



# PRINCE SHRI VENKATESHWARA ARTS AND SCIENCE COLLEGE

Gowrivakkam, Chennai-600073.

Affiliated to University of Madras, ISO 9001:2015 Certified Institution  
Recognized by UGC under section 2(f) of UGC Act 1956

## DEPARTMENT OF BUSINESS ADMINISTRATION

2022-2023

### COURSE OUTCOMES

YEAR/ SEM: I/ I – LA11A - TAMIL I

NO.	COURSE OUTCOME
C101.1	மரபு மற்றும் புதுக்கவிதைகளின் வாயிலாக அக்காலச்சூழல் மற்றும் சமூகச் சிக்கல்களை அறிகின்றனர்
C101.2	நாட்டுப்புறப் பாடல்களின் வாயிலாக சமூக அமைப்பு, வேளாண் செய்திகள் மற்றும் நீர்ப்பாசனம் போன்ற செய்திகளை அறிகின்றனர்
C101.3	சிறுகதை மற்றும் உரைநடையின் வாயிலாகப் பல்வேறு காலச் சூழல்களை அறிகின்றனர்
C101.4	நாற்காலிக்காரர் நாடகத்தின் வாயிலாக தேர்தல் களம் பற்றி அறிகின்றனர்
C101.5	மொழிப்பயிற்சியின் வாயிலாக வாக்கியங்கள், இரு வழக்குகள், சொல்வகைகள் ஆகியவற்றை அறிகின்றனர்

YEAR/ SEM: I/ I – LE11A- HINDI I

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

YEAR/ SEM: I/I – LZ11A – COMMUNICATIVE ENGLISH- I

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



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

### YEAR/ SEM: I/I – BB21A – PRINCIPLES OF MANAGEMENT

NO.	COURSE OUTCOME
<b>C104.1</b>	To understand management principles into management practices
<b>C104.2</b>	To apply how the managerial tasks of planning can be executed in a variety of circumstances and effective action to take in specific situations
<b>C104.3</b>	To analyse a deep comprehension of organizing principles
<b>C104.4</b>	To understand the concept about functions of management like recruitment and controlling
<b>C104.5</b>	To understand about significance of ethics in business and its implications

### YEAR/ SEM: I/I – BB21B – FINANCIAL ACCOUNTING

NO.	COURSE OUTCOME
<b>C105.1</b>	To remember the basics of accounting, encompassing its fundamental concepts, objectives, and practical applications.
<b>C105.2</b>	To apply the principles to prepare the final accounts of sole trading concerns and non-trading organizations.
<b>C105.3</b>	To understand the basic concept of admission, retirement and death of partner
<b>C105.4</b>	To understand depreciation, students will explore its meaning, causes, and various types; additionally, they will grasp the intricacies of insurance claims.
<b>C105.5</b>	To understand single-entry accounting and its methods like Statement of Affairs and Conversion and diverse accounting approaches



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### YEAR/ SEM: I/I – BB31A – MANAGERIAL ECONOMICS

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

### YEAR/ SEM: I/I – NLT1C – BASIC TAMIL

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

### YEAR/ SEM: I/I – PZ1CA – ENGLISH FOR COMMERCE AND MANAGEMENT

NO.	COURSE OUTCOME
C108.1	To apply the language skills of students by offering adequate practice in professional contexts.
C108.2	To remember the lexical, grammatical and socio-linguistic and communicative competence of first year physical sciences students
C108.3	To create students honing negotiation skills.
C108.4	To evaluate the importance of presentation skills
C108.5	To create the students' critical thinking skills and make studentsculturally aware of the target situation.



