

PROGRAM SPECIFIC OUTCOMES

PSO OF BBA

- PSO 1 : Understand of the corporate world
- PSO 2 : Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
- PSO 3 : Determine conceptual and analytical abilities required for effective decision making.
- PSO 4 : Understand the dynamic and complex working environment of Business.
- PSO 5 : Understand the problems faced by the business sector in the Current scenario.
- PSO 6 : Analyse the ups and downs of the stock market.
- PSO 7 : Understand the rapid changes of financial services include banking and insurance sectors.
- PSO 8 : Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment.
- PSO 9 : Understand the micro and macro marketing environment.
- PSO 10 : Analyze the various financial and accounting concept including Balance sheet , trial balance, etc.,
- PSO 11 : Understand the international trade procedure and documentation.
- PSO 12 : Analyse the various aspect of business research in the area of marketing, human resource and finance.

- PSO 13 : Determine the functional areas of management such as Production, purchasing, marketing, sales, advertising, finance, human resource system.
- PSO 14 : Understand the SERQUAL of the various service industry.
- PSO 15 : Understand the Forms of business organization.
- PSO 16 : Understand the factors influence the consumer buying behavior.
- PSO 17 : Determine the stages of her product development process.
- PSO 18 : Understand the types of business communication and business letters.
- PSO 19 : Determine the organizational behavior and its conflict.
- PSO 20 : Analyse the sampling techniques of collecting primary and secondary data.
- PSO 21 : Understand the methods of collecting primary and secondary data.
- PSO 22 : Analyse the tools and techniques of data.
- PSO 23 : To understand the construction of scaling techniques.
- PSO 24 : Determine the steps involved in design of questionnaire.
- PSO 25 : Analyse and preparation of project report for the Functional areas of research.

தமிழ் செம்மொழியும், வணக மடல்களும்

Course outcomes of the course:

- தமிழின் சிறப்புகளைப் பற்றி அறிதல்.
- உலகச் செம்மொழி மாநாட்டினைப் பற்றி அறிதல்
- வணிக கடிதம் பற்றி அறிந்த கொள்ளுதல்
- கடித வகைகளை பற்றி அறிந்து கொள்ளுதல்".
- கடிதத்தின் அடிப்படை கூறுகளையும் மற்றும் அவற்றின் கட்டமைப்புகளை பற்றியும் அறிந்து கொள்ளுதல்.
- புகார் கடிதம் எவ்வாறு இருக்க வேண்டும் மற்றும் அவற்றிற்கான பதில் எப்படி இருக்க வேண்டும் என்பதை அறிந்து கொள்ளுதல்.
- வசூல் கடிதம் பற்றியும் மற்றும் வசூல் செய்தவதற்கான வழிமுறைகள் என்ன என்பதை அறிந்து கொள்ளுதல்
- சுற்றறிக்கை கடிதம் பற்றியும் அவற்றை அனுப்பும் சூழ்நிலை என்ன என்பதை அறிந்து கொள்ளுதல்.
- வங்கி கடிதம் பற்றி அறிந்து கொள்ளுதல்.
- காப்பீடு பற்றியும் அவற்றின் வகைகள் என்ன என்பதை தெரிந்து கொள்ளுதல்.

BUSINESS ENGLISH

Course outcomes of the course:

- ❖ Describe the knowledge of Basic English Grammar and Tenses.
- ❖ Write down the Construction of Paragraph and Essay writing
- ❖ Classify the Business Letters.
- ❖ Describe the Essential of and offer effective business letter
- ❖ Identify the Job Application Letter
- ❖ Write down the Bio-data
- ❖ Describe the ligevancy of communication
- ❖ Write down the format of office circular
- ❖ Clarify the types of Advertisement in the business
- ❖ Write down the guidelines in managing in E-mails.

ENVIRONMENT OF BUSINESS

Course outcomes of the course:

- ❖ Describe Business Environment analysis and diagnosis give businessmen time to anticipate opportunities.
- ❖ Describe the process environment analysis.
- ❖ Write down points to be business environment analysis helps to forecast the future prospects of the business concern.
- ❖ Write down points to be characteristics of today's business.
- ❖ Describe the government responsibilities to business.
- ❖ Describe the industrial Development and regulation Act, 1951.

FINANCIAL ACCOUNTING

Course outcomes of the course:

- ❖ Describe the useful information to student's business activities in future.
- ❖ Write down the point to know the financial position of the business students.
- ❖ Describe the discovers & prevents errors and frauds in business students.
- ❖ Write down the point to know the Assets & liabilities of the business firms
for business students.
- ❖ To find out the correct cost of production in business students.

