



MANNAR THIRUMALAI NAICKER COLLEGE

A Co-educational, Autonomous and Linguistic Minority Institution

Affiliated to Madurai Kamaraj University

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Pasumalai, Madurai – 625 004 Tamil Nadu.

CURRICULUM RELEVANCE TO THE LOCAL, REGIONAL, NATIONAL AND GLOBAL NEEDS

NAME OF THE PROGRAMME: BBA

PROGRAMME CODE: UBA

PROGRAMME OUTCOMES

PO1: Business Environment and domain Knowledge: Apply the knowledge of business management, functional specialization to the solution of complex business problems. And understand the impact of the professional business solutions in societal and environmental contexts.

PO2: Critical thinking, Business analysis and problem solving: Identify, formulate, review research literature, and analyze complex business problems reaching substantiated conclusions using first principles of mathematics, operations research and marketing research.

PO3: Effective Communication: Communicate effectively on complex business activities with the business community 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.

PO4: Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO5: Entrepreneurship and Innovation: Gain the competencies to start/develop a small business venture, to engage in social entrepreneurship and to pursue a career that requires entrepreneurship or one that provides professional expertise to manage small enterprises.

PO6: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practice.

PO7: Life-long learning: Recognize the need for, and have the preparation and



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ability to engage in independent and lifelong learning in the broadest context of technological and environmental changes.

PROGRAMME SPECIFIC OUTCOMES

PSO1: Business environment and Domain Knowledge

Students will be able to identify and analyze economic, socio – cultural, political and legal factors present in the national and global business environment which have an influence over the conduct of business with sustainable development and gain the knowledge of various domains relevant to business.

PSO2: Critical Thinking, Business Analysis and Problem Solving

Students will develop competencies in quantitative and qualitative analysis techniques along with the ability to think and analyze critically and apply the conclusions of rational decision making process to problem solving in functional areas of business.

PSO3: Effective Communication

Students will develop the ability to communicate effectively through oral as well as written modes using appropriate technology and logical reasoning to articulate ideas at a level which reflects competence.

PSO4: Teamwork and Innovation

Students can demonstrate the fundamentals of creating and managing innovation, new business development and high-growth business entities. And also demonstrate the ability to work in groups as a member or leader in diverse teams.

PSO5: Ethics

Students will develop the ability to lead and build teams demonstrating ethical standards in business decision making with responsiveness to contemporary social issues. And develop an ethical practice and imbibe values for better corporate governance.

PSO6: Life-long learning



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Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological advancement, cultural and concept changes.

SL. No	Course Code	Course Name	Course Outcomes
1.	21UBAC11	Management Practices	<p>CO1: Describe the difference between Administration and management and to demonstrate the functions and functional areas of management and to relate the various management thoughts.</p> <p>CO2: Summarize planning, its features, and importance and to construct the process of planning, types of plans and to apply Management By Objective, Management by Exception, Management by Wandering Around and Decision Making process.</p> <p>CO3: Identify the concept of Organizing and classify the types of organizing and departmentation and to explain Delegation, its obstacles and to differentiate between Centralization & Decentralization</p> <p>CO4: Discuss the functions and process of staffing, and to outline the recruitment sources, selection procedure and to categorize Performance appraisal types and to apply principles & techniques of</p>



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			<p>Directing.</p> <p>CO5: Analyze the concept and process of control and to use the tools of control like PERT, CPM and Budgetary Control and to describe the concept of supervision and to infer span of management, its factors and V.A.Graicuna's formula.</p>
2.	21UBAC12	Financial Accounting	<p>CO1: Describe the foundations in accounting concepts and conventions.</p> <p>CO2: Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly.</p> <p>CO3: Equip with the knowledge of accounting process and preparation of final accounts of sole trader.</p> <p>CO4: Compute depreciation under various methods, analyses and change in method of depreciation.</p> <p>CO5: Prepare Bank reconciliation statement from incomplete statement.</p>
3.	21UBAA11	Business Economics	<p>CO1: Understand the basic concept of business economics.</p> <p>CO2. Summarize the concepts of price, cross, income elasticity of demand.</p> <p>CO3: Distinguish perfect competition and monopolistic competition, monopoly.</p> <p>CO4: Use the concept of production function in production units.</p> <p>CO5: Discuss the production</p>



