



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018

2021 - 2022

1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme specific outcomes (PSOs) and Course Outcomes (COs), of the Programmes offered by the Institution.

NAME OF THE PROGRAME: MBA

Programme Outcomes (POs)

| | |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PO 1 | Assess and synchronize the information on business environment and enhance the skills for grabbing the business opportunities |
| PO 2 | Demonstrate the awareness on the current scenario of business and enrich the ability to connect their impacts on Global business trends |
| PO 3 | Develop the creative and innovative techniques in management of Men, Materials, Money and Man power in an organization along with cross cultural and diversified commonalities |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| | |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PO 4 | Summarize the theories and thoughts of leadership, communication, strategic decision making and motivation to make a platform in formulation of crisis management skills |
| PO 5 | Synthesize and articulate the team development and group decision making skills along with employee empowerment through strong industrial relations |

Programme Specific Outcomes (PSOs)

| | |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PSO 1 | Impart the students with practical knowledge about all the concepts with the objective of developing them as managers of business entities |
| PSO 2 | Assist the students in developing their knowledge to acquire sound decision-making skills, leadership traits, crisis management capability and resources utilization optimality |
| PSO 3 | Provide a strong foundation for analytical thinking and application of technologies in business and in its various functional areas |
| PSO 4 | Appraise the skills of the students through internship programmes, projects and in-plant training to develop their professionalism in their career |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| | |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | |
| PSO 5 | Sketch out the students with expectancy in foundation courses and functional courses in their first year and with areas of specialization by streamlining their interest towards various aspects of business in the second year |

Course Outcomes (COs)

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19MBA101 | Management Principles and Practice | Global | This course focuses on the management principles, functions and various other elements of management. In this course the functions of managers, their roles and responsibilities | CO 1: Frame out the functions of management and evaluation of management thought. CO 2: Sketch out the types of organization structure along with delegation of authority |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | along with organizational structure are insisted to make the students understand better to run a business successfully. | and strategy. CO 3: Asses the various types of leadership styles and theories. CO 4: Emphasis on process of communication and its types. CO 5: Focus on the controlling techniques and its application in management. |
| 19MBA102 | Management Accounting | National | Students in this course will develop the essential ability of all managers to use complex accounting | CO 1: Outline the overview of management accounting and understand the different types of |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | information as a platform for decision making. Students will build a certain sophisticated level of understanding of the language of accounting and its concepts. | depreciation. CO 2: Demonstrate the elements of cost and compute break-even print. CO 3: Analyze the managerial application of marginal costing. CO 4: Discuss the significance of ratio Analysis and compute difference type's ratio. CO 5: Assess the requisites for a successful budgetary control |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | system and compute different types of budget |
| 19MBA103 | Digital Management | Global | This course equips the students with skills for the effective use of office automation systems. This helps the participants to construct and Analyze databases. | CO 1: Discuss the evolution, classification of computers. CO 2: Analyze the applications of MS-Word MS-Excel and PowerPoint. CO 3: Assess the concept of database management system and communication network. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO 4: Outline Enterprise resource planning and its types. CO 5: Evaluate various E-Business models. |
| 19MBA104 | Managerial Economics | National | This course combines micro and macroeconomics and its application in businesses. It also exposes students to the fundamental economic concepts. This course also aims at providing an overview of the circular | CO 1: Sketch the fundamental economic concepts. CO 2: Analyze demand and its determinants and to know the economics of scale. CO 3: Assess the pricing methods in various Market structure and to get an idea over the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | flow of National income and its concepts. | theories of profits. CO 4: Demonstrate the circular flow of National Income and its concept. CO 5: Discuss the phase of Business cycle and Analyze the effects of inflation and deflation. |
| 19MBA105 | Organizational Behaviour | Local | This course is to provide an understanding about individual and group behavioral process in the organizational context and apply | CO 1: Outline the overview of organizational behaviour and understand the different types of perception. CO 2: Demonstrate the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | such knowledge in dealing with issues of individual interpersonal or group behaviour in organization | concept of personality and discuss the different types of leadership theories. CO 3: Discuss the different type of assess the functions of attitude. CO 4: Analyze the group dynamics and discuss the different type of motivation theories. CO 5: Assess the different stages of conflicts and stress management mechanism in the organization. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19MBA106 | Quantitative Techniques | Regional | The course introduces the application of Operations Research concepts to the Management decision-making. The course enables the learners to enrich their quantitative analytical skills. | CO 1: Formulate business problems in matrix form CO 2: Formulate LP model for Business decision making and compute optimal solutions CO 3: Plan optimal decisions for transportation problems CO 4: Design methods to solve assignment problems CO 5: Apply strategies using game theory |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | and Analyze it for optimality criterion |
