

# **NEHRU MEMORIAL COLLEGE (AUTONOMOUS)**

**NATIONALLY ACCREDITED WITH "A" GRADE BY NAAC**

**PUTHANAMPATTI, TRICHY - 621007**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**PG**

**COURSE OUTCOME (COS)**

<b>Name of the Course</b>	<b>Course Outcomes</b>
<b>CC I - MANAGEMENT CONCEPTS</b>	<ol style="list-style-type: none"> <li>1. To understand theoretical aspects and its application to modern management practice by learning from management cases.</li> <li>2. To demonstrate critical thinking when presented with managerial issues and problems</li> <li>3. To know the importance of Professional Management for effective utilization of resources in organizations.</li> <li>4. To know the staffing procedures followed in an organization.</li> <li>5. To identify the importance of controlling.</li> </ol>
<b>CC II - MANAGERIAL COMMUNICATION</b>	<ol style="list-style-type: none"> <li>1. To employ principles of effective group communication to cultivate trust, understanding, participation, and decision making in work groups and teams</li> <li>2. To build an understanding of different organizational cultures, business practices, and social norms to communicate more effectively.</li> <li>3. To design and deliver a presentation using an appropriate visual support strategy.</li> <li>4. To differentiate the types of verbal and non verbal communication.</li> <li>5. To know about reporting procedures and meeting regulations in an organization</li> </ol>
<b>CC III - MATHEMATICS &amp; STATISTICS</b>	<ol style="list-style-type: none"> <li>1. To calculate and apply measures of dispersion.</li> <li>2. To apply discrete and continuous probability distributions to various business problems.</li> <li>3. To perform Test of Hypothesis as well as calculate confidence interval for a population parameter for various cases.</li> <li>4. To know about the sampling types and techniques.</li> <li>5. To understand the importance of statistical tools in</li> </ol>

	management.
<b>CC IV - MANAGERIAL ECONOMICS</b>	<ol style="list-style-type: none"> <li>1. To Understand and apply the various economic principles for the purpose of decision making in real life business settings</li> <li>2. To apply the concept of elasticity of demand for making various demand related decisions.</li> <li>3. To identify the market structure in which a particular commodity operates.</li> <li>4. To understand the consumption function and its practical implications.</li> <li>5. To learn about the various contributors of Indian economy.</li> </ol>
<b>CC V - ORGANISATIONA L BEHAVIOUR</b>	<ol style="list-style-type: none"> <li>1. To acquire knowledge about general aspects of OB.</li> <li>2. To Understand the concept, Nature and Theoretical frameworks; Disciplines contributing to the field of OB;</li> <li>3. To know Personality, Values and Attitudes, Perception, Learning.</li> <li>4. To recognize Interpersonal behavior, communication and Feedback.</li> <li>5. To Understand the importance of managing conflict.</li> </ol>
<b>CC VI - ACCOUNTING FOR MANAGERS</b>	<ol style="list-style-type: none"> <li>1. To describe the conceptual framework of accounting</li> <li>2. To understand the role of Financial, Cost and Management Accounting</li> <li>3. To understand the use of Management Accounting in decision making.</li> <li>4. To prepare cash and flexible budgets and also preparing budgeted financial statements.</li> <li>5. To apply their skills in preparing final accounts.</li> </ol>
<b>CC VII - OPERATIONS RESEARCH</b>	<ol style="list-style-type: none"> <li>1. To identify and develop operational research models from the verbal description of the real system.</li> <li>2. To understand the mathematical tools that are needed to solve optimization problems.</li> <li>3. To create an optimum transportation solution to distribute various products.</li> <li>4. To identify various decisions that can be taken at</li> </ol>

	<p>risk.</p> <p>5. To understand the importance of queuing theory in business decisions</p>
<p><b>CC VIII - PRODUCTION &amp; OPERATIONS MANAGEMENT</b></p>	<p>1. The students will be able to apply the basics of operations management in real life business situations</p> <p>2. The students will be able to appreciate the various techniques that can be used for productivity improvement</p> <p>3. The student will be able to apply the concept of PLC &amp; TLC for decision making</p> <p>4. The students will be able to identify the various types of process and operations system.</p> <p>5. The student would be able to analyze the pros and cons of various plant layouts</p>
<p><b>CC IX - MARKETING MANAGEMENT</b></p>	<p>1. To identify core concepts and importance of marketing and the role of marketing in business and society.</p> <p>2. To conduct market segmentation, targeting and product positioning in target market.</p> <p>3. To communicate the unique marketing mixes and selling propositions for specific product offerings.</p> <p>4. To select the optimal distribution channel in markets.</p> <p>5. To understand the importance of marketing communications.</p>
<p><b>CC X - FINANCIAL MANAGEMENT</b></p>	<p>1. To Judge optimum capital structure with various models and techniques.</p> <p>2. To analyze the feasibility of the project and will be able to do financial negotiations</p> <p>3. To analyze the running capital structure of an enterprise.</p> <p>4. To understand the dividend policy decisions of various firms.</p> <p>5. To realize the various inventory , cash and receivable management techniques</p>

