



# FATIMA COLLEGE

(Autonomous)

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

## AQAR – QUALITATIVE METRIC

2023 - 2024

### Criterion 1 - Curricular Aspects

**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 Programme: B.B.A**

**Programme Code: USBA**

### **Programme Outcomes:**

<b>PO1</b>	At the end of the three year Bachelors in Business Administration program, students would gain a thorough grounding in the fundamentals of business management.
<b>PO2</b>	The industry and entrepreneurship oriented curriculum offers a number of specializations and practical exposures which would equip the student to face the contemporary challenges in the field.
<b>PO3</b>	The holistic outlook of the program with a number of value based and personality development courses ensures that students are groomed into up-to-date, assertive and effective business executives with strong leadership skills and social consciousness.



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## Programme Specific Outcomes:

<b>PSO 1</b>	Identify and describe current domestic and international business trends
<b>PSO 2</b>	Explain how proper business management benefits consumers and employees
<b>PSO 3</b>	Define the basic rules related to human resources management
<b>PSO 4</b>	Compare and contrast the different types of business ownership
<b>PSO 5</b>	Evaluate and classify various marketing strategies
	Gain knowledge on the preparation of final accounts ,cost accounting & management accounting.
<b>PSO 6</b>	Apply the theoretical knowledge in the projects/internship to gain career related experience.
<b>PSO 7</b>	Develop critical thinking abilities thatallows them to work ethically and professionally with people of diverse cultural and gender backgrounds.



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## Course Outcomes:

Course Code	Course Title	Nature of the Course (Local/ National/ Regional/ Global)	Course Description	Course Outcomes
23U1CC1	Principles of Management	Global	This paper helps to make the students understand various aspects of Management and its functions	CO1 To impart knowledge about evolution of management  CO2 To provide understanding on planning process and importance of decision making in organization  CO3 To learn the application of principles in organization  CO4 To study the process of effective



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				controlling in organization  CO5 To familiarize students about significance of ethics in business and its implications.
23U1CC2	Accounting for Mangers –I	National	It helps the student to learn how to analyse and interpret the various Financial Reports under single entry systems .	CO1 To impart knowledge about basic concepts of accounting its applications.  CO2 To analyze and interpret financial reports of a company  CO3 To understand the gross profit and net profit earned by organization  CO4 To foster knowledge on Hire Purchase system  CO5 To understand the procedures of Accounting under Single entry system.



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23U1SE1	Basics of Event Management (NME)- Offered to other Major Students	Global	This course deals with the planning and designing of the event at the first level further to coordinate and organise the events for people and communities.	<p>CO1 To know the basic of event management and its concepts.</p> <p>CO2 To make an event design.</p> <p>CO3 To make feasibility analysis for event.</p> <p>CO4 To understand the 5 Ps of Event Marketing</p> <p>CO5 To know the financial aspects of event management and its promotion</p>
23U2CC3	Marketing Management	Global	This course provides learner the opportunity to expand their knowledge and skills of understanding the	<p>CO1 To have an insight into the importance and role of marketing in business world.</p> <p>CO2 To study and analyze the basic concepts in marketing to cater the needs of marketing industries.</p>



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			Elements of the complex world of marketing	CO3 To enable the students to understand the elements of the complex world of marketing.
23U3CC4	Accounting for Managers -II	National	The course deals with the basic accounting concepts which helps in the preparation of Cost accounts and management accounts of a business.	<p>CO1 To provide basic understanding of cost concepts and classification.</p> <p>CO2 To develop skills in tools &amp; techniques and critically evaluate decision making in business.</p> <p>CO3 To understand various ratios and cash flow related to finance</p> <p>CO4 To recognize the role of budgets and variance as a tool of planning and control.</p> <p>CO5 To gain insights into the fundamental principles of accounting</p>



