



## **V.V.VANNIAPERUMAL COLLEGE FOR WOMEN**

(Belonging to Virudhunagar Hindu Nadars)

An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC

**VIRUDHUNAGAR - 626 001**

### **PEOs, POs, PSOs and COs**

#### **B.B.A**

#### **Programme Educational Objectives (PEOs)**

PEOs are broad statements that describe the career and professional achievements, that the Programme is preparing the graduates to achieve within the first few years after graduation. PEOs are framed for each Programme and should be consistent with the Mission of the Institution.

#### **Programme Outcomes (POs)**

POs shall be based on Graduate Attributes (GAs) of the Programme. The GAs is the attributes expected of a graduate from a Programme in terms of knowledge, skills, attitude and values. The Graduate Attributes include Disciplinary Knowledge, Communication Skills, Critical Thinking, Problem Solving, Analytical Reasoning, Research Related Skills, Co-operation/Team Work, Scientific Reasoning, Reflective Thinking, Information/Digital Literacy, Multicultural Competence, Moral and Ethical Awareness/Reasoning, Leadership Qualities and Lifelong Learning.

#### **On successful completion of the Programme, the students will be able to**

- 1 Apply effectively the acquired knowledge and skill in the field of Arts, Physical Science, Life Science, Computer Science, Commerce and Management for higher studies and employment. (*Disciplinary Knowledge*)
- 2 Communicate proficiently and confidently with the ability to express original/complex ideas effectively in different situations. (*Communication Skills*)
- 3 Identify, formulate and solve problems in real life situations scientifically/systematically by adapting updated skills in using modern tools and techniques. (*Scientific Reasoning and Problem Solving*)

- 4 Critically analyses synthesize and evaluate data, theories and ideas to provide valid suggestions for the betterment of the society. (*Critical Thinking and Analytical Reasoning*)
- 5 Use ICT in a variety of self-directed lifelong learning activities to face career challenges in the changing environment. (*Digital Literacy, Self - directed and Lifelong Learning*)
- 6 Self-manage and function efficiently as a member or a leader in diverse teams in a multicultural society for nation building. (*Co-operation/Team Work and Multicultural Competence*)
- 7 Uphold the imbibed ethical and moral values in personal, professional and social life for sustainable environment. (*Moral and Ethical Awareness*)

### **Programme Educational Objectives (PEOs)**

#### **The students will be able to**

1. equip the students with professional knowledge so as to positively impact environment by addressing issues and offer appropriate and innovative solutions.
2. create professionals who strive continuously for growth in career or in their entrepreneurial ventures with steadfast focus on personal development, values and ethics
3. nurture and develop management skills in students so as to effectively handle business situations and work with enhanced efficiency

<b>Key Components of Mission Statement</b>	<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>
Continuous enhancement of management skills and competency	✓	✓	✓
Fosters entrepreneurial culture and innovation	✓	-	✓
Promotes right attitude, values, ethics and holistic development	-	✓	-

### **Programme Specific Outcomes (PSOs)**

Based on the Programme Outcomes, Programme Specific Outcomes are framed for each UG Programme. Programme Specific Outcomes denote what the students would be able to do at the time of graduation. They are Programme-specific and it is mandatory that each PO should be mapped to the respective PSO.

**On completion of B.B.A. Programme, the students will be able to**

**PO1 - *Disciplinary Knowledge***

**PSO 1.a.** apply the knowledge acquired from the courses specific and related to business administration to pursue higher studies

**PSO 1.b.** apply conceptual knowledge in functional areas of business to choose and establish themselves in a suitable career.

**PO2 – *Scientific Reasoning and Problem Solving***

**PSO 2.a.** identify real-life challenges and problems in business administration, analyse them scientifically and suggest valid solutions to build a better business, society and nation

**PSO 2.b.** seek business opportunities in real-life situations problems for socio-economic development

**PO3 – *Communication Skills***

**PSO 3.** communicate effectively and confidently with various stakeholders in the matters related to management.

**PO4 – *Critical Thinking and Analytical Reasoning***

**PSO 4.** critically evaluate the micro and macro environment affecting business and provide valid suggestions using modern tools and techniques for the betterment of the organization.

**PO5 – *Digital Literacy, Self - directed and Lifelong Learning***

**PSO 5.** use ICT to stay updated with business concepts, events, trends and technologies to handle changing and challenging business situations

**PO6 – *Cooperation/TeamWork and Multicultural Competence***

**PSO 6.a.** develop leadership qualities so as to be capable of functioning in diverse teams for achieving success in career.

**PSO 6.b.** maintain interpersonal relationship and develop a positive outlook while working in teams

**PO7 – *Moral and Ethical Awareness***

**PSO 7.** follow the legal, ethical and moral values steadfastly in their career for sustainable environment.



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VIRUDHUNAGAR - 626 001

<b>Semester I</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>Hours/Week: 6</b>	
<b>Core Course</b>		<b>Credits: 5</b>	
<b>Course Code</b> <b>20UBAC11</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

## COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the role of various levels of management in an organization. [K1]

CO2: understand the requisites for effective planning and decision making. [K2]

CO3: apply the theories of management in business situations. [K3]

CO4: analyse the decision making process and its effectiveness in a company. [K4]

CO5: examine the communication process and their barriers within the working area. [K4]

Course Code 20UBAC11	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	M	M	H	H	M	M	H	L	M	-
CO2	H	H	H	L	M	H	M	M	L	-
CO3	M	H	H	H	M	H	H	L	M	-
CO4	H	H	L	M	M	L	L	M	L	L
CO5	M	H	L	M	M	L	H	M	M	M



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VIRUDHUNAGAR - 626 001

<b>Semester I</b>	<b>BUSINESS ECONOMICS</b>	<b>Hours/Week:5</b>	
<b>Allied Course-1</b>		<b>Credits:3</b>	
<b>Course Code</b> <b>20UBAA11</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSEOUTCOMES

On completion of the course, the students will be able to

CO1: describe the fundamental concepts of managerial economics and macroeconomics.[K1]

CO2: explain the various factors that determine the business economics and macro indicators.[K2]

CO3: illustrate the components of micro and macro economics affecting business.[K2]

CO4: determine demand, cost, price and output for products in different market structures and assess macroeconomic aspects of business.[K3]

CO5: analyze the macroeconomic determinants, demand, cost, price and market structures for business. [K4]

Course Code	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
20UBAA11	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	H	M	M	L	H	L	L	M
CO2	H	M	H	M	H	L	H	M	M	M
CO3	H	M	H	H	M	H	H	H	H	M
CO4	H	M	H	M	M	M	H	M	M	L
CO5	H	H	H	H	M	H	H	M	M	M



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**VIRUDHUNAGAR - 626 001**

Semester I	<b>FINANCIAL ACCOUNTING</b>	Hours/Week: 5	
Allied Course-1		Credits: 3	
Course Code 22UBAA11		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recollect fundamental concepts from basic accounting to final accounts of trading and non-trading concerns. [K1]

CO2: describe the various approaches of accountancy, books of accounts and final accounts. [K2]

CO3: solve the basic accounting problems related to books of accounts, depreciation for trading and Non-Trading concerns. [K3]

CO4: prepare various subsidiary books with ledger, receipts and payment accounts and final accounts. [K3]

CO5: draw inference about different depreciation methods and financial position of a firm. [K4]

Course Code 22UBAA11	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	L	H	L	M	M	H	M	H
CO4	H	H	H	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M



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**VIRUDHUNAGAR - 626 001**

<b>Semester I</b>	<b>FINANCIAL ACCOUNTING</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-2</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>20UBAA12</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recollect fundamental concepts from basic accounting to final accounts of trading and non- trading concerns. [K1]

CO2: describe the various approaches of accountancy, books of accounts and final accounts.[K2]

CO3: solve the basic accounting problems related to books of accounts, depreciation for Trading and Non-Trading concerns. [K3]

CO4: prepare various subsidiary books with ledger, receipts and payment accounts and final accounts. [K3]

CO5: draw inference about different depreciation methods and financial position of a firm.[K4]

Course Code <b>20UBAA12</b>	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>H</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>



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<b>Semester I</b>	<b>BUSINESS COMMUNICATION</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-2</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>22UBAA12</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

## COURSE OUTCOMES

On completion of the course the students will be able to

CO1: describe the concepts of communication. [K1]

CO2: understand process and types of communication. [K2]

CO3: using communication effectively in business. [K3]

CO4: analyse the suitable types and methods of communication in business. [K4]

