

Name of the Department : MANAGEMENT STUDIES
 Programme : UG

S.No	Course Code	Course Name	Course Outcome
		SEMESTER I	
1.	15UVKL11	வணிக கடிதங்கள்	<ul style="list-style-type: none"> பல்வேறு நிறுவனங்கள் பற்றியும், அவற்றின் கடித அமைப்புகளையும் பற்றிய தெளிந்த புரிதல் நிறுவனத்தின் தகவல் பரிமாற்ற நிலைகளையும், அவற்றின் கடித நோக்கத்தைப் பற்றிய விளக்கம். வணிக நடவடிக்கைகளை கடித போக்குவரத்தின் வாயிலாக தெரிவிக்கும் நிலைகள். கடிதத்தின் துணை கொண்டு நிறுவனத்தின் நற்பெயரை மேம்படுத்தும் முறைகள். நிறுவனத்தின் மாறுதல்களை கடிதத்தின் வாயிலாக வாடிக்கையாளருக்கு தெரிவித்தல். அரசுத்துறை நிறுவனங்களுக்கு வங்கிகளுக்கு, மூலக்கூறுகள் வழங்கும் பிற நிறுவனங்களுக்கு கடிதம் எழுதும் முறைகளை விவரித்தல். அறிக்கை தயாரித்தல் மற்றும் பத்திரிக்கை ஆசிரியருக்கு எழுதும் கடித வகைகளுக்கான விளக்கம். வணிக நடவடிக்கைகள் அனைத்திற்குமான ஆதாரங்களை பாதுகாத்தல் முறை.
2.	15UBAC11	Core – I: Principles of Management	<ul style="list-style-type: none"> Enable the students acquaint with the principles of management. Helps the students to understand the various functions of management like planning, organising, staffing, directing and controlling. Assist the students to involve in Event Management activities Provide a platform to organize the Business behaviour Enrich the students' managing competency, decision making skills and

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			<p>leadership skills</p> <ul style="list-style-type: none"> • Facilitates the students to realize the importance of communication in an organization for smooth flow of operations. • Helps the students to understand the evolution of scientific management concepts and its application in increasing productivity • Helps the students to apply the principles of management in solving real life problems
3.	15UBAC12	Core – II: Fundamentals of Accounting	<ul style="list-style-type: none"> • Enable the students to develop the skills in concepts and conventions of accounting and the maintenance of accounts • Train the students to prepare the accounts of trading and non- trading concerns • Educate the students for the preparation of final accounts • Helps them to acquire the skills in preparing the method of depreciation • Make the students to know the way of preparing income and expenditure account. • Enrich the students to upgrade their knowledge in cash, bank transactions
4.	15UBAA11	Allied Course – I: Managerial Economics	<ul style="list-style-type: none"> • Familiarizing the learners to learn basic micro and macroeconomic concepts • Understanding the internal and external decisions to be made by managers • Identifying the economic analysis in the formulation of business policies • Improving the ability with economic reasoning to solve the business problems. • Analyzing the demand and supply

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			<p>conditions and assess the position of a company</p> <ul style="list-style-type: none"> • Imparting knowledge of price concepts to the students • Analyzing real –world business problems with a systematic theoretical framework by identifying the cost function
5.	15UBAN11	Non-Major Elective Course – I: Fundamentals of Management	<ul style="list-style-type: none"> • Familiarize the learners to learn the basic principles of Management • Make the students to learn the scientific decision making skills and problem solving techniques • Educate the students about the forms of organisation and organizational structure • Provide the knowledge of levels of management
6.	15UBAE11	Enrichment Course – I: Introduction to Business Organisation	<ul style="list-style-type: none"> • Equipping the students by knowing the different forms of organization. • Make the students to take Independent decision will be made by Individual by means of starting sole proprietorship concern. • Make the students to understand even minors are also eligible to become partners option will be given by Hindu undivided family. • Make the students realize co-operative enterprise eliminates middlemen and capitalism.
SEMESTER II			
1.	15UAML21	அலுவலக மேலாண்மை	<ul style="list-style-type: none"> • அலுவலகம் என்பதன் தலையாய கடமையை உணர்த்துதல். • அலுவலகத்தின் அடிப்படையான அவசியங்களையும், நோக்கங்களையும் புரிதுரைத்தல். • கோப்பீட்டின் பயன்பாடுகளையும் மற்றும் பயன்படுவதன் நோக்கங்களையும் கற்றுணர்த்தல்.

