

# **NEHRU MEMORIAL COLLEGE (AUTONOMOUS)**

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

**PUTHANAMPATTI, TRICHY – 621007**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**UG**

**COURSE OUTCOME (COS)**

| <b>Name of the Course</b>             | <b>Course Outcomes</b>  |
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| <b>Principles of Accounting-CC-I</b>  | CO-1 Understand book keeping, accounting concepts, convention, preparing trial balance and cash book                  |
|                                       | CO-2 Applying skills in preparing Final accounts with adjustments   |
|                                       | CO-3 Understand about the different methods of depreciation   |
|                                       | CO-4 Prepare BRS and Insurance claims   |
|                                       | CO -5 Differentiate single entry and double entry system  |
| <b>Principles of Management CC-II</b> | CO-1 Understand the scope & nature of management process & levels of management                                       |
|                                       | CO-2 Learn to frame policy & take decisions in virtual settings. Know the types of planning and decisions.            |
|                                       | CO-3 Identify various types of organizations & span of control, delegation, authority & responsibility in departments |
|                                       | CO - 4 Utilize the various sources of recruitment & selection. Know the training methods                              |
|                                       | CO - 5 Practice control & co-ordination techniques for effective organizational function                              |

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| <b>Managerial<br/>Economics-AC-I</b>   | CO-1  | Understand the scope & concepts of economics<br>How economics relates with other field of studies and objectives of any firm |
|  | CO-2  | Understand and illustrate demand analysis<br>Marginal utility & elasticity of demand   |
|  | CO-3  | Understand and analyze the cost curves relating to output, variable proportion and return to scale                           |
|  | CO-4  | Understand and analyze the various methods and learn to fix price for different products                                     |
|  | CO -5 | Know the classification of markets and levels of competitions  |
| <b>Marketing<br/>Management-CC-III</b> | CO-1  | Identify core concepts of marketing and the role of marketing in business and society  |
|  | CO-2  | Develop marketing strategies based on product, price, place and promotion  |
|  | CO-3  | Communicate unique marketing mixes and selling prepositions for specific product offerings                                   |
|  | CO-4  | Apply knowledge and skills to real world experiences   |
|  | CO -5 | Know the differences between various stages involve in marketing evolution   |

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| <p style="text-align: center;"><b>Business<br/>Mathematics and<br/>Statistics-AC-II</b></p> | CO-1  | Acquire the statistical concepts of matrix<br>Algebra<br><br>Transpose & properties, determinants of matrix                            |
|   | CO-2  | Understand and apply sets of numbers &<br>diagram laws   |
|   | CO-3  | Remember the classification and tabulation.<br>Understand and apply frequency distribution,<br>central tendency, mean, median and mode |
|   | CO-4  | Understand and apply correlation & regression  |
|   | CO -5 | Analyze time series, least square, interpolation<br>and extrapolation and binomial method  |
| <p style="text-align: center;"><b>BUSINESS<br/>ENVIRONMENT<br/>AC - III</b></p>             | CO-1  | Understand the scope & concepts of economics<br><br>How economics relates with other field of<br>studies and objectives of any firm    |
|   | CO-2  | Understand and illustrate demand analysis<br><br>Marginal utility & elasticity of demand   |
|   | CO-3  | Understand and analyze the cost curves<br>relating to output, variable proportion and<br>return to scale                               |
|   | CO-4  | Understand and analyze the various methods<br>and learn to fix price for different products  |
|   | CO -5 | Know the classification of markets and levels of<br>competitions   |

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| <b>BANKING THEORY LAW<br/>AND PRACTICES<br/>(SKBC-I)</b> | CO-1 Understand the classification of banks and role of RBI  |
|  | CO-2 Know the functions of commercial banks and the recent facilities provided by banks                          |
|  | CO-3 Understand the types of accounts and deposits & redressal   |
|  | CO-4 Understand the types of borrowing and lending and precautionary steps taken by banks                        |
|  | CO -5 Understand and demonstrate the various negotiable instruments  |
| <b>E-COMMERCE (SKBC-I)</b>                               | CO-1 Understand the impact of internet on business   |
|  | CO-2 Understand apply web site for various communication   |
|  | CO-3 Analyze and apply online marketing  |
|  | CO-4 Understand and apply net banking  |
|  | CO -5 Understand intruder approaches and antivirus programs  |
| <b>BUSINESS<br/>COMMUNICATION-CC-<br/>IV</b>             | CO-1 Understand the scope of communication and know the importance of oral and written communication in business |
|  | CO-2 Apply communication theories  |

