

**2021-2022**

<b>21BAU01</b>	<b>CORE : I MANAGEMENT PROCESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define the concepts and techniques of the business and management process.	I	K1
CO2	Understand the terms in business and management levels along with functions involved in management functions.		K2
CO3	Demonstrate the various business phases, theories and process of management for effective decision making.		K3
CO4	Differentiate the concepts of business and management for the purpose of decision making.		K4
CO5	Interpret the concept of make in India, theories of management and steps involved in management function.		K5
<b>21BAU02</b>	<b>CORE : II FUNDAMENTALS OF ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the basic principles of accounting and identify the business transactions with modules given.	I	K1
CO2	Distinguish the books of accounts and convert their uses in business entities.		K2
CO3	Apply the concepts of accounting standards and principles to show the financial status of business.		K3
CO4	Break down the results of the books of accounts to analyse the reliability of a business organisation.		K4
CO5	Justify the role of accounting in business through accounting principles and essentials which foreseeing the realities in Indian context of business world.		K5
<b>21BAU03</b>	<b>CORE : III BUSINESS MATHEMATICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the notions and concepts of set theory, matrices, series, simple and compound interest and LPP	I	K1
CO2	Classify interests, series, sets and matrices		K2
CO3	Apply the formulae to solve the different business problems based on interests, series, matrix, sets and LPP		K3
CO4	Examine series, sets and set operations, interests , matrix and matrix operations and LPP		K4
CO5	Evaluate LPP using graphical method, set operations and the solution of system of simultaneous linear equations		K5

<b>21FCU01</b>	<b>FOUNDATION : I ENVIRONMENTAL STUDIES</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define environment, ecosystem, biodiversity, environmental pollution and social issues.	I	K1
CO2	Explain the natural resources, types of ecosystem, geographical classification of India, causes of environmental pollution and the problems related to the society.		K2
CO3	Identify the information related to environment and the resources to protect it.		K3
CO4	Analyze the classification of natural resources, energy flow in the ecosystem, threats to biodiversity, disaster management and the role of information technology in environment and human health.		K4
CO5	Assess the environmental issues with a focus on sustainability.		K5
<b>21BAU04</b>	<b>CORE : IV BUSINESS COMMUNICATION</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Label the significant concepts of business communication in business operation.	II	K1
CO2	Generalize the business communication requirements and extend the wide use of it.		K2
CO3	Show recent trends of business communication and match with expected industrial standards.		K3
CO4	Illustrates the required business communication skills for managing a business organisation.		K4
CO5	Relate the elements which influence the business communication skills and analyse the best expressions in business world.		K5
<b>21BAU05</b>	<b>CORE : V ORGANISATIONAL BEHAVIOUR</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define the conceptual framework of OB and its practical applications in the organisational setup.	II	K1
CO2	Explain the important issues pertaining to individual and group behaviour aspects in an organisation		K2
CO3	Apply the concepts, theories and models to make better understanding of behavioural dynamics.		K3
CO4	Outline the applications of organisational challenges, process, conflict, change and climate		K4
CO5	Evaluate the issues in OB, individual and group behaviour, leadership and organisational culture.		K5

<b>21BAU06</b>	<b>CORE : VI FUNDAMENTALS OF COMPUTERS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Use libre office programs to create personal, academic and business documents following current professional and industry standards	II	K1
CO2	Create scientific and technical documents incorporating equations, images, charts, tables		K2
CO3	Develop technical presentations which use charts, tables, images, visual aids to share data		K3
CO4	Build spreadsheets to perform calculations using formulae, built in functions and display datas using charts and tables		K4
CO5	Design and construct databases to store, extract and anayse datas.		K5
<b>21BAU07</b>	<b>CORE : VII BUSINESS STATISTICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the formulae of mean, median, mode, correlation, regression and secular trend methods	II	K1
CO2	Identify one and two dimensional diagrams, properties of correlation and regression, graphs of time series and types of averages		K2
CO3	Draw trend line, regression line, graphs, one dimensional and two dimensional diagrams.		K3
CO4	Analyze the time series, co-efficient of correlation and regression equations and relationship among mean, median, mode.		K4
CO5	Evaluate the problems on correlation and regression , measures of central tendency, time series and graphs of time series		K5
<b>21FCU02</b>	<b>FOUNDATION : II YOGA AND ETHICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recollect the basic terminologies in yoga and value education	II	K1
CO2	Demonstrate the importance of yoga, mental exercises, principles of life and components of values.		K2
CO3	Apply the techniques of dynamic & mental exercises and philosophical values in real life		K3
CO4	Classify the different types of asanas, stages of mind, analysis of thought, ethical values and social values.		K4
CO5	Evaluate how the yoga and value education make a person strong both physically and mentally		K5

