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2.6.1 PSOs and COs 2023 Onwards

Programme Specific Outcomes and Course Outcomes

Department	Programme Specific Outcomes
	PSO1: To enable students to apply basic microeconomic, macroeconomic 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
Business Administration	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 Nam	ne: BBA Programme Code: UGBA007
Subject Code and Subject Name	Course Outcomes
3 3 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	I Year - I Semester
	CO1: சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை
100L1A Tamil-I	அறிந்துகொள்வர்
	 CO2: அறஇலக்கியம் மற்றும் தமிழ் காப்பியங்களின் வழிவாழ்வியல்
	சிந்தனைகளைப் பெறுவர்
	CO3: பக்தி இலக்கியங்களைக் கற்பதன்மூலம்
	பக்திநெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன்வழி
	நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்
	CO4: மொழியறிவோடு சிந்தனைத் திறனைப் பெறுவார்
	CO5: மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்
	CO1: Understand the basic sanskrit sentence structure
	CO2: To provide the glimpses of the rich Sanskrit literary tradition
	through reading the literary composition
100L1G	CO3: Explain the language of this Mahakavya which is highly
Sanskrit-I	elaborate and polished with continual play upon words and variety
	of metres CO4: Analyse and interpret expressions of cause, effect, purpose,
	and opposition in sanskrit
	CO1: Acquire self-awareness and positive thinking required in
	various life situations
100L1Z General English-I	CO2: Acquire the attribute of empathy
	CO3: Acquire creative and critical thinking abilities
	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
150C1A	CO2: Apply planning and decision making in management,
Principles of	CO3: Identify organization structure and various organizing
Management	techniques
	CO4: Understand Direction, Co-ordination &control mechanisms
	CO5: Relate and infer ethical practices of organisation
150C1B	CO1: Prepare journal, ledger, trial balance and cash book
Accounting for Managers-I	CO2: Classify errors and making rectification entries CO3: Prepare final accounts with adjustments
wianagei 5-1	CO3. Frepare final accounts with adjustments



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विच्या विन्यते अभूतः	
	CO4: To understand Hire Purchase system
	CO5: Prepare single and double entry system of accounting
150E1A Managerial Economics	CO1: Analyze& apply the various managerial economic concepts
	in individual & business decisions
	CO2: Employ production, cost and supply analysis for business
	decision making
	CO3: Explain demand concepts, underlying theories
	CO4: Identify demand forecasting techniques
	CO5: Identify pricing strategies
	CO6: Classify market structures under competitive scenarios
	CO1: To understand basics of event management
150S1A	CO2: To design events
Basics of Event	CO3: To study feasibility of organising an event
Management	CO4: To gain Familiarity with marketing & promotion of event
	CO5: To develop event budget
	CO1: Understand communication process and its barriers
4.50-11	CO2: Develop business letters in different scenarios
150B1A	CO3: Develop oral communication skills & conducting interviews
Managerial Communication	CO4: Use managerial writing for business communication
Communication	CO5: Identify usage of modern communication tools & its
	significance for managers
	CO1: சமகால இலக்கியங்களின் நோக்குகள்- போக்குகள் குறித்து
	மாணவர்கள் அறிந்துகொள்வர்
100S1B	CO2: நாட்டுப்புற மக்களின் வாழ்வியல், அறிவாற்ல், இன்றயநிலை
Advanced Tamil -I	ஆகியவைகுறித்து சிந்திப்பர்
	CO3: மொழியில் பிழைகள் நேராவண்ணம் எழுத கற்றுக்கொள்வதோடு,
	திறனாய்வுசெய்யும் ஆற்றல் பெறுவர்
	I Year - II Semester
	CO1: சிற்றிலகியங்களின்வழி இலக்கியச்சுவையினையும் பண்பாட்டு
	அறிவினையும் பெறுவர்
	CO2: புதுக்கவிதை வரலாற்றினை அறிந்துகொள்வர்
	CO3: திராவிட இயக்க இலக்கியங்களைக் கற்பதன்மூலம்
100L2A	மொழிஉணர்வு, இனஉணர்வு, சமத்துவம்சார்ந்த சிந்தனைகளைப்
Tamil-II	
1441111 11	பெறுவர் CO4: தமிழ்மொழியைப் பிழையின்றி எழுத்தவும், புதிய
	கலைச்சொற்களை உருவாக்கவும் அறிந்துகொள்வர்
	CO5: போட்டித்தேர்வுகளில் வெற்றிபெறுவதற்கு தமிழ்ப்பாடத்திணைப்
	பயன்கொள்ளும் வகையில் பயிற்சி பெவர்
100L2G	CO1: Understand and apply grammatical concepts in drafting sentences and paragraphs
Sanskrit-II	sentences and paragraphs CO2: Apply the rules and regulations in handling usage of
	TO2. Appry the rules and regulations in handling usage of