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|                                       | CO-3 Know the opportunities in the field of business communication under various situations               |
|                                       | CO-4 Use current technology used in general and business communication                                    |
|                                       | CO -5 Prepare different types of reports with an appropriate format, organization and language            |
| <b>COST ACCOUNTING-<br/>CC-V</b>      | CO-1 Apply skills in preparing cost sheet and understand tender and quotations                            |
|                                       | CO-2 Understand the different levels of stock   |
|                                       | CO-3 Prepare various wage system  |
|                                       | CO-4 Understand about the different overhead calculation  |
|                                       | CO -5 Prepare and analyze production reports by using process costing system.                             |
| <b>BUSINESS<br/>LEGISLATION-AC-IV</b> | CO-1 Understand the contract and the elements needed for a valid contract and its types with cases        |
|                                       | CO-2 Understand how to perform the contract and discharge of and remedies for not fulfilling the contract |
|                                       | CO-3 Know the rules relating to agency and partnership deed   |
|                                       | CO-4 Acquire the knowledge regarding consumer rights and settlement of grievances                         |
|                                       | CO -5 Understand the rules relating to run a company  |

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| <p style="text-align: center;"><b>PERSONALITY DEVELOPMENT (SKBC-II)</b></p>      | CO-1 Apply various personality to find solutions for business problems  |
|  | CO-2 Evaluate the effects of verbal and non-verbal communication and apply suitable communication methods               |
|  | CO-3 Understand and evaluate different personalities which improves inter personal relationship                         |
|  | CO-4 Evaluate the causes for stress and apply suitable solutions  |
|  | CO -5 Analyze various leadership and apply the suitable style according to situation in organization to achieve targets |
| <p style="text-align: center;"><b>SOFT SKILLS FOR MANAGERS (SKBC-II)</b></p>     | CO-1 Understand himself or herself to equip with job  |
|  | CO-2 Apply the techniques to motivate co-workers and maintain discipline in team work                                   |
|  | CO-3 Evaluate persons and situations then apply The techniques to bring co-operation                                    |
|  | CO-4 Apply methods to reduce self and others' stress in team work   |
|  | CO -5 Acquire, analyze and apply interview skills to evaluate employees for job   |
| <p style="text-align: center;"><b>COMPUTER APPLICATION IN BUSINESS-CC-VI</b></p> | CO-1 To understand about the usage of computer in business  |
|  | CO-2 To apply Microsoft office usage in business  |

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|   | CO-3 To apply power point presentation in all business events as an attractive tool for easy understanding                              |
|   | CO-4 To apply various accounting concepts in excel for easy and quick calculation for records   |
|   | CO -5 To apply tally for accounting purpose in enterprises  |
| <b>RETAIL MANAGEMENT</b><br><b>CC-VII</b> | CO-1 Know the concepts of retailing & retailing in India  |
|   | CO-2 Understand the types of retailing & its functions  |
|   | CO-3 Students are encouraged to do small retail sales with their own capital  |
|   | CO-4 Understand the factors determining retail shops<br>Know the importance of branding, packaging & labeling                           |
|   | CO -5 Evaluate various sales promotion activities like window display, advertisement, offer etc & could analyze challenges in retailing |
|   | Apply various technology in retailing business  |



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| <b>ORGANIZATIONAL BEHAVIOUR-AC-VI</b> | CO-1  | Define, explain and illustrate a range of organizational behaviour of individuals and groups                             |
|                                       | CO-2  | Analyze the behaviour of individuals and groups in terms organizational models & theories                                |
|                                       | CO-3  | Identify different motivational theories and evaluate motivational strategies used in organizational settings            |
|                                       | CO-4  | Evaluate and apply appropriateness of various leadership styles and conflict management strategies used in organizations |
|                                       | CO -5 | Understand the role of organizational culture & able to analyze how it affects work relationship                         |
| <b>BANKING – NMEC-I</b>               | CO-1  | Know the functions of commercial banks   |
|                                       | CO-2  | Understand the types of accounts and deposits  |
|                                       | CO-3  | Understand the various negotiable instruments  |
|                                       | CO-4  | Know the facilities provided by the bank like ATM, debit and credit cards & online banking and mobile banking            |
|                                       | CO -5 | Know and understand NEFT, RTGS and Debit mat services  |