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			function and infer the business cycles
4.	21UBAA11	Business Economics	<p>CO1: Understand the basic concept of business economics.</p> <p>CO2: Summarize the concepts of price, cross, income elasticity of demand.</p> <p>CO3: Distinguish perfect competition and monopolistic competition, monopoly.</p> <p>CO4: Use the concept of production function in production units.</p> <p>CO5: Discuss the production function and infer the business cycles</p>
5.	21UBAC21	Business Environment and Corporate Social Responsibility	<p>CO1: Describe the conceptual framework of business environment and the consumer protection Act.</p> <p>CO2: Elaborate the concept of labor environment and workers participation in management</p> <p>CO3: Determine the impact of global environment and globalization on Indian Business and understand the challenges of international business and foreign capital in Indian business</p> <p>CO4: Analyze how the corporate social responsibilities of the firm influence performance of individual firms.</p> <p>CO5: Explore the relationship between leadership styles and organizational culture.</p>
6.	21UBAC22	Cost Accounting	CO1: Familiarize the concept of cost accounting and Helps to



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			<p>gather knowledge on preparation of cost sheet.</p> <p>CO2: Compute Material Cost like EOQ, Stores ledger and Stock level FIFO, LIFO.</p> <p>CO3: Develop the knowledge about remuneration and incentives.</p> <p>CO4: Apply overhead and apportionment of Overhead based on primary and secondary overhead.</p> <p>CO5: Use cost-sheet to compute unit cost of product.</p>
7.	21UBAA21	Business Communication	<p>CO1: Define the concept of Business Communication and to classify the types, media of communication and to discuss the barriers and ethics in communication.</p> <p>CO2: Describe the functions, kinds, essentials of Business letters and to write enquiries, replies, offers & quotations and to prepare order letters.</p> <p>CO3: Practice Complaint, Adjustment letters and to write Collection letters and to relate it with sales correspondence.</p> <p>CO4: Outline the correspondence with various public authorities and to prepare job application & resume.</p> <p>CO5: Discuss the concept , types of business reports and to infer the report drafting and to prepare various types of proposals</p>



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8.	21UBAS21	Employability Skills	<p>CO1: Differentiate the concept of employability skills and graduate attributes.</p> <p>CO2: Identify the most influential proven skills for seeking employment.</p> <p>CO3: Developing keen interest to build core skills for work development framework for a better career.</p> <p>CO4: Examine the applications of work integrated learning to hone their employability skills.</p> <p>CO5: Analyzes the different Interview techniques and learns those techniques to enhance its winning possibilities.</p>
9.	21UBAC31	Business Law	<p>CO1: Cite the basic concepts, essential elements of a contract and to point out the legal terminologies of Indian contract act.</p> <p>CO2: Categorize the rights and duties of Capacity to Contract.</p> <p>CO3: Distinguish between indemnity and guarantee and to indicate the key features of indemnity and guarantee.</p> <p>CO4: Discover the duties and responsibilities and techniques of sale of goods act.</p> <p>CO5: Understand the need for implementing the sale of goods act and thereby to defend Partner relationship act.</p>
10.	21UBAC32	Marketing Management	<p>CO1: Identify the importance of marketing and to understand the role of marketing in economic development.</p>



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			<p>CO2: Recognize how product mix have impact on buying behavior.</p> <p>CO3: To apply marketing research for the development of marketing function.</p> <p>CO4: Analyze and perform the functions of channels in organization.</p> <p>CO5: Demonstrate the critical thinking skills and analyze e-marketing in the Indian context.</p>
11.	21UBAC33	Entrepreneurship	<p>CO1: To discuss the attitudes, values, characteristics, behavior and processes associated with possessing entrepreneurial minds.</p> <p>CO2: To outline the types of entrepreneurs and innovation from a theoretical perspective.</p> <p>CO3: To describe the ways in which entrepreneurs perceive opportunity, manage risk, organize resources and add value.</p> <p>CO4: To select the institution that is opt for a kind of business.</p> <p>CO5: To develop a plan for implementing entrepreneurial activities in a globalised and competitive environment being responsible for the social, ethical and cultural issues.</p>
12.	21UBAC34	Organisational Behaviour	<p>CO1: Explain the nature, determinants, models of Organizational Behaviour and to narrate the concepts of Values, Attitudes and their sources, types and to elaborate the</p>



