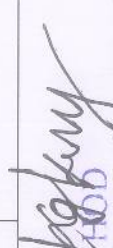


2019 BBA Mapping of COs and POs

2019	Sem	Course Code	BBA Title of the Course	COs	POs						
					PO1	PO2	PO3	PO4	PO5	PO6	
I	19110AEC11	Tamil I		CO:1 Learn the changes occurred in literature since classical period.	*	*					
				CO:2 Make use of vocabulary systematically.	*						
				CO:3 Understand how to lead one's life realizing the modernity and its environment/atmosphere.	*	*	*				
	19111AEC12	English I		CO:1 Develop vocabulary	*	*					
				CO:2 zarLearn to edit and do proof reading	*	*					
				CO:3 Read and comprehend literature	*	*	*				
	19160SEC13	Core - I Principles of Management		CO:1 Understanding the fundamental of financial accounting				*	*	*	*
				CO:2 Develop the modern market economy				*	*	*	*
				CO:3 prepare the different kinds of financial statement				*	*	*	*
	19160SEC14	Core - II Managerial Economics		CO:1 Understanding the fundamental of financial accounting				*	*	*	*
				CO:2 Develop the modern market economy				*	*	*	*
				CO:3 prepare the different kinds of financial statement				*	*	*	*
				CO:4 Acquire conceptual knowledge of basics of accounting				*	*	*	*
				CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances				*	*	*	*

  
 DEAN

School of Commerce and Management  
 Ponnaiyah Ramajayam Institute of  
 Science & Technology (PRIST)  
 THANJAVUR - 613 403.

  
 Department of Business Management  
 Ponnaiyah Ramajayam Institute of  
 Science & Technology (PRIST)  
 THANJAVUR - 613 403.

		CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP					*	*	*
	Allied- I Business Communication	CO:1 Discuss the supply and demand theory and its impact on insurance					*	*	*
		CO:2 outline an how entity operate in the Business environment		*			*	*	*
		CO:3 Explain the legal frame work that regulate the insurance industry					*	*	*
19160AEC15		CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice							*
		CO:5 Understand Economic, Socio-Cultural and Technological Environment					*	*	*
		CO:6 Know state policies Economic legislations and Economic reforms laid by the government							
	Allied- II Business Mathematics and Statistics	CO:1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy					*	*	*
		CO:2 Apply the knowledge, concepts, tools necessary to understand challenges					*	*	*
		CO:3 Understand the marketing concepts and its evolution					*	*	*
		CO:4 Analyze the market based on segmentation, targeting and positioning					*	*	*
19160AEC16		CO:5 Know the consumer behavior and their decision making process					*	*	*
		CO:6 Understand the rural markets and the contemporary issues in marketing					*	*	*
		Co:7 Make decisions on product, price , promotion mix and distribution					*	*	*
	Skill Based Elective Course - I	CO:1 Apply the concept of opportunity cost.					*	*	*
		CO:2 understand the concepts of cost, nature of production and its relationship to Business operations.					*	*	*
		CO:3 Apply Economic theories to business decision					*	*	*
19120SEC01AL		CO:4 Use the theoretical concept of demand and supply analysis in practice					*	*	*
		CO:5 Understand the cost concepts, theories of profit and business cycles					*	*	*





