

DEPARTMENT OF MANAGEMENT STUDIES

COURSE OUTCOMES (REGULATION 2021)

1. Course Code and Title

As per Anna University Regulation 2021

Table 1 - List of Courses with Course Code:

S/N	COURSE CODE	COURSE CODE (AU)	COURSE NAME
SEMESTER I			
1	C101	BA 4101	Statistics For Management
2	C102	BA 4102	Management Concepts and Organizational Behavior
3	C103	BA 4103	Managerial Economics
4	C104	BA 4104	Accounting For Decision Making
5	C105	BA 4105	Legal Aspects of Business Legal Aspects Of Business
6	C106	BA 4106	Information Management
7	C107	BA 4111	Indian Ethos
8	C108	BA 4112	Business Communication (Laboratory)
9	C109	BA 4032	Entrepreneurship Development
SEMESTER II			
1	C201	BA 4201	Quantitative Techniques for Decision Making
2	C202	BA4202	Financial Management
3	C203	BA4203	Human Resource Management
4	C204	BA4204	Operations Management
5	C205	BA4205	Business Research Methods

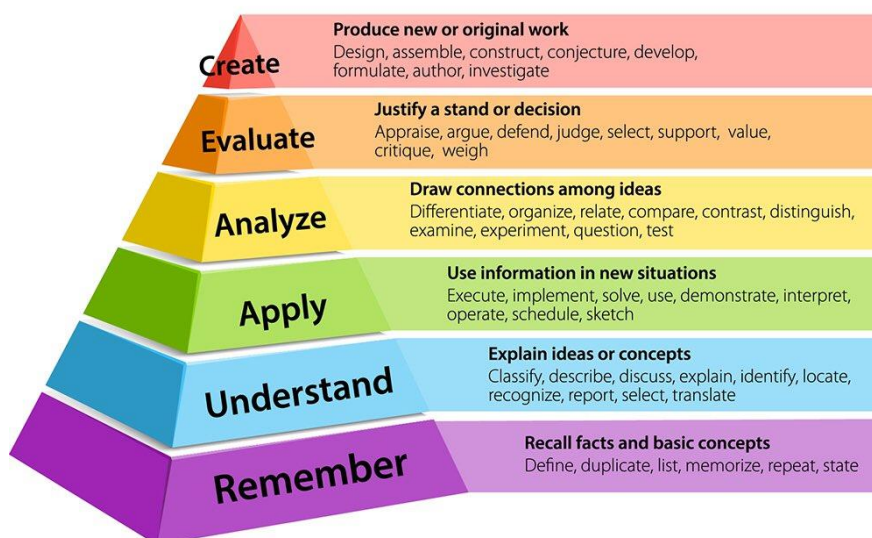
6	C206	BA4206	Business Analytics
7	C207	BA4207	Marketing Management
8	C208	BA4211	Business Ethics
9	C209	BA4212	Data Analysis and Business Modeling (Lab)
SEMESTER III			
1	C301	BA4301	Strategic Management
2	C302	BA4302	International Business
3	C303	BA4001	Security Analysis and Portfolio Management
4	C304	BA4002	Financial Markets
5	C305	BA4003	Banking And Financial Services
6	C306	BA4008	Retail Marketing
7	C307	BA4011	Services Marketing
8	C308	BA4014	Digital Marketing
9	C309	BA4015	Strategic Human Resource Management
10	C310	BA4016	Industrial Relations and Labour Legislations
11	C311	BA4017	Organizational, Design, Change and Development
12	C312	BA4311	Creativity And Innovation Laboratory
SEMESTER IV			
1	C401	BA 4411	Project Work

BLOOM'S TAXONOMY

According to revised Bloom's taxonomy, the levels in the cognitive domain are as follows:

Level	Descriptor	Level of Attainment
1	Remember	Recalling from the memory of the previously learned material
2	Understand	Explaining ideas or concepts
3	Apply	Using the information in another familiar situation
4	Analyze	Breaking information into the part to explore understandings and relationships
5	Evaluate	Justifying a decision or course of action
6	Create	Generating new ideas, products or new ways of viewing things

Bloom's Taxonomy



Bloom's taxonomy is hierarchical, meaning that learning at the higher level requires that skills at a lower level are attained.