CO5: assess the importance of various communication types in the business. [K5]

Course Code	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
22UBAA12	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	H	M	M	L	H	L	L	-
CO2	H	M	H	M	H	L	H	M	M	L
CO3	H	M	H	H	M	H	H	H	H	M
CO4	H	M	H	M	M	M	H	-	-	
CO5	H	H	H	H	M	H	H	-	-	-





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VIRUDHUNAGAR - 626 001

Semester I	VALUE EDUCATION	Hours/Week: 2	
AECC-1		Credits: 2	
Course Code 20UGVE11		Internal 100	External -

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the general human values and their associated values that are essential to make them committed and responsible individuals. [K1]

CO2: indicate the importance and benefits of upholding human values. [K2]

CO3: explain the steps to be taken for upholding human values and human rights. [K2]

CO4: practice the individual values needed for maintaining harmonious relationship with members of family, institution, organization or society for preserving and transmitting its tradition and culture. [K3]

CO5: uphold the legal, moral, ethical and spiritual values for nurturing health and happiness leading to national integrity and peace and for the existence of human beings with humanity. [K3]

Course Code 20UGVE11	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	-	-	L	-	H
CO2	H	M	-	-	L	-	H
CO3	H	M	-	-	L	-	H
CO4	H	M	-	-	H	H	H
CO5	H	M	-	-	L	H	H



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**VIRUDHUNAGAR - 626 001**

<b>Semester II</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Hours/Week: 6</b>	
<b>Core Course-2</b>		<b>Credits: 5</b>	
<b>Course Code 20UBAC21</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the various aspects of Human Resources Management, man power sourcing, selection, promotion, wages and salary etc., [K1]

CO2: discuss various HR policies, Training and development, Performance and reward management etc. [K2]

CO3: illustrate the reasons for the causes of labour turnover, poor relation between employees, absenteeism. [K3]

CO4: classify the various methods of selection, promotion, job evaluation, training and development and employee morale. [K4]

CO5: analyse the human resource by using various performance appraisal methods and reward them using incentives and promotions. [K4]

Course Code <b>20UBAC21</b>	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>CO2</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>CO5</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>L</b>



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VIRUDHUNAGAR - 626 001

Semester II	<b>HUMAN RESOURCE MANAGEMENT</b>	Hours/Week: 6	
Core Course-2		Credits: 5	
Course Code 20UBAC21N		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the various aspects of Human Resources Management, man power sourcing, selection, promotion, wages and salary etc., [K1]

CO2: discuss various HR policies, Induction, Training and development, Performance and reward management, grievance handling etc. [K2]

CO3: illustrate the reasons for the causes of labour turnover, poor relation between employees, absenteeism. [K3]

CO4: classify the various methods of selection, promotion, job evaluation, training and development and employee morale. [K4]

CO5: analyse the human resource by using various performance appraisal methods, and reward them using incentives and promotions. [K4]

Course Code 20UBAC21N	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
	CO1	H	H	H	M	M	L	H	M	L
CO2	M	H	H	M	M	L	H	M	M	M
CO3	M	M	M	H	M	H	H	L	M	M
CO4	H	H	H	L	M	H	H	M	L	L
CO5	M	H	H	H	M	H	H	L	M	L



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VIRUDHUNAGAR - 626 001

Semester II	BUSINESS STATISTICS	Hours/Week: 5	
Allied Course-3		Credits: 3	
Course Code 20UBAA21		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the various concept of business statistics. [K1]

CO2: summarize the model of business statistics. [K1]

CO3: describe the fundamentals of business statistics. [K2]

CO4: solve the problems of measures of central tendency, dispersion, correlation and regression. [K3]

CO5: calculate the measures of central tendency, dispersion, correlation and regression. [K4]

Course Code 20UBAA21	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a.	PSO 1.b.	PSO 2.a.	PSO 2.b.	PSO 3	PSO 4	PSO 5	PSO 6.a.	PSO 6.b.	PSO 7
CO1	H	H	H	H	M	H	H	H	M	M
CO2	H	H	H	H	M	H	M	H	M	H
CO3	H	H	H	H	M	H	H	H	M	H
CO4	H	M	H	H	M	H	H	M	H	H
CO5	H	H	H	H	M	H	H	H	M	H



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<b>Semester II</b>	<b>BUSINESS ECONOMICS</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-4</b>		<b>Credits: 3</b>	
<b>Course Code 22UBAA22</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the fundamental concepts of managerial economics and macroeconomics. [K1]

CO2: explain the various factors that determine the business economics and macro indicators. [K2]

CO3: illustrate the components of micro and macroeconomics affecting business. [K2]

CO4: determine demand, cost, price and output for products in different market structures and assess macroeconomic aspects of business. [K3]

CO5: analyze the macroeconomic determinants, demand, cost, price and market structures for business. [K4]

Course Code 22UBAA22	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>



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**VIRUDHUNAGAR - 626 001**

<b>Semester II</b>	<b>LEADERSHIP SKILLS</b>	<b>Hours/Week: 2</b>	
<b>Skill Enhancement Course-1</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAS21</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state about the fundamental concepts related to leader and leadership. [K1]

CO2: enumerate the functions of leadership, compare the dimensions of leadership and state the importance of communication, planning and interpersonal skills. [K1]

CO3: describe and distinguish leadership dimensions, skills and leader as a boss, planner, communicator, feedback seeker, guide and counsellor. [K2]

CO4: illustrate with example functions, dimensions and skills of leadership. [K3]

CO5: analyse the role of a leader, leadership styles and skills. [K4]

Course Code	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a.	PSO 1.b.	PSO 2.a.	PSO 2.b.	PSO 3	PSO 4	PSO 5	PSO 6.a.	PSO 6.b.	PSO 7
20UBAS21										
CO1	H	H	M	H	L	H	L	M	H	H
CO2	H	M	H	H	M	L	L	M	M	M
CO3	M	H	H	H	L	M	M	H	M	H
CO4	H	H	M	M	M	H	L	H	H	M
CO5	M	M	M	M	L	M	L	H	H	M



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An Autonomous Institution Affiliated to Madurai Kamaraj University, Madurai

*Re-accredited with 'A' Grade (3<sup>rd</sup> Cycle) by NAAC*

**VIRUDHUNAGAR - 626 001**

<b>Semester II</b>	<b>LEADERSHIP SKILLS</b>	<b>Hours/Week: 2</b>	
<b>Skill Enhancement Course-1</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAS21N</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state about the fundamental concepts related to leader and leadership. [K1]

CO2: enumerate the functions of leadership, compare the dimensions of leadership and state the importance of communication, planning, interpersonal skills and Emotional Intelligence. [K1]

CO3: describe and distinguish leadership dimensions, skills and leader as a boss, planner, communicator, feedback seeker, guide and counselor. [K2]

CO4: illustrate with example functions, importance, dimensions and skills of leadership. [K3]

CO5: analyse the role of a leader, leadership styles and skills. [K4]

Course Code 20UBAS21N	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a.	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	H	L	H	L	M	H	H
CO2	H	M	H	H	M	L	L	M	M	M
CO3	M	H	H	H	L	M	M	H	M	H
CO4	H	H	H	H	M	H	L	H	H	M
CO5	M	M	H	H	L	M	L	H	H	M



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>MARKETING MANAGEMENT</b>	<b>Hours/Week: 6</b>	
<b>Core Course-3</b>		<b>Credits: 5</b>	
<b>Course Code 20UBAC31</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the concepts of marketing management. [K1]

CO2: explain the nature, process and fundamental components of marketing management. [K2]

CO3: discover the strategies, approaches, functions, classifications and levels of marketing management in an organization. [K3]

CO4: classify the elements of Product, Price, place and promotional mix in the business. [K4]

CO5: assess the various types of branding, pricing, retailers, wholesalers and advertising media in marketing management. [K5]

Course Code 20UBAC31	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1 a	PSO 1 b	PSO 2 a	PSO 2 b	PSO 3	PSO 4	PSO 5	PSO 6 a	PSO 6 b	PSO 7
CO1	H	H	M	H	H	M	L	H	H	H
CO2	H	H	M	H	H	M	L	H	H	M
CO3	H	H	H	H	H	H	M	H	H	M
CO4	H	H	M	M	H	H	M	H	H	H
CO5	H	M	H	M	H	H	M	M	H	H





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VIRUDHUNAGAR - 626 001

Semester III	OPERATIONS MANAGEMENT	Hours/Week: 6	
Core Course-4		Credits: 5	
Course Code 20UBAC32		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify different types of production system, plant layout and location. [K1]