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| <p style="text-align: center;"><b>HUMAN RESOURCE<br/>DEVELOPMENT- NMEC-<br/>I</b></p> | CO-1 Understands the role of a human resource manager  |
|   | CO-2 Frame HR planning in an organization  |
|   | CO-3 Apply the techniques to recruit right person for the right job in right number and at right time  |
|   | CO-4 Apply various types of training to improve the efficiency of employees  |
|   | CO -5 Find best ways to perform to get promotion<br>And remain updated   |
| <p style="text-align: center;"><b>HUMAN RESOURCE<br/>MANAGEMENT- CC-VIII</b></p>      | CO-1 Understand the role of HR manager.  |
|   | CO-2 Understand and apply man power planning and its methods even in virtual settings  |
|   | CO-3 Identify the sources of recruitment and selection process in virtual settings too   |
|   | CO-4 Know and evaluate the selection during interview and apply in virtual settings  |
|   | CO -5 Find the appropriate method of training, rules relating to transfer, promotion, dismissal etc in order to maximize the contribution of employees |

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| <p style="text-align: center;"><b>PRODUCTION AND<br/>OPERATION<br/>MANAGEMENT- CC-IX</b></p> | <p>CO-1 Analyze the place to start business.<br/>Understand &amp; evaluate the factors determine the plant location</p>                |
|  | <p>CO-2 Understand the various terms like time study, motion study, method study, normal time, standard time and capacity planning</p> |
|  | <p>CO-3 Prepare aggregate planning and weekly &amp; monthly planning</p>   |
|  | <p>CO-4 Identify the various types of plant maintenance and the importance of JIT &amp; sigma</p>                                      |
|  | <p>CO -5 Understand the importance of inventory control, EOQ, ABC analysis &amp; evaluation</p>  |
| <p style="text-align: center;"><b>MANAGEMENT<br/>ACCOUNTING- CC-X</b></p>                    | <p>CO-1 Understand objectives, apply management Accounting ideas and practice in making decision making</p>                            |
|  | <p>CO-2 Applying skills in preparing Financial statements and Ratio analysis</p>   |
|  | <p>CO-3 Understand about the preparation of Funds Flow Statements</p>  |
|  | <p>CO-4 Understand about the preparation of Funds Flow Statements</p>  |
|  | <p>CO -5 Know the difference between absorption costing and marginal costing</p>   |

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| <b>INTERNATIONAL BUSINESS- CC-XI</b>          | CO-1 Understand the term international trade, identify the mode to enter into global and its limitations |
|   | CO-2 Understand the international business environment and system  |
|   | CO-3 Understand the economic integration and related bodies  |
|   | CO-4 Recognize FDI & IMF   |
|   | CO -5 Analyze international market and strategies with international HRM                                 |
| <b>ADVERTISING AND SALES PROMOTION – EC-I</b> | CO-1 Understand and apply the concepts relating to advertisement   |
|   | CO-2 Measure the effectiveness of advertising mix  |
|   | CO-3 Apply ethics in advertising   |
|   | CO-4 Apply various sales promotional techniques in sales   |
|   | CO -5 Understand and evaluate the selling methods  |
| <b>TOTAL QUALITY MANAGEMENT – EC-I</b>        | CO-1 Understand the concepts of TQM  |
|   | CO-2 Measure the performance of himself in all tasks   |
|   | CO-3 Apply various methods of quality maintenance  |
|   | CO-4 Use various tools to enhance quality in management  |
|   | CO -5 Strive for getting quality certification   |

