

DEPARTMENT OF MANAGEMENT STUDIES

COURSE OUTCOMES (REGULATION 2023) Autonomous

1. Course Code and Title

As per Autonomous Regulation 2023

Table 1 - List of Courses with Course Code:

S/N	COURSE CODE	COURSE CODE (NPR)	COURSE NAME
SEMESTER I			
1	C101	23MB101	Management Concepts and Organizational Behavior
2	C102	23MB102	Managerial Economics
3	C103	23MB103	Accounting for Management
4	C104	23MB104	Research Methodology
5	C105	23MB105	Design Thinking and Innovation
6	C106	23MB106	Statistics for Management
7	C107	23MB111	Seminar on Emerging Trends in Business Management-I
8	C108	23MB112	MS-Office for Managers
9	C109	23MB113	Business Communication (Lab)
SEMESTER II			
1	C201	23MB201	Marketing Management
2	C202	23MB202	Financial Management
3	C203	23MB203	Human Resource Management
4	C204	23MB204	Business Analytics
5	C205	23MB205	Operations Management
6	C206	23MB206	Legal Aspects of Business
7	C207	23MB207	Quantitative Techniques for Decision Making

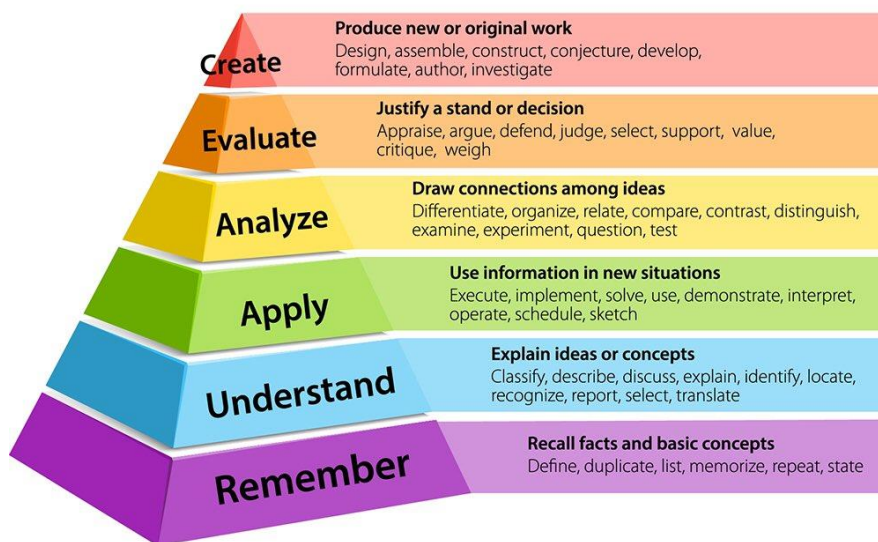
8	C208	23MB211	Seminar on Emerging Trends in Business Management-II
9	C209	23MB212	Data analysis and Business Modelling (Lab)
SEMESTER III			
1	C301	23MB301	Strategic Management
2	C302	23MB302	International Business
3	C303	23PMB01	Retail Marketing
4	C304	23PMB03	Digital Marketing
5	C305	23PMB04	Services Marketing
6	C306	23PMB07	Security Analysis and Portfolio Management
7	C307	23PMB08	Banking and Financial Services
8	C308	23PMB10	Financial Markets
9	C309	23PMB13	Strategic Human Resource Management
10	C310	23PMB16	Training and Development
11	C311	23PMB18	Industrial Relations and Labour Legislations
12	C312	23PMB25	Supply Chain Management
13	C313	23PMB26	Logistics Management
14	C314	23PMB27	Warehouse Management
15	C315	23MB311	Creativity And Innovation Laboratory
16	C316	23MB312	Industry Internship
SEMESTER IV			
1	C401	23MB411	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.