CO2: gain knowledge regarding the activities of operations management in accomplishing the Production objectives. [K2]

CO3: relate the factors that determine the quality in operations management. [K3]

CO4: analyze the current production management practices in an organization and provide suggestions and improvements. [K4]

CO5: evaluate the operations management practices for attaining efficiency. [K5]

Course Code 20UBAC32	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	M	M	L	H	L	L	-
CO2	H	M	H	M	H	L	H	M	M	-
CO3	H	M	H	H	M	H	H	H	H	-
CO4	H	M	H	M	M	M	H	-	-	
CO5	H	H	H	H	M	H	H	-	-	-



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VIRUDHUNAGAR - 626 001

Semester III	ENTREPRENEURSHIP	Hours/Week: 5	
Core Course-5		Credits: 4	
Course Code 20UBAC33		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the concept of entrepreneurship. [K1]

CO2: explain the nature and features of entrepreneurship. [K2]

CO3: demonstrate the functions and process of entrepreneurship. [K3]

CO4: analyze the problems, challenges and various schemes of entrepreneurship. [K4]

CO5: evaluate the scope of entrepreneurship. [K5]

Course Code 20UBAC33	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	H	M	H	H	H	M	M
CO2	H	H	H	H	M	H	M	H	M	H
CO3	H	H	H	H	M	H	H	H	M	H
CO4	H	M	H	H	M	H	H	M	M	H
CO5	H	H	H	H	M	H	H	H	M	H



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>Hours/Week: 5</b>	
<b>Core Course-6</b>		<b>Credits: 5</b>	
<b>Course Code</b> <b>20UBAC34</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the concepts of organizational behaviour. [K1]

CO2: explain the fundamentals of organizational behaviour. [K2]

CO3: illustrate the organizational behaviour of any organization. [K3]

CO4: classify the various factors influencing organizational behaviour. [K4]

CO5: recommend the strategies to maintain good organizational behaviour among employees. [K5]

Course Code	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	H	H	H	H	H	H	L	H	H	M
<b>CO2</b>	H	H	H	H	H	H	L	H	H	M
<b>CO3</b>	H	H	H	H	H	H	L	H	H	M
<b>CO4</b>	H	H	H	H	H	H	L	H	H	M
<b>CO5</b>	H	H	H	H	H	H	L	H	H	M



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>BUSINESS COMMUNICATION</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-5</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>20UBAA31</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSE OUTCOMES

On completion of the course the students will be able to

CO1: describe the concepts of communication. [K1]

CO2: understand process and types of communication. [K2]

CO3: using communication effectively in business. [K3]

CO4: analyse the suitable types and methods of communication in business. [K4]

CO5: assess the importance of various communication types in the business. [K5]

Course Code 20UBAA31	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	M	M	L	H	L	L	-
CO2	H	M	H	M	H	L	H	M	M	L
CO3	H	M	H	H	M	H	H	H	H	M
CO4	H	M	H	M	M	M	H	-	-	
CO5	H	H	H	H	M	H	H	-	-	-



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VIRUDHUNAGAR - 626 001

Semester III	COST ACCOUNTING	Hours/Week: 5	
Allied Course-5		Credits: 3	
Course Code 22UBAA31		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the different types of Cost, Material, Labour, Overheads and Unit costing. [K1]

CO2: identify the role of qualified and competent cost Accountant. [K2]

CO3: understand the various Cost Accounting Tools used in an organisation. [K2]

CO4: show solutions to problems in the areas of Material, Labour, Overhead and Output Costing. [K3]

CO5: compare and select from different techniques in Material, Labour, Overhead and Output costing. [K4]

Course Code 22UBAA31	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a.	PSO 1.b.	PSO 2.a.	PSO 2.b.	PSO 3	PSO 4	PSO 5	PSO 6.a.	PSO 6.b.	PSO 7
CO1	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	H	H	L	M	M	H	M	H
CO4	H	H	M	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M



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<b>Semester III</b>	<b>BUSINESS MANAGEMENT</b>	<b>Hours/Week: 2</b>	
<b>Non Major Elective</b>		<b>Credits: 2</b>	
<b>Course-1</b>			
<b>Course Code</b>		<b>Internal</b>	<b>External</b>
<b>20UBAN31</b>		<b>40</b>	<b>60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the areas in application of management concepts. [K1]

CO2: describe the concepts of management. [K1]

CO3: classify the managerial functions at various levels of management. [K2]

CO4: demonstrate the importance of various functions in management. [K3]

CO5: use the management concepts in managerial decision making. [K3]

<b>Course Code</b> <b>20UBAN31</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>L</b>



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VIRUDHUNAGAR - 626 001

Semester III	WOMEN STUDIES	Hours/Week: 1
Generic Elective Course-1		Credit : 1
Course Code 20UGEW32		Internal 100

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO 1: state the significance of Women Studies in establishing Gender Justice. [K1]

CO 2: identify the multi-faceted role of Women in the Current Scenario. [K1]

CO 3: summarise their knowledge on Women Studies and Women Rights. [K2]

CO 4: illustrate the challenges and strategies in upholding Women Empowerment. [K2]

CO 5: manipulate awareness on policies, schemes, atrocities and legal protection

For Women. [K3]

Course Code 20UGEW32	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	-	-	-	-	M
CO2	H	M	-	-	-	M	-
CO3	H	M	-	-	L	L	M
CO4	H	M	-	-	L	-	-
CO5	H	M	-	-	L	M	M



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VIRUDHUNAGAR - 626 001

Semester IV	BUSINESS LAW	Hours/Week: 6	
Core Course-7		Credits: 5	
Course Code 20UBAC41		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state the Legislations relating to Business. [K1]

CO2: explain the Provisions of Law of Contract, sale of goods, partnership Act and other business laws. [K2]

CO3: apply the provisions of Partnership, sale of goods, contract and other laws in their day to day life. [K3]

CO4: compare the relationship between the parties involved in various business laws and Right to Information Act. [K4]

CO5: assess the problems relating to business and propose solutions for that. [K5]

Course Code 20UBAC41	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	L	L	L	H	-	H	-	-	-	-
CO2	L	L	L	L	L	H	L	-	-	-
CO3	L	L	L	L	L	L	L	M	M	M
CO4	L	L	L	L	L	L	L	M	M	M
CO5	L	H	H	H	L	M	L	M	M	M





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Semester IV	<b>BUSINESSLAW</b>	Hours/Week:6	
CoreCourse-7		Credits:5	
Course Code 20UBAC41		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state the Legislations relating to Business.[K1]

CO2: explain the Provisions of Law of Contract, sale of goods, partnership Act and other business laws. [K2]

CO3: apply the provisions of Partnership, sale of goods, contract and other laws in their day to day life. [K3]

CO4: compare the relationship ship between the parties involved in various business laws And Right to Information Act. [K4]

CO5: assess the problems relating to business and propose solutions for that. [K5]

Course Code	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
20UBAC41	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	L	L	L	H	-	H	-	-	-	-
CO2	L	L	L	L	L	H	L	-	-	-
CO3	L	L	L	L	L	L	L	M	M	M
CO4	L	L	L	L	L	L	L	M	M	M
CO5	L	H	H	H	L	M	L	M	M	M



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VIRUDHUNAGAR - 626 001

Semester IV	BUSINESS LAW	Hours/Week: 6	
Core Course-7		Credits: 5	
Course Code 20UBAC41N		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: state the Legislations relating to Business. [K1]

CO2: explain the Provisions of Law of Contract, sale of goods, partnership Act and other business laws. [K2]

CO3: apply the provisions of Partnership, sale of goods, contract and other laws in their day to day life. [K3]

CO4: compare the relationship ship between the parties involved in various business laws and Right to Information Act. [K4]

CO5: assess the problems relating to business and propose solutions for that. [K5]

Course Code 20UBAC41N	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	L	L	L	H	-	H	-	-	-	-
CO2	L	L	L	L	L	H	L	-	-	-
CO3	L	L	L	L	L	L	L	M	M	M
CO4	L	L	L	L	L	L	L	M	M	M
CO5	L	H	H	H	L	M	L	M	M	M



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VIRUDHUNAGAR - 626 001

Semester IV	FINANCIAL MANAGEMENT	Hours/Week: 6	
Core Course-8		Credits: 5	
Course Code 20UBAC42		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: discuss basic concepts in financial management. [K1]

CO2: understand the various components of financial management in a company. [K2]

CO3: solve problems in different areas of financial management. [K3]

