



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

## **BUSINESS ADMINISTRATION**

### **PROGRAM SPECIFIC OUTCOME**

- PSO1** Equip the students with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations.
- PSO2** Provide instructions on the lines of professional course by adopting participative methods of learning.
- PSO3** Assist the graduates in finding employment opportunities in business and industry.
- PSO4** Enable students learn the process, tools and techniques of marketing research.