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COURSE OUTCOMES WITH K – LEVEL MAPPING FOR ALL COURSES (REGULATION - 2023)

SEMESTER I

COURSE CODE & NAME: C101 & MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C101.1	The student will be able to understand and various management concepts and skills required in the business world.	Understanding (K2)
C101.2	The student will be able to explain how In-depth knowledge of various functions of management in a real time management context.	Remembering (K1)
C101.3	The student will be able to understand complexities associated with management of individual behavior in the organizations.	Applying (K3)
C101.4	The student will be able to analyze the skillset to have manage group behaviour in Organizations.	Analyzing (K4)
C101.5	The student will be able to identify Insights about the current trends in managing organizational behaviour.	Remembering (K1)

COURSE CODE & NAME: C102 & MANAGERIAL ECONOMICS		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C102.1	Understand the basic concept with the help of economic principles.	Understanding (K3)
C102.2	Appraise the knowledge of demand and supply under different business decisions.	Analyzing (K4)
C102.3	Examine the concept of production function and role of technology.	Applying (K3)
C102.4	Analyze the importance of matching costs with different time frames.	Analyzing (K4)
C102.5	Differentiate the output and price decision of firms under different market structures.	Analyzing (K4)

COURSE CODE & NAME: C103 & ACCOUNTING FOR MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C103.1	Comprehend the basic principles of accounting.	Understanding (K2)
C103.2	Prepare and interpret the financial statements, namely Trading Accounts, Profit and Loss Account and Balance Sheet.	Applying (K3)
C103.3	Assess the financial soundness of the company using Ratio analysis.	Evaluating (K5)
C103.4	Construct the Fund flow statements and analyze the financial statements using fund flow.	Analyzing (K4)
C103.5	Understanding concepts of Computerized Accounting.	Understanding (K2)

COURSE CODE & NAME: C104 & RESEARCH METHODOLOGY

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C104.1	Understand the research process, Research Problem and literature review.	Understanding (K2)
C104.2	Identify the criteria for evaluating data collection methods, and Preparation of Questionnaire Design.	Applying (K3)
C104.3	Apply the principles of sampling and data preparation to the contemporary business research problems.	Applying (K3)
C104.4	Assess different types of testable hypotheses and interpret the statistical test.	Applying (K3)
C104.5	Construct a report writing and proposal writing in business research.	Analyzing (K4)

COURSE CODE & NAME: C105 & DESIGN THINKING AND INNOVATION

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C105.1	The student will be able to understand the fundamentals of design thinking.	Understanding (K2)
C105.2	The student will be able to explain how frame problems and generate innovative ideas.	Remembering (K1)
C105.3	The student will be able to practice scale and implement innovative solutions.	Applying (K3)
C105.4	The student will be able to analyze integrate design thinking into business strategy.	Analyzing (K4)
C105.5	The student will be able to identify and scale and implement innovative solutions.	Remembering (K1)

COURSE CODE & NAME: C106 & STATISTICS FOR MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C106.1	Understand the foundational statistical concepts	Understanding (K2)
C106.2	Choose the statistical tools	Applying (K3)
C106.3	Analyze data by statistical techniques	Applying (K3)
C106.4	Forecast the statistical methods for business	Applying (K3)
C106.5	Interpret statistical findings to resolve the issues in business management	Analyzing (K4)

COURSE CODE & NAME: C107 & BUSINESS COMMUNICATION (LAB)

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C107.1	Demonstrate his/her ability to write a business document.	Applying (K3)
C107.2	Exercise critical thinking by designing and developing content for presentations.	Applying (K3)
C107.3	Participate effectively in groups with emphasis on listening, thinking & responding.	Understanding (K2)

SEMESTER II

COURSE CODE & NAME: C201 & MARKETING MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C201.1	Comprehend the various concepts in marketing and the global marketing Environment of firms.	Understanding (K2)
C201.2	Analyze the consumer buying behavior by apply the principles of segmentation, targeting and positioning.	Analyzing (K4)
C201.3	Examine the product mix and brand strategy for the product and services.	Applying (K3)
C201.4	Compare the pricing and channel strategy based on real world market and company objectives.	Understanding (K2)
C201.5	Selecting media strategy to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.	Evaluating (K5)

