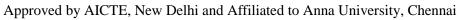
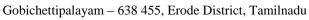


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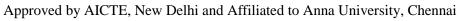


List of COs for PG courses under Anna University Regulation 2021

	DEPARTMENT OF MANAGEMENT STUDIES	
Semester	: I	
Year of St	ode & Name : BA4101 Statistics for Management : 2021-2022	
Cos No.	Course Outcome	
C101.1	To facilitate objective solutions in business decision making.	
C101.2	To understand and solve business problems.	
C101.3	To apply statistical techniques to data sets, and correctly interpret the results.	
C101.4	To develop skill-set that is in demand in both the research and business environment	
C101.5	To enable the students to apply the statistical techniques in a work setting.	
Semester : I Course Code & Name : BA4102 Management Concepts and Organizational Behavior Year of Study : 2021-2022		
Cos No.	Course Outcome	
C102.1	Understanding of various management concepts and skills required in the business world	
C102.2	In-depth knowledge of various functions of management in a real time management context	
C102.3	Understanding of the complexities associated with management of individual behavior in theorganizations	
C102.4	Develop the skillset to have manage group behaviour in Organizations	
C102.5	Insights about the current trends in managing organizational behaviour	
Semester	: I	
Course Co Year of St	ode & Name : BA4103 Managerial Economics udv : 2021-2022	
Cos No.	Course Outcome	
C103.1	To introduce the concepts of scarcity and efficiency;	
C103.2	To explain principles of microeconomics relevant to managing an organization	
C103.3	To describe principles of macroeconomics	
C103.4	To have the understanding of economic environment of business.	
C103.5	To study about the policies that regulate economic variables	
Year of St		
Cos No.	Course Outcome	
C104.1	A thorough grounding of financial accounting concepts	
C104.2	Preparation of financial statement analysis	
C104.3	Understand the management and cost accounting techniques	
C104.4	Apply the management and cost accounting techniques for decision making	
C104.5	Assess the accountancy standards of practices in India	
Semester : I Course Code & Name : BA4105 Legal Aspects of Business Year of Study : 2021-2022		
Cos No.	Course Outcome	
C105.1	Understand the fundamental legal principles in developing various contracts and	
	commercial laws in the business world	



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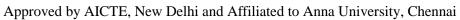


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C105.2	Identify the common forms of business associations and elements of Corporate Governance
C105.3	Develop insights regarding the laws related to industrial environment
C105.4	Ability to understand the fundamentals of corporate tax and GST
C105.5	Understand the role of consumer rights and cyber laws in the modern business
	environment
Year of St	: I ode & Name : BA4106 Information Management udy : 2021-2022
Cos No.	Course Outcome
C106.1	Understand the fundamental legal principles in developing various contracts and
	commercial laws in the business world
C106.2	Identify the common forms of business associations and elements of Corporate
	Governance
C106.3	Develop insights regarding the laws related to industrial environment
C106.4	Ability to understand the fundamentals of corporate tax and GST
C106.5	Understand the role of consumer rights and cyber laws in the modern business
Semester	environment - T
Course Co	ode & Name : BA4111 Indian Ethos
Year of St	udy : 2021-2022
Cos No.	Course Outcome
C107.1	The learners are able to apply the basic concepts of Indian ethos and value systems at work.
C107.2	The learners can handle issues of business ethics and offer solutions in ethical perspectives
C107.3	The learners are professionally efficient and skilful in value systems and culture
C107.4	The learners are capable in ethically manage business towards well being of the society.
C107.5	The learners can be socially effective in undertaking business responsibilities.
Semester	: I
	ode & Name : BA4112 Business Communication (Laboratory)
Year of St	
Cos No.	Course Outcome
C108.1	Develop good managerial communication skills
C108.2	Ability to excel in different forms of written communication required in a business context
C108.3	Develop good presentation skills
C108.4	In-depth understanding of interview skills
C108.5	Ability to prepare Business reports
Semester	: I
Course Co Year of St	ode & Name : BA4032 Entrepreneurship Development : 2021-2022
Cos No.	Course Outcome
C109.1	The learners will gain entrepreneurial competence to run the business efficiently.
C109.2	The learners are able to undertake businesses in the entrepreneurial environment
C109.3	The learners are capable of preparing business plans and undertake feasible projects.
C109.4	The learners are efficient in launching and develop their business ventures successfully
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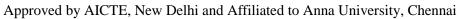