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			<p>various theories of Learning.</p> <p>CO2: Describe the process and factors affecting perception and to relate it with Johari window and to detail the role of Emotional Intelligence in organizations.</p> <p>CO3: Apply the various theories of Motivation and relate it with financial and Non-financial motivation and to interpret the concept of Morale, and its measurement.</p> <p>CO4: Explain the nature, types, features of Groups and to compare the group behavior, norms and cohesiveness and to outline the levels of conflict handling strategies.</p> <p>CO5: Appraise the Leadership concept and to highlight the styles of Leadership and to explain the important theories of Leadership.</p>
13.	21UBAA31	Business Statistics	<p>CO1: Relate the concept of statistics and its applicability through data with diagrammatic and graphical presentation.</p> <p>CO2: Use and apply various types of averages.</p> <p>CO3: Understand the applications of measures of variations.</p> <p>CO4 : Analyze the usage of correlation.</p> <p>CO5: Illustrate regression.</p>
14.	21UBAS31	Personality Development Skill	<p>CO1: Classify the types of personality and Factors Affecting Personality</p>



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			<p>Development.</p> <p>CO2: Explain the concept of the personality types and their attributes.</p> <p>CO3: Prepare Short Term, Long Term, LifeTime Goals.</p> <p>CO4: Make use of the benefits of effective interpersonal skills.</p> <p>CO5: Analyze the Causes for Wastage of Time and Classify the Methods for Managing Time Efficiently.</p>
15.	21UBAN31	Business Management	<p>CO1: To explain the principal concepts, theories, and practices in and describe the interrelationships between the functional areas of business, including accounting, marketing, finance and management.</p> <p>CO2: Evaluate legal and ethical principles in business and apply them to organizational decision making.</p> <p>CO3: Construct coherent oral and written forms of communication and present them in a professional context.</p> <p>CO4: Enables the students to recognize the characteristics of proper management by identifying what successful managers do and how they do it.</p> <p>CO5: They acquire knowledge on handling and controlling human man power.</p>
16.	21UBAC41	Basics of Intellectual	<p>CO1: Identify different types of Intellectual Properties (IPs), the</p>



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		<p>Property Rights</p>	<p>right of ownership, scope of protection as well as the ways to create and to extract value from IP.</p> <p>CO2: Recognize the crucial role of patents, patent regime in India and abroad and registration aspects</p> <p>CO3: understand the legal and practical steps needed to ensure that intellectual property rights remain valid and enforceable.</p> <p>CO4: Recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development.</p> <p>CO5: Identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautionary steps to be taken to prevent infringement of proprietary rights in products and technology development.</p>
<p>17.</p>	<p>21UBAC42</p>	<p>Human Resource Management</p>	<p>CO1: Explain the concept, importance and scope of HRM and to discuss the role, qualities and functions of a HR manager and to identify the HR policies and emerging trends in HR.</p> <p>CO2: Describe the HR planning concept and process and to distinguish between Job analysis, Job description, Job specification and Job design.</p> <p>CO3: Interpret Recruitment process, Selection process, Job tests and Interview.</p>



