



ST. JOSEPH'S COLLEGE (ARTS & SCIENCE)

COURSE

Affiliated to University of Madras | 2(f) Status of UGC Act, 1956
ISO 9001 : 2015 Certified Institution
Kovur, Chennai – 600 128

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OUTCOMES:

SEMESTER I

SUBJECT NAME: TAMIL - 1

SUBJECT CODE: 100L1A

CO1	சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.
CO2	அற இலக்கியம் மற்றும் தமிழ் காப்பியங்களின்வழி வாழ்வியல் சிந்தனையைப் பெறுவர்
CO3	பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினையும், பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி நல்லிணக்கத்தையும் தெரிந்து பின்பற்றுவர்
CO4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்.
CO5	மொழிப்பயிற்சிக்குத் தேவையான இலணக்கங்களை கற்பர்.

SUBJECT NAME: ENGLISH - 1

SUBJECT CODE: 100L1Z

CO1	Acquire self awareness and positive thinking required in various life situations
CO2	Acquire the attribute of empathy.
CO3	Acquire creative and critical thinking abilities.
CO4	Learn basic grammar
CO5	Development and integrate the use of four language skills i.e., listening, speaking, reading and writing.

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

SUBJECT CODE: 150C1A

CO1	Describe nature, scope, role, levels, functions and approaches of management
CO2	Apply planning and decision making in management
CO3	Identify organization structure and various organizing techniques.
CO4	Understand Direction, Co-ordination & Control mechanisms
CO5	Relate and infer ethical practices of organization.



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SUBJECT NAME: ACCOUNTING FOR MANAGERS I SUBJECT CODE: 150C1B

CO1	Prepare Journal, ledger, trial balance and cash book
CO2	Classify errors and making rectification entries
CO3	Prepare final accounts with adjustments
CO4	To understand Hire Purchase system
CO5	Prepare single and double entry system of accounting

SUBJECT NAME: ALLIED I - MANAGERIAL ECONOMICS SUBJECT CODE: 150E1A

CO1	Analyze & apply the various managerial economic concepts in individual & business decisions
CO2	Explain demand concepts, underlying theories and identify demand forecasting techniques.
CO3	Employ production, cost and supply analysis for business decision making
CO4	Identify pricing strategies
CO5	Classify market structures under competitive scenarios.

SUBJECT NAME: MANAGERIAL COMMUNICATION SUBJECT CODE: 150B1A

CO1	To educate students role & importance of communication skills
CO2	To build their listening, reading, writing & speaking communication skills.
CO3	To introduce the modern communication for managers
CO4	To understand the skills required for facing interview
CO5	To facilitate the students to understand the concept of Communication



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SUBJECT NAME: BASICS OF EVENT MANAGEMENT SUBJECT CODE: 150S1A

CO1	To know the basic of event management its concepts
CO2	To make an event design
CO3	To make feasibility analysis for event.
CO4	To understand the 5 Ps of Event Marketing
CO5	To know the financial aspects of event management and its promotion

SEMESTER II

SUBJECT NAME: TAMIL - I1 SUBJECT CODE: 100L2A

CO1	சுற்றிலக்கியங்கின் வழி இலக்கியச்சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்
CO2	புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்
CO3	திராவிட இயக்க இலக்கியங்களைக்கற்பதன் மூலம் மொழி உணர்வு, இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனையும் பெறுவர்
CO4	தமிழ் மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்
CO5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்கு தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் பயிற்சி பெறுவர்

SUBJECT NAME: ENGLISH – I1 SUBJECT CODE: 100L2Z

CO1	Realize the importance of resilience
CO2	Become good decision-makers
CO3	Imbibe problem-solving skills
CO4	Use tenses appropriately
CO5	Use English effectively at the work place.



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SUBJECT NAME: MARKETING MANAGEMENT

SUBJECT CODE: 150C2A

CO1	To list and identify the core concepts of Marketing and its mix.
CO2	To sketch the market segmentation, nature of product,
CO3	To analyze the appropriate pricing methods
CO4	To determine the importance of various media
CO5	To assess the sales force and applications of digital marketing

SUBJECT NAME: ACCOUNTING FOR MANAGERS II

SUBJECT CODE: 150C2B

CO1	Interpret cost sheet & write comments.
CO2	Compare cost, management & financial accounting
CO3	Analyze the various ratio and compare it with standards to assess deviations
CO4	Estimate budget and use budgetary control
CO5	Evaluate marginal costing and its components