**CC XI - HUMAN  
RESOURCE  
MANAGEMENT**

1. To analyze the role, importance and functions of HRM.
2. To evaluate various methods of Recruitment and Selection process.
3. To construct training modules
4. To evaluate various types of promotions and bases of promotion.
5. To analyze various types of Performance appraisal systems and wage fixation.

**CC XII - LEGAL  
ASPECTS OF  
BUSINESS**

1. To understand the importance of law in running the business effectively.
2. To know laws relating to contract, sale, companies, Negotiable Instruments, etc.
3. To apply the basic legal knowledge to the business transactions.
4. To communicate effectively in using standard business and legal terminology.
5. To learn about the basic procedures for registration of a company.

**CC XIII -  
BUSINESS  
RESEARCH  
METHODS**

1. To understand the research process and how it applies to the field of business management.
2. To demonstrate they can use problem-solving and analytical skills to understand business problems and suggest research designs that could contribute to a feasible solution.
3. To understand a range of qualitative and quantitative data collection and analysis techniques.
4. To recognize different types of data for analysis, and select appropriate statistical tools for the research variables.
5. Understand the ethical issues associated with the conduct of research, they will be able to formulate and present effective research reports

**CC XIV -  
STRATEGIC  
MANGEMENT**

1. To understand the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
2. To analyze the main structural features of an industry and develop strategies that Position the firm most favorably in relation to competition and influence Industry structure to enhance industry attractiveness.
3. To demonstrate the ability to think critically in relation to a particular problem, Situation or strategic decision through real-world scenarios.
4. To know about the various strategies used by successful businesses.
5. To learn the various environments and its effect on business.

**CC XV -  
INTERNATIONAL  
BUSINESS  
MANGEMENT**

1. To formulate a perspective about the internationalization of markets and economies.
2. To evaluate the leadership and business challenges of managing people and organizations across borders.
3. To communicate effectively in a global business environment.
4. To conduct a comprehensive analysis of specific geographic locations in terms of setting up operations in the locale.
5. To Understand the various types of organizational structures followed by various MNCs

**CC XVI -  
ENTREPRENEUR  
SHIP  
DEVELOPMENT**

1. To understand the need and significance of Entrepreneurship in the Economy
2. To build up Entrepreneurial Competencies
3. To develop Business Plan with the required contents.
4. To understand contribution of family business to the Economy.
5. To learn about social entrepreneurship and its impact today.

**EC I -  
CONSUMER  
BEHAVIOUR**

1. To identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.
2. To explore and compare the core theories of consumer behaviour in both consumer and organisational markets
3. To apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments
4. To appraise models of Consumer Behaviour and determine their relevance to particular marketing situations .
5. To apply their knowledge about consumers in business decisions.

**EC II - DIGITAL  
MARKETING**

1. To implement various mobile marketing apps like click to call, mobile advertising, SMS marketing.
2. To know the opportunities on marketing online.
3. To understand the working of various social medias.
4. To learn about the various online marketing tools.
5. To understand the business drivers in today's business world.

**EC III -  
ADVERTISING &  
BRAND  
MANAGEMENT**

1. To develop ability to select and apply appropriate communications tools within a strategic and tactical framework.
2. To extend ability to market, manage, develop and integrate a brand in the marketplace.
3. To Design specific promotional and other related strategies that would focus around extending, revitalizing and reinforcing existing brands.
4. To provide a forum to the students to apply the principles and improve the managerial decision making regarding advertising and branding.
5. To understand the importance of branding.

**EC IV - RETAIL  
MANAGEMENT**

1. To develop and understanding of the contribution of retailers to the product value chain;
2. To develop and understanding of consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services;
3. To develop and understanding of the traditional bases for segmentation and how segmentation can inform retail strategy;
4. To develop and understanding of how retailer's differentiate their offering as an element in their corporate strategy;
5. To learn about the various pricing strategy and its importance.

**EC I - SECURITY  
ANALYSIS &  
PORTFOLIO  
MANAGEMENT**

1. To understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
2. To have knowledge and skills to select and employ base level tools for financial analysis using time value of money, cost of capital and interest rates.
3. To analyze companies for investment purposes.
4. To apply different valuation models to evaluate fixed income securities and stocks
5. To use different derivative securities to manage the investment risks.