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CO2	Create scientific and technical documents incorporating equations, images, charts, tables		K2
CO3	Develop technical presentations which use charts, tables, images, visual aids to share data		K3
CO4	Build spreadsheets to perform calculations using formulae, built in functions and display datas using charts and tables		K4
CO5	Design and construct databases to store, extract and anayse datas.		K5
<b>21BAU08</b>	<b>CORE : VIII HUMAN RESOURCE MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify key terms, theories, concepts and practices of HRM	III	K1
CO2	Explain the competence to manage human resource functions within organisations.		K2
CO3	Apply innovative solutions that contribute to human resource management		K3
CO4	Analyze the current issues, trends, practices, and processes to solve human resource challenges.		K4
CO5	Evaluate the competence level that contributes to human resource management.		K5
<b>21BAU09</b>	<b>CORE : IX MARKETING MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the key terms and its definitions in Marketing management	III	K1
CO2	Explain the concepts of marketing management		K2
CO3	Relate the concepts of Advertising and sales promotions in marketing environment, physical distribution		K3
CO4	Analyze the segments of markets, product mix consumer buying behaviour and pricing policies		K4
CO5	Compare micro and macro environments in market, approaches of marketing, recent trends in marketing		K5

<b>21BAU10</b>	<b>CORE : X ECONOMICS THEORIES FOR MANAGERS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the definitions of economics theories for managers.	III	K1
CO2	Generalize the concepts of economics along with demand, supply, Production function, market structure and public sectors.		K2
CO3	Discover depth knowledge about scope and laws of economics along with the classification of various aspects.		K3
CO4	Differentiate the various elements of economic theories along with the market structure and government entities.		K4
CO5	Summarize the concept of elasticity and role of economics, market classification and public sector.		K5
<b>21BAU11</b>	<b>CORE : XI ACCOUNTING SOFTWARE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify the basic concepts and principles in accounting software	III	K1
CO2	Understand the concepts of accounting, inventory, payroll masters along with GST		K2
CO3	Demonstrate the knowledge of various advanced accounting issues with the help of Tally, GST.9		K3
CO4	Identify the advance feature in Tally ERP.9 with GST		K4
CO5	Relate the various data in Tally ERP.9 masters to get the necessary information along with GST.		K5
<b>21BAU12</b>	<b>CORE : XII TAXATION LAW &amp; PRACTICE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Know the basic principles underlying the Income tax Act and outline the computation of the income of assessee.	III	K1
CO2	Distinguish the direct and indirect tax and their legal importance.		K2
CO3	Apply the taxation law and practices to learn the specific factual situations of tax payments of a business.		K3
CO4	Analyse and evaluate the tax and GST implications of using various legal forms of business.		K4
CO5	Summarise various tax liabilities, in a clear manner, using statutory provisions.		K5

<b>21NMU01A / 21NMU01B</b>	<b>Non – Major Elective INDIAN WOMEN AND SOCIETY / ADVANCED TAMIL</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Know women status in Indian society as an academic discipline	III	K1
CO2	Interpret the various roles of women, challenges and issues faced by them in the society		K2
CO3	Find out solutions to their legal issues and protect themselves from the violence against women emphasize on women entrepreneurship for their empowerment		K3
CO4	Critically analyze the lifestyle and challenges of women		K4
CO5	Discuss the importance of women health and issues related to women in general		K5
<b>21BAU13</b>	<b>CORE : XIII MANAGEMENT INFORMATION SYSTEM</b>		<b>SEMESTER</b>
CO1	Name the basic concepts of management information system	IV	K1
CO2	Understand the basic concepts and technologies of a computer system which support the management information system.		K2
CO3	Show the benefits of MIS, internet, intranet, extranet, decision support system, MIS supporting functions		K3
CO4	Compare the EDI networking concept, applications of MIS, client-server operations, importance and limitations of MIS		K4
CO5	Summarize the special functions of MIS, success and failure of MIS, IS types, strategic management system, networking in MIS		K5
<b>21BAU14</b>	<b>CORE : XIV MODERN OFFICE MANAGEMENT</b>		<b>SEMESTER</b>
CO1	Recall the concepts of office organization and office management.	IV	K1
CO2	Explain the concepts of an office and its environment		K2
CO3	Demonstrate the knowledge of the office for better office management		K3
CO4	Illustrate the process and routines in an office for efficient equipment of the office and the staff		K4
CO5	Describes the office and its concepts for monitoring its functions and performance		K5

