



MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

(Accredited with "A" Grade by NAAC)

Pasumalai, Madurai -625004

Phone: +91-452-2370940 (Aided), +91-452-2371751 (SF) @ Email: princemtnc@yahoo.co.in,

mtncollege.org@live.com Website: <https://www.mannarcollege.ac.in/>

Pasumalai Post, Madurai – 625 004

DIPLOMA IN RETAIL MANAGEMENT

PO No.	PROGRAMME OUTCOMES
PO-1:	To integrate relevant skills into the higher education system in order to make higher education relevant to the learner and the community
PO-2:	To provide employable and certifiable skills based on National Occupational Standards (NOSs) with necessary general education to Senior Secondary School Pass – outs, with general education and /or vocational education background.
PO-3:	To provide for up-gradation and certification of traditional/acquired skills of the learners irrespective of their age.
PO-4:	To provide opportunities for community-based life-long learning by offering courses of general interest to the community for personal development and education in future.
PO-5	To offer bridge courses to certificate holders of general/vocational education, so as to bring them at par with appropriate NSQF level.

PSO No.	PROGRAMME SPECIFIC OUTCOMES
PSO-1:	To work or practice in own concern and private sectors as Retail sales professional.
PSO-2:	To utilize their own skills in their profession like marketing, Business management, Fashion Textiles, Communication sector etc.
PSO-3:	To work as retail sales associate in various departments.
PSO-4:	To work or assist with a Sales manager, Stores manager, Marketing manager, Distributing adviser etc.

Course Title	LIFE SKILLS
Code	18DSWG11
CO No.	Course Outcomes
CO-1	understand concepts, meaning, definitions & fundamentals of life skills.
CO-2	provide them a thorough grounding in the basics of the subject
CO-3	develop and articulate respect for the diversity of talents, ways of knowing and learning



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Course Title	COMMUNICATIVE ENGLISH
Code	18DENG11
CO No.	Course Outcomes
CO-1	Acquire the basic language skills.
CO-2	Speak and write without mistake
CO-3	Develop confidence in their voice

Course Title	FUNDAMENTALS OF INFORMATION TECHNOLOGY
Code	18DCSG11
CO No.	Course Outcomes
CO-1	Introduce the fundamentals of computing devices and reinforce computer vocabulary, particularly with respect to personal use of computer hardware and software, the Internet, networking.
CO-2	Identify and analyze computer hardware, software, and network components.
CO-3	Provide foundational or "computer literacy" curriculum that prepares students for life-long learning of computer concepts and skills.

Course Title	RETAILSALES ASSOCIATE
Code	18DRMS11
CO No.	Course Outcomes
CO-1	identify the customer needs for credit facilities
CO-2	identify health and safety requirements laid down by the company and bye-law
CO-3	understand the features and benefits of the specialist product
CO-4	acquires Knowledge of products and services to be sold at the store.

Course Title	BUSINESS MANAGEMENT
Code	18DRMS12
CO No.	Course Outcomes
CO-1	Recognize the various roles of managers and types of business management
CO-2	Identify the fundamentals of managing and organizing environment of business.
CO-3	Traceout methods of communication,working in groups and stages of leadership.



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Course Title	MARKETING MANAGEMENT
Code	18DRMS13
CO No.	Course Outcomes
CO-1	know the nature and importance of marketing
CO-2	learn the marketing skills.
CO-3	understand the fundamental and vital concepts of marketing management

Course Title	PROFESSIONAL SKILLS
Code	18DSWG21
CO No.	Course Outcomes
CO-1	acquire skills to manage time and to recognize the importance of motivation and goal setting
CO-2	understand concepts, meaning of social skills and its importance
CO-3	apply workplace etiquettes and preparing for the job.

Course Title	PROFESSIONAL ENGLISH
Code	18DENG21
CO No.	Course Outcomes
CO-1	Expand their vocabulary
CO-2	Become effective communicators
CO-3	Acquire the career skills

Course Title	SALES MANAGEMENT
Code	18DRMG21
CO No.	Course Outcomes
CO-1	develop a plan for organizing ,staffing and training a sales force
CO-2	organize sales territories to maximize sales effectiveness
CO-3	prepare a advertising budget

Course Title	
Code	
CO No.	Course Outcomes
CO-1	
CO-2	
CO-3	
CO-4	



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Course Title	BUSINESSSALES ASSOCIATE
Code	18DRMS21
CO No.	Course Outcomes
CO-1	identify the options for resolving a customer service problem
CO-2	select and use the best method of communication to meet customer's expectations
CO-3	respond positively to customer service problems

Course Title	RETAIL MANAGEMENT
Code	18DRMS22
CO No.	Course Outcomes
CO-1	know the concept of retail marketing.
CO-2	be familiar with ethics in business.
CO-3	develop the entrepreneurship skill

Course Title	INTERNSHIP
Code	18DRMS23
CO No.	Course Outcomes
CO-1	
CO-2	
CO-3	
CO-4	
CO-5	
CO-6	