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Lrtlakara and AsmadSabdah, practice exercises and identify error CO3: Form an idea of the aesthetic expressions that make Sansk composition get the position of pride in world literature CO4: Demonstrate knowledge of various expressions of opinion CO1: Realize the importance of resilience CO2: Become good decision-makers CO3: Imbibe problem-solving skills CO4: Use tenses appropriately CO5: Use English effectively at the work place. CO1: To list and identify the core concepts of 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 digit marketing CO1: Interpret cost sheet & write comments CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control CO5: Evaluate marginal costing and its components	S
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150C2A Marketing Management 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 digit marketing CO1: Interpret cost sheet & write comments CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
150C2A Marketing Management 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 digit marketing CO1: Interpret cost sheet & write comments CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
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Management CO3: To analyze the appropriate pricing methods CO4: To determine the importance of various media CO5: To assess the sales force and applications of digit marketing CO1: Interpret cost sheet & write comments CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
CO5: To assess the sales force and applications of digit marketing CO1: Interpret cost sheet & write comments CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
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150C2B Accounting for Managers-II CO2: Compare cost, management & financial accounting CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
150C2B Accounting for Managers-II CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
Accounting for Managers-II CO3: Analyze the various ratio and compare it with standards assess deviations CO4: Estimate budget and use budgetary control	
Managers-II assess deviations CO4: Estimate budget and use budgetary control	to
CO4: Estimate budget and use budgetary control	
CO5: Evaluate marginal costing and its components	
CO1: Discuss the modes of entry to International Business	
CO2: Explain international trade theories	
150E2A CO3: Understand Foreign exchange market and FDI	
International Business CO4: Outline the Global Business Environment	
CO5: Identify the relevance of international institutions as	nd
trading blocs.	
CO1: Identify the personal qualities that are needed to sustain	in
the world of work.	
CO2: Explore more advanced management skills such as confli	
resolution, empowerment, working with teams and creating	a
 150S2A positive environment for chang Managerial Skill CO3: Acquire practical management skills that are of immedia 	to
Development use in management or leadership positions	ıĊ
CO4: Employ critical-thinking and analytical skills to investigate	te
complex business problems to propose viable solutions	
CO5: Make persuasive presentations that reveal strong written and	ıd
oral communication skills needed in the workplace.	



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ावध्या विन्त्रतं अपूर्ण	Ç
	CO1: Describe basic concepts of business etiquette and corporate
	grooming
	CO2: Outline the etiquette and grooming standards followed in
150S2B	business environment and the significance of communication
Business Etiquette	CO3: Create cultural awareness and moral practices in real life
and Corporate	workplace scenarios
Grooming	CO4: Analyze work place courte syandre solve ethical issues with
	respect to etiquette and grooming for success
	CO5: Apply the professionalism in the workplace considering
	diversity and courtesy
	CO1: உரைநடை இலக்கியத்தின் பெருமைகளை உணர்ந்து அதன்
	அன்றாட வாழ்வில் பயன்படுத்தும் திறன் பெறுவார்
	CO2: பண்டைத் தமிழ் இலக்கியங்கள் காட்டும் சமூக முறைகளை
	அறிந்து கொள்வர்
100S2B	CO3: பண்டைத் தமிழ் இலக்கியங்கள் காட்டும் சமூக முறைகளை
Advanced Tamil -II	அறிந்து கொள்வர்
	CO4: தமிழ் இலக்கிய மரபினையும் மாற்றங்களையும் ஆய்ந்து உணரும்
	ஆற்றல் பெறுவர்
	CO5: மொழிபெயர்ப்புத்திறன் பெறுவதோடு, அன்றாட வாழ்வின்
	தேவைகளான பல்வகை அலுவலகக் கடிதங்கள் எழுதும் திறன் பெறுவர்
	II Year - III Semester
	CO1: தமிழகவரலாற்றை அறிந்துகொள்வர்
2007.24	CO2: தமிழரின் வாழ்வியல் தொன்மையை அறிவர்
200L3A Tamil-III	CO3: தமிழரின் பண்பாட்டு கூறுகளை அறிந்துகொள்வர்
	CO4: பிறபண்பாட்டுத் தாக்கம் மற்றும் அணுகுமுறைகளை அறிவர்
	CO5: மொழிப் பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்
	CO1: Listen actively
200L3Z General English-III	CO2: Develop interpersonal relationship skills
	CO3: Acquire self-confidence to cope with stress
	CO4: Master grammar skills
	CO5: Carry out business communication effectively
	CO1: Be familiar with the style of the great Sanskrit Dramatist
	Bhasa
	CO2: Be able to appreciate the aesthetical, social, political,
200L3G	cultural, etc., values expressed in prescribed composition
Sanskrit III	
Sanskrit III	CO3: Understand the structural patterns of Sanskrit dramatic
Sanskrit III	composition
Sanskrit III	-