| 19MBA201 | Production & Operations Management | Local | This course examines the functional areas of production and operations management in the manufacturing industry. | CO 1: Outline the concept of production management and discuss the different types of layout techniques. CO 2: Compute EOQ and assess the inventory classification. CO 3: Evaluate the production scheduling and control mechanism in the organization |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|---------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO 4: Discuss the techniques of work measurements and asses the work sampling procedures. CO 5: Identify the quality control techniques and emerging trends in production management. |
| 19MBA202 | Human Resource Management | Local | This course aims on providing a overview on the concept of HRM. It exposes students to how to manage people at | CO 1: Outline the concept of HRM & Manpower planning process. CO 2: Analyze the process of performance Appraisal and discuss |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | work. It also covers concepts like manpower planning, recruitment, selection, training and development. It also examines the emerging trends in HRM. | <p>the various methods of training and development.</p> <p>CO 3: Evaluate the principles of Job evaluation and explain the wage and salary Administration.</p> <p>CO 4: Discuss trade Union and its function and Analyze collective bargaining.</p> <p>CO 5: Identify the cause of grievance and procedure for disciplinary action.</p> |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19MBA203 | Marketing Management | Global | This course describes the nature and purpose of marketing. It describes marketing mix, consumer behavior and strategy, product planning and development. It helps the students in making better marketing management decisions. | CO 1: Outline marketing management concept and current trends. CO 2: Assess consumer behavior and identify competitors. CO 3: Analyze product life cycle and strategies relevant to them. CO 4: Discuss pricing and distribution strategies. CO 5: Design and Manage advertising programme |
| 19MBA204 | Financial Management | Local | This course emphasis on the functions of | CO 1: Introduce financial management and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | finance, sources of finance and the importance of finance department in an enterprise. This course also illustrates the financial decisions, investment decisions and dividend decisions and their impact in the business environment. | preparation of fund flow and cash flow statements. CO 2: Outline the short term financing decisions in an organization. CO 3: Emphasize on long term investment and financial decisions in an organization. CO 4: Enhance the students with determination of dividend decisions and policies in |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | declaration of dividends in an organization. CO 5: Sketch out the concept of taxation and its types. |
| 19MBA205 | Management Information System | Global | The course emphasizes the application of systems in various business operations. The types of MIS and its various areas of business applications are focused in this course. The business analytics and its | CO 1: Emphasize on impact and role of MIS inn an organization. CO 2: Outline the application of information system in business operations. CO 3: Focus on decision support system in management |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | impact on various business operations are also insisted in this course. | decisions. CO 4: Highlight the application of strategic Information system in an organization. CO 5: Introduce business analytics and its types. |
| 19MBA206 | Business Research | Regional | The course is designed to enable the managers to pursue independent research in the context of organization. The course sharpens the research competencies | CO 1: Outline research types and process CO 2: Apply suitable sampling methods and techniques for research study CO 3: Use effective data collection methods CO 4: Apply appropriate |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | and analytical skills of learners. | Statistical tools and Analyze the results CO 5: Evaluate the research results and Create research report |
| 19MBA301 | Strategic Management | Global | The primary concern of this course is to introduce a strategic orientation among the participants in formulating and implementing strategies at corporate level. | CO1: Provide framework on strategic management. CO2: Analyze the environment for suitable strategies. CO3: Explain various strategies that corporate can adapt. CO4: Identify the process of implementing a |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | strategy. CO5: Assess the strategic Control process and suggest suitable ways for effective implementation of strategies |
| 19MBA302 | Entrepreneurship | National | The course explores the basic concepts of entrepreneurship. It provides an idea about the idea generation and the various Appraisals. | CO 1: Outline the entrepreneurial framework and explore their personality traits. CO 2: Explain the EDP Training Programmes and institutions. CO 3: Identify the problems |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------|--------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | <p>of women entrepreneur and face the challenges with Governmental support.</p> <p>CO 4: Analyze and formulate a business plan.</p> <p>CO 5: Assess the financial institutions and a roadmap to utilize the various incentives schemes.</p> |