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			<p>CO4: Explain Employee training, concept, need importance and types and to infer Performance evaluation concept, importance, methods and to classify the types of Job changes.</p> <p>CO5: Appraise the wage and salary concept and to correlate the need for Grievance handling, Collective bargaining and worker's participation in organizations.</p>
18.	21UBAC43	Data Analysis using Excel	<p>CO1: To Gain Basic Knowledge of Excel.</p> <p>CO2: Construct Data charts and Graphs.</p> <p>CO3: Able to generate aggregate reports using formula based techniques.</p> <p>CO4: Familiarize the basic tools of spreadsheets.</p> <p>CO5: Able to create the automate the task by using Macro.</p>
19.	21UBAC44	Research Methodology	<p>CO1: Able to summarize the basic concepts of research methodology.</p> <p>CO2: Locate the types of sampling method and scaling techniques to adopt for their research.</p> <p>CO3: Categorize the types of data and use it for analysis</p> <p>CO4: Apply the data for analysis purpose</p> <p>CO5: Construct a research report.</p>
20.	21UBAA41	Operations Research	<p>CO1: Demonstrating and understanding the concepts of</p>



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			<p>Operations Research.</p> <p>CO2: Analyze Linear Programming technique in Manufacturing and Marketing in Business</p> <p>CO3: Able to Apply transportation model to minimize the cost of transportation and increase profit of sales.</p> <p>CO4: Understand the usage of Assignment techniques for Decision Making.</p> <p>CO5: Examine the usage of game theory and Simulation for Solving Business Problems.</p>
21.	21UBAS41	<p>Body Language Skills</p>	<p>CO1: Describe the difference between verbal and non-verbal communication and to identify the main aspects of body language.</p> <p>CO2: Explain the characteristics of body language and to identify the approaches to the interpretation of Body Language.</p> <p>CO3: Interpret the various gestures of body language.</p> <p>CO4: Experiment various body types in body language and to show the attitudes by body language.</p> <p>CO5: Analyze the business negotiation skills and to categorize various body language skills during business meetings and customer handling.</p>



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22.	21UBAN41	<p align="center">Entrepreneurial Development</p>	<p>CO1: Locate the ability to determine distinct entrepreneurial traits.</p> <p>CO2: Find different opportunities and successful growth stories.</p> <p>CO3: Make use of the steps to start an enterprise and design business plans.</p> <p>CO4: Plan and Write a project report.</p> <p>CO5: Categorize the schemes of government and non-government institutions which are suitable for funding by considering all dimensions of business.</p>
23.	21UBEC41	<p align="center">Internship Report(Extra Credit)</p>	<p>CO1: Explain the student to the environment and expectations of performance on the part of private/public companies or government entities.</p> <p>CO2: Able to develop work habits and attitudes necessary for job success. Build a record of work experience.</p> <p>CO3: Explore career alternatives by Integrating theory and practice and Learn to appreciate work and its function in the economy.</p> <p>CO4: Expose the student to professional role models by developing communication, interpersonal and other critical skills.</p> <p>CO5: Examine employer-valued skills such as teamwork, communications and attention</p>



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			to detail.
24.	21UBAC51	Operations Management	<p>CO1: Describe the types of production and their difference.</p> <p>CO2: Identify the Plant Location and classify the production system. Sketch the plant layout and prepare the maintenance procedure</p> <p>CO3: Able to find out the plant location and examine the plant layout.</p> <p>CO4: Examine the stock level by using inventory control techniques and able to define the work measurement.</p> <p>CO5: Prepare the quality chart by using quality control techniques and categorize the waste.</p>
25.	21UBAC52	Financial Management	<p>CO1: Describe the fundamental concepts of Financial Management.</p> <p>CO2: Classify various types of securities.</p> <p>CO3: Equip with the knowledge of Capital Budgeting Process and preparation of various investment evaluations.</p> <p>CO4: Compute Working Capital Management.</p> <p>CO5: Explain dividend concepts.</p>
26.	21UBAC53	Total Quality Management	<p>CO1: Provides comprehensive knowledge about the principles and practices of TQM.</p> <p>CO2: Acquired analytical knowledge on tools and techniques of Total quality management.</p> <p>CO3: Make inference and</p>



