



PRINCE SHRI VENKATESHWARA ARTS AND SCIENCE COLLEGE

Gowrivakkam, Chennai-600073.

Affiliated to University of Madras, ISO 9001:2015 Certified Institution

DEPARTMENT OF BUSINESS ADMINISTRATION

2019-2020

COURSE OUTCOMES

YEAR/ SEM: I/ I - CLA1L - TAMIL I

NO.	COURSE OUTCOME
C101.1	நாட்டுப்புற மக்களின் வாழ்வியல் பயன்பாடுகளை அறிகிறார்கள்
C101.2	புதுக்கவிதைகளின் வாயிலாகப் புதுமைக் கருத்துகளையும், சமூக சிக்கல்களையும் உணர்கின்றனர்
C101.3	சிறுகதைகளின் வாயிலாக சமூக மக்களின் வாழ்க்கை நிலையை அறிகிறார்கள்.
C101.4	சந்திரஹரி நாடகம் வாயிலாக பொய் என்றும் துன்பமே என்று அறிகிறார்கள்
C101.5	இலக்கிய வரலாற்றின் வாயிலாக நாட்டுப்புறவியல், சிறுகதை, புதினம், நாடகம், கவிதை ஆகியவற்றில் உள்ள சமூக நீதிகளையும், சிறப்புகளையும் அறிகிறார்கள்

YEAR/ SEM: I/ I – CLE1E - HINDI I

NO.	COURSE OUTCOME
C102.1	To develop Communicating, Reading and Writing skills in Hindi
C102.2	To understand the vision of Premchand about the poor people
C102.3	To learn the literary work on the basis of foundation laid by the Scholars
C102.4	To understand the meaning and concept of Functional Hindi
C102.5	To understand the various forms of Functional Hindi according to its area of application

YEAR/ SEM: I/I – CLZ1K - ENGLISH I

NO.	COURSE OUTCOME
C103.1	To interpret texts with attention to ambiguity, complexity and aesthetic value.



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C103.2	To get expertise in writing process
C103.3	To understand genre and rhetorical situation.
C103.4	To learn about culture and history
C103.5	To develop critical approaches and oral communication

YEAR/ SEM: I/I – MAM1C – FINANCIAL ACCOUNTING

NO.	COURSE OUTCOME
C104.1	To remember the basics of accounting, encompassing its fundamental concepts, objectives, and practical applications.
C104.2	To apply the principles to prepare the final accounts of sole trading concerns and non-trading organizations.
C104.3	To understand the basic concept of admission, retirement and death of partner
C104.4	To understand depreciation, students will explore its meaning, causes, and various types; additionally, they will grasp the intricacies of insurance claims.
C104.5	To understand single-entry accounting and its methods like Statement of Affairs and Conversion and diverse accounting approaches

YEAR/ SEM: I/I – MAM1D – PRINCIPLES OF MANAGEMENT

NO.	COURSE OUTCOME
C105.1	To understand management principles into management practices
C105.2	To apply how the managerial tasks of planning can be executed in a variety of circumstances and effective action to take in specific situations
C105.3	To analyse a deep comprehension of organizing principles
C105.4	To understand the concept about functions of management like recruitment and controlling
C105.5	To understand about significance of ethics in business and its implications



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YEAR/ SEM: I/I – MBM1A – MANAGERIAL ECONOMICS

NO.	COURSE OUTCOME
C106.1	To understand concept in managerial economics
C106.2	To analyse demand, marginal utility analysis, demand forecasting
C106.3	To analyse production and cost analysis.
C106.4	To apply various pricing strategies and methods
C106.5	To evaluate market and its competitions

YEAR/ SEM: I/I – NLT1C – BASIC TAMIL

NO.	COURSE OUTCOME
C107.1	தமிழ் எழுத்துகளைத் தெரிந்துகொள்ளுதல்
C107.2	தமிழ் ஒலியன்களை உச்சரிக்கக் கற்றுக்கொள்ளுதல்
C107.3	எழுத்துக்களைக் கொண்டு சொற்களை உருவாக்குதல்
C107.4	அன்றாடப் பயன்பட்டு சொற்களைப் பயிற்றுவித்தல்
C107.5	தமிழ் மொழியை அறிந்து கொள்ளுதல்

YEAR/ SEM: I/I – TSSEC – ESSENTIAL OF LANGUAGE AND COMMUNICATION SKILLS

NO.	COURSE OUTCOME
C108.1	To apply the language skills of students by offering adequate practice in professional contexts.
C108.2	To remember the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
C108.3	To create students honing negotiation skills.
C108.4	To evaluate the importance of presentation skills



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C108.5	To create the students' critical thinking skills and make students culturally aware of the target situation.
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YEAR/ SEM: I/I – CNE1B – BASICS OF RETAIL MARKETING

NO.	COURSE OUTCOME
C109.1	To understand the importance and growth of retail marketing
C109.2	To understand the concepts and types of retail marketing
C109.3	To create the students aware of various aspects branding and labeling in retail trade
C109.4	To understand the communication tools and sales promotions
C109.5	To remember about supply chain management and role of information technology in retailing

