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UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMILNADU

SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF MANAGEMENT
BBA- 20UGBBAGE

PROGRAMME EDUCATIONAL OBJECTIVES – PEO

PEO 1 - Graduates will be expertise in the area of leadership, interpersonal skills, entrepreneurship, and Marketing

PEO 2 -Graduate will competent the global competitive world more professionally.

PEO 3 -Graduate be a responsible citizen and lead the business with moral and ethical value.

PROGRAMME SPECIFIC OUTCOME-PSO

PSO 1 -An Understanding of Business Functions

PSO 2 -Providing Global Perspectives

PSO 3 -Developing Critical and Analytical Thinking Abilities

PSO 4 -Interpersonal Skill Development

PSO 5 -Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices

PSO 6 -Demonstrate sensitivity to social, ethical and sustainability issues

PSO 7 -Developing Entrepreneurship Acumen

PSO 8 -Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts

PSO 9 - Demonstrate Effectively Oral and Written Communication

PROGRAMME OUTCOME-PO

PO 1-Acquiring Conceptual Clarity of Various Functional Areas

PO 2- Ability to analyze various functional issues affecting the organization

PO 3- Demonstrating ability to evolve strategies for organizational benefits

PO 4-Analysis and interpretation of the data which is used in Decision Making

PO 5-Demonstrate Ability to work in Groups

PO 6 -Demonstrate understanding of social cues and contexts in Social Interaction and Management

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PO 7-Develop Ethical Practices and Imbibe Values for Better Corporate Governance.

PO 8-Understand ethical challenges and choices in a business setting

PO 9 -Demonstrate understanding of sustainability related concerns in varied areas

PO 10 -Analyze Global Environment and its Impact on Business

PO 11-Understand the ecosystem of start up in the country

PO 12 -Demonstrate the ability to create business plans

MBA - 20PGBBAGE

PROGRAM EDUCATIONAL OBJECTIVES - PEO

PEO 1 - To create corporate leaders by developing individual leadership and personal capabilities and to teach how to manage, lead and transform organization in a unique way.

PEO 2 -To demonstrate perpetual base for multi disciplinary principles in management for achieving organization goals.

PEO 3 - To develop student problem solving and decision abilities to enhance managerial effectiveness

PEO 4 - To enrich the ability to think statically and lead, motivate and manage teams effectively in variety of organization in different situations.

PEO 5 -To adopt modern information system and technology for making effective management decisions

PROGRAM SPECIFIC OUTCOMES - PSO

PSO1 - The program provides recent graduates with the opportunity to acquire contemporary business knowledge and skills that enable them to take up management positioning with private, public and nonprofit organizations.

PSO2- The program facilitates the graduates to acquire the capabilities required to become a leader who is transformational, global and socially responsible.

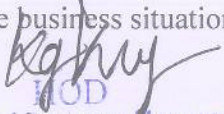
PSO3 - The program enables the graduates to become lifelong learners skills and competencies necessary to adopt and manage global business challenges.

PSO4 - To program promises entrepreneurial ability than to seek employment

PSO5 -The program gives flexibility to the students to be equipped with cross functional management skills and expand his professional wings

PSO6 - Graduates are able to use business design thinking to provide innovative solutions to contemporary business problems

PSO7- The program provides avenues to the graduates to acquire research attitude and pragmatic approach to analyze business situation


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PROGRAM OUTCOMES - PO

- PO 1- To inculcate a spirit of entrepreneurship with an objective of personal and societal wellbeing
- PO 2- To develop research based thinking and use of quantitative and statistical tools for business decision making
- PO3-An ability to apply conceptual foundations to solve practical decision-making problems.
- PO4-To develop a systematic understanding of changes in business environment.
- PO5-An ability to identify and address ethical issues and apply them in organizational settings.
- PO6-An understanding of professional integrity.
- PO7-An ability to communicate effectively.
- PO8-An ability to use information and knowledge effectively.
- PO9-An ability to use practical managerial analysis skills.
- PO10-A successful career and immediate placement.