		CO:5 Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment				*	*	*
	Allied-III Business Environment	CO:1 Understand, and evaluate various organizational influences affecting ethical decisions			*	*	*	*
		CO:2 Present and analyze ethical and moral issues			*	*	*	*
		CO:3 Explore ethical theories			*	*	*	*
	19160AEC25	CO:4 Use contemporary and classical frameworks to analyze and suggest resolutions to ethical dilemmas.			*	*	*	*
		CO:5 Identify and address common ethical issues that arise for individuals, managers, and organizations.			*	*	*	*
		CO:6 Recognize how individual differences and cognitive barriers can influence ethical judgment.			*	*	*	*
		CO:7 Identify and prioritize personal values and apply those to making ethical decisions.			*	*	*	*
	Allied-IV Management Information System	CO:1 Critically evaluate the underlying assumptions of analysis tools			*	*	*	*
		CO:2 Solve a range of problems using the techniques covered			*	*	*	*
		CO:3 Conduct basic statistical analysis of data.			*	*	*	*
	19160AEC26	CO:4 Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data			*	*	*	*
		CO:5 Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis			*	*	*	*
		CO:6 Choose a statistical method for solving practical problems			*	*	*	*
	Research Led Seminar	CO: 1 Understand the dynamics of marketing in business			*	*	*	*
		CO:2 ability and confidence to tackle common practical financial problems of business.			*	*	*	*
		CO:3 Understand the scope of Business, and its importance.			*	*	*	*
	19160RLC27	CO:4 Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations.			*	*	*	*
		CO:5 Understand a Joint Stock Company and various formalities to promote a Company			*	*	*	*





		CO:4 Understand the significance of cost accounting in the modern economic environment				*	*	*	*
		CO:5 Select the costs according to their impact on business				*	*	*	*
		CO:6 Apply cost accounting methods to evaluate and project business performance				*	*	*	*
	Allied- V Business Law	CO:1 Understanding of Banking Channels and Payments				*	*	*	*
		CO:2 Practices on Banking Technology				*	*	*	*
		CO:3 Understanding of Core Banking				*	*	*	*
19160AEC35		CO:4 To gather knowledge on banking and financial system in India				*	*	*	*
		CO:5 Understand better customer relationship				*	*	*	*
		CO:6 To create awareness about modern banking services like e-banking, m-banking and internet banking				*	*	*	*
	Allied- VI Human Resource Management	CO:1 Explain the concepts in business laws with respect to foreign trade			*	*	*	*	*
		CO:2 Apply the global business laws to current business environment				*	*	*	*
		CO:3 Demonstrate an understanding of the Legal Environment of Business.				*	*	*	*
19160AEC36		CO:4 Communicate effectively using standard business and legal terminology.			*	*	*	*	*
		CO:5 Demonstrate recognition of the requirements of the contract agreement			*	*	*	*	*
		CO:6 Identify contract remedies				*	*	*	*
		CO:7 Understand the various provisions of Company Law			*	*	*	*	*
	Research Methodology	CO:1 Identify ethical, legal, cultural, and global issues affecting business communication.			*	*	*	*	*
		CO:2 Utilize analytical and problem solving skills appropriate to business communication.	*		*	*	*	*	*
		Co:3 Effective business writing	*	*	*	*	*	*	*
19160RMC37		CO:4 Research approaches and information collection.			*	*	*	*	*
		CO:5 Developing and delivering effective presentations			*	*	*	*	*
		CO:6 Effective interpersonal communications	*	*	*	*	*	*	*





19160SEC43	Core - VII Total Quality Management	CO:1 Improve their ability to read and understand them	*	*	*	*			
		CO:2 Know the genius of Shakespeare	*	*	*	*			
		CO:3 Express in writing their views.	*	*	*	*			
19160SEC44	Core - VIII Cost Accounting	CO:1 Understand the concept of partnership				*	*	*	*
		CO:2 Understand the journal entries for the formation of partnership				*	*	*	*
		CO:3 Familiarize the concept of Branch account and its system				*	*	*	*
		CO:4 Understand the Scope of departmental accounting				*	*	*	*
		CO:5 Introduce the system of Hire Purchasing				*	*	*	*
		CO:6 Understand partnership account from admission to dissolution				*	*	*	*
19160AEC45	Allied -VII Retail Management	CO:1 Understand the key principles and tools of integrated marketing communication				*	*	*	*
		CO:2 Explain the environmental factors which influence consumer and organizational decision				*	*	*	*
		CO:3 Identify the elements of the communication process between buyers and sellers in business. making process				*	*	*	*
		CO:4 Identify the marketing mix components in relation to market segmentation				*	*	*	*
		CO:5 Outline a marketing plan				*	*	*	*
		CO:6 Utilize marketing research techniques to resolve into competitive marketing decisions.				*	*	*	*
19160AEC46	Allied -VIII Industrial Relations and Labour Law	CO:1 Get a basic understanding of different type of meeting of board of directors.				*	*	*	*
		CO:2 Use international trade terms and concepts when communicating.	*			*	*	*	*
		CO:3 Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.				*	*	*	*
		CO:4 Understanding of those areas of company law identified in the indicative syllabus above and form a critical judgement on areas of controversy within the topics studied;				*	*	*	*
		CO:5 Read and study primary and secondary sources of company law, with minimal staff guidance; critically analyse,				*	*	*	*











