



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi
Pitchandampalayam (PO), Vaikkalmedu, Erode, Perundurai Road, ERODE –638 052.



DEPARTMENT OF MANAGEMENT STUDIES

BATCH 2020-2022

SEMESTER I					
Course	PO1	PO2	PO3	PO4	PO5
17BAB01-Principles of Management	3	2	2	3	3
17BAB02-Statistics for Management	3	3	2	2	2
17BAB03-Economic Analysis of Business	3	3	2	3	2
17BAB04-Total Quality Management	3	2	2	3	2
17BAB05-Organizational Behaviour	3	3	3	2	2
17BAB06-Accounting for Management	3	3	2	2	2
17BAB07-Legal Aspects of Business	3	2	2	2	3
17BAP01-Executive Communication	2	2	2	3	3
17BAP02-Personal And Professional Ethics	3	2	2	3	2
SEMESTER II					
Course	PO1	PO2	PO3	PO4	PO5
17BAB08 -Operations Management	3	2	2	3	2
17BAB09-Financial Management	3	3	2	2	2
17BAB10-Marketing Management	3	2	2	2	3
17BAB11-Human Resource Management	3	2	3	2	3
17BAB12-Management Information System	2	3	2	2	2
17BAB13-Applied Operations Research	3	3	2	2	2
17BAP03-Research Immersion Project	3	3	2	2	2
17BAP04-Data Analysis And Business Modeling	3	3	2	2	2
17BAP05-Community Immersion and Entrepreneur Immersion Project	3	2	3	3	2
SEMESTER III					
Course	PO1	PO2	PO3	PO4	PO5
17BAB14-International Business Management	3	2	2	3	2
17BAB15-Strategic Management	3	2	2	3	2
17BAX01-Brand Management	3	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX05-Customer Relationship Management	3	2	2	2	2
17BAX07-Advertising and Sales Promotion	3	2	2	3	2
17BAX10 -Security Analysis and Portfolio Management	3	3	2	2	2
17BAX11-Merchant Banking and Financial Services	3	2	2	2	2
17BAX12-International Trade Finance	2	2	2	2	2
17BAX18-Training and Development	3	2	3	3	2
17BAX20-Industrial Relations and Labour Welfare	2	2	2	3	2
17BAX21-Labour Legislations	2	2	2	3	2
17BAX29 -Logistics and Supply Chain Management	3	2	2	3	2
17BAX30-Services Operations Management	3	2	2	2	2
17BAX31-Project Management	3	2	2	2	2
17BAP06- Professional Skill Development	2	2	3	3	2
17BAP07-Corporate Internship	3	2	3	3	3
SEMESTER IV					
Course	PO1	PO2	PO3	PO4	PO5
17BAX65-Business ethics, Corporate Social Responsibility and Governance	3	3	2	3	2
17BAP08- Project Work	3	3	3	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-I

17BAB01-PRINCIPLES OF MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB01(1.1)	Evaluate the context for taking managerial actions of planning, organizing and controlling	3	2	2	3	3
17BAB01(2.1)	Assess situation, including opportunities and threats that will impact management of an organization	3	2	2	3	3
17BAB01-Principles of Management		3	2	2	3	3

17BAB02-STATISTICS FOR MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB02(1.1)	Have a fundamental knowledge of the basic statistical concepts.	2	3	2	2	2
17BAB02(2.1)	Understand the probability and learn how to apply the distributions in business decision making.	3	3	2	2	2
17BAB02(3.1)	Find the application of correlation, regression and time series analysis in various aspects.	3	3	2	2	2
17BAB02(4.1)	Perform Test of Hypothesis as well as calculate	3	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

	confidence interval for a population parameter for single sample and two sample cases.					
17BAB05(5.1)	Compare more than two population means using analysis of variance	3	2	2	2	2
17BAB02-Statistics for Management		3	3	2	2	2

17BAB03-ECONOMIC ANALYSIS OF BUSINESS

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB03(1.1)	Familiarize with both principles of micro and macroeconomics.	3	2	2	3	2
17BAB03(2.1)	Apply the principles to appreciate the functioning of both product and input markets as well as the economy	3	3	2	3	2
17BAB03(2.2)	Perform and evaluate present worth, future worth and annual worth analyses on one of more economic alternatives.	3	3	2	3	2
17BAB03-Economic Analysis of Business		3	3	2	3	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAB04-TOTAL QUALITY MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB04(1.1)	Apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.	3	2	2	3	2
17BAB04(1.2)	Know the principles of total quality management and peculiarities of them implementation	3	2	2	2	3
17BAB04(1.3)	Use quality management methods analyzing and solving problems of organization analyses on one of more economic alternatives.	3	3	2	3	2
17BAB04-Total Quality Management		3	2	2	3	2