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C109.5	The learners shall monitor the business effectively towards growth and development.
Semester	: I
	ode & Name : BA4033 Event Management
Year of St	
Cos No.	Course Outcome
C110.1	Learning about structure and code of ethics of events
C110.2	Exploring and getting to know about event planning and regulations
C110.3	Understand about event marketing, planning and strategies
C110.4	Enhance professional skills in event management
C110.5	Analyse the safety measure of event management
Semester	: II
Year of St	bde & Name : BA4201 Quantitative Techniques For Decision Makingudy : 2021-2022
Cos No.	Course Outcome
C111.1	Linear programming in product mix decisions
C111.2	Transportation and assignment in logistics and job allocation scenarios
C111.3	Game theory and heuristics of decision making in real time decisions
C111.4	Inventory management and replacement models in manufacturing context
C111.5	Queuing and simulation in real time scenario optimisation
Semester	· II
	ode & Name : BA4202 Financial Management
Year of St	
Cos No.	Course Outcome
C112.1	Identify the concepts of financial decision of an organisation
C112.2	Recognize the time value of money
C112.3	Learn the capital budgeting and cost of capital techniques
C112.4	Understand how to decide the decision of capital structure and distribution of dividend
C112.5	Assess the short-term and long-term sources of finance
Semester	: II
Year of St	
Cos No.	Course Outcome
C113.1	Students would have gained knowledge on the various aspects of HRM
C113.2	Students will gain knowledge needed for success as a human resources professional.
C113.3	Students will develop the skills needed for a successful HR manager
C113.4	Students would be prepared to implement the concepts learned in the workplace.
C113.5	Students would be aware of the emerging concepts in the field of HRM
Semester	: II
	ode & Name : BA4204 Operations Management
Year of St Cos No.	udy : 2021-2022 Course Outcome
C114.1	Understanding of the evolution of operations management practices and world class
(117.1	manufacturing processes
C114.2	Knowledge about capacity planning, strategic sourcing and procurement in
C114.2	organizations
C114.3	Enhances the understanding of product development and design process
C114.3	Ability to forecast demand and overcome bottlenecks
C114.4	Provides insight to Quality management tools and practices
C114.3	p rovides margin to Quanty management tools and practices



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Semester	: II		
	Course Code & Name : BA4205 Business Research Methods		
Year of St	tudy : 2021-2022		
Cos No.	Course Outcome		
C115.1	Students will understand and appreciate scientific inquiry		
C115.2	Students would know to write research proposals		
C115.3	The students would be able to undertake a systematic outlook towards business		
	situations for the purpose of objective decision making, and the method of conducting		
	scientific inquiry to solve organizational problems		
C115.4	Students would be able to analyze data and find solutions to the problems.		
C115.5	Students could prepare research reports		
Semester	: ÍI		
	ode & Name : BA4206 Business Analytics		
Year of St			
Cos No.	Course Outcome		
C116.1	Ability to understand the role of Business Analytics in decision making		
C116.2	Ability to identify the appropriate tool for the analytics scenario		
C116.3	Ability to apply the descriptive analytics tools and generate solutions		
C116.4	Understanding of Predictive Analytics and applications		
C116.5	Knowledge of Prescriptive Analytics and demonstrating business process improvement		
Semester	: II		
	ode & Name : BA4207 Marketing Management		
Year of St			
Cos No.	Course Outcome		
C117.1	Applied knowledge of contemporary marketing theories to the demands of business		
C117.0	and management practice.		
C117.2	Enhanced knowledge of marketing strategies for consumer and industrial marketing		
C117.3	Deep understanding of choice of marketing mix elements and managing integrated marketing channels		
C117.4	Ability to analyze the nature of consumer buying behaviour		
C117.5	Understanding of the marketing research and new trends in the arena of marketing		
Semester	• II		
	ode & Name : BA4211 Business Ethics cudy : 2021-2022		
Cos No.	Course Outcome		
C118.1	The learners can handle issues of business ethics and offer solutions ethical		
	perspectives		
C118.2	The learners are able to apply the basic concepts of Indian ethos and value systems at		
	work.		
C118.3	The learners can handle issues of business ethics and offer solutions in ethical		
	perspectives		
C118.4	The learners are professionally efficient and skilful in value systems and culture		
C118.5	The learners are capable in ethically manage business towards well being of the		
	society.		
C118.6	The learners can be socially effective in undertaking business responsibilities.		
Semester	: II		
Course Code & Name : BA4212 Data Analysis And Business Modeling : 2021-2022			



