



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 (3rd Cycle) by NAAC

VIRUDHUNAGAR - 626 001

PEOs, POs, PSOs and COs

M.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 are 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 their in depth domain knowledge and practical skills in interdisciplinary fields for research-based endeavours, employment and entrepreneurship development. (*Disciplinary Knowledge*)
- 2 Communicate proficiently and confidently with the ability to present complex ideas in a concise manner to assorted groups. (*Communication Skills*)
- 3 Identify, formulate and solve problems in a consistent and systematic way with updated skills using modern tools and techniques. (*Scientific Reasoning and Problem Solving*)

- 4 Analyze the data, synthesise the findings and provide valid conclusion by critical evaluation of theories, policies and practices for the betterment of society. (*Critical Thinking and Analytical Reasoning*)
- 5 Explore and evaluate globally competent research methodologies to apply appropriately in interdisciplinary research; Develop and sustain the research capabilities to meet the emerging needs for the welfare of the society. (*Research Related Skills*)
- 6 Use ICT to mould themselves for lifelong learning activities to face career challenges in the changing environment. (*Digital Literacy, Self - directed and Lifelong Learning*)
- 7 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*)
- 8 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. create excelling management professionals who would apply practical and conceptual knowledge and demonstrate competency in industry or in academics
2. guide in shaping a successful career through employment or entrepreneurship with an intense passion to grow, retaining strong focus on ethics and values
3. inspire in developing concern for issues faced around and efficiently utilize management skills, towards solving innovatively the problems of business, society and nation as a whole.

Key Components of Mission Statement	PEO1	PEO2	PEO3
conducive learning environment that creates professionally competent, innovative and dynamic business leaders.	✓	✓	✓
entrepreneurial culture	-	✓	✓
holistic development of individuals integrating discipline and ethics	✓	✓	✓
research in focus areas of management	✓	-	✓

Programme Specific Outcomes (PSOs)

Based on the Programme Outcomes, Programme Specific Outcomes are framed for each PG 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 successful completion of M.B.A Programme, the students will be able to

PO 1: *Disciplinary Knowledge*

PSO 1.a. develop a systematic understanding and apply in-depth knowledge in business administration and managerial skills in employment and entrepreneurship development.

PSO 1.b. demonstrate the knowledge of management theories and practices in different domains to pursue research-oriented endeavours.

PO 2: *Communication Skills*

PSO 2: communicate effectively with the business community and with society at large on complex business activities through mail correspondences, reports, presentations, meetings and relevant tools

PO 3: *Scientific Reasoning and Problem Solving*

PSO 3.a. identify, formulate and analyze complex management problems and find innovative solutions

PSO 3.b identify business opportunities, think strategically and integrate various resources effectively for the growth of business.

PO 4: *Critical Thinking and Analytical Reasoning*

PSO 4: critically analyze the factors influencing business environment and reach valid conclusions by seeking business opportunities in real – life situations

PO 5: *Digital Literacy, Self - directed and Lifelong Learning*

PSO 5: learn modern business tools and techniques, including digital learning, to hone their business administration skills and to suit to the demands of the dynamic business environment not only during career, but even before settling down in an appropriate career.

PO 6: *Research Related Skills*

PSO 6: formulate contemporary management research problems and apply appropriate research methodologies for analysis, findings and suggestions.

PO 7: *Co-operation/Team Work and Multi-Cultural Competence*

PSO 7: work in as well as lead diverse teams skillfully and effectively towards the success of business organization

PO 8: *Moral and Ethical Awareness*

PSO 8: understand and apply ethical and moral values in all business practices, decisions and corporate social responsibility activities for societal and environmental well-being.



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Semester I	MANAGEMENT THEORY & ORGANISATIONAL BEHAVIOUR	Hours/Week: 6	
Core Course		Credits: 4	
Course Code		Internal	External
20PBAC11		40	60

COURSE OUTCOMES

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

CO1: describe the core concepts regarding efficient management and behavior in business organizations. [K2]

CO2: articulate the management principles related to people, work as well as the organization environment to the workforce to preserve efficient planning, organizing, directing and controlling. [K2]

CO3: implement planning, organizing, staffing and controlling at work in order to regulate the individual and group behavior towards the organization development. [K3]

CO4: critically analyze the business structure, group dynamics, organization culture and climate motivation and leadership styles adopted by the organizations. [K4]

CO5: evaluate the management principles and practices adopted in organizations. [K5]

Course Code 20PBAC11	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	L	H	M	M	L	-	M	L	-
CO2	H	H	M	H	H	H	M	L	H	L
CO3	M	M	L	H	H	H	H	M	M	H
CO4	H	H	-	H	H	M	L	-	-	L
CO5	M	M	H	M	M	-	-	M	H	L



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Semester I	MANAGERIAL ECONOMICS	Hours/Week: 6	
Core Course		Credits: 4	
Course Code 20PBAC12		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the fundamental concepts of micro and macroeconomics that influence business. [K2]

CO2: Illustrate how business decisions are impacted by applications of economic concepts and theories. [K3]

CO3: interpret the behaviour of revenue, utility, production, cost, pricing, the market structures and macroeconomic factors in different business situations. [K3]

CO4: analyse how business decisions are shaped by micro and macroeconomic factors. [K4]

CO5: evaluate the contemporary microeconomic factors and macroeconomic developments influencing business. [K5]

Course Code 20PBAC12	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	-	-	-	-	M	L	-	-
CO2	H	H	M	M	M	L	M	L	M	-
CO3	H	H	M	H	H	H	H	M	M	L
CO4	H	H	M	H	H	H	M	H	M	L
CO5	H	H	-	H	H	H	H	H	-	-



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Semester I	BUSINESS STATISTICS - I	Hours/Week: 6	
Core Course		Credits: 4	
Course Code 20PBAC13		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts used in business statistical analysis. [K2]

CO2: solve the various statistical problems using the appropriate statistical tool. [K3]

CO3: analyse the statistical problems using appropriate statistical tools. [K4]

CO4: recommend solutions to various statistical problems using statistical tools. [K4]

CO5: formulate hypotheses and justify using various parametric and non parametric tests. [K5]

Course Code 20PBAC13	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	L	H	H	H	H	-	-	-
CO2	H	H	L	H	H	H	H	-	-	-
CO3	H	H	-	H	H	H	H	-	-	-
CO4	H	H	L	H	H	H	H	-	-	-
CO5	H	H	L	H	H	H	H	-	-	-



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Semester I	BUSINESS ENVIRONMENT	Hours/Week: 6	
Core Course		Credits: 4	
Course Code 20PBAC14		Internal 40	External 60

COURSE OUTCOMES

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

CO1: Identify the aspects of Business environment with respect to Indian economy. [K2]

CO2: relate various environmental factors to business situations. [K2]

CO3: outline the role and impact of political and economic environment on business. [K3]

CO4: examine the policies, regulations and international environment. [K4]

CO5: Evaluate the factors influencing business environment. [K5]

Course Code 20PBAC14	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	M	L	H	H	M	L	M	H
CO2	H	H	H	M	H	H	H	M	M	H
CO3	H	M	H	M	H	M	M	M	M	H
CO4	H	H	H	H	M	H	H	H	M	H
CO5	H	M	H	M	H	H	M	L	H	H



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Semester I	COST & MANAGEMENT ACCOUNTING	Hours/Week: 6	
Core Course		Credits: 4	
Course Code 20PBAC15		Internal 40	External 60