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विषया विन्यतं अमृतम	(110moted by 511 Anobha Matt)
	CO1: To define OrganisationalBehaviour, Understand the
	opportunity through OB
250C3A Organisational Behaviour	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
	organisaiton
	CO1: Understand the basics of finance and roles of finance
	manager
250C3B	CO2: Evaluate Capital structure & Cost of capital
Financial	CO3: Evaluate Capital structure & Cost of Capital CO3: Evaluate Capital budgeting
Management	CO3: Evaluate Capital budgeting CO4: Assessing dividends
	CO4. Assessing dividends CO5: Appraise Working Capital
	CO1: Measures of Central Tendency
	CO2: Measures of Variation
250E3A	
Business Statistics	CO3: Analyze of Time Series
	CO4: Understand Index Numbers
	CO5: Test Hypothesis
	CO1: Demonstrate hands on experience with Ms-word for
	business activities
•====	CO2: Demonstrate hands on experience with Ms-Excel for
250S3A	business activities
Computer	CO3: Demonstrate hands on experience with Ms-power point for
Applications in	business activities
Business	CO4: Demonstrate hands on experience with Tally for business
	activities
	CO5: Demonstrate hands on experience with Tally for reporting in
	business
	CO1: To learn to generate and evaluate new business ideas
250S3B	CO2: To learn about a business model that generates money
New Venture	CO3: To understand how to find, evaluate and buy a business
Management	CO4: To evaluate the feasibility of idea into a Venture
	CO5: To understand sources who lend for new ventures
	II Year - IV Semester
	CO1: தாய்மொழிவழியாக அறிவியல் பற்றிச் சிந்திக்கும் திறன்
	பெற்றிருப்பர்
200L4A	
Tamil-IV	CO2: அறிவியல் கலைச் சொல்லாக்கம் பற்றிய விதிகள்,
	நுணுக்கங்களைத் தெரிந்திருப்பர்
	CO3: அறிவியல் தமிழ் வளர்ச்சியில் மொழிபெயர்ப்பின் பங்குகுறித்து
	அறிந்திருப்பர்



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	CO4: மொழி அறிவோடு சிந்தனைத் திறனைப் பெறுவர்
	CO1: Determine their goals
200L4Z English-IV	CO2: Identify the value of integrity
	CO3: Deal with emotions.
	CO4: Frame grammatically correct sentences
	CO5: Write cohesive reports
	CO1: Apply the usage of compound words
	CO2: Differentiate the alankaras
200L4G Sanskrit -IV	CO3: Translate the prose passages prescribed
	CO4: Identify and apply different grammatical tenses of
	"Mahabharata" related translation
	CO5: Analyze and critically assess the literary texts
	CO1: To understand the concepts of Business Environment
	CO2: To apply knowledge in the business and strategic decisions
250C4A	CO3: To analyze the importance of business in various social
Business	groups
Environment	CO4: To evaluate the types of economic environment and its
	impact on business
	CO5: To construct and assess the environment for real-time
	business CO1. Franking Lading Contracts Act
250C4B	CO1: Explain Indian Contracts Act
Business	CO2: Understand Sales of goods act and Contract of Agency
Regulatory Frame	CO3: Understand Indian Companies Act 1956
Work	CO4: Understand Consumer Protection Act – RTI
VV OIR	CO5: Understand Cyber law
	CO1: Analyse Linear Programming
250E4A	CO2: Analyse Transportation problem
Operations Research	CO3: Analyse Assignment problem
	CO4: Analyse Network models
	CO5: Analyse Game Theory and Decision Theory
250S4A Tally	CO1: To understand about the basic accounting and Tally. ERP 9
	CO2: Identify the maintained of Ledger and inventory system
	CO3: Creation of various vouchers and bill wise details
	CO4: Understand various taxes returns and filing
	CO5: Relate and infer various reports generated in Tally
	CO1: Imbibe the knowledge of IPR through various laws
250S4B	CO2: Apply the knowledge of patents
Intellectual	CO3: Understand the process of acquiring trademark
Property Rights	CO4: Create an awareness about copyrights
- I 1 8	CO5: Understand geographical indicators
L	