<b>21BAU15</b>	<b>CORE : XV PRODUCTION MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	State the basic concepts and theories of production management	IV	K1
CO2	Comprehend the production management situations with their outcome.		K2
CO3	Relate production management concepts and their influence on business decisions.		K3
CO4	Break down the tools and techniques in production management to understand the insights.		K4
CO5	Criticise the various streams of production process to improve productivity of a business organisation.		K5

<b>21BAU16</b>	<b>CORE : XVI FINANCIAL MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify the financial environment in which an organization operates	IV	K1
CO2	Summarize the concepts of Financial Management		K2
CO3	Demonstrate the tools and techniques of Financial Management		K3
CO4	Analyse the leverages, Capital structure, Dividend policy, Working capital, cash and receivables of an organisation.		K4
CO5	Evaluate the investments and projects using cost of capital and capital budgeting techniques.		K5

<b>21BAU17</b>	<b>CORE : XVII BUSINESS LAW</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the different acts for enabling business	IV	K1
CO2	Explain the legal liability arising in the business environment through the Acts.		K2
CO3	Evaluate the legal protection through these Acts.		K3
CO4	Analyze various provisions in the Law of Contract, Sale of good Act, Agency, Negotiable Instruments Act and consumer Protection Act.		K4
CO5	Interpret the rights given to consumers through these Acts in Business environment.		K5

<b>21SEBU01</b>	<b>SKILL ENHANCEMENT : I COMMUNICATION SKILLS FOR EXECUTIVES (PROJECT &amp; VIVA-VOCE)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Know the skills required for budding managers.	IV	K1
CO2	Comprehend the skills required for business.		K2
CO3	Apply the skills to communicate well in the business environment.		K3
CO4	Infer the implications of the skills for good communication		K4
CO5	Evaluate the vocabulary, listening, speaking, reading and writing skills for better presentation of business reports and for good communication.		K5
<b>21AEU02</b>	<b>Ability Enhancement : II CONSUMER RIGHTS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Memorize the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	IV	K1
CO2	Explain the Consumer Protection Law in India		K2
CO3	Impart sound practical grounding about the practice of consumer law and the procedure followed		K3
CO4	Evaluate the regulations and legal actions that helps to protect consumers		K4
CO5	Analyse the knowledge and skills needed for a career in this field		K5
<b>21BAU18</b>	<b>CORE : XVIII COST &amp; MANAGEMENT ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Understand the conceptual knowledge in cost and management accounting	V	K1
CO2	Calculate cost sheet and pricing the materials		K2
CO3	Analyse the financial statements of the firm to know their finance position		K3
CO4	Have a deeper knowledge in cash flow and fund flow to evaluate the liquidity position of a firm.		K4
CO5	Inculcate deeper knowledge in standard costing methods to analyse the costs which impact the profitability of a firm.		K5



<b>21BAU19</b>	<b>CORE : XIX RESEARCH METHODS FOR MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Outline the basic frame work of research process	V	K1
CO2	Infer the significance of research, types of hypothesis and data, concepts of parametric tests and interpretation.		K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection and data preparation process.		K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports.		K4
CO5	Evaluate the problems in research, types of sample design, data preparation process, tools for analysis and report preparation.		K5
<b>21BAU20</b>	<b>CORE : XX ENTREPRENEURSHIP &amp; PROJECT MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify the entrepreneurial environment and the basics of project management.	V	K1
CO2	Summarize the concepts of Entrepreneurship and project management		K2
CO3	Apply the techniques to the real entrepreneurial world and project environment.		K3
CO4	Analyse the process and procedures to become an entrepreneur and for managing a project.		K4
CO5	Evaluate the competence level for better entrepreneurship and project management.		K5
<b>21BAU21A</b>	<b>CORE : XXI INSTITUTIONAL TRAINING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the practical aspects about an organisation in real scenario	V	K1
CO2	Demonstrate the functions of various departments in an organization		K2
CO3	Apply the business knowledge in solving the problems in an organization		K3
CO4	Compare the theory with practical concepts in an organisation		K4
CO5	Evaluate critically the policies, practices, theories of business		K5