**EC II - RETAIL  
BANK  
MANAGEMENT**

1. To deal with banking transactions, personal or professional with a better understanding
2. To tackle investment decisions with respect to Portfolio Management
3. To develop a clarity of RBI regulations will make them handle various financial services with diligence, ensuring they are on the right side of law.
4. To understand about the various responsibilities of banks.

	<ol style="list-style-type: none"> <li>5. To know about the various NPA and its impact on banks.</li> </ol>
<p><b>EC III - FINANCIAL SERVICES</b></p>	<ol style="list-style-type: none"> <li>1. To understand different services of Financial Institutions</li> <li>2. To evaluate IPOs and FPOs</li> <li>3. To describe various types of insurance contracts and their uses in financial services.</li> <li>4. To understand about the various credit rating agencies in India.</li> <li>5. To evaluate the various factoring and leasing options available.</li> </ol>
<p><b>EC IV - FINANCIAL INSTITUTIONS AND MARKETS</b></p>	<ol style="list-style-type: none"> <li>1. To get fundamentals of Indian financial systems</li> <li>2. To understand about the various financial players and instruments.</li> <li>3. To acquire knowledge about money market and its operations</li> <li>4. To get understanding about function of central bank and investment banks</li> <li>5. To understand importance of mutual funds industry.</li> </ol>
<p><b>EC I - INDUSTRIAL RELATIONS</b></p>	<ol style="list-style-type: none"> <li>1. To evaluate the need, importance &amp; Scope of Industrial Relations.</li> <li>2. To evaluate various Labor Laws.</li> <li>3. To evaluate the working of Ministry for labor, Commissioner labor, Deputy Commissioner &amp; Labor Offices.</li> <li>4. To evaluate Industrial Dispute and Causes of Industrial Dispute.</li> <li>5. To solve various cases relating to issues in Industrial Relations.</li> </ol>

**EC II -  
STRATEGIC  
HUMAN  
RESOURCE  
MANAGEMENT**

1. To identify the key HRM functions and operations;
2. To define, explain, illustrate and reason with the key human resource management concepts;
3. To identify the linkages between HRM functions and operations and organisational strategies, structures and culture;
4. To reflect and comment in a way that demonstrates awareness of the different contexts that impact on the operation of HRM;
5. To exhibit behaviour and performance that demonstrates enhanced competence in decision-making, group leadership, oral and written communication, critical thinking, problem-solving, planning and team work

**EC III - HUMAN  
RESOURCE  
DEVELOPMENT**

1. To weigh up and evaluate various HRD Modules
2. To analyse the role of Human Resource development in current scenario.
3. To analyse how Human capital Development is achieved through career planning and development
4. To raise how to manage stress at work.
5. To estimate contemporary issues/challenges of HRD

**EC IV - LABOR  
LAWS**

1. To evaluate the need, importance & Scope of Industrial Relations.
2. To evaluate various Labor Laws.
3. To evaluate the working of Ministry for labor, Commissioner of labor, Deputy Commissioner & Labor Offices
4. To evaluate Industrial Dispute and Causes of Industrial Dispute.
5. To solve various cases relating to issues in Industrial Relations

**EC I -  
INFORMATION  
SECURITY IN  
BUSINESS**

1. To understand authentication technologies appropriate for an organization;
2. To reformulate and use practical, conceptual and technological understanding
3. To create security roles, procedures and management structures appropriate for an organization;
4. To know about the various network securities available.
5. To have insight into the ethical and legal issues in security planning.

**EC II - E-  
BUSINESS**

1. To understand different Models, types of E-Commerce & types of Networks.
2. To Comprehend the procedure for Internet Shopping & Online Advertising Methods.
3. To be aware of how to take security measures in e-shopping.
4. To evaluate the opportunities and risk factors involved in conducting E-Business.
5. To know about the mobile commerce and its impact on business.

**EC III -  
ENTERPRISE  
RESOURCE  
PLANNING**

1. To Examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.
2. To understand production planning in an ERP system, and systematically develop plans for an enterprise.
3. To determine the correct purchasing quantity and right time to buy an item, and apply these methods