COURSE OUTCOMES WITH K – LEVEL MAPPING FOR ALL COURSES (REGULATION - 2021)

SEMESTER I

COURSE CODE & NAME: C101 & STATISTICS FOR MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C101.1	Understand the foundational statistical concepts	K2
C101.2	Choose the statistical tools	K1
C101.3	Analyze data by statistical techniques	K4
C101.4	Forecast the statistical methods for business	K3
C101.5	Interpret statistical findings to resolve the issues in business management	K2

COURSE CODE & NAME: C102 & MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C102.1	Comprehend the fundamental principles in management	K2
C102.2	Analyze the behavior of individuals	K4
C102.3	Analyze the behavior of groups within organizations	K4
C102.4	Gain an awareness of ethical issues in management.	K2
C102.5	Understand the organization behavior	K2

COURSE CODE & NAME: C103 & MANAGERIAL ECONOMICS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C103.1	Understand the economic concepts.	K2

C103.2	Analyze the customer and consumer behavior	K4
C103.3	Forecast the product market	K3
C103.4	Understand the basics of macro economics	K2
C103.5	Analyze the monetary policy and fiscal policy	K4

COURSE CODE & NAME: C104 & ACCOUNTING FOR DECISION MAKING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C104.1	Understand the basic concepts related to accounts	K2
C104.2	Analyze the financial statement of the organization	K4
C104.3	Apply the concept of cost accounting to prepare financial statement	K3
C104.4	Evaluate the marginal cost of the product.	K5
C104.5	Prepare a budget for production	K2

COURSE CODE & NAME: C105 & LEGAL ASPECTS OF BUSINESS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C105.1	Understand the basic concepts of commercial law	K2
C105.2	Use company and competition act	K2
C105.3	Apply the various act in Industry	K3
C105.4	Apply corporate tax & GST for products and services	K3
C105.5	Apply consumer protection act, cyber laws and IPR in business.	K3

COURSE CODE & NAME: C106 & INFORMATION MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C106.1	Understand the concept of Information management	K2
C106.2	Design the information system using different methodologies	K6
C106.3	Manage the collected data effectively	K2
C106.4	Control the system securely	K3
C106.5	Update the latest trends in information management.	K2

COURSE CODE & NAME: C107 & INDIAN ETHOS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C107.1	Understand the basic concepts of Indian ethos	K2
C107.2	Handle issues of business ethics	K4
C107.3	Apply the ethical knowledge in value systems	K3
C107.4	Follow the ethos in leadership	K2
C107.5	Apply the basic concepts of Indian ethos in business	K3

COURSE CODE & NAME: C108 & BUSINESS COMMUNICATION (LABORATORY)

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C108.1	Understand good communication and managerial skills	K2
C108.2	Excel in different forms of written communication required in a business context	K2
C108.3	Develop good presentation skills	K3

C108.4	Face the interview by the skills learned	K4
C108.5	Ability to prepare Business reports	K3

COURSE CODE & NAME: C109 & ENTREPRENEURSHIP DEVELOPMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C109.1	The learners will gain entrepreneurial competence to run the business efficiently	K3
C109.2	The learners are able to undertake businesses in the entrepreneurial environment	K2
C109.3	The learners are capable of preparing business plans and undertake feasible projects.	K4
C109.4	The learners are efficient in launching and develop their business ventures successfully	K3
C109.5	The learners shall monitor the business effectively towards growth and development.	K3

SEMESTER II

COURSE CODE & NAME: C201 & QUANTITATIVE TECHNIQUES FOR DECISION MAKING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C201.1	Understand the concept of Linear Programming	K2
C201.2	Apply linear programming techniques in different models	K3
C201.3	Make decision for different situations.	K5
C201.4	Control the inventory for various model	K4
C201.5	Apply queuing theory and replacement models for prioritization	K3