BUSINESS REPORT WRITING

Course outcomes of the course:

- ❖ Write down the kinds of barriers reports.
- ❖ Classify the steps in drafting formal business reports.
- ❖ Write down points to be considered in writing individuals report.
- ❖ Classify the reports by company secretary statutory and other reports.
- ❖ Write down the reports on problem opportunities in business.
- ❖ Classify the essentials in writing minutes of meeting.
- ❖ Classify the art of summarizing reports.
- ❖ Describe the important and functions PRO.
- ❖ Describe the press release by the companies.
- ❖ Classify the writing simple market reports.

PRINCIPLES OF MANAGEMENT

Course outcomes of the course:

- Classify the Management by objectives helps for the better management of resources and activities of an organization.
- Describe the Effective plans co-ordinate the organizational work and eliminate unproductive effort.
- Classify the division of work leads to efficient performance of duties.
- Write down the point to help Training gives an employee confidence in handling the job assigned to him.
- To find out good control system should be easily installed and economically maintained.
- Identify to ensure successful implementation of the decision making through follow up procedures.

COST ACCOUNTING

Course outcomes of the course:

- Describe the concept of cost disadvantage.
- Identity the difference accounting and its advantage & between costing accounting and financial.
- Write down the material control.
- Identity the accounts of stock level and its procedure.
- Describe the methods of material issues.
- Classify the methods of wage payments and incentive plans.
- Identity the allocation & absorption of overheads.
- Describe the application of marginal costing.
- Classify the different types of overheads.
- Identity the preparation of cost sheet.

ORGANISATIONAL BEHAVIOUR

Course outcomes of the course:

- ❖ Identify the study of Human Behaviour in organization
- ❖ Describe the personality and its determinate of personality.
- ❖ Write down the decision marketing and its classified into individual, group division making.
- ❖ Identify the communication and its classification, barriers to effective communication.
- ❖ Describe the leadership and its quality of lenders, behaviour of lender, classification of lender.
- ❖ Identify the conflict and its type of conflict
- ❖ Classify the stress and managing stress
- ❖ Identify the organization change and steps in managing change.
- ❖ Write down the organisational development and its objectives.

BUSINESS STATISTICS

Course outcomes of the course:

- ❖ Describe the measures to nay statistic analysis and methods.
- ❖ Clarify the significance of diagrams and graphs.
- ❖ Identify the objectives and types of Average.
- ❖ Describe the Mean. Median, Mode.
- ❖ Write down the methods of depression, Quartzite deviation.
- ❖ Identify uses of distortion.
- ❖ Classify the methods of studying Correlation Analysis .
- ❖ Describe the types of Correlation Rank, Correlation, Co-efficient Correlation.
- ❖ Describe the construction of Index numbers.
- ❖ Classify the measurement of trends.

OPERATION MANAGEMENT

Course outcomes of the course:

- ❖ Write down to gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.
- ❖ Identify to develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems.
- ❖ Classify the reinforce analytical skills already learned, and build on these skills to further increase your "portfolio" of useful analytical tools for operations tasks.
- ❖ Classify the some ability to recognize situations in a production system environment that suggests the use of certain quantitative methods to assist in decision making on operations management and strategy.
- ❖ To understand how Enterprise Resource Planning and MRPII systems are used in managing operations.
- ❖ Write down the points of increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

MARKETING MANAGEMENT

Course outcomes of the course:

- Describe the Communicate effectively in a variety of organizational settings.
- Describe the complex qualitative and quantitative data to support strategic and operational decisions.
- Write down the point to comprehensive strategic and tactical plans for an organization.
- Classify the Work independently and collaboratively in inter and/or multi-disciplinary and diverse environments.
- Write down the point to Use creative, critical and reflective thinking to address organizational opportunities and challenges.
- Describe the Demonstrate ethical and socially responsible behaviour.
- Write down the point to integrate appropriate technologies in developing solutions to business opportunities and challenges.

BUSINESS MATHAMATICS

Course outcomes of the course:

- Describe the Analytical geometry.
- Classify the demand and supply curves, market equilibrium Break even analysis.
- Describe the difference and complements of set theory.
- Write down the laws and simple set applications.
- Identify the differential calculus.
- Write down the simple application of Economics using marginal concept.
- Write down the simple marketing models using profit maximization.
- Identify the total and average cost functions.
- Identify the types of matrix.
- Identify the solving a system of stimulation, equations using matrix inversion Techniques.

