



PGP COLLEGE OF ARTS AND SCIENCE

NH-7, Namakkal – Karur Main Road, Namakkal – 637 207

(Affiliated to Periyar University, Salem and Approved by AICTE,

New Delhi, Reaccredited by NAAC and Recognized by UGC with 2(f) & 12(B))



DEPARTMENT OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES OF UG COURSES (2021 ONWARDS)

Name of the Programme: BBA	
PO1	Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
PO2	Upon completion of the BBA program the students will have general idea of operations in business.
PO3	Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.
PO4	Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements
PO5	Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues..
PO6	Individual and team work Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.
PO7	Project management and finance Demonstrate knowledge and understanding of the business and management principles and apply those to one's own work, as a member and leader in a team, and to manage projects in multidisciplinary environments.
PO8	Continuous learning Recognize the need for, and have the preparedness and ability to engage in independently and also keep continuous learning in the broadest context of changes happening in business management.
PO9	Communication Communicate effectively on complex business management activities with the industry and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions. Construct and communicate a logical, relevant, and professional quantitative assessment of business information in an effective manner



PROGRAMME SPECIFIC OUTCOMES OF UG COURSES (2021 ONWARDS)

Name of the Programme: BBA	
PSO1	Leadership and Management: Develop the students with requisite knowledge, skills & right attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
PSO2	Problem analysis: Identify, formulate, review research literature, and analyze complex business problems and reach substantiated conclusions using the principles and concepts of business and management.
PSO3	Design/development of solutions: Design solutions for complex business problems and design system or processes that meet the specified needs with appropriate consideration for the law of the land, and the cultural, societal, and environmental considerations.
PSO4	Scanning and solution to complex problems: Use research-based knowledge and research methods including design of statistical applications for analysis and interpretation of data, and thereby arrive at definitive alternatives to provide valid conclusions.
PSO5	Modern Concepts and usage: Create, select, and apply appropriate techniques, resources, and modern management processes and IT tools including prediction and modeling to complex business problems and boundaries.
PSO6	Environment and sustainability: Evaluate business environment and opportunities and devise strategies for responding effectively to problems, threats, and opportunities. Understand the impact of the professional methods in providing solutions keeping in view the societal and environmental contexts, and demonstrate the knowledge and need for sustainable development.
PSO7	Professional Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the management practices.



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COURSE OUTCOMES OF UG COURSES (2019 ONWARDS)

Name of the Programme: BBA	
Course Code & Course Title	Course Outcome
SEMESTER - I	
21UBA01 PRINCIPLES OF MANAGEMENT	CO1 Understand the concept of Management, its levels and functions..
	CO2 Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals
	CO3 Understand the planning process, its types and various decision making models
	CO4 Ascertain the nature of organization structure, and its different types explaining Span of Control.
	CO5 Understand directing principles, its components and apply the control methods.
21UBA02 BUSINESS COMMUNICATION	CO1 To be familiar with the complete course outline/Course Objectives/Learning Outcomes/ Evaluation Pattern & Assignments
	CO2 To participate in an online learning environment successfully by developing the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
	CO3 To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar
	CO4 To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization



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	CO5	To draft effective business correspondence with brevity and clarity
SEMESTER - II		
21UBA03 ORGANIZATIONAL BEHAVIOR	CO1	Become effective leaders by addressing the human side of enterprise.
	CO2	Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.
	CO3	Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
	CO4	Understand the organizational system, including organizational structures, culture, human resources, and change.
	CO5	
21UBAE01 FINANCIAL ACCOUNTING	CO1	Demonstrate a good understanding the concept of double entry system and principles of accounting.
	CO2	Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.
	CO3	Understand of various methods of maintaining accounts of Departments
	CO4	learn accounting for branches and departments
	CO5	Develop understanding about the accounting of single entry system and its difference with double entry system.
SEMESTER - III		
21UBA04 MARKETING MANAGEMENT	CO1	Understand the basic concepts, importance of marketing and marketing environment
	CO2	Learn concepts related to consumer behaviour and market segmentation.
	CO3	Analyze the concept of product, branding and product life cycle.