19160SEC61	Core - XIII Business Policy and Strategic Management	CO:1 Prepare analysis of various special decisions, using relevant costing and benefits				*	*	*	*
		CO:2 More effective planning and control systems				*	*	*	*
		CO:3 The students thought and knowledge on management Accounting				*	*	*	*
		CO:4 Helps to give proper idea on financial statement analysis in practical point of view				*	*	*	*
		CO:5 Introduce the concept of fund flow and cash flow statement				*	*	*	*
		CO:6 Provide knowledge about budget control keeping in mind the scope of the concept				*	*	*	*
		CO:7 Develop the know-how and concept of marginal costing with practical problems				*	*	*	*
19160SEC62	Core – XIV Entrepreneurial Development	CO:1 Understand the systematic process to select the business ideas.				*	*	*	*
		CO:2 Write a business plan		*		*	*	*	*
		CO:3 Develop students about Entrepreneurship development				*	*	*	*
		CO:4 Create an awareness on various Entrepreneurship Development Programme				*	*	*	*
		CO:5 Enable them to understand project formulation				*	*	*	*
		CO:6 Familiarize the students with EDP schemes				*	*	*	*
19160SEC63	Core – XV Logistics and Supply Chain Management	CO:1 Articulate knowledge of fundamental audit concepts				*	*	*	*
		CO:2 Apply critical thinking skills and solve auditing Problems.				*	*	*	*
		CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.				*	*	*	*
		CO:4 Explain how analytical procedures are used as an audit tool.				*	*	*	*
		CO:5 Illustrate effective internal controls				*	*	*	*
		CO:6 Apply ethical standards to issues in auditing				*	*	*	*
19160DSC64	Discipline Specific Elective – II	CO:1 File IT Return on individuals basis				*	*	*	*
		CO:2 Compute the total Income and Define tax complications and structure.				*	*	*	*
		CO:3 In order to familiarize the different know-how and heads of income with its components				*	*	*	*



		CO:4 It helps to build an idea about income from house property as a concept				*	*	*	*
		CO:5 It give more idea about the income from business or profession				*	*	*	*
		CO:6 Make the students familiarizes with the concept of depreciation and its provisions				*	*	*	*
	Open Elective	CO:1 Greater Social support			*	*	*	*	*
		CO:2 More on-task behaviour				*	*	*	*
		CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.				*	*	*	*
	191 --OEC65	CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.				*	*	*	*
		CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.				*	*	*	*
		CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques				*	*	*	*
	Project Work	CO:1 To help to gather knowledge on banking and financial system in India							
		CO:2 To provide knowledge about commercial banks and its products				*	*	*	*
		CO:3 Aim to familiarize banking system in India				*	*	*	*
	19160PRW66	CO:4 To enable them to understand better customer relationship			*	*	*	*	*
		CO:5 To create awareness about modern banking services like e-banking,m-banking and internet banking, ATM System				*	*	*	*
		CO:6 To introduce recent trends in banking system				*	*	*	*
		CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks				*	*	*	*
	Case Study Analysis	CO:1 Develop plans with relevant people to achieve the project's goals			*	*	*	*	*
		CO:2 Break work down into tasks and determine handover procedures				*	*	*	*
	19120SEC06A	CO:3 Identify links and dependencies, and schedule to achieve deliverables				*	*	*	*