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BBA2020REGULATIONCO&POMAPPING

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
I	20110AEC11	Tamil	CO:1 Learn the changes occurred in literatures in 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.	*	*	*				
	20111AEC12	English I	CO:1 Develop vocabulary	*	*					
			CO:2 Learn to edit and do proof reading	*	*					
			CO:3 Read and comprehend literature	*	*	*				
	20160SEC13	Principles of Management	CO:1 Understand the fundamental of financial accounting				*	*	*	
			CO:2 Develop the modern market economy				*	*	*	
			CO:3 Prepare the different kind of financial statement				*	*	*	
	20160SEC14	Managerial Economics	CO:1 Discuss the supply and demand theory and its impact on insurance				*	*	*	
			CO:2 Outline how an entity operates in the Business environment				*	*	*	
			CO:3 Explain the legal framework that regulate the insurance industry				*	*	*	
	20160AEC15	Business Communication	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				*	*	*	

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20160AEC16	Business Mathematics and Statistics	CO:1 Apply the concept of opportunity cost. CO:2 understand the concept of cost, nature of production and its relationship to Business operations. CO:3 Apply Economic theories to business decision				*	*	*	*
201LSC1C	Indian Constitution	CO:1 Know the consumer behavior and their decision making process CO:2 Understand the rural markets and the contemporary issues in marketing Co:3 Make decision on product, price, promotion mix and distribution				*	*	*	*
201LSCUV	Universal Human Values	CO:1 Discuss the supply and demand theory and its impact on insurance CO:2 outline how entity operates in the Business environment CO:3 Explain the legal framework that regulate the insurance industry			*	*	*	*	*
20110AEC21	Tamil III	CO:1 Know what devotion really is. CO:2 Know the fruitfulness obtained through devotion. CO:3 Perceive the progress achieved in the society through devotion.	*	*	*	*	*	*	*
20111AEC22	English II	CO:1 Develop technological skill. CO:2 Able to write a variety of formats CO:3 Read biographies and develop personality	*	*	*	*	*	*	*
20160SEC23	Financial Accounting	CO:1 Appreciate different forms of literature Co:2 Acquire language skill through literature Co:3 Broaden the horizon of knowledge	*	*	*	*	*	*	*
20160SEC24	Organizational Behaviour	CO:1 familiarize the concept of Branch account and its system CO:2 understand the Scope of departmental accounting CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honoured and dishonoured	*	*	*	*	*	*	*
20160AEC25	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	*	*	*	*	*	*	*
20160AEC26	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.				*	*	*	
	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.				*	*	*	*
	Basic Behavioral Etiquette	CO:1 Identify the names and functions of the PowerPoint interface.		*	*	*	*	*	*
		CO:2 Create, edit, save, and print presentations.		*	*	*	*	*	*
		CO:3 Format presentations.		*	*	*	*	*	*
		1. Recognize when to use each of the Microsoft Office programs to create professional and academic documents.							*
	Communication Skills	2. Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.						*	*
		3. Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.						*	*
	Tamil III	CO:1 Achieve one's goal by following the ancestral path		*	*	*	*	*	*
		CO:2 Learn to lead life of perfection by realizing the uncertainty in the life		*	*	*	*	*	*
		CO:3 Attain happiness through honesty		*	*	*	*	*	*
		CO:1 Understand phonetics.		*	*	*	*	*	*
	English III	CO:2 Develop writing skill		*	*	*	*	*	*
		CO:3 Able to develop creative writing		*	*	*	*	*	*
		CO:1 Enable to appreciate different types of prose		*	*	*	*	*	*
	Management Accounting	CO:2 Develop the conversational skill through phone-act plays		*	*	*	*	*	*
		CO:3 Enhance the skill of making grammatically correct sentences.		*	*	*	*	*	*
		CO:1 Understand various costing systems and management systems				*	*	*	*
	Marketing Management	CO:2 Analyse and provide recommendation to improve the operations of organisations				*	*	*	*
		CO:3 Imbibe conceptual knowledge of cost accounting.				*	*	*	*

III

20160AEC35	Business Law	CO:1 Understanding of Banking Channels and Payments CO:2 Practices on Banking Technology CO:3 Understanding of Core Banking						*	*	*	*	*
20160AEC36	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.						*	*	*	*	*
20160RMC37	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						*	*	*	*	*
201LSCOA	Office automation	CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools. CO:2 familiarize participants with basic of research and the research process. CO:3 enable the participant in conducting research work and formulating research synopsis and report.						*	*	*	*	*
20110AEC41	Tamil IV	CO:1 Realize how the ancient people changed their lifestyle according to the ages CO:2 Learn how to change one's lifestyle according to the needs of the future						*	*	*	*	*
20111AEC42	English IV	CO:3 Accept the modern trends and its uses CO:1 Develop writing skill. CO:2 Comprehend and describe poems CO:3 Learn interview skills						*	*	*	*	*
20160SEC43	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.						*	*	*	*	*
20160SEC44	Cost Accounting	CO:1 Understand the concept of partnership CO:2 Understand the journal entries for the formation of partnership						*	*	*	*	*