COURSE OUTCOMES

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

CO1: infer the basic concepts in financial accounting, management accounting and Cost accounting. [K2]

CO2: prepare budgets, final accounts and apply cost and management accounting tools to enable better decision making. [K3]

CO3: interpret and analyse the various accounts and take decisions using financial and management accounting. [K4]

CO4: compare various alternatives in management and cost accounts. [K4]

CO5: evaluate financial position of the firm and management and costing decisions taken by the firm. [K5]

Course Code 20PBAC15	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	M	L	H	H	M	L	H	H
CO2	H	H	H	M	H	H	H	M	H	H
CO3	H	L	H	L	H	M	L	H	L	M
CO4	H	H	H	H	M	H	H	H	M	H
CO5	H	L	H	M	H	H	M	L	H	M



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Semester I	VIVA- VOCE	Hours/Week: -	
Viva-Voce 1		Credits: 1	
Course Code 20PBAV11		Internal -	External 100

COURSE OUTCOMES

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

CO1: understand the Management and business concepts. [K2]

CO2: apply the management theories to real time business situations. [K3]

CO3: illustrate various examples of business cases for management concepts. [K3]

CO4: analyse the opportunities and challenges that exist in the business environment. [K4]

CO5: evaluate the pros and cons of possible decisions and choose the feasible one for the given situations. [K5]

Course Code 20PBAV11	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	H	M	M	L		L	-	-
CO2	H	H	H	M	M	-	-	-	-	-
CO3	H	H	H	M	M	-	L	-	-	-
CO4	H	H	H	M	M	L	M	L	-	-
CO5	H	H	H	M	M	-	-	-	-	-



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Semester II	ENTREPRENEURIAL DEVELOPMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC21		Internal 40	External 60

COURSE OUTCOMES

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

CO1: compare their personal characteristics and interests to that of the “successful” entrepreneur. [K2]

CO2: discover the business opportunities available and input requirements for startup under rural, social, global and women entrepreneurship. [K3]

CO3: analyze the significance, problems faced and remedies to overcome problems of MSME, rural, social & women entrepreneurs. [K4]

CO4: assess the different modes and types of international and domestic Entrepreneurship. [K5]

CO5: select a business plan and assess sources of finance & support for small business and entrepreneurs. [K5]

Course Code 20PBAC21	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	M	M	M	M	-	M	L	L
CO2	M	M	L	H	H	H	-	M	L	-
CO3	H	H	M	H	H	H	-	H	-	L
CO4	H	H	L	M	M	M	-	H	-	-
CO5	H	H	M	H	H	H	M	H	L	-



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Semester II	ENTREPRENEURIAL DEVELOPMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC21N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: learn basic concepts of entrepreneurial development and its qualities that to be an “successful” entrepreneur. [K2]

CO2: discover the business opportunities available and input requirements for startup under rural, social, global and women entrepreneurship. [K3]

CO3: analyze the business plan and assess sources of finance and support for entrepreneurs and their developments. [K4]

CO4: assess the rural entrepreneurs, social entrepreneurs, intrapreneurs to predict their development. [K5]

CO5: Evaluate the women entrepreneurs and assess the financial assistance and grant assistance to overcome the problems of rural, social and women entrepreneurs. [K5]

Course Code 20PBAC21N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	M	-	M	L	L
CO2	H	H	L	H	H	H	-	M	L	-
CO3	H	H	M	H	M	H	M	H	-	L
CO4	H	H	L	M	M	H	-	H	-	-
CO5	H	H	M	H	M	H	-	H	L	-



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Semester II	MARKETING MANAGEMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC22		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the concepts of marketing management. [K2]

CO2: discover the strategies, process, and approaches functions, classifications and levels of marketing management and maintain a good relationship with customers. [K3]

CO3: classify the elements of Product, Price, place and promotional mix in the business. [K4]

CO4: analyze the various types of branding, pricing, retailers, wholesalers and advertising media in marketing management. [K4]

CO5: decide a suitable pricing with an attractive packaging and choose from recent marketing trends for products /services. [K5]

Course Code 20PBAC22	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	M	H	M	L	L
CO2	M	M	L	H	H	H	M	M	L	H
CO3	H	H	M	H	H	H	H	H	H	H
CO4	H	H	L	M	M	M	H	H	H	M
CO5	H	H	M	H	H	H	H	H	M	M



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Semester II	FINANCIAL MANAGEMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC23		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the various functional areas of financial management. [K2]

CO2: apply theories, techniques and methods to find solutions for financial problems in the areas of capital, working capital, dividend, etc. [K3]

CO3: compare and illustrate the various methods used in problems relating to capital structure, leverage, cost of capital, capital budgeting and working capital. [K4]

CO4: analyse the various factors determining capital structure, sources of finance, capital budgeting, working capital and dividend policy. [K4]

CO5: evaluate the various approaches and techniques to enable better decision making in various areas of financial management. [K5]

Course Code 20PBAC23	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	H	-	-	-	-
CO2	H	H	L	M	H	H	-	-	-	-
CO3	H	H	-	L	H	M	M	M	M	M
CO4	H	H	-	H	H	H	M	M	M	M
CO5	H	H	M	M	H	H	M	H	H	H



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Semester II	OPERATIONS MANAGEMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC24		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts of operations management. [K2]

CO2: discover the fundamentals of operations management. [K3]

CO3: examine the prevailing approaches in handling operations in an organization. [K4]

CO4: analyse the challenges and decisions in operations management. [K4]

CO5: recommend strategies for efficient operations management. [K5]

Course Code 20PBAC24	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	H	H	H	M	M	L	L
CO2	H	H	M	H	H	H	M	M	L	L
CO3	H	H	M	H	H	H	M	M	L	L
CO4	H	H	M	H	H	H	M	M	L	L
CO5	H	H	M	H	H	H	M	M	L	L



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Semester II	HUMAN RESOURCE MANAGEMENT	Hours/Week: 4	
Core Course		Credits: 4	
Course Code 20PBAC25		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the features of the domestic and international labor market to ensure fair and stable human resource practices and to maintain good industrial relations in the dynamic and diversified work environment. [K2]

CO2: procure, train and retain the most suitable, talented and committed workforce in organizations with appropriate recruitment, training and compensation practices respectively to ensure sustainability of the business. [K3]

CO3: implement and communicate the provisions of labour laws related to health, security and social welfare of employees in organizations to secure fair and stress free working conditions. [K3]

CO4: analyze and identify the issues related to recruitment, selection, performance appraisal, training and development, reward system and settlement of disputes to facilitate competitive human resource management practices in organizations. [K4]

CO5: audit and measure the performance of the workforce in the organizations scientifically and systematically by adopting suitable techniques to ensure quality work life and to maintain industrial harmony. [K5]

Course Code 20PBAC25	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	-	H	M	M	H	L	-	H	M
CO2	H	L	M	H	L	M	H	-	H	H
CO3	H	-	H	L	-	-	L	-	H	H
CO4	H	M	-	H	M	H	M	H	-	M
CO5	M	M	L	H	L	H	M	H	M	H



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Semester II	HUMAN RESOURCE MANAGEMENT	Hours/Week: 4	
Core Course		Credits: 4	
Course Code 20PBAC25N		Internal 40	External 60