| 19MBA303A | Marketing Research | Global | This course deals with planning relevant data collection Analysis and | CO1: Outline the importance research process |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | communication of such results. It deals with monitoring marketing performance and improves understanding. | CO2: Study the importance of research and information. CO3: Understand the process and methods of Data collection. CO4: Explain Data presentation interpretation and evaluation. CO5: Assess the application of marketing research in different forms. |
| 19MBA303B | Advertising Management | Local | This course introduces integrated | CO 1: To discuss the need for advertisement and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | communication – advertising public relations – process and practices. | current scenario in advertising. CO 2: To explain the role of advertising agencies. CO 3: To create advertisement for a product. CO 4: Assess the various media for advertising. CO 5: Compile research and advertising effectively. |
| 19MBA303C | Sales and Distribution Management | Local | This course introduces the participants to sales and distribution practices. It exposes the participants to the | CO 1: Outline the Concept of selling and sales management. CO 2: Explain the theories on salesmanship and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | tools and strategies necessary for designing, motivating and evaluating sales and distribution systems. | personal selling. CO 3: Assess the role of personal selling in distribution and promotional strategy. CO 4: Discuss sales force management and training programme. CO 5: Analyze channel of distribution and various distribution systems. |
| 19MBA303D | Customer Relationship Management | National | This course plans to impart a sound introduction and components involved | CO 1: Assess the need for and different mode of CRM. CO 2: Identify various |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | in CRM. | aspects related to CRM. CO 3: Explain customer relationship Management process. CO 4: Analyze the implication of CRM. CO 5: Compile E-CRM with traditional CRM. |
| 19MBA303E | Brand Management | Local | This course provides students with insights into how profitable brand strategies can be created and the implications for brand management | CO 1: Revise branding, positioning and connected issues. CO 2: Compile new product development with branding. CO 3: Discuss product |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|--------------------|---------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | professionals. | launch strategies. CO 4: Analyze the role of brand in Portfolio Management. CO 5: Explain brand management plan and systems. |
| 19MBA303F | Digital Marketing | Global | This course enables the students to learn and master the complete landscape of online marketing and associated channels. | CO 1: Explain the evolution of digital marketing. CO 2: Revise consumer buying behavior and process. CO 3: Analyze segmentation, Targeting and positioning in digital |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | marketing. CO 4: Assess digital marketing mix. CO 5: Discuss relevant issues related to digital marketing. |
| 19MBA304A | E – Commerce | Global | This course illustrates the electronic way of commerce and trade in the business world. The various models of e-commerce, e-payment modes and the safety approached in transactions are also included in this | CO 1: Create an idea about e-market and its opportunities. CO 2: Give a frame work of various modes of e-commerce. CO 3: Emphasize the securities and safety measures for online transactions. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | course for the better understanding of the students. | CO 4: Sketch out the mode of purchase and cash payments. CO 5: Insists on upcoming trends in e-commerce. |
| 19MBA304B | Introduction to GUI & Visual Basic | Global | This course aims to introduce the students about graphical user interface and its applications in business. The SQL, programming and its concepts are also focused in this course for the knowledge of the students in recent | CO 1: Insists on applications of Front end tools. CO 2: Provide knowledge about working with strings. CO 3: Give views on usage of control statements. CO 4: Provide information about VB menus. CO 5: Explain the usage of |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | developments in software and systems technology. | files and database. |
| 19MBA304C | Enterprise Resource Planning | Global | This practical course gives knowledge about the applications of enterprise resource planning in various functions of an organization. This course insists on the various technologies such as SAP, e-payment, e-HRM, OLAP. | CO 1: Frame an outline of ERP and its related technologies. CO 2: Outline the Manufacturing module of ERP. CO 3: Explain the finance and production module of ERP. CO 4: Insist on the Framework and the market of ERP along with its leading. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO 5: Brief out the ways of ERP implementation and its Process. |
| 19MBA304D | Knowledge Management | Global | This course explores the concepts in knowledge database, knowledge architecture and its subsequent implications in business. This course also insists the development of knowledge base in the organization for is better focus on the | CO 1: Introduce the knowledge management components and its benefits. CO 2: Give an outline of Knowledge Management process and challenges. CO 3: Emphasize on Industrial environment and its issues. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | functions of the organization. | CO 4: Brief out the anatomy of Knowledge Management. CO 5: State the critical success factors in Knowledge Management. |
