ways of managing time, art delegation and handling demands
PZ1CA English for Commerce and Management	CO1: Demonstrate their listening skill
	CO2: Illustrate the use of language skills for speaking with confidence in an intelligible and acceptable manner.
	CO3: Illustrate their reading skill while reading independently unfamiliar texts with comprehension
	CO4: Illustrate their writing skill while writing simple sentences without committing error of spelling or grammar
TLT1C Advanced Tamil-I	CO1: நாட்டுப்புறப் பாடல் வடிவங்களான தாலாட்டு, ஒப்பாரி, ஏற்ற இறக்கப் பாடல்களாக தொழில் பாடல்கள், விளையாட்டுப் பாடல்கள் ஆகியவற்றை மாணவர்கள் அறிந்து கொள்ள வழிவகை செய்தல்.
	CO2: சிறுகதைகளின் தோற்றம் மற்றும் வளர்ச்சி ஆகியவற்றையும், தமிழியக்க முன்னோடிகளைப் பற்றியும் அறிந்து கொள்ளுதல்
	CO3: புதுக்கவிதையின் நுட்பங்கள் மற்றும் சிறந்த புதுக்கவிதை படைப்பாளர்களை மாணவர்கள் அறிய வழிவகை செய்தல்
	CO4: மொழியின் நுட்பங்களையும், அதனுடைய கூறுகளையும் மாணவர்களுக்குப் புகுத்துதல்
I Year – II Semester	
LA12A Tamil-II	CO1: தமிழின் முச்சங்க வரலாறும் சங்கஇலக்கியங்கள் பற்றிய அறிமுகமும் சங்கபாடல்களின் மூலம் பண்டைய தமிழ்பண்பாட்டைப் பற்றிய தெளிவும் மாணவர்களுக்கு கிடைக்கின்றது
	CO2: உலகின் தலைசிறந்த அற இலக்கியங்களின் கருவூலமான பதினெண்கீழ்க்கணக்கு நூல்கள் மாணவர்களின் வாழ்விற்கு வழிகாட்டியாக அமைகின்றன
	CO3: ஒற்றுப்பிழையின்றி எழுதும் பயிற்சியையும் மாணவர்கள் பெறுகின்றனர்
CLG2G Sanskrit-II	CO1: Understand and apply grammatical concepts in drafting sentences and paragraphs
	CO2: Apply the rules and regulations in handling usage of Lrt lakara and Asmad Sabdah, practice exercises and identify errors
	CO3: Form an idea of the aesthetic expressions that make Sanskrit composition get the position of pride in world literature

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	<p>CO4: Demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in Sanskrit</p> <p>CO5: Appreciate the art of employment of Alankaras in a prose form of poetry</p>
LZ12A Communicative English-II	<p>CO1: Realize the importance of resilience</p> <p>CO2: Become good decision-makers</p> <p>CO3: Imbibe problem-solving skills</p> <p>CO4: Use tenses appropriately</p> <p>CO5: Use English effectively at the work place</p>
BB22A Business Communication	<p>CO1: Understand communication process and its barriers</p> <p>CO2: Develop business letters in different scenarios</p> <p>CO3: Develop oral communication skills & conducting interviews</p> <p>CO4: Use managerial writing for business communication</p> <p>CO5: Identify usage of modern communication tools & its significance for managers</p>
BB22B Management Accounting	<p>CO1: On completion of this course, students will</p> <p>CO2: Interpret cost sheet & write comments</p> <p>CO3: Compare cost, management & financial accounting</p> <p>CO4: Analyze the various ratios and compare it with standards to assess deviations</p> <p>CO5: Estimate budget and use budgetary control Evaluate marginal costing and its components</p>
BB32A International Trade	<p>CO1: Discuss the modes of entry to International Business</p> <p>CO2: Explain international trade theories</p> <p>CO3: Understand Foreign exchange market and FDI</p> <p>CO4: Outline the Global Business Environment</p> <p>CO5: Identify the relevance of international institutions and trading blocs</p>
ST52C Anger Management	<p>CO1: Define and list the characteristics of anger</p> <p>CO2: Classify the various forms of anger and describe the role of gender and culture</p> <p>CO3: Identify the manifestations and causes of anger</p> <p>CO4: Examine the styles of anger</p> <p>CO5: Summarize the various ways of managing anger</p>
PZ1CB English for Commerce and Management	<p>CO1: Demonstrate their listening skill</p> <p>CO2: Illustrate the use of language skills for speaking with confidence in an intelligible and acceptable manner.</p> <p>CO3: Illustrate their reading skill while reading independently unfamiliar texts with comprehension</p>