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	CO4	Learn and understand the concepts of pricing and distribution.
	CO5	Demonstrate the concepts of promotion and promotion mix.
21UBA05 FINANCIAL MANAGEMENT	CO1	Demonstrate a good understanding of concepts, goals and functions of financial management.
	CO2	Analyze the pattern of fund requirement and associated risk through financial planning.
	CO3	Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity.
	CO4	Estimate various capital structure theories and factors affecting capital structure decisions in a firm.
	CO5	Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.
21UBA06 HUMAN RESOURCE MANAGEMENT	CO1	Develop an understanding of the concepts of HRM and its importance in the organization.
	CO2	Inculcate the essential skill sets required to function as an HR manager.
	CO3	Integrate the knowledge of HR concepts to take the best managerial decisions.
	CO4	Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.
	CO5	
21UECA03 MANAGERIAL ECONOMICS	CO1	Develop Understanding to take business decisions in different business situation using theory and concept.
	CO2	Analyzing consumer behavior and their utility for their consumption through utility, consumer equilibrium, in difference curve & demand concept.
	CO3	Apply the concept of demand and elasticity practically.
	CO4	Evaluate the relationship between price and output determination in different market structure
	CO5	Demonstrate future demand of a product using qualitative and quantitative techniques.
	CO1	Identifying the scope for integrating materials management function over the logistics and



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21UBA07 PRODUCTION AND MATERIALS MANAGEMENT		supply chain operations
	CO2	Integrate the organization wide materials requirement to develop an overall plan (MRP)
	CO3	Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.
	CO4	Apply various purchasing method and inventory controlling techniques into practice.
	CO5	Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing.
SEMESTER - IV		
21UBA08 MANAGEMENT INFORMATION SYSTEM	CO1	Students will be able to understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making .
	CO2	Student will be able to analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
	CO3	Students will be able to effectively communicate strategic alternatives to facilitate decision making .
	CO4	Student will be able to establish and understanding of the various techniques for system analysis and design.
	CO5	Student will be able to develop an understanding of the principles and techniques used in the System Development Life Cycle.
21UBA09 COST ACCOUNTING	CO1	Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.
	CO2	Develop the knowledge about remuneration and incentives of labour with calculations of overheads.
	CO3	Gather knowledge on preparation of cost sheet in organization practical point of view.
	CO4	Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains.
	CO5	Impart the knowledge of operating costing with various methods and techniques of operating costing.
	CO1	Students would learn the basics of Laws governing commercial contracts and nuances of competency to contract, rules of Consideration and Objects of Contracts with case laws and illustrations.



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21UBA10 BUSINESS LAW	CO2	Students would learn the concept of Consent & Free Consent, different types of Agreements and Contracts, different Modes of discharge of Contracts, Breach of contracts and remedies for the aggrieved parties.
	CO3	Students would learn the rules regarding the Contract of Indemnity & Guarantee, Contract of Bailment, Contract of Pledge and Contract of Agency and types of Agents.
	CO4	Students would learn the rules regarding the Contract of Sale, Distinction between Sale & Agreement to sell, Condition & Warranty, Doctrine of Caveat Emptor, Rights of Unpaid Seller and Remedies for Breach of Contract of Sale.
	CO5	Students would learn various provisions related to The Negotiable Instrument Act, 1881 with Amendment Act, 2015. Rules related to Bills of Exchange, Promissory Note and Cheque. Legal process on Dishonour of Cheque and Penalties.
21UBA11 TAXATION	CO1	Students would identify the technical terms related to Income Tax.
	CO2	Students would determine the residential status of an individual and scope of total income.
	CO3	Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.
	CO4	Students would discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961.
	CO5	Students would compute the net total income of an individual.
21UECA04	CO1	Explain the transaction approach and cash balance approach of quantity theory of money
	CO2	Describe the process of credit creation of a commercial bank, describe the balance sheet of a commercial bank, explain the functions of commercial bank



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MONEY BANKING AND TRADE	CO3	Explain the various functions of central bank
	CO4	Describe the various phases of business cycle, explain the Hawtrey's theory of trade cycle
	CO5	Explain the main objective of monetary policy in under developed countries
SEMESTER - V		
21UBA12 INTERNATIONAL BUSINESS ENVIRONMENT	CO1	selecting and applying disciplinary knowledge to business situations in a local and global environment.
	CO2	identifying the research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions..
	CO3	identifying and assessing ethical, environmental and/or sustainability considerations in business decision-making and practice.
	CO4	implying social and cultural aspects of business situations.
	CO5	Students would describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit
21UBA13 OPERATIONS RESEARCH	CO1	Introduction to Operations Research
	CO2	Linear Programming (LP), LP and allocation of resources, LP definition, Linearity requirement
	CO3	Graphical LP Minimization solution, Introduction, Simplex method definition, formulating the Simplex model
	CO4	Linear Programming – Simplex Method for Maximizing
	CO5	Simplex maximizing example for similar limitations, Mixed limitations
	CO1	Students will understand of the concepts Company Law
	CO2	They will come to know the Process of formation and registration of company