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				and use them in day-to-day business scenarios.
23U2CC4	Accounting for Managers -II	National	This subject helps to understand the basic accounting concepts and their application in business and develops the skill needed to analyze financial statements effectively, and gain knowledge on the preparation of financial statements.	<p>CO1 Identify the underlying principles, characteristics and objectives of a set of financial statements.</p> <p>CO2 Explain and apply accounting concepts, principles and conventions</p> <p>CO3 Prepare ledger accounts using double entry bookkeeping and record journal entries</p> <p>CO4 Enable the students to understand the need for making adjustments while preparing final accounts</p>
23U2SE2	Managerial Skill Development (NME) Offered to Other Major	Regional	This course deals with the basic concepts of Managerial skills	CO1 To improve the self-confidence, groom the personality and build emotional competence



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	Students		which helps to develop the students with managing abilities that fits them in the corporate which considers to be essential	<p>CO2 To address self-awareness and the assessment of core management skills such as communication, working with teams and creating a positive environment for change</p> <p>CO3 To assess the Emotional intelligence</p> <p>CO4 To induce critical-thinking and analytical skills to investigate complex problems to propose viable solutions.</p> <p>CO5 To improve professional etiquettes</p>
23U2SE3	Business Etiquette and Corporate Grooming	Global	The course focuses on the knowledge of business etiquette and importance of corporate grooming	CO1 To Gain Knowledge about Business Etiquette and Corporate Grooming





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			at work place	CO2 To apply the right grooming technique for professional outlook.  CO3 To enhance the skills of the students so as to work in a more Professional manner..
19U3CC5	Organisational Behaviour	Global	Course helps to understand individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.	CO1 Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organizational behaviour.  CO2 Assess the potential effects of organisational-level factors (such as structure, culture and change) on organizational behaviour.  CO3 Identify the various leadership styles and the role of leaders in a decision making process.  CO4 Analyse organisational behavioural issues in the context of



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				<p>organisational behaviour theories, models and concepts.</p> <p>CO5 Explain group dynamics and demonstrate skills required for working in groups ( Team Building )</p>
19U3CC6	Marketing Management	Global	<p>This paper focus on the basic concepts in marketing to cater the needs of marketing industries and to enable the students to understand the elements of the complex world of marketing</p>	<p>CO1 Identify core concepts of marketing and the role of marketing in business and society.</p> <p>CO2 Ability to develop marketing strategies based on product, price, place and promotion objectives.</p> <p>CO3 Understand the procedure for price determination of marketing firms.</p> <p>CO4 Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.</p>



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				CO5 Demonstrate the critical thinking skills and analyze Modern marketing in the Indian context.
19U3CC7	Cost Accounting	National	Imparts knowledge relating to cost sheet, inventory levels and controls, remuneration and incentives of labour, treatment of overheads and how to reconcile cost and financial books	<p>CO1 To critique financial accounting and to outline the need of cost accounting</p> <p>.</p> <p>CO2 To demonstrate the types and elements of costing and cost sheet.</p> <p>CO3 To evaluate reorder level, EOQ, minimum level, maximum level, average level and the methods of material issues such as LIFO, FIFO, and simple average and weighted average method.</p> <p>CO4 To critique the methods of remuneration such as time wage system, piece wage system, halsey plan, rowan plan, taylor's differential piece rate system, merrick multiple piece rate system, gantt's task and</p>



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				<p>bonus plan, and group bonus scheme.</p> <p>CO5 To apply the different methods of absorption of overheads such as machine hour rate method, direct material cost method, direct labour cost method, and direct labour hour method.</p>
21U3ACK3	Business Organisation and Correspondence (offered to B.ComCAdept)	National	This paper facilitate the students to understand various aspects of Business Letters and help them to draft various letters and reports	<p>CO1 To demonstrate the necessary of effective communication.</p> <p>CO2 To design different kinds of business letters</p> <p>CO3 To compile complaints and adjustment letters</p> <p>CO4 To prepare letters for public authorities and other agencies.</p> <p>CO5 To analyze and draft the different types of business report.</p>