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| <p style="text-align: center;"><b>ENTREPRENEURSHIP<br/>DEVELOPMENT –<br/>NMEC-II</b></p>                 | CO-1 Understand & Gain entrepreneur' qualities  |
|  | CO-2 Face challenges in job or business   |
|  | CO-3 Apply his knowledge in preparing and analyze the worth of project                        |
|  | CO-4 Apply legal rules relating to business   |
|  | CO -5 Face risks in business  |
| <p style="text-align: center;"><b>ORGANIZATIONAL<br/>BEHAVIOUR AND<br/>PSYCHOLOGY – NMEC-<br/>II</b></p> | CO-1 Understand the importance of organizational behavior and apply it for better performance |
|  | CO-2 Apply and analyzes various personality in organization and act according to              |
|  | CO-3 Engage on self motivation and improve their leadership qualities                         |
|  | CO-4 Adapt various organizational culture for their survival                                  |
|  | CO -5 Control stress by following various techniques to contribute more to organization       |
| <p style="text-align: center;"><b>TAXATION FOR<br/>MANAGERS CC-XII</b></p>                               | CO-1 Understand & apply the basic concepts of taxation especially individual income           |
|  | CO-2 Calculate the tax and deductions under income from salary on self                        |
|  | CO-3 Prepare tax sheets for income from house property by applying rules                      |
|  | CO-4 Understand and calculate income from other sources of income                             |
|  | CO -5 Apply the gained knowledge in submitting GST returns                                    |

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| <b>FINANCIAL<br/>MANAGEMENT CC-XIII</b>       | CO-1  | Apply the techniques to maximize profit in business   |
|   | CO-2  | Apply the concepts of cost of capital   |
|   | CO-3  | Understand the factors affecting cost of structure  |
|   | CO-4  | Prepare capital budgets by analyzing various factors  |
|   | CO -5 | Understand and analyze the factors affection financial plans  |
| <b>ENTREPRENEURIAL<br/>DEVELOPMENT CC-XIV</b> | CO-1  | Understand the basic development of entrepreneurship as a profession  |
|   | CO-2  | Understand various business models<br>Barriers to entrepreneurs (especially women entrepreneurs)                            |
|   | CO-3  | Write a business plan describing a new business venture   |
|   | CO-4  | Know marketing strategies for small business & monitor the performance of a new firm  |
|   | CO -5 | Understand how to prepare project for a business and appraisal of it<br><br>Know the social responsibility of entrepreneurs |

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| <b>STRATEGIC<br/>MANAGEMENT CC-XV</b>    | CO-1 Understand the concept of strategy, mission, vision and objectives                      |
|  | CO-2 Analyse the effectiveness of strategy through various analysis                          |
|  | CO-3 Identify various alternate strategies & select appropriate strategy to improve business |
|  | CO-4 Understand the process of formulating and implementing strategies                       |
|  | CO -5 Understand and apply the control techniques to improve situation and analyze the case  |
| <b>INVESTMENT<br/>MANAGEMENT - EC-II</b> | CO-1 Know the features of investment & capital market and its risks                          |
|  | CO-2 Understand the role and functions of capital market & its reforms                       |
|  | CO-3 Understand the role of stock exchange, listing & depository system' working             |
|  | CO-4 Know the objectives of NSE, OTCEI and guidelines of SEBI                                |
|  | CO -5 Understand & could apply online stock trading & dematerialization                      |
| <b>EXPORT MANAGEMENT<br/>-<br/>EC-II</b> | CO-1 Understand the essentials of export   |
|  | CO-2 Carry on buying and selling of goods and services to other countries to expand business |
|  | CO-3 Apply packaging techniques to attract foreign customers                                 |

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|  | CO-4 Identify various documents relating to export and import                                |
|  | CO -5 Avail government' incentives provided to export  |
| <b>INDUSTRIAL RELATION<br/>-<br/>EC-III</b>                  | CO-1 Understand and remember the effectiveness of industrial relation                        |
|  | CO-2 Make use of the power of trade union & utilizes his rights through trade union          |
|  | CO-3 Apply negotiating skills if required  |
|  | CO-4 Practice good relationship with co-workers  |
|  | CO -5 Take part in participative management  |
| <b>LOGISTICS AND<br/>SUPPLY CHAIN<br/>MANAGEMENT -EC-III</b> | CO-1 Understand the importance of logistics in business                                      |
|  | CO-2 Understand and follow the functions of supply chain                                     |
|  | CO-3 Apply and maintain the effective transportation network to cater the needs of customers |
|  | CO-4 Understand the success of business depends on good suppliers' relationship              |
|  | CO -5 Apply e-techniques to improve business   |