SUBJECT NAME: INTERNATIONAL BUSINESS

SUBJECT CODE: 150E2A

CO1	To familiarize students with basic concepts of international business
CO2	To impart knowledge about theories of international trade
CO3	To know the concepts of foreign exchange market and foreign direct investment
CO4	To understand the global environment
CO5	To gain knowledge on the contemporary issues of international business



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SUBJECT NAME: MANAGERIAL SKILL DEVELOPMENT

SUBJECT CODE: 150S2A

CO1	To improve the self-confidence, groom the personality and build emotional competence
CO2	To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change.
CO3	To assess the Emotional intelligence
CO4	To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions
CO5	To improve professional etiquettes

SUBJECT NAME: BUSINESS ETIQUETTE AND CORPORATE GROOMING

SUBJECT CODE: 150S2B

CO1	To impart knowledge about basic etiquettes in professional conduct
CO2	To provide understanding about the workplace courtesy and ethical issues involved
CO3	To suggest on guidelines in managing rude and impatient clients
CO4	To familiarize students about significance of cultural sensitivity and the relative business attire
CO5	To stress on the importance of attire

SEMESTER III

SUBJECT NAME: TAMIL - I11

SUBJECT CODE: 200L3A

CO1	தமிழக வரலாற்றை அறிந்துகொள்வர்
CO2	தமிழரின் வாழ்வியல் தொன்மையை அறிவர்
CO3	தமிழரின் பண்பாட்டுக் கூறுகளை அறிந்துகொள்வர்
CO4	பிற பண்பாட்டுத் தாக்கம் மற்றும் அணுகுமுறை அறிவர்.
CO5	மொழிப்பயிற்சிக்குத் தேவையான இலக்கணங்களைக் கற்பர்.



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SUBJECT NAME: ENGLISH – 111

SUBJECT CODE: 200L3Z

CO1	Determine their goals
CO2	Identify the value of integrity
CO3	Frame grammatically correct sentences
CO4	Master grammar skills
CO5	Write cohesive reports..

SUBJECT NAME: ORGANISATIONAL BEHAVIOUR

SUBJECT CODE: 250C3A

CO1	To define Organizational Behavior, Understand the opportunity through OB.
CO2	To apply self-awareness, motivation, leadership and learning theories at workplace.
CO3	To analyze the complexities and solutions of group behavior.
CO4	To impact and bring positive change in the culture of the organization.
CO5	To create a congenial climate in the organization.

SUBJECT NAME: FINANCIAL MANAGEMENT

SUBJECT CODE: 250C3B

CO1	Understand the basics of finance and roles of finance manager.
CO2	Evaluate Capital structure & Cost of capital.
CO3	Evaluate Capital budgeting.
CO4	Assessing dividends.
CO5	Appraise Working Capital.



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SUBJECT NAME: BUSINESS STATISTICS

SUBJECT CODE: 250E3A

CO1	Measures of Central Tendency
CO2	Measures of Variation
CO3	Analyze of Time Series
CO4	Understand Index Numbers
CO5	Test Hypothesis.

SUBJECT NAME: ENTREPRENEURIAL SKILL: NEW VENTURE MANAGEMENT

SUBJECT CODE: 250S3B

CO1	To learn to generate and evaluate new business ideas
CO2	To learn about a business model that generates money
CO3	To understand how to find, evaluate and buy a business
CO4	To evaluate the feasibility of idea into a Venture
CO5	To understand sources who lend for new ventures

SEMESTER IV

SUBJECT NAME: TAMIL - IV

SUBJECT CODE: 200L4A

CO1	தாய்மொழி வழியாக அறிவியல் பற்றிச் சிந்திக்கும் திறன் பெற்றிருப்பர்.
CO2	அறிவியல் கலைச் சொல்லாக்கம் பற்றிய விதிகள், நுணுக்கங்களைத் தெரிந்திருப்பர்
CO3	அறிவியல் தமிழ் வளர்ச்சியில் மொழிபெயர்ப்பின் பங்கு குறித்து அறிந்திருப்பர்.
CO4	மொழியறிவோடு சிந்தனைத்திறனைப் பெறுவர்.
CO5	மொழிப்பயிற்சிக்குத் தேவையான இலணகங்களை கற்பர்.



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SUBJECT NAME: ENGLISH – 1V

SUBJECT CODE: 200L4Z

CO1	Listen actively.
CO2	Develop interpersonal relationship skills
CO3	Acquire self-confidence to cope with stress
CO4	Master grammar skills
CO5	Carry out business communication effectively.