COURSE OUTCOMES

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

- CO1: understand the features of the domestic and international labor market to ensure fair and stable human resource practices and to maintain good industrial relations in the dynamic and diversified work environment. [K2]
- CO2: procure, train and retain the most suitable, talented and committed workforce in organizations with appropriate recruitment, training and compensation practices respectively to ensure sustainability of the business. [K3]
- CO3: implement and communicate the provisions of labour laws related to health, security and social welfare of employees in organizations to secure fair and stress free working conditions. [K3]
- CO4: analyze and identify the issues related to recruitment, selection, performance appraisal, training and development, reward system and settlement of disputes to facilitate competitive human resource management practices in organizations. [K4]
- CO5: audit and measure the performance of the workforce in the organizations scientifically and systematically by adopting suitable techniques to ensure quality work life and to maintain industrial harmony. [K5]

Course Code 20PBAC25N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	-	H	M	M	H	L	-	H	M
CO2	H	L	M	H	L	M	H	-	H	H
CO3	H	-	H	L	-	-	L	-	H	H
CO4	H	M	-	H	M	H	M	H	-	M
CO5	M	M	L	H	L	H	M	H	M	H



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Semester II	BUSINESS STATISTICS - II & OPERATIONS RESEARCH	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC26		Internal 40	External 60

COURSE OUTCOMES

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

- CO1: explain the tools to support business intelligence and data analysis needs of modern organisations. [K2]
- CO2: describe the key terminology, concepts, tools and techniques used in business administration. [K2]
- CO3: develop practical computational skills and problem-solving capabilities utilising appropriate analytical approaches to a given problem. [K3]
- CO4: analyze the numerical information for decision-making in business. [K4]
- CO5: evaluate the legal, social and economic environments of business using techniques of Statistics and Operations Research. [K5]

Course Code 20PBAC26	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	H	M	M	M	M	M	L	L
CO2	H	H	H	M	M	L	M	L	-	-
CO3	H	H	H	M	M	M	M	M	M	-
CO4	M	M	-	L	L	H	H	M	L	M
CO5	-	-	-	L	L	-	-	H	H	H



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Semester II	SEMINAR ON MANAGERIAL SKILLS- I	Hours/Week: 1	
Skill Enhancement Course -1		Credits:1	
Course Code 20PBAS21		Internal 100	External -

COURSE OUTCOMES

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

CO1: explain contemporary business issues and recent trends in Business. [K2]

CO2: apply academic knowledge of management concepts to real time business cases and offer recommendations. [K3]

CO3: analyze and present a research or a magazine article published in a reputed journal. [K4]

CO4: evaluate business cases and get insights. [K5]

CO5: appraise on industry, company, personality, startup, product and management concept. [K5]

Course Code 20PBAS21	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	H	H	H	M	M	M	M	M	M	-
CO2	H	H	M	M	M	M	M	M	M	-
CO3	H	H	M	H	H	H	M	H	H	-
CO4	H	H	M	H	H	H	L	H	H	L
CO5	H	H	H	H	H	H	L	H	H	L



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Semester II	Viva-Voce	Hours/Week: -	
Viva-Voce 1		Credits: 1	
Course Code 20PBAV21		Internal -	External 100

COURSE OUTCOMES

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

CO1: understand the Management and business concepts. [K2]

CO2: apply the management theories to real time business situations. [K3]

CO3: illustrate various examples of business cases for management concepts. [K3]

CO4: analyse the opportunities and challenges that exist in the business environment. [K4]

CO5: evaluate the pros and cons of possible decisions and choose the feasible one for the given situations. [K5]

Course Code 20PBAV21	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO2	PSO 3.a	PSO 3.b	PSO4	PSO 5	PSO6	PSO7	PSO8
CO1	H	H	H	M	M	L		L	-	-
CO2	H	H	H	M	M	-	-	-	-	-
CO3	H	H	H	M	M	-	L	-	-	-
CO4	H	H	H	M	M	L	M	L	-	-
CO5	H	H	H	M	M	-	-	-	-	-



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VIRUDHUNAGAR - 626 001

Semester III	MANAGEMENT INFORMATION SYSTEMS	Hours/Week: 5	
Core Course		Credits: 3	
Course Code 20PBAC31		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts of management information systems. [K2]

CO2: discover the applications of management information systems. [K3]

CO3: classify the components of the management information system. [K4]

CO4: recommend the suitable information system for business. [K5]

CO5: design management information systems for any functional area of management. [K6]

Course Code 20PBAC31	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	M	H	H	-	H	M	-
CO2	H	H	M	H	H	-	H	M	-	-
CO3	H	H	M	H	H	-	H	M	-	-
CO4	H	H	M	H	H	L	H	M	L	L
CO5	H	H	M	H	H	L	H	M	L	L



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VIRUDHUNAGAR - 626 001

Semester III	RESEARCH METHODOLOGY IN BUSINESS	Hours/Week: 3	
Core Course		Credits: 3	
Course Code 20PBAC32		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the various types of research and sampling designs, sources of data, data collection methodology, analysis and reporting. [K2]

CO2: apply various principles and concepts of research methodology to resolve the real-time research problems in the society and in the business environment. [K3]

CO3: examine the novel problems of business management and society with the scientific research process. [K4]

CO4: explain research problems by applying data analysis techniques efficiently. [K5]

CO5: develop competitive principles, theories and strategies based on suggestions from research. [K6]

Course Code 20PBAC32	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	L	H	H	H	-	L
CO2	H	H	-	H	H	H	H	H	H	H
CO3	M	H	-	H	H	L	H	H	-	-
CO4	M	M	L	H	H	H	M	H	-	H
CO5	H	H	-	H	H	M	M	H	M	-



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VIRUDHUNAGAR - 626 001

Semester III	BANKING AND INSURANCE	Hours/Week: 5	
Core Course		Credits: 3	
Course Code 20PBAC33		Internal 40	External 60

COURSE OUTCOME

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

CO1: identify the different kinds of policies, regulations and schemes in banking. [K2]

CO2: use the policies and schemes in various banking activities. [K3]

CO3: analyse various innovations in banking and insurance services. [K4]

CO4: assess the financial services offered in banking and insurance towards development of Indian economy. [K5]

CO5: develop simple solutions in real time problems in banking and insurance. [K6]

Course Code 20PBAC33	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3. a	PSO 3. b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	-	H	H	-	L	H
CO2	H	H	-	M	-	L	-	-	M	H
CO3	H	H	M	H	H	H	H	M	M	H
CO4	H	H	-	H	-	H	M	H	M	H
CO5	H	H	H	H	H	H	H	H	H	H



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VIRUDHUNAGAR - 626 001

Semester III	RETAIL MARKETING	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE31		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts, and theories of retail marketing. [K2]

CO2: discover the methods, components and objectives of marketing in the retail sector. [K3]

CO3: classify the format and elements of product, price, place and promotional activities in retail units. [K4]

CO4: assess the procedures, factors, decision processes and functions of retail marketing in the management. [K5]

CO5: design a retail outlet and create a suitable loyalty programme with the elements of retail marketing management. [K6]

Course Code 20PBAE31	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	M	M	M	M	-	-
CO2	H	M	H	H	H	H	M	M	L	-
CO3	H	H	M	H	H	H	M	M	L	-
CO4	H	H	L	M	M	M	M	M	L	L
CO5	M	M	H	H	H	H	M	M	M	L