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19U4CC8	Human Resource Management	Global	Familiarize the students with methods and techniques of HRM and equip them with the application of the HRM tools in real world business situations.	<p>CO1 Understand the basic concepts and frameworks of HRM is essential for effective execution of strategies</p> <p>CO2 Learn fundamental HRM frameworks and analyze the overall role of HRM in business</p> <p>CO3 Improve their ability to think about how HRM should be used as a tool to execute strategies and achieve a competitive advantage</p> <p>CO4 Understand the key elements of HRM and discuss how they relate to each other and the organizational culture</p> <p>CO5 Look at numerous HRM issues, their causes, and what strategies should be implemented to achieve solutions</p>
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19U4CC9	Operations Management	Global	<p>This paper guide the students</p> <p>To learn planning, organizing and supervising in the contexts of production, manufacturing or the provision of services and it is delivery-focused, ensuring that an organization successfully turns inputs to outputs in an efficient manner.</p>	<p>CO1 To demonstrate about production management function and to identify best plant layout.</p> <p>CO2 To predict prospective way of routing, sequencing and scheduling.</p> <p>CO3 To prepare the flow chart and to explain work study and method study.</p> <p>CO4 To use the materials in optimal way to carry proper production management.</p> <p>CO5 To access the essence of quality circle and inventory control.</p>
19U4CC10	Management Accounting Theory and practice	National	<p>Provides knowledge relating to financial statements, ratio analysis, funds flow and cash flow analysis, marginal costing, standard</p>	<p>CO1 To recall financial accounting and to outline management accounting and financial statement analysis.</p> <p>CO2 To identify the different types of ratios and explain its applications</p>



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			costing and budgetary control and their application in managerial decision making	<p>CO3 To prepare funds flow and cash flow statements</p> <p>·</p> <p>CO4 To apply the managerial applications of CVP analysis</p> <p>CO5 To assess the various variances such as material cost, price, usage, mix and yield variances.</p>
19K4ACU4	Principles of marketing	Global	<p>This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events</p>	<p>CO1 Identify evidence of marketing in everyday life</p> <p>CO2 Develop an ability to understand and develop the marketing mix for an organisation</p> <p>CO3 Find out the strategy of product mix, life cycle of product, branding concept and packaging</p> <p>CO4 To consider the various decision</p>



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			component to help emphasize the marketing principles in today's business world	<p>areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO5 Develop an ability to assess the impact of the environment on marketing function</p>
19U4SB2	Inter personal skills & team building	Regional	<ul style="list-style-type: none"> <li>The course helps to gain knowledge on inter-personal skills for effective relationship in their personal and professional life.</li> </ul>	<p>CO1 Understand&amp; analysis the interpersonal behaviour through transactional analysis</p> <p>CO2 Learn the elements of inter-personal skills&amp; apply it in real life for improving inter-personal relationships</p> <p>CO3 Understand the knowledge about interpersonal conflict &amp; analyze the strategies to resolve it.</p> <p>CO4 Gain knowledge about aspects needed for effective team member &amp; practice it in team work</p> <p>CO5 Acquire knowledge about team building &amp; develop the skills o improve the functioning of work group</p>





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19U5CC11	Financial Management and Practice	Global	Make wider understanding of tools that are used to value investment projects and to provide knowledge using concepts, methods & procedures involved in managerial decision making.	<p>CO1 Demonstrate an understanding of the overall role and importance of the finance function.</p> <p>CO2 Identify and evaluate the necessary tools to use in managing a company's net daily cash position.</p> <p>CO3 Understand the importance of making decisions regarding the purchase of long-term assets or the start of a business project that will last more than one year through capital budgeting</p> <p>CO4 Able to frame a proper capital structure which enhances the value of the firm</p> <p>CO5 Identify the type of dividend policy followed in firm</p>
19U5CC12	Tax Laws	national	Expose the students to residential status, the calculation of income under the head salary, house property,	<p>CO1 To identify the taxes existing in India.</p> <p>CO2 To assess the residential status of different Individuals.</p> <p>CO3 To compute Income from Salary</p>