CO4: examine the various methods of problem-solving in capital structure, leverage, cost of capital, capital budgeting and working capital. [K4]

CO5: support or criticize decision making in various areas of financial management. [K5]

Course Code 20UBAC42	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	H	H	L	M	M	H	M	H
CO4	H	M	H	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M



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Semester IV	FINANCIAL MANAGEMENT	Hours/Week: 6	
Core Course-8		Credits: 5	
Course Code 20UBAC42N		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: discuss basic concepts in financial management. [K1]

CO2: understand the various components of financial management in a company. [K2]

CO3: solve problems in different areas of financial management. [K3]

CO4: examine the various methods of problem-solving in capital structure, leverage, cost of capital, capital budgeting and working capital. [K4]

CO5: support or criticize decision making in various areas of financial management. [K5]

Course Code 20UBAC42N	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	M	H	L	H	L	M	H	H
CO2	H	H	H	H	M	L	L	M	M	M
CO3	H	H	H	H	L	M	M	H	M	H
CO4	H	M	H	M	M	H	L	H	H	M
CO5	H	H	H	H	M	H	M	M	L	M



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<b>Semester IV</b>	<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-6</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>20UBAA41</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

## COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recognize the basic components in MS Word, MS Excel and MS Power Point in an efficient manner to create documents, excel sheets, slideshow respectively and Internet. [K1]

CO2: understand the various commands of MS Word, MS Excel, MS PowerPoint and uses of Email. [K2]

CO3: create and format the documents in MS word, analyze the data using Excel and create PowerPoint slides, and to compose email and post assignments in classroom. [K3]

CO4: modify the format of any documents dynamically in MS word, compare the data in MS Excel, sketch the slide show presentation using MS PowerPoint and to attach files in composing Mail. [K4]

CO5: edit and review the documents in MS Word, calculate values in sheets using different formulas in MS Excel and to use various business application software. [K5]

Course Code 20UBAA41	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	M	M	L	H	-	-	-
CO2	M	L	H	M	H	L	H	-	-	L
CO3	M	M	H	H	H	H	H	-	-	M
CO4	H	M	H	L	M	H	H	-	-	
CO5	M	H	H	H	M	H	H	-	-	-



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**VIRUDHUNAGAR - 626 001**

<b>Semester IV</b>	<b>COMPUTER APPLICATIONS IN MANAGEMENT</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-6</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>20UBAA41N</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recognize the basic components in MS Word, MS Excel and MS Power Point, Internet and Internet Protocols. [K1]

CO2: understand the various commands of MS Word, MS Excel, MS PowerPoint and uses of Email, Google Drive, Google Forms, and the concepts in internet protocols, and threats in computer security [K2]

CO3: create and format the documents in MS word, create Google Forms, analyze the data using Excel and create PowerPoint slides, and to compose email. [K3]

CO4: modify the format of any documents dynamically in MS word, compare the data in MS Excel, sketch the slide show presentation using MS PowerPoint, to attach files in composing Mail and to discover about internet protocols and the threats in computer system. [K4]

CO5: edit and review the documents in MS Word, calculate values in sheets using different formulas in MS Excel and to use various business application software. [K5]

Course Code 20UBAA41N	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	M	L	M	L	H	-	-	-
CO2	M	M	M	M	H	L	H	-	-	M
CO3	H	M	M	M	H	H	H	-	-	M
CO4	H	M	H	L	H	H	H	-	-	M
CO5	H	H	H	H	H	H	H	-	-	-



## V.V.VANNIAPERUMAL COLLEGE FOR WOMEN

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**VIRUDHUNAGAR - 626 001**

<b>Semester IV</b>	<b>SERVICES MARKETING</b>	<b>Hours/Week: 5</b>	
<b>Allied Course-7</b>		<b>Credits: 3</b>	
<b>Course Code</b> <b>20UBAA42</b>		<b>Internal</b> <b>25</b>	<b>External</b> <b>75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the concepts of service marketing. [K1]

CO2: explain the fundamentals of service marketing mix. [K2]

CO3: illustrate the marketing mix of any given service. [K3]

CO4: analyse the elements of service marketing. [K4]

CO5: explain the various offerings in services marketing. [K5]

Course Code 20UBAA42	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
<b>CO1</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>



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VIRUDHUNAGAR - 626 001

Semester IV	MS OFFICE PRACTICAL	Hours/Week: 5	
Allied Course - 8		Credits: 3	
Course Code 20UBAA41P		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recognize the basic functions of MS Word, MS Excel and MS PowerPoint. [K1]

CO2: categorize operations in MS Word, MS Excel and MS PowerPoint. [K2]

CO3: create and formatting documents, sheets and presentations in MS Word. [K3]

CO4: modify the format of any file in MS word, MS Excel MS PowerPoint to suit the requirements. [K4]

CO5: review the documents, sheets and presentations and suggest changes to fulfil the objectives. [K5]

Course Code 20UBAA41P	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	L	-	M	L	H	-	-	-
CO2	H	H	L	-	M	L	H	-	-	
CO3	H	H	M	-	M	H	H	-	-	L
CO4	H	H	L	-	M	H	H	-	-	
CO5	H	H	L	L	M	H	H	-	-	-





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VIRUDHUNAGAR - 626 001

Semester IV	MS OFFICE PRACTICAL	Hours/Week: 5	
Allied Course - 8		Credits: 3	
Course Code 20UBAA41PN		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recognize the basic functions of MS Word, MS Excel and MS PowerPoint. [K1]

CO2: categorize operations in MS Word, MS Excel and MS PowerPoint. [K2]

CO3: create and formatting documents, sheets and presentations in MS Word. [K3]

CO4: modify the format of any file in MS word, MS Excel MS PowerPoint to suit the requirements. [K4]

CO5: review the documents, sheets and presentations and suggest changes to fulfill the objectives. [K5]

Course Code 20UBAA41PN	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	L	-	M	L	H	-	-	-
CO2	H	H	L	-	M	L	H	-	-	
CO3	H	H	M	-	M	H	H	-	-	L
CO4	H	H	L	-	M	H	H	-	-	
CO5	H	H	L	L	M	H	H	-	-	-



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VIRUDHUNAGAR - 626 001

<b>Semester IV</b>	<b>ENTREPRENEURSHIP</b>	<b>Hours/Week: 2</b>	
<b>Non Major Elective Course-2</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAN41</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recognize the business environment in order to identify business opportunities to become an entrepreneur. [K1]

CO2: identify the factors affecting entrepreneurial growth of entrepreneur. [K1]

CO3: estimate the investment cost to identify the funding agencies for the Entrepreneurial development which improves the qualities of an entrepreneur. [K2]

CO4: describe the various development programs for entrepreneurship. [K2]

CO5: interpret their own business plan which helps them to identify the problems as a women entrepreneur. [K3]

<b>Course Code 20UBAN41</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>
<b>CO2</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>M</b>
<b>CO3</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>
<b>CO5</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>



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VIRUDHUNAGAR - 626 001

<b>Semester IV</b>	<b>ADOLESCENT PSYCHOLOGY</b>	<b>Hours/Week: 1</b>	
<b>Generic Elective-</b>		<b>Credits: 1</b>	
<b>Course Code</b> <b>20UGEA43</b>		<b>Internal</b> <b>100</b>	<b>External</b> <b>-</b>

## Course Outcomes

On completion of the course, students will be able to

CO1: describe the concept, characteristics, developmental tasks, various challenges and self

– identity of adolescents and state the meaning of counselling and counsellor. [K1]

CO2: explain the various domains of growth and development and self-identity, types of autonomy, self-governance and self-regulation skills and challenges of adolescents.

[K2]

CO3: discuss the development of self -identity among adolescents, styles of counselling and qualities of a good counsellor. [K2]

CO4: identify the various problems of adolescents and find the measurements to combat it.

[K3]

CO5: find the techniques to improve the self -esteem, self -reliance and to overcome the family conflicts by the adolescents to enhance the lifestyle and build the new strategies of counselling to compete with the survival fittest. [K3]

<b>Course Code</b> <b>20UGEA43</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>M</b>	<b>L</b>	<b>L</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>L</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>



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VIRUDHUNAGAR - 626 001

Semester V	<b>RESEARCH METHODOLOGY</b>	Hours/Week: 6	
Core Course – 9		Credits: 5	
Course Code 20UBAC51		Internal 25	External 75

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the dynamic business environments and its problems, research types, research process, sampling methods, data collection methods and report writing procedures.