SUBJECT NAME: BUSINESS ENVIRONMENT

SUBJECT CODE: 250C4A

CO1	To understand the concepts of Business Environment.
CO2	To apply knowledge in the business and strategic decisions.
CO3	To analyze the importance of business in various social groups.
CO4	To evaluate the types of economic environment and its impact on business.
CO5	To construct and assess the environment for real-time business.

SUBJECT NAME: BUSINESS REGULATORY FRAMEWORK

SUBJECT CODE: 250C4B

CO1	Explain Indian Contracts Act
CO2	Understand Sales of goods act and Contract of Agency
CO3	Understand Indian Companies Act 1956
CO4	Understand Consumer Protection Act – RTI
CO5	Understand Cyber law



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SUBJECT NAME: INTELLECTUAL PROPERTY RIGHTS

SUBJECT CODE: 250S4B

CO1	To learn aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries
CO2	To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
CO3	To evaluate the copyright law
CO4	To disseminate knowledge on copyrights and its related rights and registration aspects
CO5	To understand about Geographical Indicators

SUBJECT NAME: ALLIED IV - OPERATION RESEARCH

SUBJECT CODE: 250E4A

CO1	Analyse Linear Programming
CO2	Analyse Transportation problem
CO3	Analyse Assignment problem
CO4	Analyse Network models
CO5	Analyse Game Theory and Decision Theory

SEMESTER V

SUBJECT NAME: HUMAN RESOURCE MANAGEMENT

SUBJECT CODE: 350C5A

CO1	Explain the concepts, functions and process of HRM
CO2	Examine the selection and placement process.
CO3	Evaluate the training and performance appraisal.
CO4	Understand the employee engagement and compensation.
CO5	Understand the recent trends in HR.



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SUBJECT NAME: RESEARCH METHODOLOGY

SUBJECT CODE: 350C5B

CO1	Understand the concepts and principles of Research
CO2	Comprehend and decide the usage of design and formulate hypothesis
CO3	Analyze data collection sources and tools
CO4	Summarize and establish solutions through data analysis
CO5	Compare and justify the process of writing and organizing a research report.

SUBJECT NAME: BUSINESS TAXATION

SUBJECT CODE: 350C5C

CO1	To define and understand the basic concepts of tax.
CO2	To Examine and apply GST rules in real-time business situations.
CO3	To analyze the elements of GST mechanism in India.
CO4	To evaluate the rules of Income Tax and methods of valuation for customs.
CO5	To prepare the needed documents under GST Compliance.

SUBJECT NAME: PROJECT WITH VIVA –VOCE

SUBJECT CODE: 350C5D

CO1	Gain knowledge about Research Project
CO2	Increase knowledge on research problem
CO3	Improve practice in review of literature.
CO4	Gain knowledge on Data Collection and Analysis
CO5	Be Proficient in Project Preparation.



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SUBJECT NAME: DIGITAL MARKETING

SUBJECT CODE: 350E5A

CO1	Discuss digital marketing and its framework.
CO2	To understand the Implication of Quality on Business
CO3	To Implement Quality Implementation Programs
CO4	To have exposure to challenges in Quality Improvement Programs
CO5	To understand the need of ISO

SUBJECT NAME: INDUSTRIAL RELATIONS

SUBJECT CODE: 350E5B

CO1	Understand the role and importance of Industrial Relations
CO2	Understanding the concepts of industrial Disputes and settlement
CO3	Understanding the concepts of Labour legislation
CO4	Identifying the concepts of Workers Participation in Management
CO5	Understanding the concepts of Trade Union

SUBJECT NAME: FINANCIAL SERVICES

SUBJECT CODE: 350E5C

CO1	List types of financial services and their role
CO2	Recognize role and functions of merchant banker and capital market.
CO3	Compare and contrast factoring, leasing, hire purchase and consumer Finance
CO4	Understand Consumer Finance, Venture capital and credit rating
CO5	Understand mutual funds and its functions



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SUBJECT NAME: Management Information system

SUBJECT CODE: 350E5D

CO1	Understand MIS in decision making
CO2	Explain MIS, its structure and role in management functions
CO3	Classify & discuss information system categories, Database Management systems
CO4	Discuss SDLC and functional information system categories
CO5	Outline functions of BPO, Data mining and the recent trends in information management.