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			assessment of firms and Goods and Services Tax	<p>and House Property of Individuals.</p> <p>CO4 To assess the taxable income of firm and partners.</p> <p>CO5 To plan Input Tax Credit relating Central Goods and Services Tax Act 2017.</p>
19U5CC13	Case Analysis	Global	<p>The corepurpose of this course is to make the students get into the habit of diagnosing problems, analysing and evaluating alternatives and formulating workable plans of actions through classroom participation and discussion.</p>	<p>CO1 Enhanced ability to critically analyse a business strategy</p> <p>CO2 Improved ability to integrate of ideas from the range of business and economics disciplines that are components of a business strategy</p> <p>CO3 Ability to development new strategies that lead to competitive advantage</p> <p>CO4 Appreciation of the need to</p>



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				<p>provide strong justification and support for strategic choices</p> <p>CO5 Understanding of the team-based approach to problem identification and resolution</p>
19U5CC14	Business Law	National	<p>Afford basic knowledge in business laws which are needed for observing the code of conduct in business. And To impart basic knowledge of the Indian Industrial legislations.</p>	<p>CO1 Understand the primacy of contract, offer and acceptance</p> <p>CO2 Know the essential requirement of a valid agency contract; rights and duties of an agent and a principal.</p> <p>CO3 Expose and apply the different types contract in business .</p> <p>CO4 Enable students to understand the various acts followed by factories.</p> <p>CO5 Familiarize them with provident</p>



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				act & pension act.
19U5ME1	International Business Management	Global	Studying international business allows the students to see how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries.	<p>CO1 To explain the concept of globalisation and internationalization.</p> <p>CO2 To compare between international corporation, multinational company, global company and transnational corporate.</p> <p>CO3 To demonstrate the need of international production and human resource management.</p> <p>CO4 To compile the functions of International marketing</p> <p>CO5 To apply the techniques of International risk management.</p>
19U5ME2	Financial	National	Imparting basic understanding of	CO1 Students learn how to manage investments and financial risks in



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	Services		<p>various concepts and terms relating to financial services and encouraging the students to practically involve in such services and related transactions.</p>	<p>order to assist Clients with meeting their financial goals.</p> <p>CO2 Students understand financial services offered by financial intermediaries such as nonbanking finance companies, banks and financial institutions.</p> <p>CO3 Students find out the role of SEBI in electronic trading</p> <p>CO4 Students gain practical knowledge about the various types of card available in the society and their effective uses</p> <p>CO5 Enable the students to identify the role of credit rating agencies , factoring and securitization</p>
19U5SB3	Leadership skills	Global	<p>The course is designed to impart knowledge relating to leadership, behaviour of a leader, leadership styles</p>	<p>CO1 Understand the essential qualities of leadership &amp; develop leadership skills.</p> <p>CO2 Learn about attitude &amp; its measurement to identify the level of attitude</p> <p>CO3 Acquire knowledge about goal</p>



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			development and thereby impart leadership skills	<p>setting &amp; facilitates to develop the individual goals.</p> <p>CO4 Understand the importance of time management &amp; apply it in practise.</p> <p>CO5 Learn &amp; Apply the tools of SWOT analysis which in turn to helps to match the strengths &amp; weakness with opportunities &amp; Threats.</p>
19U5SB4	Employability Skills	National	Imparting the knowledge and skills for enhancing the career opportunities.	<p>CO1 Critically evaluate various real life situations by resorting to analysis of key issues and factors</p> <p>CO2 Demonstrate various principles involved in solving mathematical problems and thereby reducing the time taken for performing job functions.</p>
19U6CC15	Optimisation Techniques in Management	Global	Recognize various inventory models Investigate network analysis on elements of scheduling by	CO3 Understand and reinforce the analytical skills already learned and further increase the managerial responsibility for operations tasks.