[K1]

CO2: understand the business and social problems faced by companies and relate with the theory and practices of research methodology. [K2]

CO3: apply various concepts and modern techniques of research methodology to resolve the real-time business problems in the society. [K3]

CO4: examine the steps in research process and communicate its findings. [K4]

CO5: experiment on various business practices and policies scientifically and communicate the cause and effect relationship with well-structured reports for creating good interpersonal relationships and harmonious environment in both businesses and society. [K5]

Course Code 20UBAC51	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	M	M	H	H	-	H	L	-	-	L
CO2	L	L	H	H	-	H	H	-	-	H
CO3	H	H	H	H	L	H	H	L	L	M
CO4	M	M	H	H	H	H	M	L	L	-
CO5	M	M	H	H	H	M	L	H	H	L



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**VIRUDHUNAGAR - 626 001**

<b>Semester V</b>	<b>SECRETARIAL PRACTICE</b>	<b>Hours/Week: 5</b>	
<b>Core Course – 10</b>		<b>Credits: 5</b>	
<b>Course Code 20UBAC52</b>		<b>Internal 25</b>	<b>External 75</b>

### **COURSE OUTCOMES**

On completion of the course, the students will be able to

CO1: define the concepts of company and develop skills required to prepare, maintain, and handle office records & information. [K1]

CO2: understand about a company, the role of a company secretary and the procedure for preparing documents and conducting meetings. [K2]

CO3: prepare the various documents during major events of the company like incorporation, capital issue, meetings, etc. [K3]

CO4: analyse the process of formation of a company, conducting meetings, documentation and the role of company secretary in these activities. [K4]

CO5: criticize the nature of duties and responsibilities of a Secretary and develop essential skills in performing secretarial tasks. [K5]

Course Code 20UBAC52	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>-</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>H</b>
<b>CO3</b>	<b>H</b>	<b>H</b>	<b>M</b>	<b>-</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>	<b>L</b>	<b>H</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>-</b>	<b>L</b>
<b>CO5</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>H</b>	<b>M</b>	<b>L</b>



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VIRUDHUNAGAR - 626 001

Semester V	MANAGEMENT ACCOUNTING	Hours/Week: 6	
Core Course – 11		Credits: 5	
Course Code 20UBAC53		Internal 25	External 75

## COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: recall the basic concepts in financial statement analysis, ratios, marginal costing and Budget. [K1]

CO2: explain the financial statements, ratios, fund flow and cash flow statements, and budget. [K2]

CO3: prepare financial statements, fund flow and cash flow statements and budget to make decision making. [K3]

CO4: interpret and analyse the various financial statements using ratios, marginal costing techniques and budgets. [K4]

CO5: evaluate financial position of the firm and take decisions using ratios, marginal cost and budget. [K5]

Course Code 20UBAC53	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	L	L	-	-	H	-	-	-	-
CO2	H	L	L	-	L	H	-	-	-	L
CO3	H	M	M	-	M	H	-	-	-	L
CO4	H	M	H	-	H	H	-	-	-	M
CO5	H	M	H	-	-	H	-	-	-	M



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VIRUDHUNAGAR - 626 001

<b>Semester V</b>	<b>DIGITAL BUSINESS</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course – 1</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE51</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course the students will be able to

CO1: identify the concept, process, applications, methodologies involved in Digital Business. [K1]

CO2: understand the Digital Business practices in various business functions. [K2]

CO3: illustrate digital business practices including E-commerce, marketing, security, payments, etc in real-time business. [K3]

CO4: estimate recent developments in digital business practices. [K4]

CO5: evaluate the digital business over traditional business and recommend suitable changes. [K5]

Course Code 20UBAE51	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	L	M	-	H	-	-	-
CO2	H	H	H	-	M	-	H	-	-	M
CO3	H	H	H	H	L	H	H	L	L	H
CO4	H	H	L	-	M	H	H	M	M	M
CO5	H	H	L	L	M	H	H	M	M	-



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VIRUDHUNAGAR - 626 001

<b>Semester V</b>	<b>ORGANIZATIONAL PSYCHOLOGY</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course - 1</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE52</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify individual's different emotional and psychological features. [K1]

CO2: understand the work environment and different behavior of self and others in this context. [K2]

CO3: apply the psychological concepts in personal and professional life for better handling of work environment. [K3]

CO4: examine the environmental, psychological and behavioural factors affecting organisation. [K4]

CO5: criticize the organizational policies and practices in order to ensure moral and ethical business practices and good learning environment for workforce. [K5]

Course Code 20UBAE52	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	L	H	H	H	M	L	-	H	H	H
CO2	L	M	H	H	H	H	L	H	H	H
CO3	L	H	H	H	H	M	M	H	H	H
CO4	L	M	H	H	L	H	H	L	H	M
CO5	L	H	L	L	-	M	-	-	L	H





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**VIRUDHUNAGAR - 626 001**

<b>Semester V</b>	<b>INDUSTRIAL LAW</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course - 1</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE53</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify various rights and provisions of Indian workers regarding employment, work environment and social security in order to create good industrial relations. [K1]

CO2: understand essential components of Indian labour legislations so as to comprehend business and labour problems. [K2]

CO3: apply various industrial laws in organizations to ensure fair working conditions and socio-economic development among the workforce of organizations. [K3]

CO4: examine legal requirements of business organizations and society critically. [K4]

CO5: summarize provisions of various legal provisions related to work environment social justice, equality and socio-economic development. [K5]

Course Code 20UBAE53	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
	CO1	L	M	H	H	L	M	-	H	H
CO2	-	M	H	H	H	L	-	H	H	M
CO3	L	H	H	H	L	L	H	M	H	H
CO4	-	L	M	M	L	H	M	H	H	H
CO5	L	H	H	H	L	H	-	H	H	H



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VIRUDHUNAGAR - 626 001

Semester V	TALLY PRACTICAL	Hours/Week: 2	
Skill Enhancement Course – 2		Credits: 2	
Course Code 20UBAS51P		Internal 40	External 60

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: Recall the basic concepts of Journal, Ledger, Trial Balance, Balance Sheet and Defining GST tax details. [K1]

CO2: Categorize various operations in Ledger Creation, Group creation, Voucher reation and Stock Creation. [K2]

CO3: Create Company, Posting vouchers, Maintain stock groups and stock items. [K3]

CO4: Generating Report in Stock Maintenance, Trial Balance and Balance Sheet. [K4]

CO5: Review the reports and Export Day Book, Trial Balance, Balance Sheet and Other Financial Statements. [K5]

Course Code 20UBAS51P	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	L	H	-	L	H	M	L	M	H
CO2	H	L	L	-	-	L	M	H	M	H
CO3	H	M	-	-	M	L	M	H	M	H
CO4	H	M	L	-	L	L	H	M	M	L
CO5	H	L	L	-	L	L	M	-	M	L



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**VIRUDHUNAGAR - 626 001**

<b>Semester V</b>	<b>E-PRESENTATION</b>	<b>Hours/Week: 2</b>	
<b>Skill Enhancement Course – 3</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAS52P</b>		<b>Internal 40</b>	<b>External 60</b>

## COURSE OUTCOMES

On completion of the course the students will be able to

- CO1: list the requirements of an e-design for different events / activities related to a business / product / service. [K1]
- CO2: explain the various components of an e-design for different events / activities and understand the features of a non-cloud-based designing software. [K2]
- CO3: use e-designing cloud-based software and prepare an e-design for different events / activities using available templates. [K3]
- CO4: estimate the contents of a design, its attractiveness and suitability. [K4]
- CO5: appraise the validity of an e-design in conveying intended message and recommend suitable changes

Course Code 20UBAS52P	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	M	H	M	H	-	H	-	-	-
CO2	H	M	L	-	M	-	H	-	-	-
CO3	H	M	M	-	M	H	H	-	-	-
CO4	H	M	L	-	M	H	H	-	M	L
CO5	H	M	L	L	M	H	H	M	M	L



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VIRUDHUNAGAR - 626 001

Semester V	<b>MATHEMATICS FOR COMPETITIVE EXAMINATIONS</b>	Hours/Week: 2	
Skill Enhancement Course – 4		Credits: 2	
Course Code 20UBAS53		Internal 40	External 60

### COURSE OUTCOMES

On Completion of the course, students will be able to

CO1: observe the real life situations in the field of aptitude problems. [K1]

CO2: discuss the concept of problems on numbers, ages, averages, profit and loss, permutations and combinations. [K2]

CO3: enhance their knowledge for successful career. [K2]

CO4: apply the knowledge gained in aptitude towards solving day to day problems. [K3]

CO5: estimate the numerical aptitude problems and get optimum solution for the betterment of humanity. [K4]

Course Code 20UBAS53	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO	PSO
	1.a	1.b	2.a	2.b	3	4	5	6.a	6.b	7
CO1	H	H	H	H	M	M	L	L	L	-
CO2	H	H	H	H	M	M	L	L	L	-
CO3	H	H	H	H	M	M	M	L	L	-
CO4	H	H	H	H	M	M	L	L	L	-
CO5	H	H	H	H	M	M	L	L	L	L



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VIRUDHUNAGAR - 626 001

Semester V	EVENT MANAGEMENT	Hours/Week: 0
Extra Credit Course-1		Credits: 2
Course Code 20UBAO51		Internal 100

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the essentials of planning an event.