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VIRUDHUNAGAR - 626 001

Semester III	PRODUCT MANAGEMENT AND DIGITAL MARKETING	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE32		Internal 40	External 60

COURSE OUTCOMES

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

CO1: summarize the concept and theories of a product management and digital marketing. [K2]

CO2: discover a good relationship with customers, manage product effectively and provide a digital marketing platform. [K3]

CO3: classify the methods, platforms, features of product management and provide various social media marketing services to the customers. [K4]

CO4: evaluate the various social media advertisement for boosting the sales and manage the product effectively in an organization. [K5]

CO5: prepare a good digital media advertisement with the product management features. [K6]

Course Code 20PBAE32	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	M	M	H	L	H	M
CO2	H	M	H	H	H	H	H	M	L	M
CO3	H	H	M	H	H	H	H	M	H	H
CO4	M	M	M	M	M	H	H	H	M	H
CO5	M	M	H	H	H	H	H	H	M	H



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Semester III	SALES PROMOTION AND SALES MANAGEMENT	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE33		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the methods of training the sales executives. [K2]

CO2: maintain a good relationship with customers and provide good customer service in an ethical manner. [K3]

CO3: analyze the various techniques of sales promotion. [K4]

CO4: evaluate the sales promotion strategy for the organization. [K5]

CO5: prepare a good sales promotion budget. [K6]

Course Code 20PBAE33	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	L	M	L	M	H	-
CO2	H	H	H	H	L	M	L	M	H	M
CO3	H	H	H	H	L	M	-	M	H	-
CO4	H	H	H	H	-	M	-	M	H	M
CO5	H	H	H	H	-	M	-	M	H	M



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VIRUDHUNAGAR - 626 001

Semester III	INDIAN CAPITAL MARKETS	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE34		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand capital market, primary and secondary market and derivatives. [K2]

CO2: discover the process of raising capital in primary market, alternative sources of capital and trading in secondary market. [K3]

CO3: analyse the various securities, process, regulations and functions of players that enable smooth functioning of the capital market. [K4]

CO4: evaluate the alternatives in raising capital, instruments, intermediaries in primary and secondary markets. [K5]

CO5: construct a simple portfolio of securities in a virtual platform. [K6]

Course Code 20PBAE34	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	-	L	L	-	-	-	L	M
CO2	H	H	H	M	M	L	M	L	M	H
CO3	H	H	H	H	H	H	H	M	M	H
CO4	H	H	L	H	H	H	M	H	M	H
CO5	H	H	-	-	-	M	H	H	-	-



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Semester III	INTERNATIONAL TRADE, FINANCE AND DOCUMENTATION	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE35		Internal 40	External 60

COURSE OUTCOMES

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

CO1: recognize the basics of International Trade, Finance, Foreign Exchange,

Documentation and its Promotion. [K2]

CO2: apply theoretical understanding in handling Financing, Documentation, and

Foreign Exchange in cross-border trade. [K3]

CO3: analyse the Prospects, Challenges and Incentives involved in International Trade.

[K4]

CO4: evaluate Business Opportunities and Problems and decide on a correct course of

action. [K5]

CO5: identify an International Business Opportunity and draw a plan to convert into

business. [K6]

Course Code 20PBAE35	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	-	L	L	-	-	-	L
CO2	H	H	H	M	M	L	-	L	M	-
CO3	H	H	H	H	H	H	L	M	M	M
CO4	H	H	M	H	H	H	L	H	M	M
CO5	H	H	M	H	H	M	M	H	M	H



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Semester III	STRATEGIC FINANCIAL MANAGEMENT	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE36		Internal 40	External 60

COURSE OUTCOMES

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

CO1: interpret the perspectives of business ethics in finance. [K2]

CO2: apply the tools and techniques of cost management. [K3]

CO3: analyze strategic and financial planning in their organization. [K4]

CO4: Evaluate risk and uncertainty in the financial activity of business. [K5]

CO5: plan various techniques in investment analysis. [K6]

Course Code 20PBAE36	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1a	PSO 1b	PSO 2	PSO 3a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	-	H	H	H	H	H	H	H
CO2	H	H	-	M	M	H	H	H	M	M
CO3	H	H	-	H	H	H	H	M	-	H
CO4	H	H	L	-	H	H	M	H	M	H
CO5	H	H	H	H	H	H	H	H	H	H



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Semester III	INDUSTRIAL RELATIONS AND LABOUR LAW	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE37		Internal 40	External 60

COURSE OUTCOMES

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

- CO1: demonstrate descriptive knowledge of the field of industrial relations and labour laws in Indian context. [K2]
- CO2: apply the core concepts of industrial relations by using modern technological aids and communicate the provisions of Indian social security laws to protect the rights of labor at the personal, organizational and national levels. [K3]
- CO3: analyze the industrial relations problems scientifically with contemporary technical aids to offer appropriate solutions at personal, organizational, industry and national level in order to ensure fair and ethical working conditions. [K4]
- CO4: investigate industrial relations problems and offer rational solutions based on the research and also assess current human resource management practices adopted in the industry to build good teamwork and organizational climate. [K5]
- CO5: formulate the competitive industrial relations practices at personal, organizational, industry and national level to ensure organizational, economical and national development. [K6]

Course Code 20PBAE37	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	-	-	M	-	H	-	-	-
CO2	H	L	H	H	M	M	H	M	L	H
CO3	M	H	-	H	L	M	H	H	L	H
CO4	M	H	L	H	-	H	-	M	H	H
CO5	H	M	M	H	H	M	-	H	H	H



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Semester III	WAGES AND SALARY ADMINISTRATION	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE38		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the fundamental concepts and provisions related to wages and salary for the workforce in Indian context. [K2]

CO2: apply various theories and formulas of wages and salary administration in the work environment to motivate and retain talented employees. [K3]

CO3: analyze national wage policies and the business environment scientifically to create a fair and ethical work environment. [K4]

CO4: evaluate the jobs and personnel at various levels by scientific research to fix suitable monetary benefits. [K5]

CO5: construct competitive wages and salary administration policies to retain and motivate talented labor force. [K6]

Course Code 20PBAE38	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	L	L	M	H	M	H	-
CO2	H	M	M	M	H	M	M	L	H	-
CO3	H	M	M	M	H	H	L	H	H	-
CO4	H	M	H	H	L	M	M	H	L	-
CO5	H	H	H	H	M	M	H	H	M	M



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Semester III	ORGANIZATIONAL DEVELOPMENT	Hours/Week: 4	
Discipline Specific Elective Course		Credits: 3	
Course Code 20PBAE39		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the concept of an organizational development. [K2]

CO2: relate the strategies and methods of an organizational development. [K3]

CO3: analyze the characteristics and importance of an organizational development.