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### YEAR/ SEM: I/I – CC5AD – BASICS OF RETAIL MARKETING

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

### YEAR/ SEM: I/II – LA12A – TAMIL II

NO.	COURSE OUTCOME
C110.1	சங்க இலக்கியங்களின் வாயிலாக அக்கால மக்களின் வாழ்வியலை அறிகின்றனர்
C110.2	புறநானூற்றின் வாயிலாக மன்னர்களின் போர்ச்சமூக அமைப்பை அறிகின்றனர்
C110.3	முல்லைப்பாட்டின் வாயிலாக முல்லைநில மக்களின் வாழ்வியல், பண்பாடு ஆகியவற்றை அறிகின்றனர்
C110.4	திருக்குறள் மற்றும் நாலடியார் வாயிலாக ஈகை மற்றும் ஒழுக்கத்தை அறிகின்றனர்
C110.5	தமிழைப் பிழையில்லாமல் எழுதவும் பேசவும் அறிகின்றனர்

### YEAR/ SEM: I/II – LE12A – HINDI II

NO.	COURSE OUTCOME
C111.1	To understand the Drama and the stories based on social problems.
C111.2	To understand the change in content and style of expression in short stories in the modern period
C111.3	To develop the skills of Translation from Hindi to English by using highly technical words
C111.4	To analyze the development of a one-act act play



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<b>C111.5</b>	To learn technical words
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### YEAR/ SEM: I/II – LZ12A – COMMUNICATIVE ENGLISH

NO.	COURSE OUTCOME
<b>C112.1</b>	To communication skills impact our ability to persuade people
<b>C112.2</b>	To enroll students in our ideas, our visions, and our visions
<b>C112.3</b>	To enable the learners to converse in the real-life situation
<b>C112.4</b>	To improve communicative competence of the learners
<b>C112.5</b>	To engage in improved conversations in English

### YEAR/ SEM: I/II — BB22A – BUSINESS COMMUNICATION

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

### YEAR/ SEM: I/II – BB22B – MANAGEMENT ACCOUNTING

NO.	COURSE OUTCOME
<b>C114.1</b>	To understand comprehension of management accounting, elucidating its meaning, nature, scope, and functions
<b>C114.2</b>	To analyse the financial statement analysis, delving into its nature, objectives, essentials, and various tools and methods
<b>C114.3</b>	To evaluate the financial statement with ratio analysis.



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<b>C114.4</b>	To create students with a comprehensive grasp of funds flow and cash flow analysis, as well as an in-depth understanding of budgets and budgetary control
<b>C114.5</b>	To apply the investment decisions, including an introduction to the cost of capital, exploration of capital budgeting methods

### YEAR/ SEM: I/II – BB32A – INTERNATIONAL TRADE

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

### YEAR/ SEM: I/II – NLT2D – BASIC TAMIL

NO.	COURSE OUTCOME
<b>C116.1</b>	தமிழ் இலக்கியங்களை அறிந்து கொள்ளுதல்
<b>C116.2</b>	அற இலக்கியங்களைத் தெரிந்து கொள்ளுதல்
<b>C116.3</b>	திருக்குறளின் சிறப்புகளை அறிந்துகொள்ளுதல்
<b>C116.4</b>	தமிழர்களின் பண்பாடு ,நாகரிகம் போன்றவற்றைத் தெரிந்துகொள்ளுதல்
<b>C116.5</b>	தமிழகத்தின் விழாக்களை அறிந்துகொள்ளுதல்

### YEAR/ SEM: I/II – CC5AB – BASICS OF BUSINESS INSURANCE

NO.	COURSE OUTCOME
<b>C117.1</b>	To remember the concepts and the types of Insurance
<b>C117.2</b>	To create students aware on the role of IRDA Act.



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<b>C117.3</b>	To understand the different needs of customers on insurance products
<b>C117.4</b>	To understand the general Insurance
<b>C117.5</b>	To create the students on the role of Government in insurance business

### YEAR/ SEM: I/II – PZ1CB – ENGLISH FOR COMMERCE AND MANAGEMENT

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

### YEAR/ SEM: II/III – BB23A– FINANCIAL MANAGEMENT

NO.	COURSE OUTCOME
<b>C201.1</b>	To understand overall role and importance of the finance function
<b>C201.2</b>	To apply knowledge and skills essential for strategic financial decision-making by capital structure and leverage concepts
<b>C201.3</b>	To understand cost of capital enabling them to make financial decisions and assess the overall cost structure of a business
<b>C201.4</b>	To understand models of dividend policies, providing them with insights into effective dividend decision-making in corporate finance
<b>C201.5</b>	To create students with a comprehensive understanding of working capital, and optimize the financial health of organizations.