CO2: describe the practical aspects of organizing events of various forms.

CO3: identify the role and purpose(s) of special events in the organizations.

CO4: analyze the techniques and strategies required to plan successful special events.

CO5: assess the quality and success of special events.

Course Code 20UBAO51	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	M	H	M	M	L	H	-	H
CO2	H	H	H	H	M	M	H	H	M	M
CO3	H	M	M	H	M	H	L	M	M	M
CO4	H	M	M	H	M	H	M	-	-	H
CO5	L	H	H	H	H	H	H	M	H	L



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VIRUDHUNAGAR - 626 001

<b>Semester V</b>	<b>ENVIRONMENTAL STUDIES</b>	<b>Hours/Week: 2</b>	
<b>PART IV</b>		<b>Credits: 1</b>	
<b>Course Code 20UGES51</b>		<b>Internal 100</b>	<b>External -</b>

### COURSE OUTCOMES

On completion of the course, students will be able to

CO1 : State the social aspects of the environment, the present condition of the earth and the impact of human activities locally and globally. [K1]

CO2 : Explain the biodiversity conservation, environmental hazards and current possible disasters. [K2]

CO3 : Describe the need for sustainable development. [K2]

CO4 : Solve the environmental associated problems. [K3]

CO5 : Identify environmental legislations and management strategies. [K3]

<b>Course Code 20UGES51</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>
<b>CO 1</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>-</b>	<b>L</b>
<b>CO 2</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>-</b>	<b>-</b>
<b>CO 3</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>L</b>	<b>L</b>	<b>-</b>	<b>-</b>
<b>CO 4</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>-</b>	<b>-</b>
<b>CO 5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>-</b>	<b>H</b>



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**VIRUDHUNAGAR - 626 001**

Semester VI	<b>STRATEGIC MANAGEMENT</b>	<b>Hours/Week: 6</b>	
Core Course – 12		<b>Credits: 5</b>	
Course Code 20UBAC61		<b>Internal 25</b>	<b>External 75</b>

## COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the concepts and theories of strategic management. [K1]

CO2: understand strategic intent, formulation and types of strategy. [K2]

CO3: develop appropriate strategies for an organisation. [K3]

CO4: analyze whether the strategies developed are beneficial. [K4]

CO5: recommend the best strategy to apply in a business [K5]

Course Code 20UBAC61	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	M	H	M	H	L	M	L	-	-	M
CO2	H	H	H	M	M	H	M	L	L	M
CO3	M	H	H	H	M	H	M	M	M	M
CO4	M	H	H	H	M	M	L	-	-	M
CO5	M	H	H	H	H	H	M	-	-	M



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VIRUDHUNAGAR - 626 001

<b>Semester VI</b>	<b>BANKING THEORY AND PRACTICE</b>	<b>Hours/Week: 6</b>	
<b>Core Course – 13</b>		<b>Credits: 5</b>	
<b>Course Code 20UBAC62</b>		<b>Internal 25</b>	<b>External 75</b>

## COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the nature, functions of the banking system and different kinds of financial instruments available in banking services. [K1]

CO2: discuss the practical applications of banking aspects in real life situations. [K2]

CO3: demonstrate the functions and concepts of banking products and services. [K3]

CO4: infer from the current banking system, practices and operations [K4]

CO5: assess about various banking practices, schemes and implications of recent technological trends in banking. [K5]

Course Code 20UBAC62	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	M	H	H	-	H	L	M	-	L
CO2	L	L	H	H	H	H	H	-	M	H
CO3	H	H	-	L	M	H	H	M	L	M
CO4	M	M	H	H	H	H	M	M	L	H
CO5	M	M	H	H	H	M	L	H	H	H





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**VIRUDHUNAGAR - 626 001**

<b>Semester VI</b>	<b>BUSINESS ENVIRONMENT</b>	<b>Hours/Week: 6</b>	
<b>Core Course – 14</b>		<b>Credits: 5</b>	
<b>Course Code 20UBAC63</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the concept of a-business environment. [K1]

CO2: indicate the importance and factors which affect the business Environment. [K2]

CO3: interpret the various components of environment of a business. [K3]

CO4: explain the environment of business and analyse it from ethical, socio- cultural and global perspectives. [K4]

CO5: appraise the Business Environment of companies and the practices adopted in handling the dynamic business environment. [K5]

Course Code 20UBAC63	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	H	H	M	H	M	M	L	H	-	H
<b>CO2</b>	H	H	H	H	M	M	H	H	M	M
<b>CO3</b>	H	M	M	H	M	H	L	M	M	M
<b>CO4</b>	H	M	M	H	M	H	M	-	-	H
<b>CO5</b>	L	H	H	H	H	H	H	M	H	L



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VIRUDHUNAGAR - 626 001

Semester VI	PROJECT	Hours/Week: 3	
Core Course – 15		Credits: 3	
Course Code 20UBAC61PR		Internal 40	External 60

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: report the research process for the research problem identified and the steps involved in it. [K3]

CO2: formulate hypothesis and collect data through appropriate research instruments. [K3]

CO3: apply appropriate statistical tools to infer conclusions for the research problem identified [K3]

CO4: analyse the findings and check the statistical significance of the hypotheses of the study. [K4]

CO5: infer from the findings of the research and propose suggestions to or advance further discussions about the research problem. [K5]

Course Code 20UBAC61PR	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	M	-	-	-	-	-	-	-
CO2	H	H	M	H	H	M	M	M	-	-
CO3	H	H	M	H	-	H	L	M	-	H
CO4	H	H	H	H	-	M	H	M	M	M
CO5	H	H	M	H	-	L	L	M	-	M



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VIRUDHUNAGAR - 626 001

<b>Semester VI</b>	<b>CONSUMER BEHAVIOR</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course – 2</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE61</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: define and understand consumer behaviour in the context of understanding consumers and affecting marketing decisions. [K1]

CO2: identify the basics and dynamics of consumer behavior, consumer's decision and business decisions. [K2]

CO3: demonstrate what influences consumer's decisions and business decisions. [K3]

CO4: Analyze the relationship between individual behaviour and consumers decisions and between consumer behaviour and management decisions. [K4]

CO5: assess the management's strategy and decisions based on the understanding of consumer behavior. [K5]

Course Code 20UBAE61	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	M	-	M	-	-	-	H
CO2	H	H	H	-	-	-	L	-	-	H
CO3	H	-	H	L	-	H	L	-	-	H
CO4	H	H	H	M	-	M	H	M	M	H
CO5	M	M	M	H	-	L	L	L	-	H



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**VIRUDHUNAGAR - 626 001**

<b>Semester VI</b>	<b>INTERNATIONAL BUSINESS</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course – 2</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE62</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify the concept of International Business. [K1]

CO2: explain the components of various cultural, economic, political and legal aspects of the International Business Environment. [K2]

CO3: interpret the relationship between international business environment and International Business management. [K3]

CO4: examine the effect of environmental factors and business practices on international business. [K4]

CO5: criticize the recent practices in International Business and summarize its highlights. [K5]

Course Code 20UBAE62	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	H	H	H	H	M	H	-	-	M	H
CO2	H	H	H	H	H	H	L	M	-	H
CO3	H	-	H	M	M	H	H	L	M	M
CO4	H	H	H	H	L	H	M	H	-	-
CO5	H	H	H	M	-	M	L	H	H	H



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**VIRUDHUNAGAR - 626 001**

<b>Semester VI</b>	<b>FINANCIAL MARKETS AND SERVICES</b>	<b>Hours/Week: 5</b>	
<b>Discipline Specific Elective Course – 2</b>		<b>Credits: 4</b>	
<b>Course Code 20UBAE63</b>		<b>Internal 25</b>	<b>External 75</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: define the concept of financial system & services. [K1]

CO2: demonstrate the various financial products, services and insurance schemes in India. [K2]

CO3: illustrate about various financial instruments and their role in financial planning. [K3]

CO4: analyze the products and services in Financial Markets. [K4]

CO5: evaluate the features of financial products and services. [K5]

Course Code 20UBAE63	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	H	M	M	M	M	M	L	-	-	M
<b>CO2</b>	H	M	L	L	M	L	M	-	M	-
<b>CO3</b>	H	H	M	M	H	-	-	H	M	H
<b>CO4</b>	H	L	M	M	H	M	L	L	M	L
<b>CO5</b>	M	H	H	H	M	M		-	-	-



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**VIRUDHUNAGAR - 626 001**

<b>Semester VI</b>	<b>SOFT SKILLS</b>	<b>Hours/Week: 2</b>	
<b>Skill Enhancement Course – 5</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAS61</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: examine appropriate decisions for solving critical problems in an organization. [K1]

CO2: demonstrate the good team building skills in an organization. [K2]

CO3: prepare to handle situations with emotional poise and balance. [K3]

CO4: analyse business decision with out-of box thinking using better technological skills.