17BAB05-ORGANIZATIONAL BEHAVIOUR

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB05(1.1)	Understand some of the main theories of Organizational Behavior	3	2	3	2	2
17BAB05(1.2)	Analyze how these theories and empirical evidence can help to understand contemporary	2	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

	organizational issues					
17BAB05(1.3)	Apply theories to practical problems in organizations in a critical manner	3	3	3	2	2
17BAB05-Organizational Behavior		3	3	3	2	2

17BAB06-ACCOUNTING FOR MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB06(1.1)	Prepare various costing schedules where an analysis of cost classification, behaviour, and types.	3	3	2	2	2
17BAB06(2.1)	Analyze cost-volume-profit techniques to determine optimal managerial decisions	3	3	2	2	2
17BAB06(2.2)	Apply and analyze different types of activity-based management tools through the preparation of estimates	3	3	2	2	2
17BAB06-Accounting for Management		3	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAB07-LEGAL ASPECTS OF BUSINESS

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB07(1.1)	Acquire Basic knowledge and understanding of the principles governing the business organization.	3	2	2	2	3
17BAB07(1.2)	Ability to analyze legal issues facing a company with the knowledge gained.	3	2	2	2	2
17BAB07(1.3)	Understand key concepts of business law relating to contract formation, the selection of a business organization etc.	3	2	2	2	3
17BAB07-Legal Aspects of Business		3	2	2	2	3

17BAP01-EXECUTIVE COMMUNICATION

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP01(1.1)	Get into the habit of business communication regularly	3	2	3	3	3
17BAP01(2.1)	Express themselves in different genres of communication from creative to critical to factual communication	3	2	2	3	3
17BAP01(2.2)	Take part in print and online media communication	2	2	2	3	3



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DEPARTMENT OF MANAGEMENT STUDIES

17BAP01(2.3)	Read quite widely to acquire a style of writing	2	2	2	3	2
17BAP01(2.4)	Identify their areas of strengths and weaknesses in writing and reading	2	2	2	3	3
17BAP01-Executive Communication		2	2	2	3	3

17BAP02-PERSONAL AND PROFESSIONAL ETHICS

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP02(1.1)	Understand the decision process one goes through in determining what is right and wrong and Understand the decisions affect a person's character both in personal and professional life.	3	2	2	3	2
17BAP02(2.1)	Evaluate situations and Apply ethical principles both in personal and professional life.	3	2	2	3	2
17BAP02-Personal And Professional Ethics		3	2	2	3	2



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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER-II

17BAB08 -OPERATIONS MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB08(1.1)	Understand the role of operations management in the overall business strategy of the firm	3	2	2	3	2
17BAB08(2.1)	Understand the interdependence of the operating system with other key functional areas of the firm	2	2	2	2	2
17BAB08(2.2)	Identify and evaluate the key factors and the interdependence of these factors in the design of effective operating systems	3	3	2	3	2
17BAB08 -Operations Management		3	2	2	3	2

17BAB09-FINANCIAL MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB09(1.1)	Describe what determines the value of a firm's securities and how management can influence these values	3	3	2	2	2
17BAB09(2.1)	Analyze a firm's performance to determine its strengths and weaknesses, and be	3	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

	able to use financial analysis to improve performance					
17BAB09(2.2)	Forecast a firm's financial needs	2	2	2	2	2
17BAB09-Financial Management		3	3	2	2	2

17BAB10- MARKETING MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB10(1.1)	Define and apply knowledge of the following key marketing concepts	3	2	2	3	2
17BAB10(2.1)	Apply theories of consumer behavior to the formulation of effective marketing strategy	3	2	3	2	3
17BAB10(3.1)	Recognize trends based on current research related to consumer behavior	3	3	2	2	3
17BAB10- Marketing Management		3	2	2	2	3

17BAB11-HUMAN RESOURCE MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB11(1.1)	Discuss how to strategically plan for the human resources needed to meet organizational goals	3	2	3	2	3



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DEPARTMENT OF MANAGEMENT STUDIES

	and objectives					
17BAB11(1.2)	Define the process of job analysis and discuss its importance as a foundation for human resource management practice	3	2	3	2	3
17BAB11(1.3)	Understand the human resource management and evaluative practices	3	2	3	2	3
17BAB11-Human Resource Management		3	2	3	2	3

17BAB12-MANAGEMENT INFORMATION SYSTEM

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB12(1.1)	Describe basic information systems concepts and terminology	2	2	2	2	2
17BAB12(1.2)	Identify the range and importance of information systems applications in modern organizations	3	3	2	2	2
17BAB12(1.3)	Describe the role of databases and database management systems in organizations	2	3	2	2	2
17BAB12-Management Information System		2	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAB13-APPLIED OPERATIONS RESEARCH