| 19MBA305A | Project Financing | National | The course on Project Financing enables the project idea conception, project appraisal, and evaluating competencies of learners. The course provides knowledge on | CO1: Explore project ideas & assess project identification criteria CO2: Design project report and evaluate financial estimates and projections CO3: Plan appraisal of projects by various |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | project risk evaluation techniques. | financial institutions CO4: Compute project evaluation using techniques and Analyze project risks CO5: Predict sources of raising finance for projects |
| 19MBA305B | Strategic Financial management | Regional | The course inculcates the strategic approach to financial management and develops the diagnostic skills of learners on valuation of firm. | CO1: Outline SFM model and identify conceptual framework CO2: Explain financial models and apply models successfully CO3: Use equity and firm |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | valuation models and formulate management decisions CO4: Apply corporate restructuring methods and strategic cost management techniques CO5: Plan for financial innovations and asses ethical financial performance |
| 19MBA305C | Fundamentals of Insurance Management | Global | The course enables the learners to acquaint understanding on | CO1: Outline the concepts of risk in 'Life insurance' and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | Insurance policies and familiarize the mechanism of Insurance services. The course hones up the skills of managers to compute insurance premiums and bonuses. | explain the fundamentals of agency law and explain the fundamentals of agency law. CO2: Explain life insurance plans and identify insurance companies in India CO3: Compute Premiums and Bonuses for insurance policies CO4: Evaluate general insurance Business and its forms |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO5: Assess other types of general insurance |
| 19MBA305D | Banking and Financial Institutions | National | The course offers a comprehensive outlook on the financial institutions and in particular develops the profound knowledge on operations of banks. | CO1: Outline the structure, functions & operations of Indian financial and banking system CO2: Explain the role and policy measures of Development Financial Institutions CO3: Analyze risk management in FIs and assess the interaction among various risks. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO4: Discuss NPA management RBI functions and norms. CO5: Evaluate latest technology in banks in Payment & Settlement system. |
| 19MBA305E | Derivatives & Markets | Global | The course presents a framework of various derivative and commodity products in the market. The course attempts to enhance the assessment expertise of managers on trading mechanism | CO1: Identify derivative products and explain risks associates with derivatives. CO2: Outline the rules and bye-laws for derivatives market. CO3: Explain the concept of Stock index futures. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|---------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | of derivative and commodity market. | CO4: Assess types of interest rate futures CO5: Evaluate commodity futures |
| 19MBA306A | Total Quality in Human Resource | Regional | This course focuses on imparting knowledge about the role of TQM in HRM. It also helps to assess the various dimensions of performance to integrate implication plan for managing HR. | CO1: Outline the significance of total quality management and Analyzing role of TQM in HRM. CO2: Explain customer satisfaction strategy dimension and asses the various TQ HR strategy planning. CO3: Demonstrate the continuous |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | <p>improvement process dimension.</p> <p>CO4: Analyze project dimension and assess TQHR projects, planning & Management.</p> <p>CO5: Assess various dimension of performance to integrate implication plan for managing HR</p> |
| 19MBA306B | Advanced industrial relations | Regional | This course intends to explore the industrial relations in public sector. The course | <p>CO 1 : Outline the concepts of IR and explore IR in the public sector</p> <p>CO 2 : Explain the concepts</p> |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | aims to equip students with grievance and conflict resolutions measures. | <p>of trade union and collective bargaining.</p> <p>CO 3 : Identify the courses of grievances, conflicts and to discuss the conflict resolution measures.</p> <p>CO 4 : To discuss the workers participation in management and to know the level of workers education in India.</p> <p>CO 5 : Analyze various legislations relating to social security and the</p> |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|---------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | functions of ILO |
| 19MBA306C | Training & Development | Regional | This course aims to teach HR students the skills to design, develop and implement a training program. This course also gives a wider knowledge about OD strategies and its implementation. | CO 1 : Outline the principles of training & development. CO 2 : Explain the techniques of on the job training CO 3 : Identify the various techniques of the job. CO 4 : Analyze the process and intervention of OD. CO 5 : Assess the OD strategies and the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | action research requirements for OD implication |
| 19MBA306D | Labour Legislation | National | This course focuses at providing a wide knowledge to students about the various Acts in relation with Labour Legislation. It also exposes students to identify the provisions in the Industrial Disputes Act. It helps the students to get an idea about the relationship between | CO 1 : Discuss the concept and principles of legislation and the role of Labour welfare officer. CO 2 : Explain the various Act relevant to labour legislation . CO 3 : Discuss some of the relevant Act in relation with Labour Legislation. CO 4 : Create an idea about |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------------|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | management and Indian Labour legislation. | the acts that are relevant to Laws. CO 5 : To identify the provisions in the Industrial disputes Act |