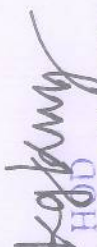
20160AEC45	Retail Management	CO:3FamiliarizetheconceptofBranchaccountantanditsystem CO:1 Understandthekeyprinciplesandtoolsintegratedmarketing communication CO:2Explaintheenvironmentalfactorswhichinfluenceconsumerand organizational decision CO:3Identifytheelementsofthecommunicationprocessbetween buyers and sellers in business. making process CO:1Getbasicunderstandingofdifferenttype ofmeetingofboardof directors. CO:2Useinternationaltradetermsandconceptswwhen communicating. CO:3Demonstratecomprehensiveknowledgeandunderstandingofsocial and economic policy considerations arising in this area.					*	*	*	*	*	*	
20160AEC46	Industrial Relations and Labour Law	CO:1ExaminedatabaseconceptsandexploretheMicrosoftOffice Access environment. CO:2.Designasimpledatabase. CO:3.Buildanewdatabasewithrelatedtables. CO:1Understandtheconceptofpartnership CO:2Understandthejournalentriesfortheformationofpartnership CO:3FamiliarizetheconceptofBranch accountantanditsystem CO:1Learnaboutenvironmentalpollution. CO:2Familiarizewiththesocialissuesandtheenvironment CO:3willbeabletodoindependentresearch on humaninteractionswith the environment. Co:1Findouthowcanacompanydissolve. CO:2UnderstandMutualfundsinvestments. CO:3LearnaboutWorkingformatofcompanies. CO:1Usebusinessfinancetermsandconceptswwhen communicating. CO:2Demonstratebasicunderstandingoffinancialmanagement. CO:3ProvideintroductiontoFinancialManagement CO:1Forecastafirm 'sfuturefinancingrequirements	*				*	*	*	*	*	*	
201SSCAQ	General Aptitude and Personality DevelopmentLab												
201LSCLS	Leadership and ManagementSkills												
201ENSTU45	Environmental Studies												
20160SEC51	Financial Management												
20160SEC52	ServicesMarketing												
20160SEC53													


		Production and Operations Management	CO:2 Design an optimal capital structure. CO:3 Give an idea about fundamentals of financial services and players in financial sectors					*	*	*	*	*
	20160SEC54	Global Business Management	CO1: Study the development of computers and their components in each stage. CO2: Develop an idea of software, programming language and operating system. CO3: Study the concept of developing database and its maintenance using computers in business concern	*								*
	20160DSC55A	Advertising and salesmanship	CO:1 Know about the company law in India. 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 field of Co-operation, Co-operative law and Management.					*	*	*	*	*
	20160DSC55B	Investment Management	CO:1 Do the allotted work in research CO:2 Learn to do review of literature CO:3 Demonstrate knowledge of research processes				*	*	*	*	*	*
	20160BRC56	Participation Bounded Research	CO:1 Perform literature review using print and online database CO:2 Identify, explain, compare, and prepare the key elements of a research proposal/report CO:3 Describe sampling methods, measurement scales and instruments, and appropriate uses of each				*	*	*	*	*	*
	201ACLSPSL	Professional Skills	CO:1 work with the Photoshopper workspace CO:2. navigate images CO:3. resize and crop images				*	*	*	*	*	*
	20160SEC61	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 student is thought and knowledge on management Accounting					*	*	*	*	*
VI	20160SEC62	Entrepreneurial Development	CO:1 Understand the systematic process to select the business ideas. CO:2 Write a business plan			*		*	*	*	*	*