			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
19120SEC01 A	Fundamentals of Computers	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.	*	*				
19160SEC01 B	Soft Skills – I	To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.	*	*				
19120SEC02 A	Ms office Packages Lab	To acquaint the students with the fundamental principles of financial, cost & Management Accounting. Enable the students to take decisions using management accounting tools and to exposes the students to various concepts and principles of accounting for making efficient decisions.	*	*	*			
19160SEC02 B	Soft Skills- II	To make the students aware of the various economic theories and principles - To equip them with the required tools and techniques for improving their decisionmaking skills.	*	*				
19120SEC03 A	Writing and Presentation Skills Lab	To create the knowledge of Legal perspective and its practices to improvise the business.	*	*				
19160SEC03 B	Soft Skills – III	This course mainly deals with the use of Statistical concepts in the resolution of managerial decision problems. As such the course will deal not only with some of the theoretical concepts in Statistics but will also be concerned with their application.	*	*				
19120SEC04 A	General Aptitude and Personality Development Lab	Facilitate student to understand the operational nuances of a Finance Manager Comprehend the technique of making decisions related to finance function	*	*	*			

19160SEC04 B	Soft Skills – IV	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.	*	*	*				
19120SEC05 A	Photoshop Lab	To understand fundamental concepts of Marketing in Modern Marketing Practices	*	*					
19160SEC05 B	Soft Skills – V	To provide a broad introduction to the field production and operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.	*	*	*				

2019	MBA 2019 PO CO								
	MBA								
<b>Sem</b>	<b>Course Code</b>	<b>Title of the Course</b>	<b>POs</b>						
			<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	
		Management Concepts							
		CO:1 This specialization lays the necessary groundwork for an overall successful marketing strategy	*	*				*	
		CO:2knowledge required to understand the state of your product before approaching the market strategy	*	*				*	
I	19260SEC11	CO:3 Interpret development of marketing research	*	*				*	



		CO:4 Identify the major influences in Consumer Behaviour	*	*					*
19260SEC12	Organizational Behaviour	CO:1 Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes	*	*				*	*
		CO:2 Develop, implement, and evaluate employee orientation, training, and development programs.	*	*			*	*	*
		CO:3 Understanding of the basic concepts, functions and processes of HRM	*	*			*	*	*
		CO:4 Focuses on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience	*	*			*	*	*
19260SEC13	Accounting for Managers	CO:2 strategies that support broader marketing decisions.	*	*				*	*
		CO:3 Develop an understanding of the role of relationship marketing and customer service	*	*			*	*	*
		CO:4 Demonstrate a knowledge of the extended marketing mix for services.	*	*			*	*	*
		CO:5 Exhibit the capability to work effectively within a team environment.	*	*			*	*	*
		CO:6 Develop and Justify marketing planning and Control Systems.	*	*			*	*	*
		CO:1 Study of decision making and performance evaluation techniques in management accounting	*	*			*	*	*
19260SEC14	Economics for Managers	CO:2 Understand decision making and performance evaluation techniques in management accounting.	*	*			*	*	*

		CO:3 In modern competitive business environment, suitable business decision making is very crucial	*	*	*	*				
		CO:4 Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.	*	*	*	*				
		CO:5 Use standard costs to prepare budgets for planning and control purposes.	*	*	*	*				
		CO:6 Understand the principles of standard costing.	*	*	*	*				
	Legal Aspects of Business	CO:1 Examine the differences and similarities between leadership, power, and management	*	*	*	*				*
		CO:2 impact that a company's structure and design can have on its organizational behavior	*	*	*	*				*
	19260SEC15	CO:3 impact of culture on organizational behavior	*	*	*	*				*
		CO:4 Analyze management issues as related to organizational behavior	*	*	*	*				*
		CO:5 Examine challenges of effective organizational communication	*	*	*	*				*
		CO:6 Evaluate ethical issues as related to organizational behavior	*	*	*	*				*
	Statistics for Managers	CO:1 Develop skills in data collection and complex analysis	*	*	*	*				*
		CO:2 Clarify terminology and approaches to different facets of research-based teaching	*	*	*	*				*
	19260SEC16	CO:3 Explore good practices in institution-driven, strategic approaches on how to integrate research and education missions	*	*	*	*				*
		CO:4 Generate ideas on how to build the capacity of faculty members to implement researchbased teaching	*	*	*	*				*
		CO:5 create a research-based learning environment	*	*	*	*				*





