	<b>CORE : XXII START-UP BUSINESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Find out the start-up activities of a business.	V	K1
CO2	Demonstrate the trends and supporting agencies for starting a business.		K2
CO3	Build the importance of start-up ideas and map the strategies to start a business with different stages of business.		K3
CO4	Categorise the application of start up business activities		K4
CO5	Evaluate the ideologies of start-up business in real time scenario		K5
<b>21SEU02</b>	<b>Skill Enhancement : II LIFE SKILLS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify the common communication problems, what good communication skills are and what they can do to improve their abilities	V	K1
CO2	Demonstrate communication through the digital media		K2
CO3	Prepare themselves to situations as an individual and as a team.		K3
CO4	Analyse various leadership models, strengths and abilities to create their leadership vision		K4
CO5	Appraise their potential as human beings and conduct themselves properly in the ways of the world.		K5
<b>21PEBAU01</b>	<b>Proficiency Enhancement GREEN MARKETING (SELF STUDY)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Know the basics of green marketing and its products	V	K1
CO2	Generalize the concepts of green marketing		K2
CO3	Demonstrate the green marketing techniques for environmental innovation and sustainability		K3
CO4	Compare the plans and processes involved in the green marketing for better design of the ecosystem.		K4
CO5	Justify the strategies of green marketing for effective execution of the green environment.		K5

	<b>CORE : XXII START-UP BUSINESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Find out the start-up activities of a business.	V	K1
CO2	Demonstrate the trends and supporting agencies for starting a business.		K2
CO3	Build the importance of start-up ideas and map the strategies to start a business with different stages of business.		K3
CO4	Categorise the application of start up business activities		K4
CO5	Evaluate the ideologies of start-up business in real time scenario		K5
<b>21BAU24</b>	<b>CORE : XXIV SERVICES MARKETING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the concepts in service marketing	VI	K1
CO2	Explain the characteristics, role of technology, importance of SQ, distribution methods in service marketing		K2
CO3	Show the reasons for growth, positioning of services, key factors for closing the gap, augmented marketing mix		K3
CO4	Analyze the difference between goods and services, service marketing triangle, measuring SQ, financial services		K4
CO5	Summarize the segmentation strategies, services types, SERVQUAL model, 7p's of marketing and marketing of different services		K5
<b>21BAU25</b>	<b>CORE : XXV INVESTMENT MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Understand the basic concepts of investment management	VI	K1
CO2	Acquaint a deeper knowledge in investment avenues and its benefits.		K2
CO3	Classify the role of capital market and SEBI.		K3
CO4	Impart the concepts of diversification to minimize the risk in Investment		K4
CO5	Evaluate the risk involved in investment and to forecast the return would earn by the investment.		K5

<b>21BAU26</b>	<b>CORE : XXVI PROJECT WORK &amp; VIVA-VOCE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define the goals and objectives of a project based on their selected project area.	VI	K1
CO2	Understand the conceptual clarity about problem identification, formulation and evaluation.		K2
CO3	Apply the appropriate tools for research framework.		K3
CO4	Analyse the gather knowledge over the field of research		K4
CO5	Evaluate the problems and objectives based on the analysis, findings and suggestion.		K5
<b>21SEBAU03</b>	<b>Skill Enhancement : III SOFT SKILLS FOR BUSINESS (PROJECT &amp; VIVA-VOCE)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the concepts of soft skills in business context	VI	K1
CO2	Explain the ideas of presentation, team building, GD and interview		K2
CO3	Relate role plays, role of a team leader, techniques to initiate a GD, interview questions and resume writing tips in job context.		K3
CO4	Outline the presentation and tea work skills, behaviour in a GD, dress code for interviews, dos and don'ts in resume writing.		K4
CO5	Evaluate the various soft skills using practical approach and their exposure to the realities of the world.		K5
<b>21BAU23A</b>	<b>CORE : XXIII EQUITY RESEARCH &amp; PORTFOLIO MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the basic functions of Equity and Portfolio market	VI	K1
CO2	Explain the concepts of Equity Research and Portfolio Management.		K2
CO3	Demonstrate the techniques that can be applied to the primary and secondary market		K3
CO4	Analyse the stock market conditions for better investments in Equity and Portfolio		K4
CO5	Evaluate the performance of equity and portfolio for better management and revision		K5