COURSE CODE & NAME: C202 & FINANCIAL MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C202.1	Examine the risk return trade off involved in the functions of financial management.	Applying (K3)
C202.2	Weigh investment opportunities using investment appraisal techniques and select appropriate investments.	Evaluating (K5)
C202.3	Compare the impact of specific and overall cost of capital on capital structure.	Analyzing (K4)
C202.4	Defend the capital structure decisions made using leverage.	Evaluating (K5)
C202.5	Relate the influence of dividend policy adopted by the firm on the share prices.	Analyzing (K4)

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	Classify the functions of human resources and understanding the strategies for existing environment.	Understanding (K2)
C203.2	Appraise the methods of recruitment and prepare a selection strategy for a specific job.	Analyzing (K4)
C203.3	Demonstrate appropriate implementation, monitoring and assessment procedures of training and design compensation schemes that are cost effective, improve productivity and comply with the legal framework.	Analyzing (K4)
C203.4	Demonstrate knowledge on appraisal method and develop strategies to empower employees.	Applying (K3)
C203.5	Investigate the enrichment concepts in HRM with its latest trends.	Analyzing (K4)

COURSE CODE & NAME: C204 & BUSINESS ANALYTICS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C204.1	Ability to understand the role of Business Analytics in decision making.	Understanding (K2)
C204.2	Ability to identify the appropriate tool for the analytics scenario.	Analyzing (K4)
C204.3	Ability to apply the descriptive analytics tools and generate solutions.	Applying (K3)
C204.4	Understanding of Predictive Analytics and applications.	Understanding (K2)
C204.5	Knowledge of Prescriptive Analytics and demonstrating business process improvement.	Evaluating (K5)

COURSE CODE & NAME: C205 & OPERATIONS MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C205.1	Interpret the concepts in operation management and product design.	Applying (K3)
C205.2	Appraise the appropriate forecasting techniques to different business situations.	Evaluating (K5)
C205.3	Elucidate the factors influencing location, process and layout decision.	Evaluating (K5)
C205.4	Examine the various techniques in the strategic operations planning decisions.	Analyzing (K4)
C205.5	Analysis the functions of inventory in operation and examine the suitable modern operations management techniques for improving productivity.	Analyzing (K4)

COURSE CODE & NAME: C206 & LEGAL ASPECTS OF BUSINESS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C206.1	Interpret the concepts in operation management and product design.	Applying (K3)
C206.2	Appraise the appropriate forecasting techniques to different business situations.	Evaluating (K5)
C206.3	Elucidate the factors influencing location, process and layout decision.	Evaluating (K5)
C206.4	Examine the various techniques in the strategic operations planning decisions.	Analyzing (K4)
C206.5	Analysis the functions of inventory in operation and examine the suitable modern operations management techniques for improving productivity.	Analyzing (K4)

COURSE CODE & NAME: C207 & QUANTITATIVE TECHNIQUES FOR DECISION MAKING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C207.1	Formulate and use linear programming techniques to solve and justify decisions in different operational functions of business.	Applying (K3)
C207.2	Understand and use transportation and assignment problems to implement the best routes and allocation of resources in matching supply and demand.	Applying (K3)
C207.3	Formulate and appraise the different network models for minimizing costs, distance and time in industrial and business projects.	Evaluating (K5)
C207.4	Examine the optimal strategies that are formulated for a conflicting business situation where two or more competitors are involved.	Analyzing (K4)
C207.5	Appraise the decision theory models and select the best outcome from the different alternatives in situation.	Evaluating (K5)

COURSE CODE & NAME: C208 & DATA ANALYSIS AND BUSINESS MODELLING (LAB)

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C208.1	Use statistical software for data preparation and summaries the data (make better analysis and presentation of the data).	Understanding (K2)
C208.2	Perform data cleaning activities and make better analysis and presentation of the data.	Applying (K3)
C208.3	Find group differences using parametric and non - parametric test for a given data set.	Applying (K3)

SEMESTER III

COURSE CODE & NAME: 23MB301 - INTERNATIONAL BUSINESS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C301.1	In Depth knowledge of driving factors of international Business.	Understanding (K2)
C301.2	Understanding of theories of trade and investment practiced in the global world.	Understanding (K2)
C301.3	Deep Insights in to various market entry strategies followed by Global Organizations	Analyzing (K4)
C301.4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system.	Applying (K3)
C301.5	Enhance the cognitive knowledge of managing business across the cultures	Evaluating (K5)