	<p>to material management.</p> <ol style="list-style-type: none"><li>4. To understand about the business success ERP gives to an organization.</li><li>5. To learn about the various business modules in ERP.</li></ol>
<b>EC IV - CYBER LAW</b>	<ol style="list-style-type: none"><li>1. To understand the definition of computer forensics fundamentals.</li><li>2. To describe the types of computer forensics technology.</li><li>3. To analyze various computer forensics systems.</li><li>4. To illustrate the methods for data recovery, evidence collection and data seizure.</li><li>5. To summarize duplication and preservation of digital evidence.</li></ol>
<b>EC I - QUALITY MANAGEMENT</b>	<ol style="list-style-type: none"><li>1. To develop an understanding on quality management philosophies and frameworks.</li><li>2. To develop in-depth knowledge on various tools and techniques of quality management.</li><li>3. To learn the applications of quality tools and techniques in both manufacturing and service industry.</li><li>4. To know about the waste eliminations techniques used in industry.</li><li>5. To understand the concept of six sigma and its importance.</li></ol>

**EC II - SUPPLY  
CHAIN  
MANAGEMENT**

1. To develop a sound understanding of the important role of supply chain management in today's business environment.
2. To Understand the current supply chain theories,
3. To apply the SCM practices and concepts utilizing case problems and problem-based learning situations.
4. To learn to use and apply computer-based supply chain optimization tools.
5. To understand the issues in supply chain management.

**EC III -  
MATERIAL  
MANAGEMENT**

1. To Demonstrate an understanding of basic concepts and ideas related to Management.
2. To exhibit their abilities in Key areas such as Purchase Management and Inventory Control.
3. To understand the principles of effective materials management.
4. To learn about the skills required for stores management.
5. To understand the concept of outsourcing and its importance.

**EC IV -  
PRODUCTION  
PLANNING AND  
CONTROL**

1. To recognize the objectives, functions, applications of PPC and forecasting techniques.
2. To explain different Inventory control techniques.
3. To solve routing and scheduling problems.
4. To Summarize various aggregate production planning techniques.
5. To Describe way of integrating different departments to execute PPC functions

**EC I - HOSPITAL  
AND PATIENT  
RELATION  
MANAGEMENT**

1. To understand the concept of Patient Centric Management.
2. To understand the concept of quality, its tools, relation and application to patient care.
3. To provide the understanding of Patient classification system.
4. To provide importance of medical ethics and auditory procedures in hospital.
5. To provide information about patient medical records and disaster preparedness in hospitals.

**EC II - HEALTH  
INSURANCE**

1. To Understand the history, development, demand of Health Insurance
2. To recognize the importance and implements health insurance regulations and intermediaries
3. To realize and controls the health insurance frauds in the hospitals
4. To recognize the business of health insurance products
5. To know the medical insurance & its operational aspects

**EC III -  
HOSPITAL  
SUPPORT  
SERVICES**

1. To Understand origin of Hospitals and its step by step development and types
2. To know the different departmentation of Hospitals based on the service
3. To recognize the administrative aspects of multiple clinical services in the Hospital
4. To realize the administrative aspects of different support services in the Hospital
5. To Understand and implement accreditation standards in the hospitals and ensure the safety and security of the patients, visitors and the hospital staff.

**EC IV -  
OPERATIONS  
MANAGEMENT  
IN HEALTHCARE**

1. To know about the purchasing procedures in Hospitals.
2. To understand the stores management carried out in Hospitals.
3. To identify the quality procedures carried out in the Hospitals.
4. To learn about the roles and responsibilities of persons involved in materials and maintenance management.
5. To understand the importance of event management in hospitals.

**EC I - RURAL  
MARKETING**

1. To explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices.
2. To identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies.
3. To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
4. To apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
5. To understand the concept and methodology for conducting the research in rural market.

**EC II -  
FERTILIZER  
TECHNOLOGY  
AND  
MANAGEMENT**

1. To know latest advances in fertilizer technology management
2. To Characterize fertilizers on the basis of different properties.
3. To Identify engineering problems in fertilizer

	<p>manufacturing.</p> <ol style="list-style-type: none"><li>4. To understand the importance of bio fertilizers.</li><li>5. To learn skills in fertilizer storage and distribution.</li></ol>
<b>EC III - FOOD PROCESSING MANAGEMENT</b>	<ol style="list-style-type: none"><li>1. To know the different methods applied to processing foods.</li><li>2. To understand the significance of food processing in the food and beverage industries.</li><li>3. To compare and contrast the operation of different food processing operations.</li><li>4. To evaluate good management practices (GMP) in supervision and management.</li><li>5. To employ GMP's for producing safe and quality food products.</li></ol>
<b>EC IV - AGRI SUPPLY CHAIN MANAGEMENT</b>	<ol style="list-style-type: none"><li>1. To know about the processes involved agricultural supply chain management.</li><li>2. To understand the framework for structuring supply chain drivers;</li><li>3. To grasp demand forecasting, inventory planning, sourcing decisions</li><li>4. To know about importance of logistics in agriculture.</li><li>5. To understand the use of IT in efficient supply chain management.</li></ol>