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			CPM and PERT techniques and to introduce the students how to use variables for formulating complex mathematical models in management.	CO4 Understand concepts and terminology of Linear Programming from formulation of mathematical models to their optimization using Simplex Method.  CO5 Application of how to reduce the cost under Transportation.
19U6CC16	Entrepreneurial Development	Global	This paper motivates the students to create jobs and the conditions for a flourishing society and the revolutions may improve our standard of living.	CO1 To analyse the qualities ,functions and types of entrepreneurs.  CO2To plan organize and execute a project with the goal of bringing new products and service to the society.  CO3 To identify and analyze the problems faced by women entrepreneurs.  CO4 To compute the difference between financial and non-financial institutions.  CO5 To use the recent policy and initiatives in MSME.



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19U6CC17	Environment of Business	Global	Highlight the importance of environmental factors such as economic, political, social, cultural, technology, etc., and their impact on business	<p>CO1 To know about business environment including micro and macro environment</p> <p>CO2 To analyse objectives of business, culture, social responsibility, consumerism and corporate governance in Indian Context.</p> <p>CO3 To assess New Industrial Policy 1991, IDRA Act and Privatisation in India.</p> <p>CO4 To outline the functions, economic roles of State and fundamental rights, duties and preamble, and responsibilities of business to government and vice-versa.</p> <p>CO5 To Evaluate technology, IT revolution and business environment, globalisation and technology transfer.</p>
19U6ME3	Retail Management	Global	This course provides the student with a comprehensive view of retailing, an	<p>CO1 Become familiar with how the retail industry works</p> <p>CO2 Understand the growth of organized retailing in India</p>





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			analysis of the retail environment and exposure to issues and developments in the industry. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with these changes	CO3 Learn how the retail store is designed to attract customers CO4 Major strategies used by retailers CO5 Understand how to create a shopping experience that builds customer loyalty.
19U6ME4	Services Marketing	National	This subject assist students to understand the marketing principles and to impart knowledge about how market the service product and enable to connect their experience in the service sector.	CO1 Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non commercial environments CO2 Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing; CO3 Recognize the challenges faced in services delivery as outlined in the services gap model.



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19U6ME5	Industrial Relations	Global	Imparting knowledge relating to industrial relations, industrial conflicts, trade unions, collective bargaining and industrial relations issues etc.,	<p>CO1 Demonstrate descriptive knowledge of the field of industrial relations.</p> <p>CO2 Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.</p> <p>CO3 Recognise and consider the social, historical issues within industrial relations.</p> <p>CO4 Investigate solutions to industrial relations problems based on research and assessment of current practices.</p> <p>CO5 Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.</p>
19U6ME6	Training and Development	Global	Exposing the students towards Training and Development, an on-going process in any organization, which	<p>CO1 To demonstrate the importance of training.</p> <p>CO2 To compare the concept of on the job and off the job training.</p> <p>CO3 To access the uses of different</p>



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			enhances employees of an organization to grow as a person and acquire maturity of thoughts and action.	methods of training. CO4 To analyse the factors for successful training activity. CO5 To discuss the essence of management by objectives
19U6SB5	Competitive Examination Skills	National	This course is designed to enhance the knowledge and skills required for facing the competitive examinations like TANCET, CAT and MAT .	CO1 Update & recall current affairs general knowledge (Important days in a year -Abbreviations -Countries, Capital & Currency) CO2 Learn and develop the logical reasoning skill and apply it to solve problems. CO3 Gain Knowledge on Profit , Loss, Ratio and Partnership and hence solve the problems CO4 Understand and solve problems on data interpretation CO5 Learn & enhance the Numerical ability skills
19U6SB6	Personality development	Regional	This course is designed to understand the of personality	CO1 Understand and analyse the nature of Human being and its influence in shaping the personality of individuals



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			oneself and to be emotionally stable in all situations . It includes self image, emotional intelligence, stress management and yoga.	<p>CO2 Gain knowledge about self-image and identify the factors influencing it.</p> <p>CO3 Understand emotional intelligence and describe how it facilitates for the success of managers.</p> <p>CO4 To outline sources of stress and ways to reduce stress.</p> <p>CO5 To communicate the stages of Yoga.</p>
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