



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)
 (An Autonomous Institution Affiliated to Madurai Kamaraj University)
 (Accredited with “A” Grade by NAAC)
 Pasumalai, Madurai -625004

BUSINESS ADMINISTRATION

18UBAC51

OPERATIONS MANAGEMENT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Explain the basic concept input–process–output framework, and apply them to a wide range of operations	PO1	K2
CO2: Evaluate capacity locations, plan and schedule production by solving the problems	PO3	K5
CO3: Solve organization problems, individually and/or in teams, using quantitative, qualitative, and technology-enhanced approaches.	PO6	K3
CO4: Examine and alter the capacity for its operational improvement. The impact of costs.	PO5	K4
CO5: Create process to optimize timeliness, capacity and costs	PO7	K6

18UBAC52

FINANCIAL MANAGEMENT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Ability to analyze complicated scientific and professional problems and view a situation critically, address the current financial management issues of a company, take decisions, complete highly qualified professional functions.	PO1	K3
CO2: Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy	PO2	K4
CO3: Analyse the complexities associated with management of cost of funds in the capital Structure	PO6	K6
CO4: Integrate the main ways of raising capital and their respective advantages and disadvantages in different circumstances	PO5	K2
CO5: Ability to assess and analyze the financial environment in the local and international markets	PO3	K5

18UBAC53**INTERNSHIP AND TRAINING REPORT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Explain the student to the environment and expectations of performance on the part of private/public companies or government entities	PO1	K2
CO2: Able to develop work habits and attitudes necessary for job success. Build a record of work experience	PO2	K5
CO3: Explore career alternatives by Integrating theory and practice and Learn to appreciate work and its function in the economy.	PO3	K6
CO4: Expose the student to professional role models by developing communication, interpersonal and other critical skills	PO4	K3
CO5: Examine employer-valued skills such as teamwork, communications and attention to detail.	PO6	K4

18UBAE51**RETAIL MANAGEMENT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Explain the key role of retail in industrialized societies, and the impact of key market/retail trends upon this sector in the local and global contexts	PO1	K2
CO2: Develop the different winning strategy for different retail formats.	PO3	K5
CO3: Apply the moral and ethical dilemmas that face the retailing industry in today's business environment.	PO5	K3
CO4: Point out how technology in retailing affects all channel members.	PO7	K4
CO5: Prepare to face various retail opportunities and Predict the retailing trends	PO2	K6

18UBAE52**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to:		
CO1: Understand activities of logistics and supply chain that occur within the boundaries of a single organization and to coordinate their	PO1	K2

actions to deliver a product to market.		
CO2: Collaborate between firms to connect suppliers, customers, and other partners as a means of boosting efficiency and producing value for the society.	PO2	K3
CO3: Integrate supply and demand management within and across companies that cooperate to provide product and service offerings for the wellbeing of the society	PO5	K5
CO4: Optimize the value to customers, markets, and other stakeholders through the application of standard frameworks and models, which encompass supply chain process analysis and innovation.	PO7	K6
CO5: Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.	PO6	K4

18UBAE53

**SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Recognize and apply appropriate theories, principles, and concepts relevant to securities analysis and portfolio management.	PO1	K2
CO2: Analyze portfolio theory and study various methods of modeling the risk associated with stock investment.	PO5	K4
CO3: Demonstrate an appropriate portfolio for a given investor and market conditions.	PO4	K3
CO4: Identify, formulate and solve investment problems and evaluate common securities	PO3	K5
CO5: Apply stock valuation models in portfolio management	PO2	K6

18UBAE54

MICRO FINANCE AND INSURANCE

COURSE OUTCOMES	PO Level	K Level
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After completing this course, the students will be able to

CO1: Define and recall the concepts of micro finance and micro insurance	PO1	K2
CO2: Apply the basic awareness of Microfinance and its various dimensions.	PO2	K3
CO3: Create new revenue model of micro finance and develop new ways in which microfinance may be utilized to accelerate the expansion of local micro businesses	PO3	K7
CO4: Assess the functions of IRDA with other global insurance regulatory authorities.	PO5	K6
CO5: Analyse financial Performance of various Micro-finance institutions all over the world.	PO7	K4

18UBAE55**TRAINING AND DEVELOPMENT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Describe the importance of training and employees principle of learning.	PO1	K2
CO2: Utilize the various training methods and organize development programmes.	PO6	K3
CO3: Analyse the factors inhibiting development.	PO3	K4
CO4: Choose the appropriate coaching and counseling techniques.	PO5	K5
CO5: Propose various committee assignments and management games.	PO2	K6

18UBAE56**ORGANISATIONAL DEVELOPMENT**

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Outline the basic concepts of organizational development and process of organizational development.	PO1	(K2)
CO2: Identify the levels of diagnosis in organizations.	PO	(K3)
CO3: Analyse the tools used in organizational development and the impact of technology in organizations.	PO	(K4)
CO4: Measure the expanding use of organizational development and	PO	(K5)

enhance the constant learning.		
CO5: Design the system change and develop the trends within the organizations.	PO	(K6)

18UBAS51
GROUP DISCUSSION AND INTERVIEW SKILLS

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to:		
CO1: Understand the systematic and purposeful interactive oral process.	PO1	K2
CO2: Develop the winning formula and the ideas takes place in a systematic and structured way.	PO2	K3
CO3: Analyse the dos and don'ts of group discussion and personal interview while exhibit leadership skills.	PO3	K5
CO4: Examine the benefits of interviewing skills. Define success factors, and identify the steps involved in writing and finalizing the success factors for a position.	PO7	K4
CO5: Prepare a game plan for an interview.	PO5	K6