[K4]

CO5: evaluate to get better deals in both business and professional life with the better negotiation skills. [K5]

Course Code 20UBAS61	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
<b>CO1</b>	M	M	H	M	L	H	-	-	-	M
<b>CO2</b>	H	M	L	H	M	-	-	M	-	L
<b>CO3</b>	M	L	H	L	L	-	L	-	H	-
<b>CO4</b>	L	M	L	H	H	L	H	M	M	-
<b>CO5</b>	L	H	H	M	M	M	L	-	M	M



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**VIRUDHUNAGAR - 626 001**

<b>Semester VI</b>	<b>EMPLOYABILITY SKILLS</b>	<b>Hours/Week: 2</b>	
<b>Skill Enhancement Course – 6</b>		<b>Credits: 2</b>	
<b>Course Code 20UBAS62</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: identify individual career goals and various employability skills. [K1]

CO2: discover how to set employable goals and develop employability skills. [K2]

CO3: illustrate the role of developing communication, resume preparation and group discussion in becoming employable. [K3]

CO4: point out how acquiring employability skills enable to reach employment goals efficiently. [K4]

CO5: evaluate interpersonal communication, resume preparation, group discussion and other employability skills of an individual and suggest improvement. [K5]

Course Code 20UBAS62	PO1		PO2		PO3	PO4	PO5	PO6		PO7
	PSO 1.a	PSO 1.b	PSO 2.a	PSO 2.b	PSO 3	PSO 4	PSO 5	PSO 6.a	PSO 6.b	PSO 7
CO1	M	M	H	M	L	H	-	-	-	M
CO2	H	M	L	H	M	-	-	M	-	L
CO3	M	L	H	L	M	-	L	-	M	-
CO4	L	M	L	H	H	L	H	M	-	-
CO5	M	H	H	M	M	M	L	-	L	M



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>HORTICULTURE I</b>	<b>Hours/Week: 2</b>	
<b>Non Major Elective Course -1</b>		<b>Credits: 2</b>	
<b>Course Code 20UBYN31</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, students will be able to

CO1: define types of Horticulture methods. [K1]

CO2: describe the importance and essentials of Horticulture. [K2]

CO3: compare various Horticultural methods. [K2]

CO4: identify the applications of Horticulture. [K3]

CO5: apply innovative agro- techniques to enhance the production and productivity of horticultural crops. [K3]

<b>Course Code 20UBYN31</b>	<b>PO 1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>-</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>-</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>-</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>-</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>L</b>	<b>-</b>





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Semester IV	<b>HORTICULTURE II</b>	<b>Hours/Week: 2</b>	
Non Major Elective Course -2		<b>Credits: 2</b>	
Course Code <b>20UBYN41</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, students will be able to

CO1: Find the types of horticultural crop. [K1]

CO2: Compare and classify the various methods of crop management through horticultural techniques. [K2]

CO3: Outline the rules and regulations of maintaining Horticultural methods. [K2]

CO4: Practice the management and establishment of Horticulture. [K3]

CO5: Identify the efficiency of horticultural crops. [K3]

Course Code 20UBYN41	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	M	M	L	L	-
CO2	H	M	M	M	L	L	-
CO3	H	M	M	M	L	L	-
CO4	H	M	M	M	L	L	-
CO5	H	M	M	M	L	L	-



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VIRUDHUNAGAR - 626 001

Semester III	மருத்துவத் தாவரவியல் பகுதி -I	Hours/Week:2	
Non Major Elective Course - 1		Credits: 2	
Course Code 20UBYN32		Internal 40	External 60

### கற்றல் வெளிப்பாடு

இந்தப் பாடத்திட்டம் முடிந்த பிறகு, மாணவர்கள் கீழ்க்கண்டவற்றை அறிந்து கொள்வார்கள்

CO1: மருத்துவ குணம் உள்ள தாவரங்களின் பெயர்களைப் பற்றிய அறிமுகம். [K1]

CO2: மருத்துவ குணம் உள்ள தாவரங்களின் வளரியல்பு மற்றும் வெளிப்புறத் தோற்றம் பற்றிய விளக்கம். [K2]

CO3: மருத்துவ குணம் உள்ள தாவரங்களின் வேதிப் பொருட்கள் பற்றி விவரித்தல். [K2]

CO4: மருத்துவ குணம் உள்ள தாவரங்களின் பயன்கள். [K3]

CO5: அன்றாட வாழ்வின் பயன்படும் தாவரங்களின் மருத்துவ குணங்கள். [K3]

Course Code 20UBYN32	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	M	M	L	L	-
CO2	H	M	M	M	L	L	-
CO3	H	M	M	M	L	L	-
CO4	H	M	M	M	L	L	-
CO5	H	M	M	M	L	L	-



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VIRUDHUNAGAR - 626 001

Semester IV	மருத்துவத் தாவரவியல் பகுதி II	Hours/Week: 2	
Non Major Elective Course -2		Credits: 2	
Course Code 20UBYN42		Internal 40	External 60

கற்றல் வெளிப்பாடு

இந்தப் பாடத்திட்டம் முடிந்த பிறகு, மாணவர்கள் கீழ்க்கண்டவற்றை அறிந்து கொள்வார்கள்

CO1: மருந்திற்கு பயன்படும் தாவரங்களின் பாகங்கள் பற்றிய அறிமுகம். [K1]

CO2: மருந்திற்கு பயன்படும் தாவரங்களின் பாகங்கள் வெளிப்புறத் தோற்றம் பற்றிய விளக்கம். [K2]

CO3: மருந்திற்கு பயன்படும் தாவரங்களின் பாகங்களின் வேதிப் பொருட்கள் பற்றி விவரித்தல். [K2]

CO4: மருந்திற்கு பயன்படும் தாவரங்களின் பாகங்களின் பயன்கள். [K3]

CO5: அன்றாட வாழ்வின் பயன்படும் மருந்திற்கு பயன்படும் தாவரங்களின் பாகங்கள் குணங்கள் [K3]

Course Code 20UBYN42	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	M	M	L	L	-
CO2	H	M	M	M	L	L	-
CO3	H	M	M	M	L	L	-
CO4	H	M	M	M	L	L	-
CO5	H	M	M	M	L	L	-



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>LIBRARY AND INFORMATION SCIENCE-1</b>	<b>Hours/Week: 2</b>	
<b>Non Major Elective Course-1</b>		<b>Credits: 2</b>	
<b>Course Code 20ULSN31</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, students will be able to

CO1: explain the concepts of library and information science. [K1]

CO2: classify and compare the types libraries. [K1]

CO3: infer the information sources and services for self directed learning. [K2]

CO4: explore the laws of library science and its implications. [K2]

CO5: apply ICT in libraries for automation. [K3]

Course Code 20ULSN31	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	-	-	M	-	-
CO2	H	H	-	-	M	-	-
CO3	H	M	-	-	H	-	M
CO4	H	M	-	-	M	-	-
CO5	H	M	-	-	M	-	-



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**VIRUDHUNAGAR - 626 001**

<b>Semester IV</b>	<b>LIBRARY AND INFORMATION SCIENCE-2</b>	<b>Hours/Week: 2</b>	
<b>Non Major Elective Course-2</b>		<b>Credits: 2</b>	
<b>Course Code 20ULSN41</b>		<b>Internal 40</b>	<b>External 60</b>