[K4]

CO4: evaluate the techniques and process of an organizational development. [K5]

CO5: prepare a plan in emerging trends of organizational development. [K6]

Course Code 20PBAE39	PO1		PO2	PO3	PO4	PO5	PO6	PO7	PO8	
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.b	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	H	L	L	-	L
CO2	H	M	H	M	H	H	-	-	M	L
CO3	M	M	M	M	M	H	H	L	H	H
CO4	M	L	M	L	L	H	L	L	M	L
CO5	M	M	M	M	H	L	L	-	H	-



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Semester III	INTERNSHIP & SEMINAR ON MANAGERIAL SKILLS II	Hours/Week: 1	
Skill Enhancement Course-2		Credits: 1	
Course Code 20PBAS31		Internal 100	External -

COURSE OUTCOMES

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

CO1: explain various activities in the functional areas of marketing / finance / HR. [K2]

CO2: identify the skills required for a team player and the team leader. [K3]

CO3: analyze a business situation in any functional area. [K4]

CO4: evaluate the cases in the functional areas of marketing / finance / HR. [K5]

CO5: develop the interpersonal communication skills. [K6]

Course Code 20PBAS31	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	H	M	M	M	M	M	M
CO2	H	H	M	M	M	M	M	M	M	-
CO3	H	H	M	H	H	H	M	H	H	-
CO4	H	H	M	H	H	H	L	H	H	L
CO5	H	H	H	H	H	H	L	H	H	L



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Semester III	ENTREPRENEURSHIP	Hours/Week: 5	
NMEC		Credits: 4	
Course Code 20PBAN31		Internal 40	External 60

COURSE OUTCOMES

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

CO1: identify their personal characteristics and interests to that of the

“successful” entrepreneur. [K1]

CO2: discuss the business opportunities available and input requirements for startup under rural, global and women entrepreneurship. [K2]

CO3: demonstrate the significance, problems faced and remedies to overcome problems of MSME, rural & women entrepreneurs. [K3]

CO4: analyze the different modes and types of international and domestic Entrepreneurship. [K4]

CO5: Construct business plan and assess sources of finance & support for small Business and entrepreneurs. [K5]

Course Code 20PBAN31	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H	M	M	M	-	M	L	L
CO2	M	L	H	H	-	M	L	-
CO3	H	M	H	H	-	H	-	L
CO4	H	L	M	M	-	H	-	-
CO5	H	M	H	H	M	H	L	-



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Semester III	ENTREPRENEURSHIP	Hours/Week: 5	
NMEC		Credits: 4	
Course Code 20PBAN31N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: identify their personal characteristics and interests to that of the “successful” entrepreneur. [K1]

CO2: discuss the business opportunities available and input requirements for startup under rural, global and women entrepreneurship [K2]

CO3: interpret the significance, problems faced and remedies to overcome problems of MSME, rural & women entrepreneurs.[K3]

CO4: analyze the different modes and types of international and domestic Entrepreneurship.[K4]

CO5: evaluate business plan and assess sources of finance & support for small business and entrepreneurs. [K5]

Course Code 20PBAN31 N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO5	PSO 6	PSO1 .a	PSO1 .b
CO 1	H	H	M	M	M	M	-	M	L	L
CO 2	M	M	L	H	H	H	-	M	L	-
CO 3	H	H	M	H	H	H	-	H	-	L
CO 4	H	H	L	M	M	M	-	H	-	-
CO 5	H	H	M	H	H	H	M	H	L	-



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Semester III	VIVA-VOCE	Hours/Week: -	
Viva-Voce 1		Credits: 1	
Course Code 20PBAV31		Internal -	External 100

COURSE OUTCOMES

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

CO1: understand the Management and business concepts. [K2]

CO2: apply the management theories to real time business situations. [K3]

CO3: analyse the opportunities and challenges existing in the business environment. [K4]

CO4: evaluate the pros and cons of possible decisions and choose the feasible one for the given situations. [K5]

CO5: frame strategies for business enterprise. [K6]

Course Code 20PBAV31	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	M	M	L		L	-	-
CO2	H	H	H	M	M	-	-	-	-	-
CO3	H	H	H	M	M	-	L	-	-	-
CO4	H	H	H	M	M	L	M	L	-	-
CO5	H	H	H	M	M	-	-	-	-	-



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Semester III	Practice for SET/NET – General Paper	Hours/Week:1
Online Course		Credits: 1
Course Code 20PGOL31		Internal 100

COURSE OUTCOMES

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

CO1: discuss various concepts related to higher education system, teaching, communication, research, ICT and environmental studies. [K2]

CO2: apply the skills of communication, mathematical, internet and research aptitude in competitive examinations. [K3]

CO3: analyze the circumstances, instances, contents and arrive at / choose the best option. [K4]

CO4: interpret the data using ICT tools and logical reasoning. [K5]

CO5: build self learning activities to face challenges in their life. [K6]

Course Code 20PGOL31	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	H	H	-	-	M	L	-	L
CO2	H	H	L	M	H	M	-	M
CO3	H	M	M	H	H	M	-	M
CO4	H	M	H	H	H	H	-	L
CO5	H	L	M	L	L	H	-	L



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Semester III	BUSINESS PLAN PREPARATION	Hours/Week: -	
Extra Credit Paper:1		Credits: 2	
Course Code 20PBAO31		Internal 100	External -

COURSE OUTCOMES

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

CO1: Understand the internal resources available and the external influencers that need to be considered while starting the business. [K2]

CO2: Apply the tools to find the market size of the business idea. [K3]

CO3: Analyse the financial requirements to start the business. [K4]

CO4: evaluate the business opportunities available in the environment. [K5]

CO5: Prepare a comprehensive marketing plan. [K6]

Course Code 20PBAO31	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	H	M	L	M	M	M	M
CO2	H	H	M	M	L	M	M	M	M	-
CO3	H	H	M	H	L	H	M	H	H	-
CO4	H	H	M	H	L	H	L	H	H	L
CO5	H	H	H	H	L	H	L	H	H	L



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VIRUDHUNAGAR - 626 001

Semester IV	STRATEGIC MANAGEMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC41		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts of strategic management. [K2]

CO2: illustrate the essentials of strategic management. [K3]

CO3: classify the elements of strategic management. [K4]

CO4: recommend the strategies in functional areas of management. [K5]

CO5: design the strategies for real-life problems in management. [K6]

Course Code 20PBAC41	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.b	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	H	H	H	M	M	-	-
CO2	H	H	M	H	H	H	M	M	-	-
CO3	H	H	M	H	H	H	M	M	-	-
CO4	H	H	M	H	H	H	M	M	M	M
CO5	H	H	M	H	H	H	M	M	M	M



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VIRUDHUNAGAR - 626 001

Semester IV	STRATEGIC MANAGEMENT	Hours/Week: 5	
Core Course		Credits: 4	
Course Code 20PBAC41N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts of strategic management. [K2]

CO2: illustrate the essentials of strategic management. [K3]

CO3: classify the elements of strategic management. [K4]

CO4: recommend the strategies in functional areas of management. [K5]

CO5: design the strategies for real-life problems in management. [K6]

Course Code 20PBAC41N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	H	H	H	M	M	-	-
CO2	H	H	M	H	H	H	M	M	-	-
CO3	H	H	M	H	H	H	M	M	-	-
CO4	H	H	M	H	H	H	M	M	M	M
CO5	H	H	M	H	H	H	M	M	M	M



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Semester IV	PROJECT	Hours/Week: 6	
Core Course		Credits: 3	
Course Code 20PBAC41PR		Internal 40	External 60

COURSE OUTCOME

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

CO1: identify a contemporary problem / area of research that is relevant to a business. [K3]

CO2: collect and review related literature, formulate hypothesis for the research problem identified and collect data through appropriate research instruments. [K3]

CO3: analyse the data by employing research tools and check the statistical significance of the hypotheses of the study. [K4]

CO4: infer from the findings of the research and propose suggestions to or advance further discussions about the research problem. [K5]

CO5: suggest newer areas of research for further advancement of knowledge in the research problem considered. [K6]