18UBAC61
MANAGEMENT ACCOUNTING

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Understand various costing systems and management systems.	PO1	K2
CO2: Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques	PO7	K4
CO3: Develop and apply standards and budgets for planning and controlling purposes.	PO2	K5
CO4: Calculate various accounting ratios, reports and relevant data.	PO4	K3
CO5: Prepare cash flow and fund flow statements, this helps in planning for intermediate and long term finances.	PO3	K6

18UBAC62
CASE ANALYSIS

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		

CO1: Understand the concept of case and how to handle ambiguous, complex, real or realistic problems or issues.	PO1	K2
CO2: Explore the different cases to develop and use the critical thinking to bring a solution, decision, or action, rather than relying on instructors to explain the problem or issue and report the solution.	PO5	K6
CO3: Apply the different techniques to resolve the corporate real time issues.	PO2	K3
CO4: Analyse relevant and important facts or data as much as we can to solve the case.	PO7	K4
CO5: Evaluate a case in different dimensions and find multiple solutions to a problem or crisis.	PO3	K5

18UBAPR1

PROJECT REPORT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.	PO1	K2
CO2: Gain the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.	PO5	K6
CO3: Obtain collaborative skills through working in a team to achieve common goals.	PO2	K3
CO4: Able to learn on their own, reflect on their learning and take appropriate actions to improve it.	PO7	K4
CO5: Break work done into tasks and determine handover procedures.	PO3	K5

18UBAE61

SERVICES MARKETING

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.	PO1	(K2)
CO2: Prepare, communicate and justify marketing mixes and information	PO4	(K3)

systems for service-based organisations

- CO3:** Evaluate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty **PO5 (K5)**
- CO4:** Analyse relevant services marketing theory, research and analysis skills to contemporary case studies and employing professional discourse and formats **PO3 (K4)**
- CO5:** Create **SERVQUAL** model and maximize service excellence in marketing of various service industries. **PO2 (K6)**

18UBAE62

ADVERTISING AND SALES MANAGEMENT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Describe the basic principles of sales management and advertising.	PO1	K2
CO2: apply in a competent manner the sales management tools such as sales forecasting, sales budgeting, sales reports, quotas, and sales analysis.	PO3	K3
CO3: Criticize the role of sales management in the corporate structure by means of team project that creates a sales force plan	PO6	K5
CO4: Infer the effectiveness of integrated advertising and marketing Communications initiatives.	PO5	K4
CO5: Develop creative strategies for advertising and selling.	PO2	K6

18UBAE63

EXPORT AND IMPORT: PROCEDURES AND DOCUMENTATION

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Understand the procedure for export and import clearance, international commercial terms and the concepts in custom clearance in international business.	PO1	K2
CO2: Classify the concept of various incentives, benefits & risk involved in shipping process.	PO5	K4
CO3: Evaluate the principle of international business and strategies adopted by firms to for exporting products globally.	PO2	K5
CO4: Construct documents like quotation, export order and applications for	PO4	K3

import and export license required for completing export and import transactions.		
CO5: Develop new strategies for getting success in Import – Export business.	PO3	K6

18UBAE64

FOREX MANAGEMENT

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Remember and Understand the architecture of foreign exchange markets, the role of conventions in exchange rates, and trading in foreign exchange markets.	PO1	K2
CO2: Analyse the relationship between the changes of exchange rates and the dynamics of fundamental economic factors (balance of payments, inflation, interest rates, expectations)	PO2	K3
CO3: Assess historical and contemporary international financial systems, and compare their relevance to markets.	PO3	K4
CO4: Evaluate the nature of foreign exchange exposure and risks and its management	PO5	K5
CO5: Assess and Create the structure of the balance of payments and evaluate the main relations between economic transaction in the balance of payments	PO7	K6

18UBAE65

INDUSTRIAL AND LABOUR RELATIONS

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Describe the concepts of Industrial and labour relations and outline the characteristics of Labour legislations.	PO1	K2
CO2: Interpret the industrial related problems in public sectors.	PO5	K3
CO3: Evaluate the various laws relating to industrial relations and labour welfare in industrial setting.	PO3	K5
CO4: Explain the essential conditions for successful working of workers participation management.	PO2	K4
CO5: Design models to minimize industrial conflicts and develop industrial peace.	PO6	K6

18UBAE66

COUNSELING SKILLS FOR MANAGERS

COURSE OUTCOMES	PO Level	K Level
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After completing this course, the students will be able to		
CO1: Identify essential interviewing and counseling skills to develop a therapeutic relationship and solution to the problems, which have an emotional angle.	PO1	K2
CO2: Infer appropriate counseling goals, design intervention strategies, evaluate client outcome, and successfully terminate the counselor-client relationship.	PO7	K4
CO3: Assess self-awareness to promote therapeutic relationships and appropriate professional boundaries.	PO2	K5
CO4: Demonstrate active listening, being aware of nonverbal communication, building rapport and application of ethical and legal considerations in professional counseling.	PO5	K3
CO5: Develop communications skills; conceptualization skills; personalization skills; and professional skills.	PO4	K6

18UBAS61

NUMERICAL AND REASONING SKILLS

COURSE OUTCOMES	PO Level	K Level
After completing this course, the students will be able to		
CO1: Discover conclusions or make decisions quantitatively based on situations that are dependent upon multiple factors.	PO1	K1
CO2: Analyze how different situations would affect the decisions.	PO2	K4
CO3: Evaluate and acquire satisfactory competency in use of Verbal and Non-Verbal Reasoning	PO4	K5
CO4: Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning and Verbal Ability	PO5	K3
CO5: Compete in various competitive exams like CAT, TNPSC, UPSC, etc.	PO3	K6