

SEMESTER	NAME OF TEACHER	COURSE	COURSE OUTCOME
2	RAHUL THAMPI R	Business communication	Develop Effective Communication Skills: Enhance your overall communication skills, including verbal, written, and non-verbal communication, to effectively convey messages in a business context.
			Understand Business Communication Principles: Gain an understanding of the principles and best practices of business communication, including professionalism, clarity, conciseness, and audience adaptation.
			Master Written Communication: Improve your written communication skills for business purposes, including writing professional emails, memos, reports, and other business documents with clarity, coherence, and appropriate tone.
			Deliver Effective Presentations: Learn how to prepare and deliver effective business presentations, including structuring content, using visual aids, and engaging the audience through effective delivery techniques.
	DIVYA ANTONY	Statistics for Management	Understand the basic concepts in probability
			Comprehend inferential statistics such as hypothesis testing, interpretation, sample selection, etc...
			Acquire knowledge of different statistical test such as z-test, t-test, Chi-square test, etc...
			Develop the ability to interpret and critically evaluate the statistical results in the context of research studies
	DEEPIKA P	Cost & Management Accounting	To understand basic terms, concepts and techniques of Cost & Management accounting
			To introduce the concept of overhead cost
			To facilitate the idea and meaning of material control with pricing methods.

			Helps to gather knowledge on preparation of cost sheet in its practical point of view
4	RAHUL THAMPI R	Managerial Economics	Understand Economic Principles: Gain a solid understanding of fundamental economic principles and concepts, including supply and demand, elasticity, production costs, market structures, and pricing
			Analyse Business Problems: Develop the ability to analyse and evaluate business problems and challenges using economic tools and concepts. This includes identifying relevant economic factors and their impact on business decision-making
			Make Informed Decisions: Acquire the skills to make informed managerial decisions by considering economic factors, cost-benefit analysis, and relevant economic indicators
			Forecast and Predict: Learn techniques for forecasting and predicting market trends, demand patterns, and business performance using economic models and data analysis
		Entrepreneurship Development Programme	Develop Entrepreneurial Mind-set: Foster an entrepreneurial mind set by cultivating skills such as creativity, innovation, risk-taking, and opportunity recognition
			Understand the Entrepreneurial Process: Gain a comprehensive understanding of the entrepreneurial process from ideation to business launch, including feasibility analysis, market research, business planning, and resource acquisition
			Identify Business Opportunities: Develop the ability to identify and evaluate potential business opportunities in various industries and sectors, considering market demand, competitive landscape, and emerging trends.
			Create Business Plans: Learn how to develop effective business plans that outline the vision, mission, goals, strategies, and financial projections for a new venture.

	DIVYA ANTONY	Corporate Law	Gain a comprehensive understanding of the legal framework that include company, company law, corporate governance, etc....
			Get the idea about different types of company meetings, authorities, duties and responsibilities, powers of directors of the company
			Grasp the concepts of corporate structure and learn about different types of business entities such as partnership, limited liability partnership, etc...
			Understand the laws relating to the different types of wing up of the company
	DEEPIKA P	FINANCIAL MANAGEMENT	To recognize the importance, scope and objectives of financial management
			To have a clear understanding regarding Long-term and short-term financing decisions
			To Examine working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.
			To analyse different types of dividend policies and how divided decision affects value of firm.
	SHAHANA P.S.	Basic Informatics For Management	Gets a thorough knowledge in Excel
			Gets adequate knowledge in Excel to use it in their Research Work.
			Gets enough knowledge in Computerized Accounting
			To understand the basics of tally software
RAHUL THAMPI R	Strategic management	Understand Strategic Management Concepts: Develop a solid understanding of the fundamental concepts, theories, and models of strategic management, including the strategic planning process and its components	
		Analyse the External Environment: Learn how to analyse the external environment of organizations, including industry dynamics, competitive forces, market trends, and macroeconomic factors that shape strategic decision-making.	
		Formulate Strategic Goals and Objectives: Learn how to formulate clear and measurable strategic	

6			goals and objectives that align with an organization's mission, vision, and values
			Conduct Strategic Analysis: Develop skills in conducting a comprehensive strategic analysis, including SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, industry analysis, and competitive benchmarking
	DIVYA ANTONY	Health Care Management	Understand the healthcare system In India.
			Gain an awareness about health policy development and its impact on health care delivery
			Acquire knowledge about financial, HR, marketing management principles specific to healthcare industry and health tourism
			Understand about different types of department and records in hospitals.
	DEEPIKA P	ADVERTISING AND SALESMANSHIP	To understand different types of advertising
			To know about different types of advertising agencies and its activities.
			To examine the process of selling and salesmanship
			To identify the types of learning and its process
	SHAHANA P.S.	Communication Skills & Personality Development	To Develop effective communication skills
			To develop effective presentation skills
			To Understand the job interviewing process.
			To analyse various skills, rewards and motivation for salesman.