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			<ul style="list-style-type: none"> • கோப்பீட்டின் பாதுகாப்பு அம்சங்களை ஆராய்தல். • செய்திகளை பரிமாற்றும் விதம் மற்றும் வகைகள் பற்றிய முக்கியத்துவத்தை விளக்குதல். • சமிஞ்சை ஆற்றும் அளப்பெரிய காரியங்களை எடுத்துக்காட்டுடன் செயற் விளக்கமளித்தல். • தனிப்பட்ட மற்றும் பரவலாக்கப்பட்ட (மையப்படுத்தப்பட்ட) அலுவலக முறைகளை பகுத்துணர்த்தல் மற்றும் அதிலிருந்து ஏற்படும் சிக்கல்களை களைத்தல். • அலுவலக அமைப்பு முறைகளினால் ஏற்படும் நன்மைகளை எட்டும் விதத்தை விதைத்தல். • தொலைதொடர்பு சாதனங்களால் ஏற்படும் சிக்கல்கள் மற்றும் விடுபெறுதல்களை உணர்த்துதல். • அதிகார – பகிர்வு மற்றும் அதிகார – உச்ச வரம்பு முறைகளை விளக்கிச் சொல்லுதல்.
2.	15UBAC21	Core – III: Business Environment	<ul style="list-style-type: none"> • Enabling the students to understand the different dimensions of environment and its impact on business • Helps the students to know the legal framework within which the business has to survive and grow • Further the students to learn about the global corporations and multi level corporations and their impact on Indian business • Inculcating the exposure in the field of business and culture • Make them to understand the corporate social responsibilities towards Society, Employees, Government and Others • Students learn about the impact of technology, Total quality management and strategies implementation to claim the status of market leader.

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			<ul style="list-style-type: none"> • Integrate appropriate technologies in developing solutions to business opportunities and challenges. • Evaluate the dynamic of the global business environment from a competitive and economic perspective. • Knowing the concepts of socialism, capitalism and mixed economy • Aware about the functions of Public sector, Private sector and joint Sector
3.	15UBAC22	Core – IV: Cost Accounting	<ul style="list-style-type: none"> • Express the place and role of cost accounting in the modern economic environment • Helps the students to know about how cost sheet is prepared. • Select the costs according to their impact on business • Differentiate methods of calculating stock consumption • Identify the different methods of costing used by manufacturing companies in producing products • Apply cost accounting methods to evaluate and project business performance. • The Students understand the cost concepts, cost behaviors, and cost accounting techniques that are applied to manufacturing and service businesses to know the cost per unit of product / service • Know the legal aspects of cost accounting for a manufacturing business • Application of cost concepts and cost behaviors in the solving of management decision • The students expertise in determine the costs of products and services.

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4.	15UBAA21	Allied Course – II: Monetary Economics	<ul style="list-style-type: none"> • Knowing the macroeconomic aspects to the students • Analyzing the circular flow of money • Inculcating the knowledge of types of money • Make them to understand the monetary standard • Equip the students to understand the principles of note issue • Understanding the consequences of inflation • Identifying the new trends in commercial banking system • Analyzing the credit control measures taken by banks
5.	15UBAN21	Non-Major Elective Course – II: Entrepreneurial Development	<ul style="list-style-type: none"> • Provide knowledge about the entrepreneurial traits and entrepreneurial motivation and culture • Make the students familiar about the role of entrepreneurship to develop economy • Make the students to understand the legal aspects of business, an entrepreneur has to follow to start and run a business. • Help the students to know the different sources of business idea and methods of solving complex business problems
6.	15UBAE2P	Enrichment Course – II: Business Practicals in Documentation	<ul style="list-style-type: none"> • Providing Knowledge on the basic Practices of Preparing and Preserving documents. • Elevating them to have the knowledge of foreign and Indian Companies CEO's. • Make them to understand the basic documents used in Post-office. • Make them to realize field experience is always better than the theoretical knowledge. • Make them to realize the differentiation