COURSE CODE & NAME: 23MB302 - STRATEGIC MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C302.1	In Depth knowledge of driving factors of international Business.	Understanding (K2)
C302.2	Understanding of theories of trade and investment practiced in the global world.	Understanding (K2)
C302.3	Deep Insights in to various market entry strategies followed by Global Organizations	Analyzing (K4)
C302.4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system.	Applying (K3)
C302.5	Enhance the cognitive knowledge of managing business across the cultures	Evaluating (K5)

COURSE CODE & NAME: 23PMB01 - RETAIL MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C303.1	To provide insights on retail operation	Understanding (K1)
C303.2	To understand effective methods and strategies required for retail management	Understanding (K1)
C303.3	To understand how to utilize resources and techniques used in retail management.	Applying (K3)
C303.4	To understand analysis of store location, merchandising, products and pricing.	Analyzing (K4)
C303.5	To gain knowledge about shopping behaviour	Understanding (K1)

COURSE CODE & NAME: 23PMB03 - DIGITAL MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C304.1	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment	Understanding(K1)
C304.2	To focusses on how digital marketing can be utilised by organisations and how its effectiveness can measured	Applying (K3)
C304.3	To know the key elements of a digital marketing strategy.	Analyzing (K4)
C304.4	To study how the effectiveness of a digital marketing campaign can be measured.	Applying (K3)
C304.5	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.	Analyzing (K4)

COURSE CODE & NAME: 23PMB04 - SERVICES MARKETING

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C305.1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.	Understanding (K1)
C305.2	Develop and justify marketing planning and control systems appropriate to service-based activities.	Applying (K3)
C305.3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.	Analyzing (K4)
C305.4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.	Applying (K3)
C305.5	Recognise the challenges faced in services delivery as outlined in the services gap model.	Analyzing (K4)

COURSE CODE & NAME: 23PMB07 - SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C306.1	Understand the concept of investment and identify the investment alternatives to investors.	Understanding (K1)
C306.2	Learn the nuances of fundamental analyses and technical analyses	Understanding (K1)
C306.3	Analyze and evaluate the value of securities.	Applying (K3)
C306.4	Explain how to construct an efficient portfolio.	Applying (K3)
C306.5	Explore the various methods through which portfolio evaluation could be done.	Analyzing (K4)

COURSE CODE & NAME: 23PMB08 - BANKING & FINANCIAL SERVICES

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C307.1	Understand the overall structure and functions of Indian Financial System.	Understanding (K1)
C307.2	Gain knowledge about regulations governing the Indian Banking system	Understanding (K1)
C307.3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks.	Applying (K3)
C307.4	Familiarise the students with the concept of e-banking.	Applying (K3)
C307.5	In-depth understanding of fee-based and fund-based financial services in India.	Analyzing (K4)

COURSE CODE & NAME: 23PMB10 - FINANCIAL MARKETS

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C308.1	Understanding the basic concepts of the finance markets in India.	Understanding (K1)
C308.2	Identify the underlying structure and functions of Indian financial markets	Understanding (K1)
C308.3	Familiarize the methods of issuing shares and the role of intermediaries in the primary market.	Applying (K3)
C308.4	Learn about the trading mechanism in stock market.	Applying (K3)
C308.5	Describe the instruments, participants and trading in debt market.	Analyzing (K4)

COURSE CODE & NAME: 23PMB13- 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.	Understanding (K2)
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.	Remembering (K1)
C309.3	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	Applying (K3)
C309.4	Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations	Analyzing (K4)

C309.5	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers	Remembering (K1)
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COURSE CODE & NAME: 23PMB16 - TRAINING AND DEVELOPMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C310.1	Understand the basic concepts associated with training, objectives, Beneficiaries , Problems and Future trends	Understanding (K1)
C310.2	Learn about the training need strategies and models of organising training.	Understanding (K1)
C310.3	Explain how to assess training as well as non-training needs and design training programmes in an organizational setting	Applying (K3)
C310.4	Prepare training and development objectives, ways to design & develop content, suitable techniques for implementation	Applying (K3)
C310.5	Describe the learning theories, Process, outcomes and feedback	Analyzing (K4)

