



SHREE VENKATESHWARA HI-TECH ENGINEERING COLLEGE

Accredited by NAAC with 'A' Grade

An ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai

Gobichettipalayam – 638 455, Erode District, Tamilnadu

Web: <http://www.svhec.com/>



List of COs for PG courses under Anna University Regulation 2021

| DEPARTMENT OF MANAGEMENT STUDIES | |
|----------------------------------|---|
| Semester | : I |
| Course Code & Name | : BA4101 Statistics for Management |
| Year of Study | : 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 the organizations |
| 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 Code & Name | : BA4103 Managerial Economics |
| Year of Study | : 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 |
| Semester | : I |
| Course Code & Name | : BA4104 Accounting For Decision Making |
| Year of Study | : 2021-2022 |
| 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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| 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 |
| Semester | : I |
| Course Code & Name | : BA4106 Information Management |
| Year of Study | : 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 environment |
| Semester | : I |
| Course Code & Name | : BA4111 Indian Ethos |
| Year of Study | : 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 |
| Course Code & Name | : BA4112 Business Communication (Laboratory) |
| Year of Study | : 2021-2022 |
| 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 Code & Name | : BA4032 Entrepreneurship Development |
| Year of Study | : 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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| C109.5 | The learners shall monitor the business effectively towards growth and development. |
| Semester | : I |
| Course Code & Name | : BA4033 Event Management |
| Year of Study | : 2021-2022 |
| 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 |
| Course Code & Name | : BA4201 Quantitative Techniques For Decision Making |
| Year of Study | : 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 |
| Course Code & Name | : BA4202 Financial Management |
| Year of Study | : 2021-2022 |
| 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 |
| Course Code & Name | : BA4203 Human Resource Management |
| Year of Study | : 2021-2022 |
| 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 |
| Course Code & Name | : BA4204 Operations Management |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| C114.1 | Understanding of the evolution of operations management practices and world class manufacturing processes |
| C114.2 | Knowledge about capacity planning, strategic sourcing and procurement in organizations |
| C114.3 | Enhances the understanding of product development and design process |
| C114.4 | Ability to forecast demand and overcome bottlenecks |
| C114.5 | Provides insight to Quality management tools and practices |



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| Semester | : II |
| Course Code & Name | : BA4205 Business Research Methods |
| Year of Study | : 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 | : II |
| Course Code & Name | : BA4206 Business Analytics |
| Year of Study | : 2021-2022 |
| 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 |
| Course Code & Name | : BA4207 Marketing Management |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| C117.1 | Applied knowledge of contemporary marketing theories to the demands of business 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 |
| Course Code & Name | : BA4211 Business Ethics |
| Year of Study | : 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 |
| Year of Study | : 2021-2022 |



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| Cos No. | Course Outcome |
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| 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 using data analytical tools |
| Semester | : III |
| Course Code & Name | : BA4301 Strategic Management |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| 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 |
| Course Code & Name | : BA4302 International Business |
| Year of Study | : 2021-2022 |
| 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 | : III |
| Course Code & Name | : BA4001 Security Analysis And Portfolio Management |
| Year of Study | : 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 |
| C122.3 | Analyse and evaluate the value of securities |
| C122.4 | Explain how to construct an efficient portfolio |
| C122.5 | Explore the various methods through which portfolio evaluation could be done |
| Semester | : III |
| Course Code & Name | : BA4002 Financial Markets |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| C123.1 | Understanding the basic concepts of the finance markets in India |



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| C123.2 | 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 Code & Name | : BA4003 Banking And Financial Services |
| Year of Study | : 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 Code & Name | : BA4008 Retail Marketing |
| Year of Study | : 2021-2022 |
| 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 |
| Course Code & Name | : BA4009 Consumer Behaviour |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| C126.1 | Consumer orientation and consumption |
| C126.2 | Intrinsic influences |
| C126.3 | Effects of external influences |
| C126.4 | Models of consumer and industrial buying |
| C126.5 | The decision making process |
| Semester | : III |
| Course Code & Name | : BA4011 Services Marketing |
| Year of Study | : 2021-2022 |
| Cos No. | Course Outcome |
| C127.1 | Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities |
| C127.2 | Develop and justify marketing planning and control systems appropriate to service - based activities |
| C127.3 | Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty |
| C127.4 | Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence. |
| C127.5 | Recognise the challenges faced in services delivery as outlined in the services gap model |
| Semester | : III |



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| Course Code & Name : BA4015 Strategic Human Resource Management | |
| Year of Study : 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 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, Developing 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 |
| Semester : III | |
| Course Code & Name : BA4016 Industrial Relations And Labour Legislations | |
| Year of Study : 2021-2022 | |
| 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 Bonus |
| 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 |
| Semester : III | |
| Course Code & Name : BA4017 Organizational Design, Change And Development | |
| Year of Study : 2021-2022 | |
| 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 |
| Semester : III | |
| Course Code & Name : BA4311 Creativity And Innovation Laboratory | |
| Year of Study : 2021-2022 | |
| 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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