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			of Brand name as well as Brand symbols.
SEMESTER III			
1.	15UBAC31	Core – V: Business Law	<ul style="list-style-type: none"> • Providing the learners with a basic knowledge about law relating to business transaction. • Developing an awareness of the legal framework within which business operates in India. • Understanding the role and significance of business laws in the successful management of an organization • Know about the essentials of a valid contract • Inculcating the remedies for breach of contract • Imparting the knowledge of the bailment • Identifying the contract of sale of goods • Familiarizing the sale and agreement to sell to the students • Creating awareness the consumer protection act to the students • Understanding the central and state protection council
2.	15UBAC32	Core – VI: Banking Practices	<ul style="list-style-type: none"> • The students are expected to develop a clear understanding and knowledge about the functioning of a Commercial bank. • Students will develop their understanding and expertise in various matters relating to operations of a commercial bank. • Students are expected to have good command understanding of banking system and banks. • The students are also expected to have better understanding of various concepts of E-banking.

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			<ul style="list-style-type: none"> • Explain the basis of the banker/customer relationship which gives rise to contractual rights and obligations • Analyse the rights and duties of bankers and customers and the consequences of any breach of these rights. • Identify the rules regarding termination of contract between banker and customer. • Understand the characteristics of negotiable instruments and the law applicable to the banker and customer.
3.	15UBAC33	Core – VII: Management Information System	<ul style="list-style-type: none"> • Equipping the students knowing the MIS concepts. • Elevating the students knowing the importance of Functional Information System. • Make them to understand the importance of Decision making. • Realizing the students simon’s model step-by-step processes of decision making. • Equipping the students in knowing signals displayed quality contents. • Equipping the students in knowing about the band-width ranges in order to carrying capacity. • Make them to understand how the modern approaches give storage space preventing from the hiccups. • Make them to understand SQL answering simple to complex problems. • Elevating the students in knowing the effectiveness of Pre-planning. • Make them to understand overhaul on system –maintenance.
4.	15UBAC34	Core – VIII: Organizational	<ul style="list-style-type: none"> • Make the students to understand the overview in the field of Organizational

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		Behavior	<p>Behavior and the context of organisational setting</p> <ul style="list-style-type: none"> • Enable the students to assess the concepts of OB principles, concepts and theories, individual behavior, group behavior and learning in organizations • Enrich the students to have the reliable views on the theories of Employee Motivation and Rewards Systems • Facilitating the students to recognize the Group Dynamics, Teambuilding and Decision Making • Develop the knowledge of Organizational Conflict, Organizational Change, Organizational Development and Organizational Culture • Graduates are able to use analytical thinking and problem-solving skills to address specific business problems.
5.	15UBAA31	Allied Course – III: Business Statistics	<ul style="list-style-type: none"> • This course enables the students to know the important concepts in Statistics. • This course acquires knowledge in statistical tools applied in Business. • Learning basic objectives and functions of statistics. • The students get exposure about the classification, coding, tabulation of Data. • Impart the fundamental knowledge of measures of central tendency to the learners. • Inculcate the methods of measuring correlation. • The students study about the Regression-analysis in this course for their research work. • The students have a clear idea about the consumer Price Index Number methods. • This course identifies the methods of