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	CO4: Illustrate their writing skill while writing simple sentences without committing error of spelling or grammar
TLT2D Advanced Tamil-II	CO1: கட்டுரைகளின் வழி சமுதாயச் சூழல்களை, மாறுபாடுகளை அறிந்து கொள்வர்.
	CO2: சங்க இலக்கியங்கள், பக்தி, காப்பிய இலக்கியங்கள் உணர்த்தும் விழுமியங்களை அறிந்து கொள்வர்.
	CO3: சங்க இலக்கியம், பக்தி, காப்பிய இலக்கியம், கட்டுரை இலக்கிய வரலாறுகளைத் தெரிந்து கொள்வர்.
	CO4: மொழியைத் திறம்படப் பயல் படுத்தும் ஆற்றலைப் பெறுவர்
II Year– III Semester	
BB23A Financial Management	CO1: Understand the basics of finance and roles of finance manager
	CO2: Evaluate Capital structure & Cost of capital
	CO3: Evaluate Capital budgeting
	CO4: Assessing dividends
	CO5: Appraise Working Capital
BB23B Organisational Behaviour	CO1: To define Organisational Behaviour, Understand the opportunity through OB
	CO2: To apply self-awareness, motivation, leadership and learning theories at workplace
	CO3: To analyze the complexities and solutions of group behaviour
	CO4: To impact and bring positive change in the culture of the organisation
	CO5: To create a congenial climate in the organization
BB23C Computer Application in Business	CO1: Demonstrate hands on experience with Ms-word for business activities
	CO2: Demonstrate hands on experience with Ms-Excel for business activities
	CO3: Demonstrate hands on experience with Ms-power point for business activities
	CO4: Demonstrate DBMS, EDI, Internet basic concepts and its applications
	CO5: Demonstrate familiarize about Information system audit
BB23D Marketing Management	CO1: To list and identify core concepts of Marketing and its mix
	CO2: To sketch the market segmentation, nature of product, PLC
	CO3: To analyze the appropriate pricing methods
	CO4: To determine the importance of various media
	CO5: To assess the sales force and applications of digital marketing

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BB33A Business Statistics	CO1: Measures of Central Tendency
	CO2: Measures of Variation
	CO3: Analyze of Time Series
	CO4: Understand Index Numbers
	CO5: Test Hypothesis
TSSEC Essentials of Spoken and Presentation Skills Level-I	CO1: Make meaning by organizing language and using appropriate grammatical patterns
	CO2: Use appropriate Vocabulary in any kind of spoken discuss on various topics
	CO3: Use clear pronunciation
II Year– IV Semester	
BB24A Human Resource Management	CO1: Explain the concepts, functions and process of HRM
	CO2: Examine the selection and placement process
	CO3: Evaluate the training and performance appraisal
	CO4: Understand the employee engagement and compensation
BB24B Business Regulatory FrameWork	CO1: Explain Indian Contracts Act
	CO2: Understand Sales of goods act and Contract of Agency
	CO3: Understand Indian Companies Act 1956
	CO4: Understand Consumer Protection Act – RTI
	CO5: Understand Cyber law
BB24C Financial Services	CO1: List types of financial services and their role
	CO2: Recognize role and functions of merchant banker and capital market
	CO3: Compare and contrast factoring, leasing, hire purchase and consumer Finance
	CO4: Understand Consumer Finance, Venture capital and credit rating
	CO5: Understand mutual funds and its functions
BB24D Management Information System	CO1: Understand MIS in decision making
	CO2: Explain MIS, its structure and role in management functions
	CO3: Classify & discuss information system categories, Database Management systems
	CO4: Discuss SDLC and functional information system categories
	CO5: Outline functions of BPO, Data mining and the recent trends in information management
BB34A Operation Research	CO1: Analyse Linear Programming
	CO2: Analyse Transportation problem