Course Code 20PBAC41PR	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.b	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	-	-	-	-	-	-	-
CO2	H	H	M	H	H	M	M	M	-	-
CO3	H	H	M	H	H	H	M	M	L	-
CO4	H	H	M	H	H	H	M	M	M	M
CO5	H	H	M	H	H	H	M	M	M	M



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Semester IV	ADVERTISING	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE41		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts, principles and theories of advertising. [K2]

CO2: discover the key players, objectives and media for a product or service in advertising. [K3]

CO3: analyze the models, types, appeals and designs of media and advertising. [K4]

CO4: asses an appropriate layout, advertising method, campaigns, celebrities and mascots to be used by the advertising agency. [K5]

CO5: create an online advertisement with the elements of advertising layout based on the interest of the consumers. [K6]

Course Code 20PBAE41	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	M	M	M	L	L	M
CO2	H	M	H	H	H	H	M	M	L	M
CO3	H	H	M	H	H	H	M	M	M	M
CO4	M	M	L	M	M	H	H	M	M	H
CO5	M	M	H	H	H	H	H	M	M	H



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Semester IV	CONSUMER BEHAVIOUR	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE42		Internal 40	External 60

COURSE OUTCOMES

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

CO1: summarize the concepts and theories of consumer behaviour. [K2]

CO2: Illustrate the fundamentals of consumer behaviour. [K3]

CO3: select competency in understanding the behaviour of consumer. [K4]

CO4: recommend the strategy of consumer behaviour for realizing the better customer relationship. [K5]

CO5: formulate a better consumer behaviour for realizing the company's objective. [K6]

Course Code 20PBAE42	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.b	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	H	H	H	H	-	-	-
CO2	H	H	H	H	H	H	-	-	-	H
CO3	H	H	H	H	H	H	-	-	-	H
CO4	H	H	H	H	H	H	M	M	M	H
CO5	H	H	H	H	H	H	M	M	M	H



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Semester IV	BRAND MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE43		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the brand portfolio concepts for products and services in an organization. [K2]

CO2: discover the strategic essence, functions, factors and decisions in brand management. [K3]

CO3: analyse the brand position, loyalty level, brand image and values in the minds of the customers. [K4]

CO4: Evaluate the brand image, extension, equity and business values among consumers. [K5]

CO5: design labels with the branding elements based on the recent trends in the market. [K6]

Course Code 20PBAE43	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	M	M	L	L	-	-
CO2	H	M	H	H	H	H	L	M	M	-
CO3	H	H	M	H	H	H	M	M	M	-
CO4	M	M	M	M	M	H	M	M	L	-
CO5	M	M	H	H	H	H	M	L	L	L



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Semester IV	SERVICES MARKETING	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE44		Internal 40	External 60

COURSE OUTCOMES

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

CO1: summarize the concepts and theories of services marketing in real life situations.

[K2]

CO2: Illustrate the role of media selection in advertising a service. [K3]

CO3: select competency in designing services marketing mix. [K4]

CO4: recommend the strategy for realizing the services marketing objective of an organization. [K5]

CO5: formulate a better service process for realizing the company's objective. [K6]

Course Code 20PBAE44	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	H	H	M	-	-	H
CO2	H	H	H	H	H	H	M	-	-	H
CO3	H	H	H	H	H	H	M	-	-	H
CO4	H	H	H	H	H	H	M	M	M	H
CO5	H	H	H	H	H	H	M	M	M	H



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Semester IV	SERVICES MARKETING	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE44N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: summarize the concepts and theories of services marketing in real life situations. [K2]

CO2: Identify the reason for growth in service sector and its elements to predict the consumer behavior.[K3]

CO3: Discover the General Perspective about the Buyer Characteristics and Buyer Decision Making Process. [K4]

CO4: Evaluate the services marketing mix, product, price, place, promotion to assess the customer needs and wants. [K5]

CO5: Recommend the services marketing strategy by applying the basic concepts of services marketing, buyer behavior, marketing mix and managing demand and Supply. [K6]

Course Code 20PBAE44N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	M	H	H	M	-	-	H
CO2	H	H	H	H	H	H	M	-	-	H
CO3	H	H	H	H	H	H	M	-	-	H
CO4	H	H	H	H	H	H	M	M	M	H
CO5	H	H	H	H	H	H	M	M	M	H



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Semester IV	INTERNATIONAL MARKETIN	Hours/Week: 6	
Discipline Specific Elective Courses		Credits: 4	
Course Code 20PBAE45		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the various international marketing strategy. [K2]

CO2: identify the data required for fixing price for exporting a product. [K3]

CO3: analyze the various international sales promotion strategies. [K4]

CO4: evaluate international marketing negotiation policy. [K5]

CO5: frame the international marketing mix for the products services. [K6]

Course Code 20PBAE45	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	H	M	H	M	H	L
CO2	H	H	H	H	H	M	H	L	H	-
CO3	M	M	M	H	H	M	H	-	H	L
CO4	H	H	H	-	-	M	H	M	H	-
CO5	H	H	H	H	H	M	H	M	H	-



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Semester IV	INTERNATIONAL MARKETING	Hours/Week: 6	
Discipline Specific Elective Courses		Credits: 4	
Course Code 20PBAE45N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: learn basic concepts of International marketing management. [K2]

CO2: identify the scope and design strategy for marketing the product or services in International market [K3]

CO3: discover a general perspective about managing international business both in operational as well as strategic context. [K4]

CO4: evaluate various global environments, Strategies, pricing and distribution to assess market potential and opportunity. [K5]

CO5: Recommend the global marketing strategy by applying the basic concepts of selection, pricing, promotion, negotiation and channels of distribution in international settings. [K6]

Course Code 20PBAE45N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	H	M	M	H	H	L
CO2	H	H	H	H	H	M	H	L	H	-
CO3	H	H	M	H	H	M	M	-	H	L
CO4	H	M	M	H	H	M	H	M	H	-
CO5	H	H	H	M	M	M	-	M	H	-



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Semester IV	INVESTMENT AND PORTFOLIO MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE46		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the concepts and rationale of investment and speculation and a portfolio.

[K2]

CO2: determine valuation of investments and construct a portfolio based on a fair understanding of factors influencing investment and trading decisions. [K3]

CO3: appraise a company based on its valuation, fundamental and technical analysis and analyse the performance of a portfolio. [K4]

CO4: evaluate the choice of a security for investment or trading based on estimated returns and factors influencing the returns. [K5]

CO5: construct a sample portfolio for an investor group of students using gaming software applications, calculate its return and modify the same to meet the investor group expectations. [K6]

Course Code 20PBAE46	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	-	-	-	-	L	-	-	-
CO2	H	H	M	M	M	L	M	L	M	-
CO3	H	H	M	H	H	H	H	M	M	L
CO4	H	H	-	H	H	H	M	H	M	L
CO5	H	H	H	H	H	H	H	H	H	L



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Semester IV	INVESTMENT AND PORTFOLIO MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE46N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the concepts and rationale of investment and speculation and a portfolio. [K2]

CO2: determine valuation of investments and construct a portfolio based on a fair understanding of factors influencing investment and trading decisions. [K3]

CO3: appraise a company based on its valuation, fundamental and technical analysis and analyse the performance of a portfolio. [K4]

CO4: evaluate the choice of a security for investment or trading based on estimated returns and factors influencing the returns. [K5]