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			<p>Measuring Trend of Sales, profit and other transactions.</p> <ul style="list-style-type: none"> • Enlighten the student's knowledge about measures of Dispersion.
6.	15UBAS31	Skill Based Course – I: Understanding Body Language	<ul style="list-style-type: none"> • Insist the meanings and interpretations of the gestures • Make the students to understand the necessity of hand shaking styles • Inform the learners about the ways to reveal their emotions through the facial expressions • Provide an idea to familiarize the male courtship gestures and female courtship gestures • Inform the students to follow the space distance and leg positions in a social gathering. • Motivate the students to analyze the behavior of the individuals and their gestures
7.	15UBAV31	Value Based Course – I: Introduction to Financial Market	<ul style="list-style-type: none"> • Help students to appreciate and understand how financial markets and institutions operate. • It introduces financial institutions and other market participants, their roles in the financial system and the ways they interact with each other. • A second and equally important objective is to help students to understand commonly used financial instruments and how they work. • The students are able to know the parties involved in the primary and secondary markets and their functions
SEMESTER IV			
1.	15UBAC41	Core – IX: Industrial Law	<ul style="list-style-type: none"> • Know the method of application of various laws to practical situations • Acquaint the knowledge of the various

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			branches of law relating to business <ul style="list-style-type: none"> • Imparting the knowledge of legal rules and principles to factual situations in problem solving exercises • Identifying the Industrial Disputes to the students • Knowing the privileges of a registered trade union • Make them to understand the workmen compensation to the students • Familiarizing the legal rules of social security • Understanding the basic benefits of contribution • Know about the employees provident fund scheme and payment of bonus and wages
2.	15UBAC42	Core – X: Entrepreneurial Development	<ul style="list-style-type: none"> • Provide knowledge about the entrepreneurial traits and entrepreneurial motivation and culture • Make the students familiar about the role of entrepreneurship to develop economy • Make the students to understand the legal aspects of business, an entrepreneur has to follow to start and run a business. • Help the students to know the different sources of business idea and methods of solving complex business problems • Facilitates the students that innovation in any forms is the basis for the growth of any business. • Gain knowledge of the women entrepreneurs and their functions • Know the steps in starting a small scale unit and the procedure to obtain the licensing of the SSI unit. • Understand the importance of project

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			<p>appraisal and project report of the business</p> <ul style="list-style-type: none"> ● Provide the knowledge about the tax concessions of the business unit.
3.	15UBAC43	Core – XI: Computer Application for Manager – Theory	<ul style="list-style-type: none"> ● Imparting knowledge on the fundamentals of computer. ● Make them to understand importance of Peripheral devices while transmission. ● Overhaul about the system conversion process. ● Educates storing capacity of memory units, components of Input and Output devices. ● Accumulates the knowledge on the software, compiler and Interpreter processes. ● Make them to realize operating system is the supporting organ of computer. ● Know the concepts of Programming languages. ● Understand the overview of Network. ● Know the process of network connectivity. ● Make them to understand MIS concepts.
4.	15UBAC4P	Core – XII: Computer Application for Manager – Practical	<ul style="list-style-type: none"> ● Practice them how to open the Microsoft word in computer. ● Prepare them to write a leave letter using MS-Word. ● Make them to create a time table using MS-Word. ● Prepare them to write a resume using MS-Word. ● Help them to create an advertisement using MS-Word. ● Enable them to create Mail Merge using MS-Word. ● Prepare them to create a student’s Mark Details using MS-Excel.

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			<ul style="list-style-type: none"> • Enable them to prepare a Employee Pay Roll calculations using MS-Excel. • Practice them to design a Photo Album using MS-PowerPoint. • Make them to design an Advertisement using MS-PowerPoint.
5.	15UBAA41	Allied Course – IV: Business Mathematics	<ul style="list-style-type: none"> • Understanding the basic applications of set theory by independently solving business related problems. • Enhance them to develop their knowledge in the fundamental operations of addition, subtraction, multiplication and division through exponential and logarithmic expressions • Enable the students to solve the problems in the areas of simple interest, compound interest, Bankers’ loan, Bankers’ discount and depreciation • Enrich them to define the basic terms in the areas of business • Acquire the knowledge with practical problems through probability • Gain the analytical knowledge on the business applications of matrices
6.	15UBAO41	Optional / Elective Course - I: Research Methodology	<ul style="list-style-type: none"> • Understanding the different types of research and its usefulness in solving business problems • Understanding the sampling techniques and analyse the data for interpretation • Understand some basic concepts of research and its methodologies • Identify appropriate research topics • Select and define appropriate research problem and parameters • Prepare a project proposal to undertake a project • Organize and conduct research in a more appropriate way