COURSE CODE & NAME: 23PMB18 - INDUSTRIAL RELATIONS AND LABOUR WELFARE

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C311.1	To enhance the students' knowledge and understanding of industrial relations.	Understanding (K2)
C311.2	To strengthen their appreciation of importance, relevance and usefulness of industrial relations.	Remembering (K1)
C311.3	To help the students understand the changing dynamics in industrial relations and provide an overview with respect to statutory and non-statutory issues in executing labour welfare programs in business organisations.	Applying (K3)
C311.4	To introduce the students to contemporary issues in International industrial relations	Analyzing (K4)

C311.5	To increase understanding of the international perspective of industrial relations and social security schemes.	Remembering (K1)
COURSE CODE & NAME: 23PMB25 - SUPPLY CHAIN MANAGEMENT		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C312.1	Students will be able to gain basic knowledge about Supply Chain Management.	Understanding (K2)
C312.2	Students will be able to examine the process of designing the supply chain network.	Remembering (K1)
C312.3	Students will be able to develop skills to analyze and evaluate the modes of transportation, assess the selection criteria and select optimum transportation options.	Applying (K3)
C312.4	The student would be able to examine the sourcing decisions and pricing	Analyzing (K4)
C312.5	The students will be able to gain the knowledge about issues and main performance drivers of supply chain	Remembering (K1)

COURSE CODE & NAME: 23PMB26 - LOGISTICS MANAGEMENT		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C313.1	Have knowledge on moving products with optimization of time and cost	Understanding (K2)
C313.2	Understand the distribution channel and outsourcing concept	Remembering (K1)
C313.3	Understand the Transportation and packaging concept	Applying (K3)
C313.4	Understand the performance measurement and cost in Logistics	Analyzing (K4)

C313.5	Understand the emerging trends in Logistics	Remembering (K1)
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COURSE CODE & NAME: 23PMB27 - WAREHOUSE MANAGMENT

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C314.1	Understand the fundamental concepts of warehousing, including the role of inventory in the supply chain, its types, costs, and the need for efficient inventory management, such as Just-in-Time principles.	Understanding (K2)
C314.2	Apply inventory management principles to optimize inventory levels and enhance competitive strategy within the supply chain.	Remembering (K1)
C314.3	Implement inventory control techniques, including ABC inventory control and distribution requirement planning, to mitigate the bullwhip effect and improve warehouse operations using warehouse management systems (WMS).	Applying (K3)
C314.4	Evaluate principles and performance measures of material handling systems, including various types of equipment and their applications in refrigerated warehouses and cold chains, particularly in agricultural supply chain management.	Analyzing (K4)
C314.5	Implement modern warehousing methods utilizing automated storage and retrieval systems, barcoding, and RFID technology to enhance efficiency and accuracy in warehouse operations.	Remembering (K1)

COURSE CODE & NAME: 23MB311 - CREATIVITY AND INNOVATION LABORATORY

Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C315.1	Provides insights about approaches to creativity and innovation	Understanding (K2)
C315.2	Understanding of heuristic models and its applications	Remembering (K1)

C315.3	Enhances the knowledge of nature of creativity	Applying (K3)
C315.4	Ability to apply creativity in problem solving	Analyzing (K4)
C315.5	Knowledge about radical and disruptive models of innovation	Remembering (K1)

COURSE CODE & NAME: 23MB311 - CREATIVITY AND INNOVATION LABORATORY		
Code	Course Outcome (On Successful completion of the course, Students will be able to)	K-Level
C315.1	Provides insights about approaches to creativity and innovation	Understanding (K2)
C315.2	Understanding of heuristic models and its applications	Remembering (K1)
C315.3	Enhances the knowledge of nature of creativity	Applying (K3)
C315.4	Ability to apply creativity in problem solving	Analyzing (K4)
C315.5	Knowledge about radical and disruptive models of innovation	Remembering (K1)