 $\label{lem:model} {\it Mocheri Road, Madurantakam, Chengalpattu Dt, Tamilnadu, India, Pin-603306} \\ {\it Phone: 044-2755\,3011/12} \quad {\it Email: malolancollege@gmail.com} \\$



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Taran S S	III Year - V Semester
	CO1: Explain the concepts, functions and process of HRM
350C5A Human Resource Management	
	CO2: Examine the selection and placement process
	CO3: Evaluate the training and performance appraisal
	CO4: Understand the employee engagement and compensation
	CO5: Understand the recent trends in HR
	CO1: Understand the concepts and principles of Research
	CO2: Comprehend and decide the usage of design and formulate
350C5B	hypothesis
Research	CO3: Analyze data collection sources and tools
Methodology	CO4: Summarize and establish solutions through data analysis
	CO5: Compare and justify the process of writing and organizing a
	research report
	CO1: To define and understand the basic concepts of tax
350C5C	CO2: To Examine and apply GST rules in real-time business situations
	CO3: To analyze the elements of GST mechanism in India
Business Taxation	CO4: To evaluate the rules of Income Tax and methods of
	valuation for customs
	CO5: To prepare the needed documents under GST Compliance
	CO1: Gain knowledge about Research Project
350C5D	CO2: Increase knowledge on research problem
Project with Viva	CO3: Improve practice in review of literature
-Voce	CO4: Gain knowledge on Data Collection and Analysis
	CO5: Be Proficient in Project Preparation
	CO1: List types of financial services and their role
350E5C Financial Services	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
	CO1: Understand MIS in decision making
	CO2: Explain MIS, its structure and role in management functions
350E5D	CO3: Classify & discuss information system categories, Database
Management	Management systems
Information	CO4: Discuss SDLC and functional information system categories
System	CO5: Outline functions of BPO, Data mining and the recent trends
	in information management



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Toron of the land	III Year - VI Semester
	CO1: To understand the concepts of Entrepreneurship
350C6A Entrepreneurship Development	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
	CO5: To evaluate and assess the various problems and remedies of
	entrepreneurship
	CO1: To define and understand the concepts of Services
	Marketing
350C6B	CO2: To Examine and apply Marketing Mix in Service Marketing
Services	CO3: To analyze and design various strategies in the field of
Marketing	Services Marketing
- William Meeting	CO4: To evaluate the role of delivering Quality Service
	CO5: To design the tools of Marketing
	CO1: Provide comprehensive outlook on basic concepts, and
350C6C	practices of production
	CO2: Identify right plant location and plant layout of factory
	CO3: Know work study & method study, its procedure & quality
Production and	control techniques in production
Materials Management	CO4: Outline inventory control concepts and its replenishment to
Management	manage inventory
	CO5: Discuss purchase management procedure and identify
	vendor rating mechanisms
	CO1: Explain the concept of Consumer Behaviour& describe
	Consumer research process in detail
	CO2: Interpret psychological and environmental influences that are
350E6A	relevant for understanding consumer behaviour
Consumer	CO3: Analyze the consumer decision process
Behaviour	CO4: Assess the impact of consumer's motivation, personality on
	the buying behaviour
	CO5: Determine customer satisfaction and consequent post
	purchase behavior
	CO1: Explain the basic concepts relating to logistics
350E6D	CO2: Analyse the role of outsourcing and customer service in
Fundamentals of	logistics
Logistics	CO3: Appraise needs, modes and issues relating to global logistics
Management	CO4: Describe about the different activities allied to logistics
Management	CO5: Identify the various areas of logistics where technology
	can be applied



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	CO1: Use their logical thinking and analytical abilities to
	solve reasoning questions
350S6A	CO2: Solve questions related to time and distance and time
Quantitative	and work
Aptitude	CO3: Apply concept of percentages, Profit and loss, discount
	CO4: Interpret data using bar charts and diagrams
	CO5: Solve questions relating to Geometry and Mensuration