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21UBA14 COMPANY LAW	CO3	They will understand the importance and of memorandum of association and Article of association
	CO4	They will understand legal rules related to issue of Prospectus and shares
	CO5	They will come to know the Process of winding up of company.
21UBA15 MANAGEMENT ACCOUNTING	CO1	Acquaint with the fundamentals principles of management accounting
	CO2	Prepare; analyze and interpret financial statements.
	CO3	Analyze typical business transactions to determine their effects on the principal elements of financial statements
	CO4	Take decisions using management accounting tools
	CO5	Understand the role of management accounts in planning, control and decision making in an organization
21UBA16 FUNDAMENTALS OF RESEARCH METHODOLOGY	CO1	understand some basic concepts of research and its methodologies
	CO2	select and define appropriate research problem and parameters
	CO3	identify and discuss the issues and concepts salient to the research process
	CO4	identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.
	CO5	identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.
SEMESTER - VI		
	CO1	Understanding the statement structure and apply simple problems.
	CO2	Acquire decision making and looping concepts.



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21UBA17 STRATEGIC MANAGEMENT	CO3	Understand and apply the pre-defined functions and user defined functions and then apply in simple problems.
	CO4	Demonstrate the operation of Structures and unions.
	CO5	Acquire knowledge on guidelines to formulate mission, goals and objectives
21UBA18 FINANCIAL MARKETS AND SERVICES	CO1	Assess professional and ethical responsibility, software engineering principles and activities involved in building large software programs.
	CO2	Demonstrate process of requirements gathering, classification, specification & validation.
	CO3	Design models for software system, component and process within realistic constraints.
	CO4	Apply cost estimation and time scheduling for quality project activities.
	CO5	Apply, design, implement verify, validate and maintain software with metrics.
21UBA19 ENTREPRENEURIAL DEVELOPMENT	CO1	Understand theories of entrepreneurship and business development
	CO2	Understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise
	CO3	Be able to state, understand and evaluate the key factors needed to develop a successful business
	CO4	Understand the central role of opportunity recognition and marketing to business development.
	CO5	Understand the creation of business sustainability.



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21UBA20 SERVICES MARKETING	CO1	Understand the Concept of Services and intangible products
	CO2	Discuss the relevance of the services Industry to Industry
	CO3	Examine the characteristics of the services industry and the modus operandi
	CO4	Analyse the role and relevance of Quality in Services
	CO5	Visualise future changes in the Services Industry



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PROGRAMME OUTCOMES OF PG PROGRAMMES (2021 ONWARDS)

Name of the Programme: MBA	
PO1	Students are able to Apply knowledge of management theories and practices to solve business problems.
PO2	Ability to develop Value based Leadership ability.
PO3	Students are able to understand analyze and communicate global, economic, legal, and ethical aspects of business.
PO4	To develop themselves and others in the achievement of organizational goals, contributing effectively to a team environment
PO5	To develop the knowledge, skills and attitude of the student which helps them to support & enhance their entrepreneurial ability.



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PROGRAMME SPECIFIC OUTCOMES OF PG COURSES (2021 ONWARDS)

Name of the Programme: MBA	
PSO1	The students to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment
PSO2	To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities
PSO3	To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
PSO4	An ability to communicate effectively
PSO5	Students to harness entrepreneurial approach and skill sets



COURSE OUTCOMES OF PG COURSES (2021 ONWARDS)

Name of the Programme: MASTER OF BUSINESS ADMINISTRATION		
Course Code & Course Title	Course Outcome	
SEMESTER - I		
21PBA01 PRINCIPLES OF MANAGEMENT AND COMMUNICATION	CO1	Understand the concepts related to Business..
	CO2	Understand skills and functions of management.
	CO3	Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
	CO4	developing and delivering effective presentations.
	CO5	effective interpersonal communications.
21PBA02 ECONOMICS FOR MANAGERS	CO1	Learn the knowledge of the mechanics of supply and demand
	CO2	Learn the changes in demand and supply affect markets
	CO3	Learn various market structures (competition, monopoly, oligopoly): how the firms may compete and what is potential equilibriums
	CO4	Learn various strategies of pricing for better profit, main types of costs and cost functions, and their application for decision making.
	CO5	Learn various strategies of getting competitive advantage through quality differentiation, R&D and advertising.