CO5: construct a sample portfolio for an investor group of students using gaming software applications, calculate its return and modify the same to meet the investor group expectations. [K6]

Course Code 20PBAE46N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	-	-	-	-	L	-	-	-
CO2	H	H	M	M	M	L	M	L	M	-
CO3	H	H	M	H	H	H	H	M	M	L
CO4	H	H	-	H	H	H	M	H	M	L
CO5	H	H	H	H	H	H	H	H	H	L



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VIRUDHUNAGAR - 626 001

Semester IV	MICRO FINANCE	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE47		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the various concepts and models of microfinance. [K2]

CO2: illustrate the need and various services of microfinance in the development of our nation. [K3]

CO3: analyses the offerings related to microfinance. [K4]

CO4: assess the impact of microfinance on various sections of the economy. [K5]

CO5: develop strategies to address constraints related to microfinance. [K6]

Course Code 20PBAE47	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	L	M	-	L	L	M	L	H
CO2	H	H	M	M	M	M	M	L	M	H
CO3	H	H	M	H	H	H	H	M	M	H
CO4	H	H	-	L	H	H	M	H	M	H
CO5	H	H	H	H	H	M	H	H	H	H



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Semester IV	INTERNATIONAL FINANCIAL MANAGEMENT	Hours/Week: 6	
Elective		Credits: 4	
Course Code 20PBAE48		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the concept of Foreign Exchange Market, Exchange Rate, Net Transaction exposure, International Financing and Cash Management. [K2]

CO2: illustrate the various methods of exchange markets, rates, currencies, financing and cash flows in International Financial Markets. [K3]

CO3: analyse the factors influencing the International Financial Market in all its Exchanges, financing and cash management. [K4]

CO4: evaluate the constraints of foreign exchange quotations, exchange rate equilibrium, hedging policies, exchange rate risk, and business methods. [K5]

CO5: anticipate the exchange rate and foreign currency value to estimate future economy. [K6]

Course Code 20PBAE48	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	---	M	M	L	---	----	----	----
CO2	H	H	L	M	M	M	L	----	L	L
CO3	H	H	M	H	H	H	H	----	M	M
CO4	H	H	L	M	L	M	L	----	M	M
CO5	H	H	L	H	M	L	H	----	L	L



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VIRUDHUNAGAR - 626 001

Semester IV	FINANCIAL INSTITUTIONS AND SERVICES	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE49		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the functioning of various financial institutions. [K2]

CO2: interpret the purpose of various financial markets, services and institutions. [K3]

CO3: identify the role of financial institutions in uplifting various sections of the economy. [K4]

CO4: evaluate the functions of various non-banking financial institutions. [K5]

CO5: Perform a role-play on how a financial institution can play a vital role in economic development. [K6]

Course Code 20PBAE49	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	-	-	-	-	-	L	-	-
CO2	H	H	L	M	M	L	M	L	M	-
CO3	H	H	L	M	M	H	H	M	M	L
CO4	H	H	-	M	M	H	M	H	M	L
CO5	H	H	H	H	H	H	H	H	H	L



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Semester IV	INTERNATIONAL FINANCIAL MANAGEMENT	Hours/Week: 6	
Elective		Credits: 4	
Course Code 20PBAE49N		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the concept of Foreign Exchange Market, Exchange Rate, Net

Transaction exposure, International Financing and Cash Management.[K2]

CO2: illustrate the various methods of exchange markets, rates, currencies, financing and cash flows in International Financial Markets. [K3]

CO3:analyse the constraints of foreign exchange quotations, exchange rate equilibrium, hedging policies, exchange rate risk, and business methods . [K4]

CO4: evaluate the constraints of foreign investment, and the factors influencing the international financial financial markets and all its exchanges . [K5]

CO5: anticipate the exchange rate and foreign currency value to estimate future economy. [K6]

Course Code 20PBAE49N	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	---	M	M	L	---	----	----	----
CO2	H	H	L	M	M	M	L	----	L	L
CO3	H	H	M	H	H	H	H	----	M	L
CO4	H	H	L	M	L	M	L	----	M	L
CO5	H	H	L	H	M	L	H	----	L	L



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VIRUDHUNAGAR - 626 001

Semester IV	BUDGETING, PROFIT PLANNING AND CONTROL	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4A		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the fundamental concepts of budgeting and profit planning. [K2]

CO2: apply various budgeting tools to achieve efficiency in an organization. [K3]

CO3: analyse how profits can be maximised and production and costs can be controlled through proper budgeting and profit planning measures. [K4]

CO4: evaluate the budgets drafted by the organisation and how it results in efficient Profit planning. [K5]

CO5: draw a budget for production, purchases, expenses of a firm. [K6]

Course Code 20PBAE4A	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
	CO1	H	H	-	-	-	L	-	L	-
CO2	H	H	M	M	M	L	M	L	M	-
CO3	H	H	M	H	H	H	M	M	M	-
CO4	H	H	M	H	H	H	M	H	M	L
CO5	H	H	M	H	H	H	H	H	-	-



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VIRUDHUNAGAR - 626 001

Semester IV	TRAINING AND DEVELOPMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4B		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts and significance of training and development in an organizational setting. [K2]

CO2: demonstrate the significance, principles, tools and techniques of training and development in the business organization. [K3]

CO3: evaluate the scope of training and development. [K5]

CO4: analyze the factors, process and problems of training and development in an organization. [K4]

CO5: create the mind map for training and development. [K6]

Course Code 20PBAE4B	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	H	H	H	M	M	M
CO2	H	M	H	H	H	H	M	M	H	H
CO3	H	H	H	H	H	H	M	-	-	H
CO4	H	M	H	H	H	H	M	H	L	M
CO5	H	H	H	H	H	H	M	-	H	M



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Semester IV	TRAINING AND DEVELOPMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4BN		Internal 40	External 60

COURSE OUTCOMES

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

CO1: describe the concepts and significance of training and development

in an organizational setting. [K2]

CO2: demonstrate the significance, principles, tools and techniques of training

and development in the business organization. [K3]

CO3: evaluate the scope of training and development. [K5]

CO4: analyze the factors, process and problems of training and development

in an organization. [K4]

CO5: create the mind map for training and development. [K6]

Course Code 20PBAE4BN	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1 a	PSO 1 b	PSO 2	PSO 3 a	PSO 3 b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	H	H	H	H	M	M	M
CO2	H	M	H	H	H	H	M	M	H	H
CO3	H	H	H	H	H	H	M	-	-	H
CO4	H	M	H	H	H	H	M	H	L	M
CO5	H	H	H	H	H	H	M	-	H	M



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Semester IV	INTRODUCTION TO PSYCHOLOGY	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4C		Internal 40	External 60

COURSE OUTCOMES

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

- CO1: understand the underlying dimensions of human behavior such as biological foundations of behaviour, sensation, perception, cognition, memory, learning, motivation, emotion, intelligence and personality to lead self-directed and multi-cultural competence in both personal and professional life. [K2]
- CO2: apply the principles and concepts of psychology in day-to-day life for the better understanding of self and others to efficiently manage the employees in organizations. [K3]
- CO3: identify, manage and control own and others mental, psychological and emotional potential for efficient accomplishment of personnel and business goals by conducting scientific research. [K4]
- CO4: critically evaluate psychological and emotional state of self and others to maintain good professional relationship, teamwork and also to maintain good communication with people from different culture in personal and professional environment. [K5]
- CO5: create amicable environment for the better personal and work life by conducting psychological research scientifically and logically to resolve psychological, emotional and interpersonal related issues. [K6]