| 19MBA306E | Strategic Human Resource Management | Global | This course enhances students understanding the various approaches of SHRM. It helps the students to Analyze the strategic linkage of performance management and helps to assess the | CO 1 : Outline the concepts and components of SHRM CO 2 : Discuss the functional strategies of HRP, Recruitment and selection CO 3 : Demonstrate the linkage between business strategy & |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | contribution of SHRM to organizational success. | training CO 4 : Identify / Analyze the strategic linkage of performance Management compensation & rewards strategy. CO 5 : Assess the strategic contribution of HRM to organizational |
| 19MBA306F | Career Management | Local | This course explores the impact of changing environment in career development. It helps to evaluate the changing career | CO 1 : Outline the concepts & Components of career development. CO 2 : Analyze the career progression and the baseline for |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | dynamic and its impact. | competency management. CO 3 : Assess the career paths and talent management. CO 4 : Evaluating the changing career dynamic and its impact . CO 5 : Discuss the various career development plan |
| 19MBA307A | Total Quality Management | Global | This course is designed with an objective to familiarize the students with key | CO 1: Outline the overview of TQM and identify the different components of |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | aspects of total quality management and its application in real world scenarios. | quality. CO 2: Discuss the role of functional department in TQM. CO 3: Assess and manage the process quality in the organization. CO 4: Identify the role and importance of quality in customer satisfaction. CO 5: Demonstrate the ISO certification procedures in the organization. |
| 19MBA307B | Materials | Local | The course introduces | CO1 : Outline the overview |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Management | | students to the basic concepts of material management. There will be a focus on appropriate theory and the course will aim to provide opportunities for the practical implementation of the main concept covered. | of material management and Analyze the different type of techniques CO2 : Assess the price trends and identify the purchase policies in material management. CO3 : Discuss the different inventory calculation techniques and compute EOQ CO4 : Identify the different level of stock and Analyze cost |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | optimization. CO5 : Explain the concept of storage and preservation |
| 19MBA307C | Advanced Manufacturing System | Global | The students will have the opportunity to learn advanced manufacturing system being used in the business environment which enables students to make better management decisions. | CO 1: This course familiarizing the computer aided designing and manufacturing CO 2 : Identify the flexible manufacturing system and robotics in organization. CO 3 : Assess the different type of networking techniques and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | project budgeting . CO 4 : Discuss the concept of capacity utilization and its effect on manufacturing. CO 5 : Analyze the need for cost reduction and discuss the different inventory management techniques |
| 19MBA308A | Hospital Administration | Global | This is an introductory course in Hospital Administration with emphasis to cover key activities related to | CO 1: Outline the overview of service industry and Analyzing characteristics and challenges . |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | hospital operation. | <p>CO 2 : Demonstrate the healthcare revolution assess various type of health care organizations</p> <p>CO 3 : Explain the different type of Hospitals and Analyzing role of Hospital in health care .</p> <p>CO 4 : Identify the different levels and roles in hospital management.</p> <p>CO 5 : Discuss the current issues and best practices in health</p> |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | care |
| 19MBA308B | Health Insurance | Global | The course introduces students to the basic concepts of Health Insurance. It involves understanding all aspects of health insurance package and premium schedule. | CO 1: Outline the concept of health insurance and discuss the different types of Health insurance in India CO 2: Assess the demand and supply of health Insurance . CO 3 : Compute the health Insurance premium and designing benefit package . CO 4 : Identify the provider payment mechanism and comparison of |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|---------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | different payments systems CO 5 : Explain the concept of TPA and communicate the problems faced by hospitals. |
| 19MBA308C | Hospital Accounting and Finance | National | This course explains accounting tools and techniques, which can be used to help firms maximize value improving decision relating to budgeting and costing | CO1: Outline the overview of Hospital Accounting and demonstrate the accounting chart for hospitals CO2: Explain the concept of fundraising and evaluate fundraising tactics . |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------|--------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | <p>CO3: Prepare different types of Budget and compute cost sheet for hospitals .</p> <p>CO4: Assess the financial performance of hospital and plan (Financial decisions) investment Management</p> <p>CO 5: Discuss the concept the concept of equity and evaluate the NHA in India context</p> |