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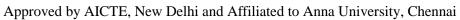


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Cos No.	Course Outcome
C119.1	Deep knowledge about the nature of data and conducting hypothesis testing using
	various data analysis techniques
C119.2	Facilitates to identify the relationship between variables using data analytical tools
C119.3	Provides understanding about forecasting in real time business world using analytical
	tools
C119.4	Ability to conduct Risk and sensitivity analysis and portfolio selection based on
	business data
C119.5	Enhances knowledge about networking, inventory models and queuing theory usin g
C117.3	data analytical tools
Semester	: III
	ode & Name : BA4301 Strategic Management
Year of St Cos No.	
C120.1	Ability to understand the Strategic management process and social responsibility of
	business organizations
C120.2	In-depth understanding about the need for developing competitive advantage for
	organizations
C120.3	Provides insights into various corporate and business level strategies
C120.4	Facilitates to identify the various control systems required for organizational strategy
	implementation process
C120.5	Enhances the cognitive knowledge about various strategic issues and development of
	new business models
Semester	: III
Year of St	
Cos No.	Course Outcome
C121.1	In Depth knowledge of driving factors of international Business
C121.2	Understanding of theories of trade and investment practiced in the global world
C121.3	Deep Insights in to various market entry strategies followed by Global Organizations
C121.4	Ability to identify the various global production and supply chain issues and have an
	understanding of foreign exchange determination system
C121.5	Enhance the cognitive knowledge of managing business across the cultures
Semester	
Year of St	ode & Name : BA4001 Security Analysis And Portfolio Management : 2021-2022
Cos No.	Course Outcome
C122.1	Understand the concept of investment and identify the investment alternatives to
	investors
C122.2	Learn the nuances of fundamental analyses and technical analyses
<u> </u>	· · · · · · · · · · · · · · · · · · ·
C122.3	Analyse and evaluate the value of securities
C122.3	Analyse and evaluate the value of securities Explain how to construct an efficient portfolio
C122.4	Explain how to construct an efficient portfolio
C122.4 C122.5	Explain how to construct an efficient portfolio Explore the various methods through which portfolio evaluation could be done
C122.4 C122.5 Semester	Explain how to construct an efficient portfolio
C122.4 C122.5 Semester Course Co Year of St	Explain how to construct an efficient portfolio Explore the various methods through which portfolio evaluation could be done : III ode & Name : BA4002 Financial Markets cudy : 2021-2022
C122.4 C122.5 Semester Course Co	Explain how to construct an efficient portfolio Explore the various methods through which portfolio evaluation could be done : III ode & Name : BA4002 Financial Markets



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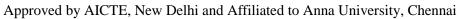