Course Code 20PBAE4C	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	M	-	M	L	-	L	-	-	M	M
CO2	H	-	H	M	-	-	-	-	H	M
CO3	H	-	-	H	H	H	-	H	M	H
CO4	M	L	H	L	L	M	-	H	M	H
CO5	L	M	-	H	H	H	-	H	-	L



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VIRUDHUNAGAR - 626 001

Semester IV	INTRODUCTION TO PSYCHOLOGY	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4CN		Internal 40	External 60

COURSE OUTCOMES

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

- CO1: understand the underlying dimensions of human behavior such as biological foundations of behaviour, sensation, perception, memory, thinking, motivation, emotion and intelligence to lead self-directed and multi-cultural competence in both personal and professional life. [K2]
- CO2: apply the principles and concepts of psychology and social psychology in day-to-day life for the better understanding of self and others to efficiently manage the employees in organizations. [K3]
- CO3: identify, manage and control own and others mental, psychological and emotional potential for efficient accomplishment of personnel and business goals by conducting scientific research and discover about social interactions and social influence [K4]
- CO4: critically evaluate psychological and emotional state of self and others to maintain good professional relationship, teamwork and also to maintain good communication with people from different culture in personal and professional environment. [K5]
- CO5: create amicable environment for the better personal and work life by conducting psychological research scientifically and logically to resolve psychological, emotional and interpersonal related issues. [K6]

Course Code 20PBAE4CN	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.b	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	L	L	M	-	L	-	-	M	M
CO2	H	L	M	M	-	-	-	-	H	M
CO3	H	-	-	H	H	H	-	H	M	H
CO4	M	L	H	L	L	M	-	H	M	H
CO5	L	M	-	H	H	H	-	H	-	L



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Semester IV	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4D		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain the concept of international human resource management. [K2]

CO2: construct the factors and process of international human resource management. [K3]

CO3: compare the failures and reasons of international human resource management. [K4]

CO4: support the functions, techniques and factors of international human resource management. [K5]

CO5: prepare strategy for implementing human resource management globally. [K6]

Course Code 20PBAE4D	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	H	L	L	M	H
CO2	H	M	H	H	H	H	M	L	M	H
CO3	M	M	M	M	M	H	H	-	H	H
CO4	M	L	M	L	L	H	L	L	M	M
CO5	M	M	-	M	H	-	M	M	H	H



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Semester IV	PERFORMANCE MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4E		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain and define various attributes of competitive organizational performance management systems, programs and practices. [K2]

CO2: plan and communicate effective performance management policies, practices and techniques rationally and ethically to improve organizational and employees performance. [K3]

CO3: analyze the performance management practices of the business with the modern techniques to boost the teamwork and morale of workforce. [K4]

CO4: evaluate the effectiveness of performance management practices adopted by the corporate critically scientifically. [K5]

CO5: design competitive performance management practices to suits the requirement of labour market and supports organizational mission and strategy. [K6]

Course Code 20PBAE4E	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	H	L	L	-	H
CO2	H	-	H	H	H	H	-	L	M	H
CO3	M	-	-	M	M	H	H	-	H	H
CO4	M	L	-	L	L	H	L	L	M	M
CO5	M	-	-	M	H	-	M	-	H	H



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Semester IV	PERFORMANCE MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4EN		Internal 40	External 60

COURSE OUTCOMES

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

CO1: explain and define various attributes of competitive organizational performance management systems, programs and practices. [K2]

CO2: plan and communicate effective performance management policies, practices and techniques rationally and ethically to improve organizational and employees performance. [K3]

CO3: analyze the performance management practices of the business with the modern techniques to boost the teamwork and morale of workforce. [K4]

CO4: evaluate the effectiveness of performance management practices adopted by the corporate critically scientifically. [K5]

CO5: design competitive performance management practices to suits the requirement of labour market and supports organizational mission and strategy. [K6]

Course Code 20PBAE4EN	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	M	M	M	H	L	L	-	H
CO2	H	-	H	H	H	H	-	L	M	H
CO3	M	-	-	M	M	H	H	-	H	H
CO4	M	L	-	L	L	H	L	L	M	M
CO5	M	-	-	M	H	-	M	-	H	H



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Semester IV	STRATEGIC HUMAN RESOURCE MANAGEMENT	Hours/Week: 6	
Discipline Specific Elective Course		Credits: 4	
Course Code 20PBAE4F		Internal 40	External 60

COURSE OUTCOMES

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

CO1: understand the components and dimensions of human resource management strategies adopted by business. [K2]

CO2: determine the rationale human resource management strategies in the business to be sustainable in the dynamic business environment. [K3]

CO3: compare the labor market conditions with the existing human resource management strategies adopted by the business to ensure good industrial relations. [K4]

CO4: evaluate the strengths and weaknesses of human resource strategies in Indian context scientifically to create fair and ethical work environment for the workforce. [K5]

CO5: formulate competitive human resource management strategies in the business to retain and motivate quailed and talented workforce. [K6]

Course Code 20PBAE4F	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	L	L	M	H	H	-	L	L	M
CO2	H	L	L	H	H	H	L	-	M	H
CO3	H	M	-	H	H	H	M	H	H	H
CO4	M	M	-	H	M	H	M	L	H	H
CO5	M	-	H	M	M	H	H	L	H	H



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Semester IV	SEMINAR ON INDIAN ETHOS	Hours/Week: 1	
Value Enhancement Course -1		Credits: 1	
Course Code 20PBAS41		Internal 100	External --

COURSE OUTCOMES

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

CO1: explain importance of values in business. [K2]

CO2: identify business activities that promotes development in society. [K3]

CO3: analyze the importance of Indian Ethos and values in business. [K4]

CO4: evaluate what is right and what is wrong when doing business. [K5]

CO5: draft recommendation for business problems without compromising ethical focus. [K6]

Course Code 20PBAS41	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	L	L	-	L	L	M	L	-	-	H
CO2	L	L	-	M	M	M	-	L	-	H
CO3	L	L	-	M	M	L	L	L	-	H
CO4	L	L	-	M	M	L	-	-	-	H
CO5	L	L	L	M	M	M	-	-	-	H



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Semester IV	Viva-Voce	Hours/Week: -	
Viva-Voce 1		Credits: 1	
Course Code 20PBAV41		Internal -	External 100

COURSE OUTCOMES

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

CO1: understand the Management and business concepts. [K2]

CO2: apply the management theories to real time business situations. [K3]

CO3: analyse the opportunities and challenges exist in the business environment. [K4]

CO4: evaluate the pros and cons of possible decisions and choose the feasible one for the given situations. [K5]

CO5: frame strategies for business enterprise. [K6]

Course Code 20PBAV41	PO1		PO2	PO3		PO4	PO5	PO6	PO7	PO8
	PSO 1.a	PSO 1.b	PSO 2	PSO 3.a	PSO 3.b	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8
CO1	H	H	H	M	M	L		L	-	-
CO2	H	H	H	M	M	-	-	-	-	-
CO3	H	H	H	M	M	-	L	-	-	-
CO4	H	H	H	M	M	L	M	L	-	-
CO5	H	H	H	M	M	-	-	-	-	-