### YEAR/ SEM: II/III – BB23B – ORGANISATIONAL BEHAVIOUR

NO.	COURSE OUTCOME
<b>C202.1</b>	The understand concepts theories and practices in the organization and compare different models used to explain individual behaviour



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C202.2	To analyse and compare theories related to motivation and morale, Attitudes
C202.3	To understand the importance of Leaders and Leadership in the context of Business Organizations and work environment
C202.4	To evaluate group dynamics and demonstrate skills required for working in groups (team building)
C202.5	To apply the conceptual framework of organizational culture and its practical applications in the organisational development

### YEAR/ SEM: II/III –BB23C– COMPUTER APPLICATION IN BUSINESS

NO.	COURSE OUTCOME
C203.1	To create skills in MS-Word, MS-Excel for business functions
C203.2	To understand DBMS concepts and its applications.
C203.3	To remember the EDI its applications.
C203.4	To understand basic concepts of internet and its applications in business education and governance etc.
C203.5	To remember about information system audit/.

### YEAR/ SEM: II/III – BB23D – MARKETING MANAGEMENT

NO.	COURSE OUTCOME
C204.1	To apply the effective understanding of relevant functional areas of marketing management and its application
C204.2	To understand the various marketing environment variables and interpret them for designing marketing strategy for business firms
C204.3	To remember to impart knowledge on the product life cycle, consumer behavior, and physical distribution of products.
C204.4	To remember the distribution and marketing strategies.
C204.5	To evaluate the key analytical frameworks and tools used in marketing

### YEAR/ SEM: II/III – BB33A – BUSINESS STATISTICS

NO.	COURSE OUTCOME
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<b>C205.1</b>	To create appropriate graphical and numerical descriptive statistics for different types of data.
<b>C205.2</b>	To apply various measures of variation on business
<b>C205.3</b>	To analyze time series data using various methods to measure trend and seasonal variations
<b>C205.4</b>	To understand in detail about index numbers
<b>C205.5</b>	To understand various sampling procedures

### YEAR/ SEM: II/III – TSSEG – PERSONALITY ENRICHMENT-I

NO.	COURSE OUTCOME
<b>C206.1</b>	To evaluate the self-understanding
<b>C206.2</b>	To understand and nurture a deep management of anger, stress and emotion
<b>C206.3</b>	To create effective interpersonal skills
<b>C206.4</b>	To apply the various methods of study skills
<b>C206.5</b>	To create effective goal setting and overcome procrastination

### YEAR/ SEM: II/IV – BB24B – BUSINESS REGULARITY FRAME WORK

NO.	COURSE OUTCOME
<b>C207.1</b>	To remember the basics of Indian Contract Act.
<b>C207.2</b>	To understand Indian Companies, Act.
<b>C207.3</b>	To understand FEMA and Consumer Protection Act.
<b>C207.4</b>	To analyze the development of an understanding of legal formalities related to business.
<b>C207.5</b>	To understand the brief outline of Cyber Laws



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### YEAR/ SEM: II/IV – BB24C – FINANCIAL SERVICES

NO.	COURSE OUTCOME
C208.1	To understand the role & significance of Financial services and players of financial service sector
C208.2	To create basic idea about SEBI and merchant banking
C208.3	To understand the concept of leasing, Hire purchasing and factoring
C208.4	To create the knowledge about venture capital, consumer finance and credit rating
C208.5	To remember about the concept of Mutual Funds and UTI

### YEAR/ SEM: II/IV – BB24D – MANAGEMENT INFORMATION SYSTEM

NO.	COURSE OUTCOME
C209.1	To remember the basic concepts and technologies used in the field of management information systems
C209.2	To analyze the processes of developing and implementing information systems
C209.3	To remember computer, its components and its functions
C209.4	To understand about system analysis design
C209.5	To apply the various decision support system

### YEAR/ SEM: II/IV – BB24A – HUMAN RESOURCE MANAGEMENT

NO.	COURSE OUTCOME
C210.1	To understand the procedures and practices used for Recruiting and Selecting suitable employees
C210.2	To remember the necessary orientation and training methods
C210.3	To evaluate various incentives, remuneration, welfare and social security measures
C210.4	To analyses the industrial disputes and settlements.