		CO:4 Develop skills in researching and analyzing international Business opportunities	*	*				*
		CO:5 Develop a high level of analytical skills and critical thinking in an international Business context	*	*				*
		CO:6 Explain the main institutions that shape the global marketplace;	*	*				*
	Entrepreneurial Development	CO:1 Know about the company in the Abroad.	*	*				*
	19260SEC41	CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course	*	*			*	
		CO:3 Develop Professionals in the filed of Project	*	*			*	
	Project Work	CO:1 Have developed an understanding of major issues related to international Business	*	*				*
		CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice	*	*				*
	19260PRW4 4	CO:3 An organization's ability to enter and compete in international markets.	*	*				*
		CO:4 Develop skills in researching and analyzing international Business opportunities	*	*				*
		CO:5 Develop a high level of analytical skills and critical thinking in an international Business context	*	*				*
	Programme Exit Exam	CO:1 Have developed an understanding of major issues related to international Business	*	*				*
	19260PEE	CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice	*	*				*
		CO:3 An organization's ability to enter and compete in international markets.	*	*				*





19260EA37	Sales Management	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales policy and in organizing and managing sales force and marketing channels and to impart the knowledge about sales management procedure, and activities.	*	*	*	*		
19260EA38	Services Marketing	The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.	*	*	*	*		
19260EA39	Industrial Marketing	A broad range of job profiles are available for individuals with a degree in industrial marketing courses, and many top companies provide various job offers for students engaged in this course degree. A Market Analyst helps companies and organizations in decision making of products and services.	*	*	*	*		
19260EA42	Customer Relationship Management	The paper is designed to impart the skill based knowledge of Customer Relationship Management. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.	*	*	*	*		
19260EA43	International Marketing	The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.	*	*	*	*		

Sem	Course Code	Title of the Course	COs	POS									
				PO1	PO2	PO3	PO4	PO5	PO6				
19260EA44	Rural Marketing	The objective of this course is to explore the students to Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.		*	*					*			
2017	Human Resource												
		MBA											
III	Course Code	Title of the Course	COs										
				19260EB33	Knowledge Management	The goal of the course is to prepare students to become familiar with the current theories, practices, tools and techniques in knowledge management (KM), and to assist students in pursuing a career in the information sector for profit and not for profit organizations. In addition, students will learn to determine the infrastructure requirements to manage the intellectual capital in organizations.	*	*				*	
				19260EB34	Organizational Development & Change management	The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.	*	*					*
				19260EB35	Performance Management	The objective of this course is to help the students gain understanding of the functions of performance management system in the organization and provide them tools and techniques to be used in appraising the performance of the employees.	*	*					*
				19260EB36	Labour Legislations	This course will help the student to get exposure on Industrial Law. Understand the relationship between the employee, employer, union and government and to have awareness of various industrial laws relating to employees.	*	*				*	*





Sem	Course Code	Title of the Course	COs						POS						
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	
III	19260EC33	Security Analysis and Portfolio Management	*	*					*						
		Derivatives Management	*	*					*						
		Project Finance	*	*					*						
	19260EC36	Financial Services and Institutions													
		International Finance	*	*					*						
		Insurance and Risk Management	*	*					*						
IV	19260EC42	Corporate Finance	*	*				*							
		Micro Finance	*	*				*							
		Security Analysis and Portfolio Management	*	*					*						