<b>21BAU23B</b>	<b>CORE : XXIII STRATEGIC MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define the basics of strategic management and it's process.	VI	K1
CO2	Understand the concepts of strategic issues, formulation, implementation and evaluation.		K2
CO3	Demonstrate the effective application of tools and techniques to practical situations for solving organizational problems.		K3
CO4	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment.		K4
CO5	Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business.		K5
<b>21BAU23C</b>	<b>CORE : XXIII CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the basics of relationship marketing	VI	K1
CO2	Explain the concepts of CRM		K2
CO3	Apply the appropriate tools & techniques for CRM		K3
CO4	Assess the strategic, operational and tactical CRM decisions		K4
CO5	Evaluate the process and implementation of CRM		K5
<b>21BAU27A</b>	<b>CORE : XXVII FINANCIAL SERVICES</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the basic knowledge about financial services and financial markets.	VI	K1
CO2	Explain the concepts of financial services and financial markets		K2
CO3	Identify the process of mutual funds, credit rating, leasing, hire purchase, venture capital and other financial services.		K3
CO4	Analyse the importance of financial services and financial markets		K4
CO5	Evaluate the application of financial services and financial markets.		K5

<b>21BAU27B</b>	<b>CORE : XXVII LABOUR WELFARE AND INDUSTRIAL RELATIONS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Remember the Act under labour welfare and industrial relations.	VI	K1
CO2	Classify the grievances which are related to labour welfare and industrial relations.		K2
CO3	Categorize the problems in labour welfare, industry relations, collective bargaining and industrial safety.		K3
CO4	Analyse the needs of the parties involved in labor relations, and how those different needs are balanced.		K4
CO5	Mark the application of labour welfare and industrial relations in this present scenario		K5
<b>21BAU27C</b>	<b>CORE : XXVII BRAND MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Know the concepts, characteristics and strategies in brand management	VI	K1
CO2	Explain the scope of brand management strategies for both consumer and business products and services.		K2
CO3	Apply the concepts that communicate position, adopt and audit the brand equity.		K3
CO4	Analyse the strategies to solve contemporary brand related problems.		K4
CO5	Evaluate the concepts and strategies for effective brand management.		K5
<b>21BAU28A</b>	<b>CORE : XXVIII INTEGRATED MARKETING COMMUNICATION</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the concepts of IMC and its elements as their acquisitions in modern marketing.	VI	K1
CO2	Translate the mediums of IMC and connect them with appropriate marketing tools and techniques to execute them.		K2
CO3	Apply the marketing promotional tools and for its extensions.		K3
CO4	Analyse the recent trends of IMC and bridging the gaps by using required marketing communication modes.		K4
CO5	Appraise the implementation of IMC which secures various dimensions of marketing elements.		K5

<b>21BAU28B</b>	<b>CORE : XXVIII INTERNATIONAL BUSINESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define the complexities of international business and globalization from home versus host country, and regional, cultural perspectives.	VI	K1
CO2	Understanding of theories and conceptual frameworks that explain why and how firms internationalize.		K2
CO3	Develop a framework to support successful decision-making in all relevant functions and activities of any international business or international operations.		K3
CO4	Analyse the skills that managers and agents of MNCs need in order to deal with these complexities and contextual ambiguities.		K4
CO5	Evaluate the preparation of documents and the application of procedures to support the movement of products and services.		K5
<b>21BAU28C</b>	<b>CORE : XXVIII E-COMMERCE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Relate the concept of e-business, e-marketing, e-payment and public policy.	VI	K1
CO2	Outline the role of e-market and e-business in enhancing the consumer behavior.		K2
CO3	Analyse the application of e-commerce.		K3
CO4	Classify the types of market under e-commerce.		K4
CO5	Evaluate the privacy, legal, ethical issues related to e-commerce.		K5