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB13(1.1)	Understand the optimization techniques under limited resources for the engineering and business problems	3	3	2	2	2
17BAB13(1.2)	Expose the basic characteristics features of a queuing system and acquires skills in analyzing queuing models	3	2	2	2	2
17BAB13(1.3)	Facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty	3	3	2	2	2
17BAB13-Applied Operations Research		3	3	2	2	2

17BAP03-RESEARCH IMMERSION PROJECT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP03(1.1)	Acquaint with the scientific methodology in business research domain	3	3	2	3	2
17BAP03(2.1)	Become analytically skillful	2	3	2	2	2



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17BAP03(3.1)	Design and Carryout a Business research project to support Organisational decision making	3	3	2	2	2
17BAP03-Research Immersion Project		3	3	2	2	2

17BAP04-DATA ANALYSIS AND BUSINESS MODELING

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP04(1.1)	Knowledge of spreadsheets and data analysis software for business modeling [Business models studied in theory to be practiced using Spreadsheet / Analysis Software]	2	3	2	2	2
17BAP04(1.2)	Apply spreadsheet for solving decision making problems in investment and portfolio management	3	3	2	2	2
17BAP04-Data Analysis And Business Modeling		3	3	2	2	2

17BAP05-COMMUNITY IMMERSION AND ENTREPRENEUR IMMERSION PROJECT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP05(1.1)	Entrepreneurship training stimulates powers of observation,	3	2	3	3	2



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	develops creative and critical thinking.					
17BAP05(1.2)	Able to understand and find sustainable solutions for pressing community needs.	3	2	3	2	2
17BAP05-Community Immersion and Entrepreneur Immersion Project		3	2	3	3	2

SEMESTER-III

17BAB14-INTERNATIONAL BUSINESS MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB14(1.1)	Understand how international factors affect domestic concerns	3	2	2	3	3
17BAB14(2.1)	Explain regional economic integration and economic and political integration	2	2	2	3	2
17BAB14(3.1)	Analyze the main institutions that shape the global marketplace	3	2	2	3	2
17BAB14-International Business Management		3	2	2	3	2

17BAB15-STRATEGIC MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAB15(1.1)	Understand the integrative nature of strategic management	3	2	2	3	2



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17BAB15(2.1)	Display a knowledge of principal models of strategic management	3	2	2	3	2
17BAB15(2.2)	Appreciate the importance of environmental and industry analysis in formulating strategy	3	2	3	2	2
17BAB15-Strategic Management		3	2	2	3	2

17BAX01-BRAND MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX01(1.1)	Understand, explain, apply and critically examine the disciplines of Branding	3	2	2	2	2
17BAX01(1.2)	Take an academic approach to the solving of problems in a marketing communications context, and understand the connections between academic study and its application in business	3	3	2	3	2
17BAX01(1.3)	Understand how to apply the knowledge of Branding to practical cases	3	3	2	2	2
17BAX01-Brand Management		3	3	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX05-CUSTOMER RELATIONSHIP MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX05(1.1)	Use strategic customer acquisition and retention techniques in CRM.	3	2	2	2	2
17BAX05(1.2)	Apply critical thinking skills to be able to recommend appropriate outcomes in business situation	3	3	2	2	2
17BAX05(1.3)	Recognize and apply appropriate ethical, social and diversity standards within the business environment	3	2	2	3	2
17BAX05-Customer Relationship Management		3	2	2	2	2

17BAX07-ADVERTISING AND SALES PROMOTION

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX07(1.1)	Analyze the expanding environment of media and communication techniques.	2	2	2	3	2
17BAX07(1.2)	Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.	3	2	2	3	2
17BAX07(1.3)	Examine the importance market segmentation, position and action objectives to the development of an advertising and promotion program	3	2	2	3	2
17BAX07-Advertising and Sales Promotion		3	2	2	3	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX10 -SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX10(1.1)	Analyze and evaluate financial markets, how securities are traded, mutual funds, investment companies, and investor behavior	2	3	2	2	2
17BAX10(1.2)	Construct optimal portfolios and illustrate the theory and empirical applications of asset pricing models	3	2	2	2	2
17BAX10(1.3)	Explain macro and industry analysis, equity valuation, fundamental analysis and technical analysis	3	3	2	2	2
17BAX10 -Security Analysis and Portfolio Management		3	3	2	2	2

17BAX11-MERCHANT BANKING AND FINANCIAL SERVICES

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX11 (1.1)	Possess Good knowledge on merchant banking activities	3	2	2	2	2
17BAX11 (2.1)	Differentiate Products in the Indian Market e.g. Equity, Debt and Derivatives	3	2	2	2	2
17BAX11 (2.2)	Capital market structure in India and the role of capital market in the economy	2	2	2	2	2
17BAX11-Merchant Banking and Financial Services		3	2	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX12-INTERNATIONAL TRADE FINANCE