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			<p>identify the gap and practicing to bench mark.</p> <p>CO4: Idea to apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.</p> <p>CO5: Finding evidence and describes the ISO auditing and Certification procedure.</p>
27.	21UBAE51	Retail Management	<p>CO1: Explain the concept, evolution theories, key drivers, growth of Retailing and to narrate the evolution of retail formats and store formats.</p> <p>CO2: Describe the category of retail formats, generalist Vs specialist retailers and to and to compare the services with product retailing and to interpret the concept of E-tailing, its types, advantages, challenges.</p> <p>CO3: Identify the concept of merchandising, factors influencing merchandising and relate it with merchandise planning, buying and merchandising performance.</p> <p>CO4: Explain the concept, significance, types, selection of store layouts and to outline the concepts of Visual merchandising, retail communication mix and POP displays.</p> <p>CO5: Appraise the concept of consumer behaviour in retailing, buyer behaviour patterns,</p>



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			factors influencing buyer behaviour and to highlight the legal, ethical issues of retailing and its Indian experience.
28.	21UBAE52	Logistics and Supply Chain Management	<p>CO1: Understand the fundamentals of logistics.</p> <p>CO2: Build the knowledge in the operations of transportation and packaging.</p> <p>CO3: To construct the increasing significance of logistics and its impact in business</p> <p>CO4: To infer the importance of supply chain management to achieve success in business.</p> <p>CO5: Supply chain strategies can create value generations utilize IT applications</p>
29.	21UBAE53	Security Analysis and Portfolio Management	<p>CO1: Discuss the fundamental concepts of Investment Management.</p> <p>CO2: Classify various types of Risk and Return.</p> <p>CO3: Equip with the knowledge of Security Valuation.</p> <p>CO4: Analyze Fundamental and Technical Analysis.</p> <p>CO5: Explain Portfolio Selection Model.</p>
30.	21UBAE54	Micro Finance and Insurance	<p>CO1: Explain the development of microfinance and provisions in an insurance contract</p> <p>CO2: Examine various lending models of microfinance</p> <p>CO3: Analyze the operational aspects of microfinance and insurance companies</p> <p>CO4: Explain the linkage</p>



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			between SHG and microfinance CO5: Identify the players in the insurance sector
31.	21UBAE55	Human Resource Management- A Global Perspective	CO1: Ability to recall the basic concepts and terms related to International Human Resource Management CO2: Enable the incumbents to understand comprehensively the Concepts of global human resource strategies and practices. CO3: Discover the role of technology in human resource practices to explore and establish relationships in the areas of human resource decisions. CO4: Examine the skills to analyze work life balance in human resource practices. CO5: Generate new ideas and create human resource plans and proposals for overall business expansion and developments.
32.	21UBAE56	Organisationa 1 change and Development	CO1: Understand the fundamentals of change management. CO2: To make use of the main derives and approaches of the change CO3: To utilise the stages of the organisational development process. CO4: To categorize the working knowledge of all aspects of the OD intervention Process CO5: To utilise insights on



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			organisation transformation.
33.	21UBAS51	Group Discussion and Interview Skills	<p>CO1: Understand the systematic and purposeful interactive oral process.</p> <p>CO2: Develop the winning formula and the ideas takes place in a systematic and structured way.</p> <p>CO3: Comprehend the dos and don'ts of group discussion and personal interview while exhibit leadership skills.</p> <p>CO4: Prepare to face an interview confidently or any oral process.</p> <p>CO5: Familiarize the different types of resumes and covering letter preparation.</p>
34.	21UBAC61	Management Accounting	<p>CO1: Describe about management accounting.</p> <p>CO2: Acquaint themselves with different types of budgets.</p> <p>CO3: Solve the different techniques of ratio analysis.</p> <p>CO4: Analyse the fund flow statement.</p> <p>CO5: Explain the cash flow statement.</p>
35.	21UBAC62	Case Analysis	<p>CO1: Identify the problems in all cases are subtly different; students should grow more confident about dealing with unfamiliar problems.</p> <p>CO2: Develop their ability to work effectively with others in team-based work environments.</p> <p>CO3: The high level of analytical rigor required of case analyses will improve students' analytical</p>