20160SEC63	Logistics and Supply Chain Management	CO:3 Develop students about Entrepreneurship development 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.					*	*	*	*
20160DSC64A	Customer Relationship Management	Co:1 Find out how a company dissolve. CO:2 Understand Mutual funds investments. CO:3 Learn about Working format of companies. CO:1 Develop plans with relevant people to achieve the project's goals					*	*	*	*
20160DSC64B	Financial Services	CO:2 Break work down into tasks and determine handover procedures CO:3 Identify links and dependencies, and schedule to achieve deliverables CO:1 To help to gather knowledge on banking and financial system in India					*	*	*	*
20160PRW66	Project Work	CO:2 To provide knowledge about commercial banks and its products CO:3 Aim to familiarize banking system in India					*	*	*	*
201SSCIM	Interview Skills Training and Mock Test	CO:1. Learn to create an animated graphics ad sound and interactivity. CO:2. Can develop Website CO:3. CD based presentations		*			*	*	*	*
201SSCIM	Community Engagement	CO:1 Develop writing skill. CO:2 Comprehend and describe poems CO:3 Learn interviewing skills		*	*	*	*	*	*	*
201TERP9	Tally ERP9	Co:1 Find out how a company dissolve. CO:2 Understand Mutual funds investments. CO:3 Learn about Working format of companies.					*	*	*	*
20160PEE	Programme Exit Examination	CO:1 Develop plans with relevant people to achieve the project's goals CO:2 Break work down into tasks and determine handover procedures		*			*	*	*	*

Course Code	Course Title	COS	POS						
			PO1	PO2	PO3	PO4	PO5	PO6	
20120SEC01A	Fundamentals of Computers	To familiarize the students to the basic concepts of management in order to aid in understanding how organization functions, and understanding the complexity and wide variety of issues managers face in today's business firms.	*						
20160SEC01B	Soft Skills-I	To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.	*	*					
20120SEC02A	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 expose the student to various concepts and principles of accounting for making efficient decisions.	*						
20160SEC02B	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 decision making skills.	*	*	*				
20120SEC03A	Writing and Presentation Skills Lab	To create the knowledge of Legal perspective and its practices to improvise the business.	*	*					
20160SEC03B	Soft Skills-III	This course mainly deals with the use of Statistical concepts in the resolution of managerial decision problems. Assuch the course will deal not only with some of the theoretical concepts in Statistics but will also be concerned with their application.	*	*					
20120SEC04A	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	*	*	*				

20160SEC04B	SoftSkills-IV	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.	*	*	*			
20120SEC05A	Photoshop Lab	To understand fundamental concepts of Marketing in Modern Marketing Practices	*	*				
20160SEC05B	SoftSkills-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.	*	*	*			


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Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
I	20260SEC11	Management Concepts	CO:1 This specialization lays the necessary groundwork for overall successful marketing strategy	*	*					*
			CO:2 Knowledge required to understand the state of your product before approaching the market strategy	*	*					*
			CO:3 Interpret development to marketing research	*	*					*
	20260SEC12	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	*	*				*	
	20260SEC13	Accounting for Managers	CO:1 Focus on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience	*	*				*	*
			CO:2 Strategies that support broader marketing decisions.	*	*				*	
			CO:3 Develop an understanding of the role of relationship marketing and customer service	*	*				*	
	20260SEC14	Economics for Managers	CO:1 Study of decision making and performance evaluation techniques in management accounting	*	*				*	
			CO:2 Understand decision making and performance evaluation techniques in management accounting.	*	*		*	*	*	

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20260SEC15	Legal Aspect of Business	CO:3 In modern competitive business environment, suitable business decision making is very crucial 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 CO:3 Impact of culture on organizational behavior	*	*	*	*	*	*	*	*
20260SEC16	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 CO:3 Explore good practices in institution-driven, strategic approaches on how to integrate research and education missions	*	*	*	*	*	*	*	*
20220SEC01	Managerial Skill Development-Lab	CO:1 Employ basic statistical method to decision making CO:2 Understand how to apply basic models and theories in business CO:3 Solve management problem effectively	*	*	*	*	*	*	*	*
20260RLC18	Research Led Seminar	CO:1 Given a product or service type, the student manager will be able to enumerate and justify the dimension of product quality or service quality for the same CO:2 Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student manager will be able to justify their philosophies/contributions in Quality Management. CO:3 Given a quality problem/ failure mode, the student manager will be able to identify causes and subcauses of the effect/problem draw and justify Ishikawa Diagram.	*	*	*	*	*	*	*	*
20260SEC21	Financial Management	CO:1 Activity based approach to management and cost analysis CO:2 Analysis of common costs in manufacturing and service industry CO:3 Techniques for profit improvement, cost reduction, and value analysis	*	*	*	*	*	*	*	*
20260SEC22	Human Resources Management	CO:1 The role that retailing plays in the distribution component of the marketing mix CO:2 Understanding of the concept of social responsibility and the role it plays in retailing CO:3 A ware of the moral and ethical dilemma that face the retailing industry in today's business environment	*	*	*	*	*	*	*	*
II										