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<p>21PBA03 ORGANISATIONAL BEHAVIOUR</p>	CO1	Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
	CO2	Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
	CO3	Understand the organizational system, including organizational structures, culture, human resources, and change.
	CO4	Synthesize concepts and findings in the area of organizational behaviour
	CO5	Consider social and ethical implications of evidence-based strategies to address organizational problems.
<p>21PBA04 CONTEMPORARY ACCOUNTING PRACTICES</p>	CO1	Integrate and synthesise knowledge and skills relating to the core disciplines of professional accounting (and critically analyse the application and impact of these concepts, theories and methods to contemporary accounting challenges)
	CO2	Identify and reflect on knowledge and skills obtained by completing a postgraduate accounting qualification and evaluate how these have helped prepare for a transition to employment as an accountant
	CO3	Critically evaluate the relationship between accounting and technology, including how accounting and business strategies determine information systems decisions.
	CO4	Apply professionally critical judgement and problem-solving capabilities to recommend justified solutions



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	CO5	Form and articulate an opinion on emerging social, environmental, ethical and regulatory issues relevant to an accounting practitioner.
21PBA05 BUSINESS LAW	CO1	Explain the concepts in business laws with respect to foreign trade
	CO2	Apply the global business laws to current business environment
	CO3	Analyse the principle of international business and strategies adopted by firms to expand globally
	CO4	Integrate concept of business law with foreign trade
	CO5	Students would learn the rules regarding the Contract of Indemnity & Guarantee, Contract of Bailment, Contract of Pledge and Contract of Agency and types of Agents.
21PBA06 RESEARCH METHODOLOGY	CO1	understand some basic concepts of research and its methodologies
	CO2	identify appropriate research topics
	CO3	select and define appropriate research problem and parameters
	CO4	prepare a project proposal (to undertake a project)
	CO5	organize and conduct research (advanced project) in a more appropriate manner
SEMESTER - II		
21PBA08 FINANCIAL MANAGEMENT	CO1	Learn the capital budgeting and cost of capital techniques and Assess the short-term and long-term sources of finance
	CO2	Understand how to prepare different types of budgets and capital structure and distribution of dividend
	CO3	Able to assess working capital needs and effective management of current assets and financing decisions



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	CO4	Comprehend the technique of making decisions related to finance functions
	CO5	To acquaint the students regarding financial management tools and techniques in financial decision making
21PBA07 OPERATION MANAGEMENT	CO1	To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace
	CO2	To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
	CO3	To understand the Materials Management function starting from Demand Management through Inventory Management
	CO4	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness
	CO5	Plan and implement suitable materials handling principles and practices in the operations and get a clear idea about Inventory management, its role
21PCS09 HUMAN RESOURCE MANAGEMENT	CO1	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.
	CO2	To make the students understand the key terms, theories/concepts and practices within the field of human resource management .
	CO3	To Identify and analyze the problems in the field of HRM and be able to provide innovative solutions
	CO4	To recognize and appreciate the significance of ethical issues in HR practices and the management of people in the workplace
	CO5	To get familiar with industrial relations and employees welfare and security and create apt plans for



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		employee benefits
21PHR01 HUMAN RIGHTS	CO1	Understand the historical growth of the idea of human rights.
	CO2	Demonstrate an awareness of the international context of human rights.
	CO3	Position of human rights in the UK prior to 1798
	CO4	Demonstrate an awareness of the understand the importance of the Human Rights Act 1798.
	CO5	Students will able to analyze and evaluate concepts and ideas.
SEMESTER - III		
21PBA10 STRATEGIC MANAGEMENT	CO1	To enable students to recognize the importance of strategy in the business.
	CO2	To demonstrate the knowledge to differentiate the various types of strategy
	CO3	To equip students to use tools to analyze the internal and external environment of the business .
	CO4	To enable students to evaluate various strategy and make a choice of the strategy
	CO5	To choose frameworks to measure the effectiveness of the strategy implementation .
21PBA11 GLOBAL BUSINESS MANAGEMENT	CO1	To provide an overview of Global Business and Environment.
	CO2	To provide exposure to the students on various issues with Foreign Exchange Markets.
	CO3	To enable students to know the trends in Global Business .
	CO4	Get an overview of Global Business and Environments.
	CO5	Ability to identify trends in Global Business .