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	CO3: Analyse Assignment problem
	CO4: Analyse Network models
	CO5: Analyse Game Theory and Decision Theory
TSSSED Essentials of Spoken and Presentation Skills Level-II	CO1: Students will heighten their awareness of correct usage of English grammar in writing and speaking
	CO2: Students will improve their speaking ability in English both in terms of fluency and comprehensibility
	CO3: Students will give oral presentation and receive feedback on their performance
ENV4B Environmental Studies	CO1: Know the scope & importance and the concept of sustainability and sustainable development
	CO2: Know the Ecosystem, Natural Energy Resources, Biodiversity and Conservation, Environmental Pollution, Environmental Policies & Practices, Human Communities and the Environment through field work
III Year – V Semester	
BB25A Advertising Management and Sales Promotion	CO1: To impart knowledge about advertising and sales promotion
	CO2: To understand the various media and developing integrated programme
	CO3: To measure effectiveness of advertisement and know its implications on society
BB25B Research Methodology	CO1: Understand the concepts and principles of Research
	CO2: Comprehend and decide the usage of design and formulate hypothesis
	CO3: Analyze data collection sources and tools
	CO4: Summarize and establish solutions through data analysis
	CO5: Compare and justify the process of writing and organizing a research report
BB25C Operations Management	CO1: Provide comprehensive outlook on basic concepts, and practices of production
	CO2: Identify right plant location and plant layout of factory
	CO3: Know work study & method study, its procedure & quality control techniques in production
	CO4: Outline inventory control concepts and its replenishment to manage inventory
BB25D Materials Management	CO1: Understand Knowledge on Materials Management importance
	CO2: To understand the functions of Materials Management



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	CO3: Discuss purchase management procedure and identify vendor rating mechanisms
BB45A Entrepreneurial Development	CO1: To understand the concepts of Entrepreneurship development
	CO2: To apply knowledge in the business plans and implementation
	CO3: To analyze the various analyses of business in setting up of enterprises
	CO4: To create the awareness about various schemes and subsidies of government for entrepreneurial development
VAE5Q Value Education	CO1: Set of consistent values and measures
	CO2: Able to face life and make it meaningful
	CO3: Kinds of values like, ethical or moral values, doctrinal or ideological values, social values
	CO4: Value education-its purpose and significance in the present world, Salient values for life, Human Rights, Environment and Ecological balance and Social ethics
III Year – VI Semester	
BB26A Business Environment	CO1: To understand the concepts of Business Environment.
	CO2: To apply knowledge in the business and strategic decisions
	CO3: To analyze the importance of business in various social groups
	CO4: To evaluate the types of economic environment and its impact on business
BB26B Service Marketing	CO1: To define and understand the concepts of Services Marketing
	CO2: To Examine and apply Marketing Mix in Service Marketing
	CO3: To analyze and design various strategies in the field of Services Marketing
	CO4: To evaluate the role of delivering Quality Service
	CO5: To design the tools of Marketing
BB26C Business Taxation	CO1: To define and understand the basic concepts of tax
	CO2: To Examine and apply GST rules in real-time business situations
	CO3: To analyze the elements of GST mechanism in India
	CO4: To evaluate the rules of Income Tax and methods of valuation for customs
	CO5: To prepare the needed documents under GST Compliance

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BB46D Customer Relationship Management	CO1: Understand the need of communication and its types
	CO2: Knowledge of CRM concepts, approaches and applications
	CO3: Ability to measure and evaluate customer satisfaction level
	CO4: Ability to develop and implement customer's relationship management
BB46Q Project	CO1: Gain knowledge about Research Project
	CO2: Increase knowledge on research problem
	CO3: Improve practice in review of literature
	CO4: Gain knowledge on Data Collection and Analysis
	CO5: Be Proficient in Project Preparation