| 19MBA309A | International Financial | Global | This course describes the challenges and | CO 1: Brief out the recent changes and global |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Management | | trends in international finance function, the implications of currency market, foreign exchange market and derivative market in the business environment. | financial market . CO 2 : Conceptualize the FOREX applications and balance of payments CO 3 : Give an idea about various types of currency transactions in FOREX market CO 4 : Insists on party conditions in international finance. CO 5 : Explain the function of international and European Monetary system |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|---------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19MBA309B | Logistics and Supply Chain Management | Global | This course emphasizes and the logistics management and supply chain management in an organization. The basic concepts such as inventory management, distribution management and supply chain relationships are also discussed in this course. | CO 1: Introduce various types of logistics and concepts. CO 2 : Focus on inventory control and distribution resource planning in an organization CO 3 : Insist an importance of supply chain management and its global business applications . CO 4 : Assess the importance of supply chain relationships |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | and conflicts resolution strategies. CO 5 : Emphasis the role of manager in supply chain along with its values |
| 19MBA309C | Import Procedures and Documentation | National | The course illustrates the import requisites, importance, and preliminary arrangements and importers documents in the present scenario. The import incentives along with various supportive | CO 1: Outline the overview of service industry and Analyzing characteristics and challenges. CO 2 : Demonstrate the healthcare revolution assess various type of health care organizations. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | documents are also emphasized by this course for the better understanding of the students. | CO 3 : Explain the different type of Hospitals and Analyzing role of Hospital in health care . CO 4 : Identify the different levels and roles in hospital management. CO 5 : Discuss the current issues and best practices in health care |
| 19MBA401 | International Business Management | Global | This course focuses on broad business administration skills. It combines | CO 1: Explain the need and relevance of International Business. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | International business strategies and culture | CO 2: Assess tariff barriers and role of various institutions in International Business. CO 3: Analyze multinational companies and various market entry strategies. CO 4: Compare globalization and Indian business settings. CO 5: Discuss issues in International |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | Business. |
| 19MBA402A | Rural Marketing | Local | This course familiarizes the students with conceptual understanding of rural marketing and development practices in Indian context. | CO 1: Discuss the characteristics of rural market. CO 2: Analyze the challenges in rural marketing and rural market consumer behavior. CO 3: Assess rural marketing mix. CO 4: Explain channel management and communication in rural market. CO 5: Outline industrial |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | setup in rural market and recent trends. |
| 19MBA402B | Services Marketing | Global | This course of examines the important issues faced by the service providers and the successful implementation of a customer focus in service based businesses. | CO1: Discuss evolution of service marketing, consumer behavior and segmentation, targeting and positioning. CO2: Explain product and pricing in service industries. CO3: Analyze promotion and distribution in service industries. CO4: Compile the concepts of people, process and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|--------------------|---------------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | physical evidences in service marketing. CO5: Apply service quality and strategies in various industries. |
| 19MBA402C | Consumer Behaviour | Regional | This course applies knowledge from the field of psychology, sociology, anthropology and economics to describe and understand how consumers are likely to behave in many different consumption situations. | CO1: Explain the need for studying consumer behavior and consumer research. CO2: Discuss the role of social factors in consumer behavior. CO3: Analyze the role of culture in understanding consumers. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | CO4: Outline consumer decision process and models. CO5: Compile the influence of attitude and belief in consumer behavior. |
| 19MBA402D | Retail Management | Regional | This course develops an in-depth understanding of retail and services management as well as non-store retailing. | CO1: Outline channels of Distribution and evolution of retailing. CO2: Discuss trends and opportunities in retailing. CO3: Analyze various retail formats CO4: Assess the role of Inventory display in |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------------------|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | retailing. CO5: Explain retailing ad a sustainable competitive strategy. |
| 19MBA403A | Relational Database Management System & Oracle | Global | This course aims on the data base and its concepts along with its applications in business. This course also emphasizes the recent developments in RDBMS and Oracle to make the students to run a business in an effective manner. | CO1: Outline the evolution of database management system. CO2: Give a frame work a relational model of DBMS and its data control facilities. CO3: Provide knowledge about SQL and its applications. CO4: Identify ways of designing database |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | and format models for its applications in business. CO5: Emphasis a establishing user system and user object to maintain database security in the organization |