MARKETING RESEARCH

Course outcomes of “Marketing Research”

- Describe the applications of Marketing Research.
- Identify the position of Marketing Research in India.
- Write down the Scientific methods in Marketing Research.
- Classify the methods of research design such as descriptive Research and experimental research.
- Describe the methods of collection of data .
- Describe the methods of interview and observation.
- Classify the types of sampling.
- Write down the measurements of scaling techniques.
- Describe the techniques and limitation of motivation research.
- Identify the various applications of consumer research.

MANAGEMENT ACCOUNTING

Course outcomes of the course:

- Describe the concept of management accounting and its advantage & disadvantage.
- Write down distinguish between financial accounting and management accounting.
- Classify the ratios and its merits.
- Classify the preparation of fun flow statement.
- Write down merits & demerits of fun flow statement.
- Describe the preparation of cash flow statement and its merits & demerits.
- Identity the concept of marginal costing and cost volume analysis.
- Describe the application of marginal costing.
- Identity standard costing and its steps.
- Classify the different types of variance.

BUSINESS LAW

Course outcomes of the course:

- Describe the law and commercial law rules and regulation.
- Identify the contract and its classification of contract.
- Write down the essential of a valid contract.
- Describe the capacity of parties and incapacity of parties in contract.
- Write down the sale of good act.
- Identify the transfer of property.
- Identify the agent, and its types of agent, duties right of an agent.
- Describe the companies act and type of company, characteristic of company.
- Classify the difference between condition and warranty.
- Identify the unpaid seller and its rights of unpaid seller.

RURAL MARKETING

Course outcomes of the course:

- ❖ Write down the increase the awareness of the bargaining purchasing power, vast size and demand base of the once neglected Indian hinterland.
- ❖ Describe the Rural marketing is becoming an important part of the market development strategies of all FMCG companies and services companies as well.
- ❖ Classify the know about the rural consumer, his preferences, his behavior and how he is different from his urban counterpart.
- ❖ Write town the point to the important parameters that are influencing Rural Consumer Behaviour
- ❖ Write down the Indian village and the main problems faced by rural markets in distributing their products in rural markets.
- ❖ To find out understand the market and Agricultural markets how they all classified in our country.
- ❖ Describe the marketing strategy of various Agricultural products and the process of Agricultural marketing.
- ❖ To analyse the various complications that are involved in Agricultural marketing in our country and the different type of Agricultural marketing.

- ❖ To identify the various institutions that support Agricultural finance in India and the various problems involved in rural marketing.

INVESTMENT MANAGEMENT

Course outcomes of the course:

- ❖ Write down National Stock exchange (NSE) and difference between Bombay Stock exchange (BSE)
- ❖ Write down and its classification of Investment.
- ❖ Write down the point to the current market conditions.
- ❖ Identify the problems of security exchange board of India (SEBI)
- ❖ To increase the awareness of the investors investing the securities of shares, bond and debentures.
- ❖ Identify the competition of security market.
- ❖ Investors analyse the profile of the company and financial statement of the company.
- ❖ Company can issue the bonus shares and Right shares.
- ❖ Write down the primary market and difference between secondary market.
- ❖ Evaluate the market condition and using formula plan, and financial tools.

FINANCIAL MANAGEMENT

Course outcomes of the course:

- ❖ Describe the concept of financial management and its function
- ❖ Identity the principles of capital structure
- ❖ Identity the source of finance
- ❖ Describe the working capital management and its techniques of forecasting in working capital.
- ❖ Describe the concept of cost of capital and its classifications
- ❖ Identity the determination of cost of capital
- ❖ Write down the characteristics of budgetary control
- ❖ Identity the preparation of production, sales, cash budget, flexible budget
- ❖ Describe the different factors affecting in capital investment proposal
- ❖ Classify the capital budgeting appraisal methods

INTERNATIONAL MARKETING

Course outcomes of the course:

- Write down the International Marketing and difference between domestic marketing and International marketing.
- Identify the problems in International marketing.
- Describe the Export policy and procedures.
- Classify the Export documents.
- Describe the methods of payments or modes of payment.
- Write down the L/C and its classification of L/C.
- Describe the International marketing research and consumer behavior.
- Identify the Competition in Foreign market.
- Write down the International Marketing strategies.
- Classify the distribution channel.
- Identify the globalization and foreign trade.