COURSE CODE & NAME: C202 & FINANCIAL MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C202.1	Understand the concepts behind the foundation of finance	K1
C202.2	Make sound investment and financing decisions.	K3
C202.3	Decide financing and investing money in different sectors	K5
C202.4	Estimate the capital investment	K5
C202.5	Assess the long and short term finance in Indian capital market	K5

COURSE CODE & NAME: C203 & HUMAN RESOURCE MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C203.1	Understand the key concepts and theories of human resource management	K2
C203.2	Understand human resource planning and recruitment	K2
C203.3	Develop the human resource by different types of training	K3
C203.4	Analyze the concepts involved in employee engagement	K4
C203.5	Control the organization	K3

COURSE CODE & NAME: C204 & OPERATIONS MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C204.1	Understand the current trends in operations management	K2
C204.2	Analyze the value chain models for effective operation	K4
C204.3	Design the process chart for different operations	K6

C204.4	Plan and control the operations for effective management	K6
C204.5	Evaluate the quality of management	K5

COURSE CODE & NAME: C205 & BUSINESS RESEARCH METHODS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C205.1	Understand the basic concept of research methods	K2
C205.2	Apply research design and measurement for valuable business methods	K3
C205.3	collect data by various techniques	K2
C205.4	Prepare the data analysis for business problems	K3
C205.5	Prepare the report by considering ethical business	K3

COURSE CODE & NAME: C206 & BUSINESS ANALYTICS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C206.1	Plan for the organizational decision making process	K3
C206.2	Allocate human resource by using business analytics	K2
C206.3	Apply the tools of descriptive analytics for problem solving	K3
C206.4	Estimate the future demand through predictive analytics	K6
C206.5	Apply prescriptive analytics for the development of organization	K3

COURSE CODE & NAME: C207 & MARKETING MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C207.1	Distinguish functional areas of marketing management	K4

C207.2	Apply the marketing strategies for promotion	K3
C207.3	Assess the role of decision making in marketing mix	K4
C207.4	Analyze the customer behaviour	K4
C207.5	Assess the dynamic marketing trends	K4

COURSE CODE & NAME: C208 & BUSINESS ETHICS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C208.1	The learners can handle issues of business ethics and offer solutions ethical perspectives	K2
C208.2	The learners are able to apply the basic concepts of Indian ethos and value systems at work.	K3
C208.3	The learners can handle issues of business ethics and offer solutions in ethical perspectives	K2
C208.4	The learners are professionally efficient and skill full in value systems and culture	K2
C208.5	The learners are capable in ethically manage business towards wellbeing of the society	K3
C208.6	The learners can be socially effective in undertaking business responsibilities.	K4

COURSE CODE & NAME: C209 & DATA ANALYSIS AND BUSINESS MODELING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C209.1	Analyze the descriptive statistics	K2
C209.2	Analyze the parametric and Non-parametric test	K2
C209.3	Analyze the investment portfolio	K2
C209.4	Analyze the transportation and assignment problems	K2
C209.5	Develop inventory models	K3

SEMESTER III

COURSE CODE & NAME: C301 & STRATEGIC MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C301.1	Conceptualize the strategic management process	K3
C301.2	Evaluate the competitive advantage in business environment	K5
C301.3	Analyze the internal organizational level strategies	K2
C301.4	Apply strategies to plan and control	K3
C301.5	Analyze the issues of profit and non-profit organizations.	K2

COURSE CODE & NAME: C302 & INTERNATIONAL BUSINESS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C302.1	Acquire knowledge on the basic concepts of International Business	K1
C302.2	Analyze the various trade related theories in international business.	K2
C302.3	Interpret the various ways to enter into global market	K2
C302.4	Globalize the production, marketing and finance	K2
C302.5	Develop the human resource for international business	K3

COURSE CODE & NAME: C303 & SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C303.1	Understand the various Investment process	K2

C303.2	Analyze the fundamentals of finance	K4
C303.3	Technically analyze the financial markets	K4
C303.4	Apply strategies for selection of investment portfolio	K3
C303.5	Create different pricing models	K6