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX12(1.1)	Possess good knowledge on international trade and the documentation involved in it.	2	2	2	2	2
17BAX12(2.1)	Set and enforce rules for international trade	2	2	2	2	2
17BAX12(2.2)	Provide a forum for negotiating and monitoring further trade liberalization	2	2	2	2	2
17BAX12-International Trade Finance		2	2	2	2	2

17BAX18- TRAINING AND DEVELOPMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX18(1.1)	Describe knowledge, skills/abilities, attitudes, or values	3	2	3	2	2
17BAX18(2.1)	Describe actions which can be demonstrated, can be observed, and can be measured	3	2	2	3	2
17BAX18(2.2)	Define specific outcomes or competencies to be achieved in terms of skills, content mastery, attitudes, or values.	3	3	3	3	2
17BAX18- Training and Development		3	2	3	3	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX20-INDUSTRIAL RELATIONS AND LABOUR WELFARE

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX20(1.1)	Know the impact of industrial relations	2	2	2	2	2
17BAX20(1.2)	Know how to resolve the human relations problems and promote welfare of industrial labour.	2	2	2	3	2
17BAX20-Industrial Relations and Labour Welfare		2	2	2	3	2

17BAX21-LABOUR LEGISLATIONS

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX21(1.1)	To appreciate the application of labour laws. Legal Provision relating to Wages	2	2	2	3	2
17BAX21(1.2)	Working Conditions and Labour Welfare	2	2	2	3	2
17BAX21(2.1)	Industrial Relations	2	2	2	3	2
17BAX21(2.2)	Social Security	2	2	2	2	2
17BAX21-Labour Legislations		2	2	2	3	2

17BAX29 -LOGISTICS AND SUPPLY CHAIN MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX29(1.1)	Gain knowledge on effective management of the logistics and supply chain	3	2	2	3	2
17BAX29(1.2)	Evaluate both domestic and international problems and effectively develop and present actionable	3	2	2	3	2



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	solutions.					
17BAX29(1.3)	Apply inventory models and techniques to create and recommend appropriate stocking solutions in various business setting.	3	2	2	3	2
17BAX29 -Logistics and Supply Chain Management		3	2	2	3	2

17BAX30-SERVICES OPERATIONS MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX30(1.1)	Understand how service performance can be improved by studying services operations management	3	2	2	2	2
17BAX30(1.2)	Obtain an overview of the successful Service Operations Management (SOM) function through the introduction of the topics traditionally associated with the study of Service Operations Management.	2	2	2	2	2
17BAX30(1.3)	Develop an understanding of the terminology and responsibilities that relate to Service Operations Management.	3	2	2	2	2
17BAX30-Services Operations Management		3	2	2	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

17BAX31-PROJECT MANAGEMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX31(1.1)	Apply project management principles in business situations	3	2	2	2	2
17BAX31(1.2)	Optimize resource utilization and time optimization	3	2	2	2	2
17BAX31-Project Management		3	2	2	2	2

17BAP06- PROFESSIONAL SKILL DEVELOPMENT

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP06(1.1)	Speak confidently with any speakers of English, including native speakers	3	2	3	3	2
17BAP06(1.2)	Speak effortlessly in different contexts – informal and formal	2	2	3	3	2
17BAP06(1.3)	Think on feet' even in difficult circumstances	3	2	3	3	2
17BAP06(1.4)	Hold interesting and meaningful conversations with others, including strangers	2	2	2	2	2
17BAP06- Professional Skill Development		2	2	3	3	2

17BAP07-CORPORATE INTERNSHIP

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP07(1.1)	Understanding the functions of the departments of an	3	2	3	3	3



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DEPARTMENT OF MANAGEMENT STUDIES

	organization					
17BAP07-Corporate Internship		3	2	3	3	3

SEMESTER-IV

17BAX65-BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAX65 (1.1)	Understand ethical components of managerial decision making	3	2	2	3	2
17BAX65 (1.2)	Develop thinking and analytical skills using ethical frame Works	3	3	2	3	2
17BAX65 (1.3)	Draw upon a range of models to aid ethical decision-making	2	3	2	3	2
17BAX65-Business ethics, Corporate Social Responsibility and Governance		3	3	2	3	2

17BAP08- PROJECT WORK

CO/PO	Statements	PO1	PO2	PO3	PO4	PO5
17BAP08 (1.1)	Identify authentic business problems with an aim to solving the same within the	3	3	3	2	2



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DEPARTMENT OF MANAGEMENT STUDIES

	stipulated time					
17BAP08 (2.1)	Undertake research using appropriate recognized methodology and framework	3	3	2	2	2
17BAP08 (3.1)	Assess meaningful entrepreneurial opportunities from a business and personal perspective	3	2	3	2	2
17BAP08- Project Work		3	3	3	2	2