| 19MBA403B | Internet & Java Programming | Global | In order to cope up with the recent developments and designing an e-business, this course is framed for the students. It also | CO 1: Introduce the browsers and URL in web designing. CO 2: Enable to know various types of data and inheritance. CO 3: Framework of various |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | focuses on the concepts and areas of internet and Java programming. | packages and interfaces along with exception banding. CO 4: Insist on working with windows graphics and texts. CO 5: Introduce networking and IDBC. |
| 19MBA403C | Computer Networks | Global | This course examines the concepts and features of computer networks in the present scenario. It involves the various types of networking and its impact in the | CO 1: Introduce the network types, applications and models CO 2: Outline the path of transmission of various types of signals and error |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | business. | <p>detections and correction</p> <p>CO 3: Give importance about data communications and channels</p> <p>CO 4: Analyze the various types of communication networks</p> <p>CO 5: Provide knowledge about internetwork and wireless network</p> |
| 19MBA404A | Security Analysis and Portfolio Management | National | The course is intended to provide an in-depth theoretical knowledge | CO1: Outline the concept of Investment Management and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|----------------------------------|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | on stock market. It augments the learning managers to build portfolio and Analyze its performance. | Securities market CO2: Assess the risk and return of individual securities. CO3: Apply Fundamentals and Technical Analysis to Portfolio CO4: Assess the risk and return of Portfolio CO5: Use portfolio evaluation techniques |
| 19MBA404B | Management of Financial Services | National | The course focuses on providing knowledge on financial services industry. The course is designed to Analyze | CO1: Explain the industry framework of financial services and create innovative financial instruments |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | the practices of different financial services in the market. | CO2: Evaluate leasing & hire purchase quantitatively and qualitatively CO3: Outline the venture capital firms, credit rating agencies & methodology, and stock broking procedures CO4: Evaluate mutual fund industry CO5: Analyze factoring services, depository system and International |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | Financial Centers |
| 19MBA404C | Mergers & Acquisitions | Global | This course hones up the dexterity of the managers on the strategic approach to mergers and acquisitions. It also widens the analytical skills of learners on valuation of mergers. | CO1: Plan for mergers and discuss the strategic approach to M&A CO2: Formulate corporate restructuring deal CO3: Evaluate valuation approaches and methods of financing mergers CO4: Analyze take over approaches and amendments CO5: Apply accounting methods and Analyze Legal and Regulatory |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | Provisions |
| 19MBA405A | Industrial Psychology & Counseling | Local | This course focuses on inculcating knowledge about work psychology and the various approaches of work psychology like psychoanalytic, trait, behavioral, phenomenological, social and cognitive. It helps the student to develop the counseling skills. | CO 1: Outline the concepts of industrial psychology. CO 2: Analyze work psychology and career choice and development for executives. CO 3: Discuss the types of employee counseling and its process. CO 4: Evaluate the special areas in counseling. CO 5: Explain the role & functions of employee |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | counsellor. |
| 19MBA405B | Human Resource Accounting and Audit | National | This course aims at providing an overview about the concepts of HRA. This course explores the various methods and instruments of HR Audit. | CO 1: Outline the concepts of HRA. CO 2: Analyze the various methods of HRA. CO 3: Discuss concepts & Components of HR Audit. CO 4: Explain HRD strategies, style, structure & systems. CO 5: Evaluate HRD Audit methodology. |
| 19MBA405C | Management consultancy | Global | This course focuses on providing an outline about concepts of | CO 1: Outline the concepts of consulting & its models. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | consulting and its models. It also helps to explore the tools and methodology of consulting. | CO 2: Understand the steps in marketing of consulting service. CO 3: Analyze the tools & methodology of consulting. CO 4: Assess the strategy of the consulting firms in managing conflicts. CO 5: Identifying the consultancy assignment & client presentation in managing future consulting opportunities. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19MBA405D | Disaster Management | Global | This course helps the students to explore and inculcating skills to manage disaster and crisis. | CO 1: Outline an overview of Natural Disaster Management. CO 2: Assess the skill development for disaster Management. CO 3: Discuss the steps in project rescue. CO 4: Analyze the Leader's Role in emotional intelligence. CO 5: Examine the ethics and social responsibility. |
| 19MBA405E | Human Resource Information System | Global | This course focuses at enhancing the | CO 1: Outline information about interface |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | knowledge on integration of HR and information technology. It helps the students to integrate information system with functional areas of HR. | between HR & IT. CO 2: Discuss the logical process modeling. CO 3: Analyze the various issues of HRIs . CO 4: Asses HRIs & Functional Areas of HR. CO 5: Evaluate performance and compensating management in organization . |