19260EF33	International Marketing	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.	*	*			*	*	*
19260EF34	International Human Resource Management	To give an in-depth knowledge of the functioning of derivative securities market.	*	*			*	*	*
19260EF35	Cross Cultural Management		*	*			*	*	*
19260EF36	Global Logistics and Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital-investments of the project.					*	*	*
19260EF37	International Trade Procedures	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.					*	*	*
19260EF38	International Strategic Management	To give the students an overall view of the international financial system – instruments and markets.				*	*	*	*
19260EF39	Global Business Ethics and Corporate Governance	To provide the basics of insurance contracts and to explain the various types of insurance policies. To give the students an overall view of the international financial system – instruments and markets.					*	*	*









			PO1	PO2	PO3	PO4	PO5	PO6
19260EH33	Management Of Hospital Services	To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical and non clinical services in a hospital.	*	*			*	
19260EH34	Operations Management In Health Care	To give an in-depth knowledge of the functioning of derivative securities market.				*	*	*
19260EH35	Marketing Management Of Hospital And Health Care Services					*	*	*
19260EH36	Community Health and Management of	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.			*	*	*	
19260EH37	National Health Programmes	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.				*	*	*
19260EH38	Management of Clinical and Super Specialty	To give the students an overall view of the international financial system – instruments and markets.				*	*	*
19260EH39	Services in Hospitals	To provide the basics of insurance contracts and to explain the various types of insurance policies.				*	*	*

	19260EH42	Patient Care Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices				*			*		*			*
IV	19260EH43	Health Related Laws and Ethics	To enable the students to understand the principles, practices and application in Micro Finance.				*			*		*			*
	19260EH44	Medical Tourism	The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.												
	<b>TOURISM</b>														
2017	MBA														
Sem	Course Code	Title of the Course		<b>COs</b>											
III	19260EI33	Tourism Principles, Policies and Practices	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.	*											
	19260EI34	Tourism Products of India	To give an in-depth knowledge of the functioning of derivative securities market.	*											
	19260EI35	Destination Planning and development		*									*		*
	19260EI36	Travel agency and Tour operations	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*								*	*	*	*




19260EI37	Hospitality Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.				*	*	*	*		
19260EI38	Indian culture and Heritage	To give the students an overall view of the international financial system – instruments and markets.			*	*	*	*	*		
19260EI39	Tourism Marketing	To provide the basics of insurance contracts and to explain the various types of insurance policies.				*	*	*	*		
19260EI42	Ecotourism	Student will acquire Nuances involved in short term corporate financing, Good ethical practices				*	*	*	*		
19260EI43	Event Management	To enable the students to understand the principles, practices and application in Micro Finance.				*	*	*	*		
19260EI44	E- Tourism	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.				*	*	*	*		
<b>AGRI BUSINESS MANAGEMENT</b>											
2017	MBA										
Sem	Course Code	Title of the Course	COs							POS	
			PO1	PO2	PO3	PO4	PO5	PO6			
III	19260EJ33	Agribusiness Environment and Policy	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.			*	*	*	*		
	19260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivative securities market.			*	*	*	*		

19260EJ35	Farm Business Management				*	*	*	*	*
19260EJ36	Management of Agribusiness Cooperatives	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.			*	*	*	*	*
19260EJ37	Food Retail Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.			*	*	*	*	*
19260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.			*	*	*	*	*
19260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.			*	*	*	*	*
19260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing. Good ethical practices			*	*	*	*	*
19260EJ43	Agricultural and Micro-Finance	To enable the students to understand the principles, practices and application in Micro Finance.							
19260EJ44	New Trends and Development in Agri-Sector	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.			*	*	*	*	*
IV									



DEAN

School of Commerce and Management  
Ponnaiyah Ramajayam Institute of  
Science & Technology (PRIST)  
THANJAVUR - 613 403.



Department of Business Management  
Ponnaiyah Ramajayam Institute of  
Science & Technology (PRIST)  
THANJAVUR - 613 403.