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			<ul style="list-style-type: none"> • Induce to get an idea about the literature review • Desire to get intellectual way of doing some creative work • Get an idea of report writing
7.	15UBAO42	International Finance	<ul style="list-style-type: none"> • Assess historical and contemporary international financial systems, and compare their relevance to markets. • Identify key factors that influence foreign direct investment and its drivers. • Determine how capital flows to international markets and how internationalization of markets drive portfolio construction • Understanding of the theories of international finance and monetary issues and apply them to real world situations. • Differentiate the models with capital flows and show their relevance to the global financial crisis. • Discuss the issues of international governance and management of financial flow. • Understand international capital currency and foreign exchange market • Identify and appraise investment opportunities in the international environment
8.	15UBAO43	Organizational Development	<ul style="list-style-type: none"> • Improving the analytical and operational approach to system wise organizational changes • Know about the organization development process • Understanding the different change models • Analysing diagnostic tools used to assess organizational effectiveness

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			<ul style="list-style-type: none"> • Identifying the types of organizational development interventions • Know about the steps in organization culture • Inculcate the students to develop the organizations in modern way • Know about the changing phenomenon in the organization • Equip the various methods of executive development • Understand the development of organization implementation
SEMESTER V			
1.	15UBAC51	Core – XIII: Production & Operations Management	<ul style="list-style-type: none"> • Equip the students knowing the crew activities. • Elevate the students knowing the importance of scheduling procedures. • Making them to understand the factors influencing the plant location in order to makes cripple condition. • Realize the students about good plant layout and its relative advantages of an organization. • Equip the students knowing the effectiveness of control techniques. • Elevate the students knowing the components of operation strategy. • Making them to understand production planning and control ignites every aspects. • Realize the students about the method study and work measurement. • Elevate the students knowing the quality of control standards. • Making them to understand effectiveness of ISO.
2.	15UBAC52	Core – XIV: Marketing Management	<ul style="list-style-type: none"> • Provide a business idea on the basis of marketing activities

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			<ul style="list-style-type: none"> • Inculcate the behavior of the customer in the decision making • Make the students to understand the product policies. • Equip the learners with required skills to develop a new product. • Familiarize the students with the modern pricing methods and new product pricing • Impart the practices of the distribution channels • Make the students to analyze the impact of advertising media • Insist the importance of after sales service to ensure repeat purchase • Help the students to understand that customer delightness is the success of the business • Equip the learners with required skills to be a good marketing manager.
3.	15UBAC53	Core – XV: Human Resource Management	<ul style="list-style-type: none"> • Demonstrate ethical and socially responsible behaviour. • Importance of human resources and their effective management in organisations • Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes • Build effective internal and external relationships using influencing, communication and consultative skills. • Develop self leadership strategies to enhance personal and professional effectiveness. • Develop, implement, and evaluate employee orientation, training, and development programs. • Facilitate and support effective employee and labour relations in both non-union and union environments.