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			<p>skills.</p> <p>CO4:Regular presentations of case analyses in front of peers and faculty members will enhance students' presentation skills.</p> <p>CO5:The time pressure under which students need to work in case analyses, will improve Students' ability to design and execute a work plan.</p>
36.	21UBAE61	Services Marketing	<p>CO1:Explain the concept, scope, importance, characteristics of services and to infer the role of service sector, service marketing mix.</p> <p>CO2: Summarize the 4 marketing variables product, pricing, promotion, place with reference to services.</p> <p>CO3: Discover the role , classification of service employees and to interpret the service process design, blue print and to identify the concept of physical evidence.</p> <p>CO4: Elucidate the service demand, capacity management concept, and to outline the concepts of service marketing strategies-internal, external and interactive Marketing.</p> <p>CO5: Analyse the concept of service quality management, the GAP model and to highlight the service excellence in various service industries.</p>
37.	21UBAE62	Advertising	<p>CO1:Understand the basic</p>



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		and Sales Management	<p>concepts of advertisements</p> <p>CO2:Develop the ethics to be practiced in advertising</p> <p>CO3:Infer knowledge about the type of media used</p> <p>CO4:Identify the concept and scope of sales management</p> <p>CO5:will be able to identify how the corporation take centralization or non-centralization decision which carried out activities in sales force organization</p>
38.	21UBAE63	Export and Import: Procedures and Documentation	<p>CO1:Understand the procedure for export and import international commercial terms and the concepts in custom clearance in international business.</p> <p>CO2: Classify the concept of various incentives, benefits & risk involved in shipping process.</p> <p>CO3: Evaluate the principle of international business and strategies adopted by firms to for exporting products globally.</p> <p>CO4:Construct documents like quotation, export order and applications for import and export license required for completing export and import transactions.</p> <p>CO5:Develop new strategies for getting success in Import business.</p>
39.	21UBAE64	Forex Management	<p>CO1:Interpret the fundamental concepts of Forex Management.</p> <p>CO2: Categorize various</p>



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			<p>International Financial Markets And Instruments.</p> <p>CO3: Demonstrate Foreign Exchange Market functions and international payments.</p> <p>CO4: Explain Foreign exchange rates and its determinations.</p> <p>CO5: Ascertain Foreign Exchange Risk Hedging Techniques.</p>
40.	21UBAE65	Industrial Relations	<p>CO1:Apply the industrial relation of current scenario with the approaches of Industrial relation and outline factors influencing industrial relations.</p> <p>CO2: Inspect the recommendations of National commission on labor 1969 for strengthening Trade union and to assess the duties and liabilities.</p> <p>CO3: Recognize provisions in wages act, provident fund act, maternity benefit and gratuity act.</p> <p>CO4: Discuss & Discover Collective Bargaining and Negotiation skills and its handling procedure.</p> <p>CO5: Analyze the causes of industrial dispute and explore the machineries for settlement of dispute.</p>
41.	21UBAE66	Counseling Skills for Managers	<p>CO1:Explain the concept, evolution, need and approaches to Counseling.</p> <p>CO2:Summarize the 5 major goals of counseling and to indicate the role,</p>



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			<p>characteristics, values of counselor and to identify the process and phases of counseling.</p> <p>CO3:Describe the verbal and non-verbal communication skills and to identify the listening barriers , tips to enhance listening.</p> <p>CO4:Show the general counseling principles, specific techniques to behavioural changes and to identify the problem subordinates, types and the ways to deal them.</p> <p>CO5:Explain ethical decisions in counseling and to appraise the common ethical violations by counselors.</p>
42.	21UBAS61	<p>Numerical Aptitude and Reasoning Ability</p>	<p>CO1:Demonstrate procedural fluency with real number arithmetic operations and use those operations to represent real-world scenarios and to solve stated problems.</p> <p>CO2:Able to solve business related problems.</p> <p>CO3:Demonstrate a basic understanding of displays of univariate data such as bar graphs, histograms, dot plots, and circle graphs, including appropriate labeling.</p> <p>CO4:Draw conclusions or make decisions in quantitatively based situations that are dependent upon multiple factors. Students will analyze how different situations would affect the</p>



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decisions.

C05: Compete in various competitive exams like CAT, TNPSC, UPSC, etc.