COURSE CODE & NAME: C304 & FINANCIAL MARKETS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C304.1	Create investment avenue	K6
C304.2	Utilize the regulatory system of Indian capital marketing	K3
C304.3	Utilize the regulatory system of stock exchange	K3
C304.4	Evaluate the internal and external finance environment	K5
C304.5	Apply the various tools and techniques to evaluate the portfolio management	K3

COURSE CODE & NAME: C305 & BANKING AND FINANCIAL SERVICES

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C305.1	Understand the basics of Indian Banking System.	C305.1
C305.2	Analyze the sources and risk involved in management	C305.2
C305.3	Understand the advanced technology implemented in banking sectors	C305.3
C305.4	Analyze the asset based financial services	C305.4
C305.5	Use the insurance and other financial related services	C305.5

COURSE CODE & NAME: C306 & RETAIL MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C306.1	To provide insights on retail operation	K2
C306.2	To understand effective methods and strategies required for retail management	K2
C306.3	To understand how to utilize resources and techniques used in retail management.	K2
C306.4	To understand analysis of store location, merchandising, products and pricing.	K2
C306.5	To gain knowledge about shopping behaviour	K2

COURSE CODE & NAME: C307 & SERVICES MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C307.1	Understand the role of services in economy	K2
C307.2	Analyze the service market potential, classification of services,	K4
C307.3	Evaluate the concept of service life cycle and development	K5
C307.4	Analyze the concept of pricing of services	K4
C307.5	Apply the service marketing strategies	K3

COURSE CODE & NAME: C308 & DIGITAL MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C308.1	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment.	K4
C308.2	To focusses on how digital marketing can be utilised by organisations and how its effectiveness can measured.	K4
C308.3	To know the key elements of a digital marketing strategy	K2

C308.4	To study how the effectiveness of a digital marketing campaign can be measured	K3
C308.5	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.	K4

COURSE CODE & NAME: C309 & STRATEGIC HUMAN RESOURCE MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C309.1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.	K1
C309.2	Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.	K3
C309.3	To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations.	K3
C309.4	Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations	K3
C309.5	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers	K2

COURSE CODE & NAME: C310 & INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C310.1	Understand the concept of industrial relations in the organization.	K2
C310.2	Understand the concept of industrial disputes	K2
C310.3	Implement the labor welfare measures in the organization	K3
C310.4	Utilize the rules for safety, health provisions and occupational hazards in the organization	K3
C310.5	Understand the different types of labors and their statutory provision in the organization.	K2

COURSE CODE & NAME: C311 & ORGANIZATIONAL, DESIGN, CHANGE AND DEVELOPMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C311.1	Understand the concepts of change management	K2
C311. 2	Analyze the factors for organizational design and change	K4
C311.3	Manage the skills required for any change in the organization	K3
C311.4	Utilize the managerial skills for the development in organizations.	K3
C311.5	Evaluate the development of organization.	K5

COURSE CODE & NAME: C312 & CREATIVITY AND INNOVATION LABORATORY

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C312.1	Provides insights about approaches to creativity and innovation	K3
C312. 2	Understanding of heuristic models and its applications	K2
C312.3	Enhances the knowledge of nature of creativity	K5
C312.4	Ability to apply creativity in problem solving	K6
C312.5	Knowledge about radical and disruptive models of innovation	K2

COURSE CODE & NAME: C312 & CREATIVITY AND INNOVATION LABORATORY

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C312.1	Provides insights about approaches to creativity and innovation	K3
C312. 2	Understanding of heuristic models and its applications	K2
C312.3	Enhances the knowledge of nature of creativity	K5

C312.4	Ability to apply creativity in problem solving	K6
C312.5	Knowledge about radical and disruptive models of innovation	K2

SEMESTER IV

COURSE CODE & NAME: C401 & PROJECT WORK		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C312.1	Provides insights about approaches to creativity and innovation	K3
C312. 2	Understanding of heuristic models and its applications	K2
C312.3	Enhances the knowledge of nature of creativity	K5
C312.4	Ability to apply creativity in problem solving	K6
C312.5	Knowledge about radical and disruptive models of innovation	K2