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			<ul style="list-style-type: none"> • Evaluate the effectiveness of HRM practices in supporting the strategic and operational needs of the organization in a global economy. • Recommend processes supporting organizational change and leadership development allowing organizations to react effectively in the dynamic global environment.
4.	15UBAC54	Core – XVI: Financial Management	<ul style="list-style-type: none"> • Enable the students to understand the basic concepts of financial decisions, investment liquidity and dividend decisions • Critically evaluate the theories of capital structure adopted in the company form of organisation • Appraise the risk profile of firms and estimate the costs of capital, including debt and equity capital, using financial data. • Gain practical knowledge on capital budgeting and project appraisal. • Understand the concepts of dividend policies expected by the shareholders and the theories of dividend policy • Gain practical knowledge on working capital management, venture capital and lease financing
5.	15UBAO51	Optional / Elective Course – II: Financial Services	<ul style="list-style-type: none"> • Understanding the fund-based and fee based financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions. • Provide knowledge about the organisation and management of mutual funds • Enable the students to aware about the investors with the knowledge of risks and rewards of investing in mutual funds

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			<ul style="list-style-type: none"> • Understand Mutual Fund and its Structure. • Understanding of risks involved in venture capital, Methodologies for rating credits and Factors considered for credit analysis and scoring • Credit rating practices of specialized rating agencies and evaluate the performance of a company based on qualitative and quantitative frameworks and tools
6.	15UBAO52	Consumer Behaviour	<ul style="list-style-type: none"> • Explore the reasons for development of consumer behavior. • Equip the students knowing the consumer behavior • Get a knowledge on hierarchy of needs • Explore measurement and arousal of motives. • Explore attitude formation by various sources. • Explore cognitive dissonance and various attribution theory. • Make them realize various model to the decisions. • Make them understanding step-by-step process of need recognition. • Equip the students the importance and the sources of collecting research data. • Make them to understand drawbacks of consumer research.
7.	15UBAO53	Labour Welfare	<ul style="list-style-type: none"> • Know about the labour welfare activities followed in business unit • Familiarizing the principles of labour welfare • Equip the International labour organization and its role and functions • Identifying the movement of trade union in India and its role

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			<ul style="list-style-type: none"> • Understanding the powers of Trade Unions • Making the procedures for collective bargaining and grievance settlement procedure • Providing the workers participation in management to the students • Making them understand the issues for quality work life
8.	15UBAS51	Skill Based Course – II: In-Plant Training	<ul style="list-style-type: none"> • Exploring the Practices of questioning and also observing capacity. • Elevating the Practices of accumulating (or) gathering, storing, re-trieving data for presentation. • Getting the knowledge for preserving document (data). • Training them to gather details about company and company background. • Training them to overhaul on the functional areas of the company • Understand the importance of after sales service. • Understand the production process as flow (or) continuous. • Understand the functions of transportation, purchase department, storage department and sales department. • Equip the students to understand practical knowledge and provide employment opportunities
9.	15UBAS52	Skill Based Course – III: Case Analysis	<ul style="list-style-type: none"> • Demonstrates the theoretical concepts in action • Understand the relationship between the business and functional objectives. • Establish rapport with the company and give significant others to gain good working relationship for the success

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			<ul style="list-style-type: none"> • Provide employment opportunities by analyzing societal cases • Provide a clear structure for all of the various activities that organizations carryout • Induce to achieve the stated objectives within the time period • Enable to reveal their professional ability and skills to respond to a business scenario • Make to understand the simplified processes relating to environment compliance • Ability to examining the causes and provide alternative courses of actions for a problem • Motivate the learners to investigate the cases in further aspects and diversified angles • Make to get the strong knowledge in the field of decision making
SEMESTER VI			
1.	15UBAC61	Core – XVII: Strategic Management	<ul style="list-style-type: none"> • Demonstrates the theoretical concepts in action • Understand the relationship between the business and functional objectives. • Establish rapport with the company and give significant others to gain good working relationship for the success • Provide a clear structure for all of the various activities that organizations carryout • Induce to achieve the stated objectives within the time period • Enable to reveal their professional ability and skills to respond to a business scenario • Make to understand the simplified