### Course Outcomes

On completion of the course, the students will be able to

CO1: mention the information sources in detail. [K1]

CO2: discuss the basic elements related to library materials, processing and automation.  
[K1]

CO3: categorise the sources of information and library materials. [K2]

CO4: explain about e-resources, plagiarism and basic steps in technical processing. [K2]

CO5: setup a small automated library using ICT and steps in organizing library material  
[K3]

Course Code 20ULSN41	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	-	-	M	-	L
CO2	H	M	-	-	M	-	-
CO3	H	M	-	-	-	-	L
CO4	H	M	-	-	M	-	L
CO5	H	M	M	-	H	-	-



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VIRUDHUNAGAR - 626 001

<b>Semester III</b>	<b>Cadet Corps for Career Development I</b>	<b>Hours/Week: 2</b>	
<b>Non-Major Elective -1</b>		<b>Credits: 2</b>	
<b>Course Code 22UNCN31</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: define military history, war strategies, weapon handling of small arms and ecological concepts [K1]

CO2: identify various wars, maps, weapons, interview techniques, energy and pollution [K2]

CO3: Illustrate the background of wars prescribed, the defence selection process and requirements and various types of pollution. [K2]

CO4: Identify the cause and consequence of threats to public welfare and techniques to crack exams. [K3]

CO5: Apply the strategies used in post-independence wars, in weapon handling, in pollution management and interview skills in real life situation. [K3]

<b>Course Code</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>



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**VIRUDHUNAGAR - 626 001**

<b>Semester III</b>	<b>Cadet Corps for Career Development II</b>	<b>Hours/Week: 2</b>	
<b>Non-Major Elective -2</b>		<b>Credits: 2</b>	
<b>Course Code 22UNCN41</b>		<b>Internal 40</b>	<b>External 60</b>

### COURSE OUTCOMES

On completion of the course, the students will be able to

CO1: describe the 1962 Indo-China war, eminent military personalities, ways and means of first aid. [K1]

CO2: explain the role of war heroes, field signals, solution for emergencies and necessity of national integration.[K2]

CO3: discuss the war practices, first aid measures and the necessity of national integration. [K2]

CO4: solve emergency situation regionally, personally and socially. [K3]

CO5: Apply the practical knowledge gained to real life situation. [K3]

<b>Course Code</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>
<b>CO1</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>M</b>
<b>CO2</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>
<b>CO3</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	<b>H</b>	<b>M</b>
<b>CO4</b>	<b>H</b>	<b>M</b>	<b>M</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>H</b>
<b>CO5</b>	<b>H</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>L</b>	<b>H</b>	<b>M</b>



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மூன்றாம் பருவம்	அடிப்படைத் தமிழ் - எழுத்தறிதல்	நேரம் ∴ வாரம்; : 2	
Non Major Elective Course - I		தர மதிப்பு : 2	
பாடக் குறியீட்டு எண் <b>20UBTN31</b>		அக மதிப்பெண் 40	புற மதிப்பெண் 60

### கற்றல் வெளிப்பாடு

இந்தப் பாடத்திட்டம் முடிந்த பிறகு, மாணவர்கள்

CO1:மொழியின் இன்றியமையாமையையும் பயன்களையும் வெளிப்படுத்துவர். [K1]

CO2 :தமிழ் எழுத்துக்களை எடுத்துரைப்பர். [K1]

CO3 :தமிழ் எழுத்துக்களின் வகைகளைக் கூறுவர். [K2]

CO4 :தமிழ்எழுத்துக்களின் ஒலி வேறுபாடுகளைச் சுட்டுவர். [K2]

CO5 :ஒரெழுத்து ஈரெழுத்து பல எழுத்துக்களைப் பொருளுடன் பிரித்தறிவர்.[K3]

Course Code 20UBTN31	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	H	-	-	H
CO2	H	M	M	H	L	-	H
CO3	H	M	L	M	-	-	H
CO4	H	H	-	-	-	-	H
CO5	H	H	L	L	M	-	H





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நான்காம் பருவம்	அடிப்படைத் தமிழ் - மொழித்திறனறிதல்	நேரம் ∴ வாரம் : 2	
NMEC - 2		தர மதிப்பு : 2	
பாடக் குறியீட்டு எண் 20UBTN41		அக மதிப்பெண் 40	புற மதிப்பெண் 60

### கற்றல் வெளிப்பாடு

இந்தப் பாடத்திட்டம் முடிந்த பிறகு மாணவர்கள்

CO1:தமிழ் எழுத்துக்களை வகைப்படுத்துவர். [K1]

CO2:தமிழ்ச்சொற்களை எடுத்துரைப்பர். [K1]

CO3: எழுத்துஇ சொல், வாக்கிய வடிவங்களின் இலக்கண மரபுகளை அறிந்து

வெளிப்படுத்துவர். [K2]

CO4:எழுத்துஇ சொல், வாக்கிய அமைப்புக்களைச் சான்றுகளுடன் விளக்குவர். [K2]

CO5:தமிழ் எழுத்துக்களையும்இ சொற்களையும்இ வாக்கியங்களையும் பிரித்தறிவர். [K3]

Course Code 20UBTN41	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	H	-	-	H
CO2	H	M	M	H	L	-	H
CO3	H	M	L	M	-	-	H
CO4	H	H	-	-	-	-	H
CO5	H	H	L	L	M	-	H



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Semester III	Basic Hindi – I	Hours/Week: 2	
Non Major Elective Course -1		Credits:2	
Course Code 20UBHN31		Internal 40	External 60

### COURSE OUTCOMES

On completion of this course, the students will be able to

CO1: list the Basic Hindi Vowels and Consonants. [K1]

CO2: illustrate the words used in Daily life situations. [K2]

CO3: classify Hindi words that are commonly used in conversation. [K2]

CO4: translate the Tamil sentences to Hindi. [K2]

CO5: apply the acquired knowledge of grammatical structure for better communication.  
[K3]

Course Code 20UBHN31	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	H	M	L	H	M
CO2	M	H	H	L	L	M	M
CO3	H	M	H	H	M	M	L
CO4	H	M	H	H	L	L	M
CO5	M	H	M	L	M	H	L



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Semester III	FUNDAMENTAL HINDI – I	Hours/Week: 2	
Part IV		Credits:2	
Course Code 22UHDN31		Internal 40	External 60

### COURSE OUTCOMES

On completion of this course, the students will be able to

CO1: spell and write the Hindi letters and basic Hindi words. [K1]

CO2: state the short answers for W/H questions. [K1]

CO3: describe the theme of poems and contents of prose. [K2]

CO4: apply the grammar to present short slogans. [K3]

CO5: write creative sentences as required. [K3]

Course Code 22UHDN31	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	H	L	-	-	M	-
CO2	M	H	H	-	M	H	-
CO3	H	M	L	-	L	H	-
CO4	M	H	M	-	-	-	-
CO5	M	M	L	-	H	M	-



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Semester IV	Basic Hindi – II	Hours/Week: 2	
Non Major Elective Course -2		Credits:2	
Course Code 20UBHN41		Internal 40	External 60

### COURSE OUTCOMES

On completion of this course, the students will be able to

CO1: list out the vocabulary in the prescribed prose. [K1]

CO2: explain the ways of greetings and proverbs used in daily life. [K2]

CO3: illustrate common Hindi sentences and use them effectively in communication.[K2]

CO4: translate the sentences in the Regional language to Hindi. [K2]

CO5: employ the basic structures in Hindi and develop their skills. [K3]

Course Code 20UBHN41	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	H	M	M	H	M
CO2	H	L	H	L	L	M	L
CO3	H	M	H	H	M	M	L
CO4	H	M	H	H	L	L	M
CO5	M	H	M	L	M	L	K



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Semester IV	FUNDAMENTAL HINDI – II	Hours/Week: 2	
Part IV		Credits:2	
Course Code 22UHDN41		Internal 40	External 60

### COURSE OUTCOMES

On completion of this course, the students will be able to

CO1: describe the theme and contents of meaning poetry, prose and story. [K1]

CO2: explain the moral values in poems, prose and stories. [K2]

CO3: compare,contrast and classify the contents of prescribed portion as required.[K2]

CO4: apply to form sentences for writing story, essay and conversation. [K3]

CO5: translate from English to Hindi and to write creatively. [K3]

Course Code 22UHDN41	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	M	H	-	-	M	-
CO2	H	M	L	-	M	H	-
CO3	M	M	H	-	L	H	-
CO4	H	H	L	-	-	-	-
CO5	M	H	L	-	H	M	-