20260PEE	Programme Exit Exam	CO-1. Learnt to create animated graphics and sound and interactivity.	*					
		CO-2. Can develop Website	*					
		CO-3. CD based presentations	*					

ELECTIVE COURSE OUTCOMES

Marketing		COs	POS						
			PO1	PO2	PO3	PO4	PO5	PO6	
III	20260EA33	Consumer Behavior							
	20260EA34	Integrated Marketing Communication	*	*				*	
	20260EA35	Brand Management	*	*				*	
	20260EA36	Retail Management	*	*				*	
	20260EA37	Sales Management	*	*			*		
	20260EA38	Services Marketing	*	*			*		

20260EA39	Industrial Marketing	The objective of the course is to develop an understanding of service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.	*	*	*	*	*		
IV	20260EA42 Customer Relationship Management	A broad range of job profiles are available for individuals with 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.	*	*	*	*	*		
	20260EA43 International Marketing	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.	*	*	*	*	*		
	20260EA44 Rural Marketing	The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.	*	*	*	*	*		
		COs	POS						
	Human Resource		PO1	PO2	PO3	PO4	PO5	PO6	
III	20260EB33 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 non-profit organizations. In addition, students will learn to determine the infrastructure requirements to manage the intellectual capital in organizations.	*	*			*		
	20260EB34 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.	*	*			*		

20260EB35	Performance Management	The objective of this course is to help the students gain understanding of the function of performance management system in the organization and provide them tools and techniques to be used in appraising the performance of the employees.	*	*	*	*	*
20260EB36	Labour Legislations	This course will help the student to get exposure on Industrial Law. Understand the relations ship between the employee, employer, union and government and to have awareness of various industrial laws relating to employees.	*	*	*	*	*
20260EB37	Compensation Reward Management	The course is designed to promote understanding of issues related to the compensation and reward of human resources in the organizations and to impart skills in designing analyzing and restructuring reward management systems, policies and strategies.	*	*	*	*	*
20260EB38	Cross Culture Management	The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.	*	*	*	*	*
20260EB39	Conflict and Negotiation Management	The course is to develop an understanding of conflict dynamics and the art and science of negotiation. On the completion of syllabus, students will be in a position to answer the role that can be played by conflict resolution techniques such as mediation.	*	*	*	*	*
20260EB42	Industrial Relation	This course will help the student to get exposure on Industrial Relations. Understand the relationship between the employee, employer, union and government	*	*	*	*	*
20260EB43	Training & Development	The objective of this course is to help the students gain understanding of the objectives of training in the organization and provide them tools and techniques to be used in training the employees. This paper will attempt to orient the student to tailor themselves to meet the specific needs of the organizations in training and development activities.	*	*	*	*	*
IV							

20260EB44	Talent Management	This course will help the student to get exposure on Talent management. Understand the how to acquire talent employees and how to retain such employees in the organization for effective performance and achievement of goals.	*	*	*	*	*	*	*						
										POS					
										PO1	PO2	PO3	PO4	PO5	PO6
		COs													
Finance															
III	20260EC33	Security Analysis and Portfolio Management	The objective of this course is to impart knowledge +D477:D486 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.	*	*			*							
	20260EC34	Derivatives Management	To give an in-depth knowledge of the functioning of derivative securities market.	*	*			*							
	20260EC35	Project Finance		*	*			*							
	20260EC36	Financial Services and Institutions	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.	*	*		*								
	20260EC37	International Finance	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.	*	*		*								
	20260EC38	Insurance and Risk Management	To give the students an overall view of the international financial system – instruments and markets.	*	*		*								
	20260EC39	Corporate Finance	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*								
IV	20260EC42	Micro Finance	Students will acquire nuances involved in short term corporate financing, Good ethical practices	*	*		*								
	20260EC43	Strategic Financial Management	To enable the student to understand the principles, practices and application in Micro Finance.	*	*		*								