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			<p>processes relating to environment compliance</p> <ul style="list-style-type: none"> • Ability to examining the causes and provide alternative courses of actions for a problem • Motivate the learners to investigate the cases in further aspects and diversified angles • Make to get the strong knowledge in the field of decision making
2.	15UBAC62	Core – XVIII: Sales and Distribution Management	<ul style="list-style-type: none"> • Equip the students knowing the process of sales management. • Know the qualities of a successful salesman. • Make them to understand goal setting process in sales management. • Make them realize designing sales territories and sales quota. • Explore sales force management. • Explore evaluation and analysis. • Equip the students knowing the process of Distribution management. • Equip the student knowing distributors policies and strategies. • Understanding the channel distribution management. • Make them realize training the distributors' sales team.
3.	15UBAC63	Core – XIX: Management Accounting	<ul style="list-style-type: none"> • Understanding the basic concepts and processes used to take management related decisions • Able to interpret financial statements and ratio analysis • Enable the students to analyze and evaluate the fund flow and cash flows of the organisation • Make the students to get proficiency in marginal cost analysis

S.No	Course Code	Course Name	Course Outcome
			<ul style="list-style-type: none"> • Gain practical knowledge on budgetary control • Understand the students in the area of application of marginal costing technique
4.	15UBAC64	Core – XX: Secretarial Practices	<ul style="list-style-type: none"> • Equip the learners on the procedures relating to the affairs of a company. • Enable the learners to have an idea about the proceedings of a meeting. • Make the learners to know about the duties and responsibilities of a secretary. • Familiarizing the concepts of secretarial practice to the learners • Providing the documents relating to formation of a joint stock company • Identifying the share capital to the students • Know about the essentials of a valid meeting to the students • Understanding the learners about rules of drafting minutes • Inculcate the students to develop the secretarial duties relating to statutory meetings
5.	15UBAO61	Optional / Elective Course – III: Advertising and Sales Promotion	<ul style="list-style-type: none"> • Equip the students knowing the components of Promotional mix. • Elevate the students knowing the recent trends in advertising . • Make them to understand budget ignites unnecessary cost. • Make them to understand Crew of advertising copy. • Equip the students knowing the capacity and speciality of printing plates. • Realize them knowing the step-by-step process of campaign planning. • Realize them training makes the sales-man perfect and also become best

S.No	Course Code	Course Name	Course Outcome
			<p>contender to the competitors.</p> <ul style="list-style-type: none"> • Provide employment opportunities in the field of advertising • Equip the students knowing the necessity of after-sales service. • Equip the students knowing the fascinating of sales promotional instruments.
6.	15UBAO62	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> • Understand the various alternatives available for investment. • Learn to measure risk and return. • Find the relationship between risk and return. • Value the equities and bonds. • Gain knowledge of the various strategies followed by investment practitioners. • Apply efficient markets and behavioral finance theory to finance scenarios. • Employ the concepts of risk, return, and diversification to investments. • Apply financial tools and knowledge to evaluate the basic structure, functioning and regulation of banking institutions • Identify and apply basic finance relationships and concepts. • Students should understand the basic characteristics of key financial securities. • Understanding the fundamental and technical analysis to study the movement of price of the shares
7.	15UBAO63	Training and Development	<ul style="list-style-type: none"> • Know about the various methods of training. • Identifying the training needs • Understanding the evaluation of training • Analyse the training techniques based on its usefulness in bringing the desired output

S.No	Course Code	Course Name	Course Outcome
			<ul style="list-style-type: none"> • Provide the internal and external selection methods of training in modern way • Evaluate the training effectiveness in management • Equip the evolving development policy • Know about the Management Development Programme. • Design development programmes for the benefit of the organization • Understanding the training budget and its preparation and approval
8.	15UBAV61	Value Based Course – II: Retail Management	<ul style="list-style-type: none"> • Get familiarity with the role of retailer in the distribution channel • Identifying the functions of a retailer • Developing the benefits of retail sectors in the society to the learners • Understanding the wide variation of retail organizations in terms of product orientation and format • Identifying the store, non-store, generalist, specialist and service retailing • Equip the students to get employment in retail stores. • Familiarity with the factors and arrangement of self service, check out system in retail markets.