YEAR/ SEM: I/II – CLA2H – TAMIL II

NO.	COURSE OUTCOME
C110.1	மூவேந்தர்களின் அகம் மற்றும் புற வாழ்வு பற்றிய செய்திகளை அறிகிறார்கள்.
C110.2	சிறுநிலக்கியங்களான தமிழ்விடு தூது, குற்றிலக் குறவஞ்சி, முக்கூடற்பள்ளு வாயிலாக தமிழின் சிறப்பும் மலைவளமும், வேளாண் செய்திகளையும் அறிகிறார்கள்.
C110.3	நளவெண்பாவின் வாயிலாக சூதாட்டத்தால் விளையும் சீர்கேடுகளை அறிகிறார்கள்
C110.4	சீறாப்புராணத்தின் வாயிலாக மனித நேயத்தையும், இரக்கக் குணத்தையும் அறிகிறார்கள்.
C110.5	மொழிப்பயிற்சியின் வாயிலாக இலக்கண அமைப்பு முறைகளை அறிகிறார்கள்.

YEAR/ SEM: I/II – CLE2G – HINDI II

NO.	COURSE OUTCOME
C111.1	To understand the Drama and the stories based on social problems
C111.2	To develop the approach of Hindi language



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C111.3	To understand the change in content and style of expression in short stories in modern period
C111.4	To develop the skills of Translation from Hindi to English by using high technical words
C111.5	To analyze the development of one act play

YEAR/ SEM: I/II – CLZ2K – ENGLISH II

NO.	COURSE OUTCOME
C112.1	To demonstrate the reading skill, comprehend the synonyms, antonyms, and identify the kinds of sentences from the given prose
C112.2	To trace the aesthetic fervor of classic poets., broaden the vocabulary, understand the usage of conjunctions, idioms, and phrases
C112.3	To infer the life lessons from the short stories, improve their listening skill, identify, and write articles, preposition, verbs and tenses in correct sentence pattern
C112.4	To focus on various human characters in one-act plays and enhance the speaking skill through role play.
C112.5	To frame suitable questions and answers, express possibility, probability, obligation and develop the speaking and writing skills effectively

YEAR/ SEM: I/II — MAM2C – BUSINESS COMMUNICATION

NO.	COURSE OUTCOME
C113.1	To remember the various types & usage of business communication
C113.2	To understand about various Kinds of Business Letters.
C113.3	To understand the concept of bank and insurance Correspondence
C113.4	To create students how to write office memo and office circular effectively
C113.5	To remember the various types & usage of business communication



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YEAR/ SEM: I/II – MAM2E – MANAGEMENT ACCOUNTING

NO.	COURSE OUTCOME
C114.1	To understand comprehension of management accounting, elucidating its meaning, nature, scope, and functions
C114.2	To analyse the financial statement analysis, delving into its nature, objectives, essentials, and various tools and methods
C114.3	To evaluate the financial statement with ratio analysis.
C114.4	To create students with a comprehensive grasp of funds flow and cash flow analysis, as well as an in-depth understanding of budgets and budgetary control
C114.5	To apply the investment decisions, including an introduction to the cost of capital, exploration of capital budgeting methods

YEAR/ SEM: I/II – MBM2B – INTERNATIONAL TRADE

NO.	COURSE OUTCOME
C115.1	To understand basics of International Trade
C115.2	To understand students, understand basics & theories of International Trade
C115.3	To remember Balance of Trade, Balance of Payment, Disequilibrium, Fixed and Floating Exchange Rates
C115.4	To understand IMF & IBRD, structures & functions.
C115.5	To understand about impact WTO in India

YEAR/ SEM: I/II – CNE2B – BASICS OF BUSINESS INSURANCE

NO.	COURSE OUTCOME
C116.1	To remember the concepts and the types of Insurance
C116.2	To create students aware on the role of IRDA Act.
C116.3	To understand the different needs of customers on insurance products
C116.4	To understand the general Insurance



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C116.5	To create the students on the role of Government in insurance business
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YEAR/ SEM: I/II – NLT2D – BASIC TAMIL

NO.	COURSE OUTCOME
C117.1	தமிழ் இலக்கியங்களை அறிந்துகொள்ளுதல்
C117.2	அற இலக்கியங்களைத் தெரிந்துகொள்ளுதல்
C117.3	திருக்குறளின் சிறப்புகளை அறிந்துகொள்ளுதல்
C117.4	தமிழர்களின் பண்பாடு, நாகரிகம் போன்றவற்றைத் தெரிந்துகொள்ளுதல்
C117.5	தமிழகத்தின் விழாக்களை அறிந்துகொள்ளுதல்

YEAR/ SEM: I/II – TSSEC – ESSENTIAL OF SPOKEN AND PRESENTATION SKILLS

NO.	COURSE OUTCOME
C118.1	To create communicative competencies among students
C118.2	To apply persuasive communication in business
C118.3	To apply digital competence among students and implement in business
C118.4	To create creativity and imagination
C118.5	To remember the overview workplace communication