| 19MBA406A | Value Engineering & Waste Control | National | This course makes the students to learn the basics of value engineering and its | CO1 : Outline the overview of value engineering and discuss the relation of VE to other |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | importance. The course deals with uses of value engineering and reducing waste. | operations. CO2 : Identify the different value engineering techniques and assess the decision making process. CO3 : Discuss the concept of scheduling and Analyze the different techniques in scheduling . CO4 : Assess the different types of training for value engineering . CO5 : Discuss and communicate the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------------|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | value engineering at workplace |
| 19MBA406B | Production Planning & Control | Regional | The course introduces students to the basic concept of production planning and control. The students will have the opportunity to learn routing and scheduling being used in the business environment which enables students to make better decisions. | CO 1: Outline the overview of production planning and different control procedures in the organization. CO 2: Discuss the application of routing & scheduling in production planning. CO 3: Identify the different type of production system and control technique. CO 4: Assess the different |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | stages of production control. CO 5: Discuss different types of computer aided production planning and computer systems. |
| 19MBA406C | Project Management | National | This course has been designed with an objective to familiarize students with key aspects of project management. This course will equip them to understand the influences of heuristics | CO 1: Outline the concept of project management and discuss the project feasibility Analysis. CO 2: Discuss the market Analysis and evaluate social cost Benefit Analysis. |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | while taking investment decision. | CO 3: Identify the different networking techniques used in project construction. CO 4: Explain the concept of GERT simulation and its application in project management. CO 5: Prepare the project organization and project costing. |
| 19MBA407A | Hospital Services Management | Global | The course will focus on sharing the latest trends, best practices and procedures in Hospital | CO 1: Outline the overview of outpatient services and Trauma care in hospital. CO 2: Demonstrate the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | administration. | impatient services and functions of OT/ICU in the hospital. CO 3: Explain the diagnosis procedures in the hospital. CO 4: Identify the role of engineering service in Hospital. CO 5: Discuss the various supporting services in Hospital. |
| 19MBA407B | Quality Management in Hospital | Global | The course aims to prepare students to provide in-depth knowledge of quality | CO 1: Outline the entrepreneurial framework and explore their |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | management that can be used in hospitals. | personality traits. CO 2: Explain the EDP Training Programmes and institutions. CO 3: Identify the problems of women entrepreneur and face the challenges with Governmental support. CO 4: Analyze and formulate a business plan. CO 5: Assess the financial institutions and a roadmap to utilize the |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | various incentives schemes. |
| 19MBA407C | Marketing of Hospital Services | Global | The course provides students scope, skills and tools of marketing. Then the student will be able to start their marketing careers in the Hospital. | CO 1: Outline the concept of service of service marketing and identify different service mix components for hospital. CO 2: Discuss the procedure for planning and development of new services in the hospital. CO 3: Asses the different type of pricing methods and |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | franchise in hospital service. CO 4: Identify the promotion and communication mix for hospital services. CO 5: Analyze the role and importance of people, process and physical evidence in hospital service. |
| 19MBA408A | International Marketing | Global | The course seeks to improve the knowledge of learners on the international context of marketing | CO1: Explain foreign trade and plan for international market entry decisions CO2: Formulate product mix |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | orientation. It also inculcates the expertise in the managers to formulate marketing decisions in the international context. | decisions CO3: Plan Pricing mix decisions CO4: Analyze Distribution strategies CO5: Evaluate promotion strategies and predict control aspects |
| 19MBA408B | Export Finance & Documentation | National | The purpose of the course is to implant proficiency in Export operations and procedures among the learners. The course intends to build up the logical ability of the | CO1: Explain foreign trade formalities, payments and practical problems faced CO2: Analyze financing foreign trade and financing schemes CO3: Create shipping |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|-----------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | managers in handling foreign trade transactions. | documents in foreign trade CO4: Apply Foreign exchange theories CO5: Evaluate Trade control policies and Promotional measures |
| 19MBA408C | International Human Resource Management | Global | This course intends to improve the familiarity of learners on the HRM practices in the international context. It enables the students to face the HRM challenges in the | CO1: Formulate approaches to IHRM and identify role of HRM in international firms. CO2: Demonstrate different cultures and its values. CO3: Plan recruitment & |



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

| Course Code | Course Title | Nature of the Course (Local/National/ Regional/Global) | Course Description | Course Outcomes |
|-------------|--------------|--------------------------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | International context. | selection practices in MNCs and design T&D components. CO4: Apply performance appraisal and compare approaches to Compensation Management. CO5: Assess comparative practices of Industrial relations internationally. |