SUBJECT NAME: MERCHANDISING MANAGEMENT

SUBJECT CODE: 350E5E

CO1	To understand the basic concepts of merchandise management
CO2	To be able to develop a merchandise plan
CO3	To understand merchandise flow in the shop floor.
CO4	To evaluate the process of pricing, price changes and planogram
CO5	To analyse the impact of visual merchandising.

SUBJECT NAME: TOTAL QUALITY MANAGEMENT

SUBJECT CODE: 350E5F

CO1	To understand the concept of Quality
CO2	To understand the Implication of Quality on Business.
CO3	To Implement Quality Implementation Programs
CO4	To have exposure to challenges in Quality Improvement Programs.
CO5	To understand the need of ISO.



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SEMESTER VI

SUBJECT NAME: ENTREPRENEURIAL DEVELOPMENT

SUBJECT CODE: 350C6A

CO1	To understand the concepts of Entrepreneurship development.
CO2	To apply knowledge in the business plan and implementation.
CO3	To analyze the various analyses of business in setting up of enterprises.
CO4	To create the awareness about various schemes and subsidies of government for entrepreneurial development.
CO5	To evaluate and assess the various problems and remedies of entrepreneurship.

SUBJECT NAME: SERVICE MARKETING

SUBJECT CODE: 350C6B

CO1	To define and understand the concepts of Services Marketing.
CO2	To Examine and apply Marketing Mix in Service Marketing.
CO3	To analyze and design various strategies in the field of Services Marketing.
CO4	To evaluate the role of delivering Quality Service.
CO5	To design the tools of Marketing

SUBJECT NAME: PRODUCTION AND MATERIALS MANAGEMENT

SUBJECT CODE: 350C6C

CO1	To provide comprehensive outlook on basic concepts and practices of production.
CO2	To understand types of layout facilities.
CO3	To analyse work study methods and quality control
CO4	To enable the students to gain knowledge on Inventory control and Vendor rating.
CO5	To give an insight to Purchase management.



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SUBJECT NAME: CONSUMER BEHAVIOUR

SUBJECT CODE: 350E6A

CO1	Explain the concept of Consumer Behaviour & describe Consumer research process in detail.
CO2	Interpret psychological and environmental influences that are relevant for understanding consumer behaviour.
CO3	Assess the impact of consumer's motivation, personality on the buying behaviour.
CO4	Assess the impact of consumer's motivation, personality on the buying behaviour.
CO5	Assess the impact of consumer's motivation, personality on the buying behaviour.

SUBJECT NAME: INNOVATION MANAGEMENT

SUBJECT CODE: 350E6B

CO1	To understand the concepts of Innovation management
CO2	To apply knowledge new business plans and strategy
CO3	To demonstrate the value of customers in increasing the profitability ratio
CO4	To impart knowledge about the need and importance of technical innovation.
CO5	In short, the goal of this study is to understand the current state of your business.

SUBJECT NAME: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

SUBJECT CODE: 350E6C

CO1	Recall the meaning of the basic terminologies used in stock market.
CO2	Explain and infer the final worth of various investment processes.
CO3	Solve problems relating to various investment decisions
CO4	Analyze theories and problems relating to stock market
CO5	Interpret the various investment models that aid in investment decision making.



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SUBJECT NAME: FUNDAMENTALS OF LOGISTICS MANAGEMENT

SUBJECT CODE: 350E6D

CO1	Explain the basic concepts relating to logistics.
CO2	Analyse the role of outsourcing and customer service in logistics.
CO3	Appraise the needs, modes and issues relating to global logistics
CO4	Describe about the different activities allied to logistics
CO5	Identify the various areas of logistics where technology can be applied

SUBJECT NAME: E-BUSINESS

SUBJECT CODE: 350E6E

CO1	To define and understand the basic concepts of business done through web.
CO2	To Examine and apply web tools in real-time business situations
CO3	To analyze the security threats in e-business.
CO4	To evaluate strategies for marketing
CO5	To prepare the environment for e-business.

SUBJECT NAME: STRATEGIC MANAGEMENT

SUBJECT CODE: 350E6F

CO1	To develop an understanding of the strategic management process and the complexities of business environment.
CO2	To analyze the external environmental and internal organizational factors influencing strategy formulation.
CO3	To demonstrate the skills required for selection of the most suitable strategies for a business organization.
CO4	To generate workable solutions to the issues and challenges related to successful implementation of the chosen strategies.
CO5	To familiarize with current developments



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