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21PBA12 MARKETING MANAGEMENT	CO1	To familiarize with the various concepts of marketing
	CO2	To understand consumer behaviour
	CO3	To know emerging trends in marketing .
	CO4	Analyse the innovative marketing information.
	CO5	Able to explore the marketing avenues .
21PBAF01 FINANCIAL SERVICES	CO1	To understand the theoretical frame work of financial service in India
	CO2	To make an in depth knowledge in Merchant banking and Retail financial service.
	CO3	To make student learn principal of insurance and insurance industry in India.
	CO4	A thorough grounding of financial service concepts .
	CO5	Gain an understanding of Merchant banking and Retail financial service .
21PBAF02 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CO1	Understand the various alternatives available for investment and Learn to measure risk and return
	CO2	Value the equities and bonds and also gain knowledge of the various strategies followed by investment practitioner .
	CO3	Analyze and evaluate portfolio performance and knowledgeable on the different markets and instruments .
	CO4	To teach the fundamentals of investments along with the analysis and strategies to become successful investor.
	CO5	To equip the students with the theoretical and practical knowledge of Capital market. It will start from



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		the investment introduction to the performance Evaluation of securities and portfolio.
21PBAF03 STRATEGIC FINANCIAL MANAGEMENT	CO1	To provide knowledge about Strategic Financial Management .
	CO2	To help students to understand both corporate restructuring and corporate expansion .
	CO3	Acquire a reasonable knowledge in strategic cost management and corporate sickness
	CO4	Identify the concepts of Strategic Financial Management.
	CO5	Ability to understand the corporate restructuring and corporate expansion.
21PBAH01 STRATEGIC HUMAN RESOURCE MANAGEMENT	CO1	To provide knowledge about Strategic Human Resource Management
	CO2	To help students understand the transformation in the role of HR functions from being a support function to strategic function
	CO3	To highlights the Managing Strategic organizational renewal and restructuring SHRM
	CO4	Students would have gained knowledge on the various aspects of SHRM
	CO5	Students would be aware of the emerging concepts in the field of SHRM
21PBAH02 LABOUR LEGISLATION	CO1	To appreciate the application of labour laws. Legal Provision relating to a) Wages b) Working Conditions and Labour Welfare c) Industrial Relations d) Social Security
	CO2	Industrial relations system and Trade unions Industrial Disputes and labour welfare measures
	CO3	Labour legislation introduction and legal provisions for factory workers, wages and Bonus
	CO4	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
	CO5	To have a broad understanding of the legal principles governing the employment relationship at individual and collective level



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<p>21PBAH03 TEAM BUILDING AND CONFLICT MANAGEMENT</p>	CO1	To understand individual and group behaviour at work place so as to improve the effectiveness of organization
	CO2	To understand conflict and strategies to resolve the conflict
	CO3	Provide knowledge about industrial conflict and the ways to settle employee grievances
	CO4	The fundamentals of Negotiation, Types, process and techniques
	CO5	Develop the skillset to have manage group behavior in Organizations
SEMESTER - IV		
<p>21PBAM01 RETAIL MANAGEMENT</p>	CO1	To familiarize with the various concept of Retail marketing
	CO2	To understand Retail location
	CO3	To know emerging trends in Global Retailing
	CO4	Analyse the innovative Retail Marketing information
	CO5	Able to explore the Retail avenues
<p>21PBAM02 SERVICES MARKETING</p>	CO1	Able to explore the market segmentation in service marketing
	CO2	Analyse the innovative practice in service marketing
	CO3	Implement tools of marketing strategies of service marketing
	CO4	To understand the various market segmentation and issue in service marketing
	CO5	To know emerging trends in marketing strategies of service marketing
<p>21PBAM02 INTEGRATED MARKETING COMMUNICATION</p>	CO1	Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix
	CO2	Understand how the communications process fits into and works with consumer behavior with emphasis on the consumer decision making process
	CO3	Know how IMC fits into the marketing mix
	CO4	Understand and appreciate integrated marketing communications and its channels
	CO5	Be able to effectively evaluate



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	communications program
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