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C123.2	Identify the underlying etwicture and functions of Indian financial markets
	Identify the underlying structure and functions of Indian financial markets
C123.3	Familiarise the methods of issuing shares and the role of intermediaries in the primary market
C123.4	Learn about the trading mechanism in stock market
C123.5	Describe the instruments, participants and trading in debt market
Semester	: III
Course Co Year of St	ode & Name : BA4003 Banking And Financial Services : 2021-2022
Cos No.	Course Outcome
C124.1	Understand the overall structure and functions of Indian Financial System
C124.2	Gain knowledge about regulations governing the Indian Banking system
C124.3	Price various types of loans proposed by banks to various prospective borrowers with
	different risk profiles and evaluate the performance of banks
C124.4	Familiarise the students with the concept of e-banking
C124.5	In-depth understanding of fee-based and fund-based financial services in India
Semester	: III
Course Co	ode & Name : BA4008 Retail Marketing
Year of St	
Cos No.	Course Outcome
C125.1	To provide insights on retail operation
C125.2	To understand effective methods and strategies required for retail management.
C125.3	To understand how to utilize resources and techniques used in retail management.
C125.4	To understand analysis of store location, merchandising, products and pricing.
C125.5	To gain knowledge about shopping behavior
Semester	: III
	ode & Name : BA4009 Consumer Behaviour
Year of St Cos No.	udy : 2021-2022 Course Outcome
C126.1	Consumer orientation and consumption
C126.1	
C120.2	Intrincia influences
C126.2	Intrinsic influences
C126.3	Effects of external influences
C126.4	Effects of external influences Models of consumer and industrial buying
C126.4 C126.5	Effects of external influences Models of consumer and industrial buying The decision making process
C126.4 C126.5 Semester	Effects of external influences Models of consumer and industrial buying The decision making process : III
C126.4 C126.5 Semester Course Co	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing
C126.4 C126.5 Semester Course Co Year of St	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing
C126.4 C126.5 Semester Course Co	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome
C126.4 C126.5 Semester Course Co Year of St Cos No.	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service -
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities
C126.4 C126.5 Semester Course Co Year of St Cos No.	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service -
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service -based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service -based activities
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1 C127.2	Effects of external influences Models of consumer and industrial buying The decision making process : III Ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty Develop blueprint for the services sector and develop a better appreciation of the
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1 C127.2 C127.3	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1 C127.2	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence. Recognise the challenges faced in services delivery as outlined in the services gap
C126.4 C126.5 Semester Course Co Year of St Cos No. C127.1 C127.2 C127.3	Effects of external influences Models of consumer and industrial buying The decision making process : III ode & Name : BA4011 Services Marketing udy : 2021-2022 Course Outcome Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities Develop and justify marketing planning and control systems appropriate to service - based activities Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.



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Course Co Year of St	ode & Name : BA4015 Strategic Human Resource Management : 2021-2022
Cos No.	Course Outcome
C128.1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
C128.2	Appreciate SHRM in the context of changing forms of organisation and will have a
C120.2	better understanding of the tools and techniques used by organizations to meet current challenges.
C128.3	To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
C128.4	Providing an overview of the counselling and coaching processes and techniques, Devel oping alternative approach to dealing with problem situations in organisations
C128.5	Understand the career development theories and models and gain necessary self - insight, skills and
Year of St	
Cos No.	Course Outcome
C129.1	Industrial relations system and Trade unions
C129.2	Industrial Disputes and labour welfare measures
C129.3	Labour legislation introduction and legal provisions for factory workers, wages and Bo nus
C129.4	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
C129.5	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention
Year of St	
Cos No.	Course Outcome
C130.1	The fundamentals of organizational design and structure
C130.2	Change process, types, and models of change in organizations
C130.3	The fundamentals of organizational development
C130.4	Organizational development Interventions
C130.5	Organizational evolution and sustenance
Year of St	
Cos No.	Course Outcome
C131.1	Provides insights about approaches to creativity and innovation
C131.2	Understanding of heuristic models and its applications
C131.3	Enhances the knowledge of nature of creativity
C131.4	Ability to apply creativity in problem solving
C131.5	Knowledge about radical and disruptive models of innovation

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