20260EEC44	Merchant Banking and Financial Services	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*	*	*	*	*	*	*
		COs	POS							
	Logistics and Supply chain		PO1	PO2	PO3	PO4	PO5	PO6		
III	20260EE33	Purchasing and Procurement Management	*	*			*			
	20260EE34	Material Management	*	*			*			
	20260EE35	Inventory Management	*	*			*			
	20260EE36	Supply Chain Management				*	*	*		
	20260EE37	Logistics Management				*	*	*		
	20260EE38	Custom House Practice And Legalities			*	*	*	*		
	20260EE39	Export Trade And Documentation				*	*	*		
IV	20260EE42	Quality Management				*	*	*		
	20260EE43	Air Cargo Logistics Management				*	*	*		
	20260EE44	Shipping And Ocean Freight Logistics Management				*	*	*		
		COs	POS							

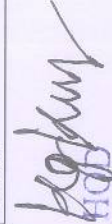
Productions and Operations		PO1	PO2	PO3	PO4	PO5	PO6	
III	20260ED33	Project Management	This course focuses on project management methodology that will increase the ability of students to initiate and manage projects more efficiently and effectively. Also they will learn key project management phases through an innovative model.	*	*	*		
	20260ED34	Planning and control of operations	This course is designed to acquaint the student with the methods of planning and control.	*	*	*		
	20260ED35	Technology Management	This course helps to understand the dynamics of technological innovation and be familiar with how to formulate technology strategies.	*	*	*		
	20260ED36	Logistics Management	The objective of this course is to get the exposure of logistics management and understand the relationship between the logistics and packaging.	*	*	*		
	20260ED37	Supply Chain Management	The objective of this course is to get the exposure of supply chain management and to understand the relationship between the procurement and supply chain management.	*	*	*		
	20260ED38	Business Process Reengineering	The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.	*	*	*		
	IV	20260ED39	Material Management	To understand the working of a materials management department, Aspects of Stores management, Warehousing management and material requirement planning.	*	*	*	
		20260ED43	Service and Operation Management	To enable the student to understand the principles, practices and applications in Maintenance Management.	*	*	*	
		20260ED44	Product Design	To help understand how service performance can be improved by studying service operations management.	*	*	*	*
		20260ED42	Maintenance Management	To help understand the application of structured method to develop a product. Student gains knowledge on how a product is designed based on the needs of a customer.	*	*	*	*
		COs						
International Business		PO1	PO2	PO3	PO4	PO5	PO6	

20260EF35	Cross Cultural Management	The course is to sensitize the student to issues pertaining to sustainable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.	POS						*	*	*
			PO1	PO2	PO3	PO4	PO5	PO6			
		COs									
Systems											
III	20260EG33	Software Engineering	This course aims to understand the software engineering and apply the knowledge of a disciplined approach to the development of software and to the management of the software product lifecycle.				*		*	*	
	20260EG34	Software Project Management	To give an in-depth knowledge of the functioning of derivative securities market.				*		*	*	
	20260EG35	Relational Database Management Systems			*		*		*		
	20260EG36	E-Business Technology 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.				*		*	*	
	20260EG37	Data Warehousing & Data Mining	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.				*		*	*	
	20260EG38	Knowledge Management	To give the students an overall view of the international financial system – instruments and markets.				*		*	*	
	20260EG39	Enterprise Resource Planning	To provide the basics of insurance contracts and to explain the various types of insurance policies.				*		*	*	
IV	20260EG42	Information Storage & Management	Student will acquire nuances involved in short term corporate financing, Good ethical practices				*		*	*	
	20260EG43	Cloud Computing	To enable the student to understand the principles, practices and application in Micro Finance.								

Agribusiness		PO1	PO2	PO3	PO4	PO5	PO6
III	20260EJ33	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.		*	*	*
	20260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivative securities market.		*	*	*
	20260EJ35	Farm Business Management		*	*	*	
	20260EJ36	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.		*	*	*
	20260EJ37	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.		*	*	*
	20260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.		*	*	*
	20260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.		*	*	*
	20260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing, Good ethical practices		*	*	*
	20260EJ43	Agricultural and Micro-Finance	To enable the student to understand the principles, practices and application in Micro Finance.				
	20260EJ44	New Trends and Development in Agri-Sector	To equip the students with the necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.		*	*	*
IV							


DEAN

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HOD

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