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<b>C210.5</b>	To understand the basic concepts of human resource audit
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### YEAR/ SEM: II/IV – BB34A – OPERATIONS RESEARCH

NO.	COURSE OUTCOME
<b>C211.1</b>	To remember about operation research and its significance
<b>C211.2</b>	To apply analytical thought process to develop transportation and assignment model
<b>C211.3</b>	To create and solve problems as networks and graphs, critical path, minimum cost flow, and work break down analysis.
<b>C211.4</b>	To understand the elements and characteristics of queuing model.
<b>C211.5</b>	To apply quantitative methods and techniques for effective decision-making model formulation and application that are used in solving business decision problems.

### YEAR/ SEM: II/IV – ENV4B – ENVIRONMENTAL SCIENCE

NO.	COURSE OUTCOME
<b>C212.1</b>	To understand the scope and importance of environmental studies and to create public awareness for environmental protection
<b>C212.2</b>	To understand the concepts of ecosystem, ecological succession, ecological pyramid, food chain and food web
<b>C212.3</b>	To analyse the problems created by the over utilization of resources and to suggest alternate energy to meet our energy crisis/demand
<b>C212.4</b>	To remember the different methods of biodiversity conservation
<b>C212.5</b>	To analyse the effects of pollution and the role of individual for pollution control programme

### YEAR/ SEM: II/IV – TSSEH – PERSONALITY ENRICHMENT-II

NO.	COURSE OUTCOME
<b>C213.1</b>	To understand the concept of stress management.
<b>C213.2</b>	To apply trust building skills.
<b>C213.3</b>	To evaluate and resolve interpersonal Conflict.



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<b>C213.4</b>	To apply emotional intelligence and emotional competence.
<b>C213.5</b>	To remember the self esteem theories and techniques.

### YEAR/ SEM: III/V – BB25A – ADVERTISING MANAGEMENT & SALES PROMOTION

NO.	COURSE OUTCOME
<b>C301.1</b>	To understand the different types of advertisement and concept of Segmentation
<b>C301.2</b>	To understand the concept of Budget planning, positioning and targeting in advertising
<b>C301.3</b>	To evaluate and make decisions regarding the most feasible advertising appeal and media mix.
<b>C301.4</b>	To analyse the concept related to personal selling, sales promotion public relations and promotion techniques
<b>C301.5</b>	To remember key players in advertising industry

### YEAR/ SEM: III/V – BB25B – RESEARCH METHODOLOGY

NO.	COURSE OUTCOME
<b>C302.1</b>	To understand business problems into research problem and design research accordingly
<b>C302.2</b>	To analyze correct statistical tools to solve problem in hand
<b>C302.3</b>	To apply the concepts of research process and methods.
<b>C302.4</b>	To evaluate the overall process of designing a research study
<b>C302.5</b>	To analyze the purpose statement, a research question, hypothesis and a research objective.

### YEAR/ SEM: III/V – BB25C – OPERATIONS MANAGEMENT

NO.	COURSE OUTCOME
<b>C303.1</b>	To remember the production concepts and its significance



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<b>C303.2</b>	To understand layout of manufacturing and service facilities
<b>C303.3</b>	To analyze the various inventory control methods
<b>C303.4</b>	To understand the Methods Analysis and Work Measurement
<b>C303.5</b>	To create comprehensive outlook on service operations management

### YEAR/ SEM: III/V – BB25D – MATERIALS MANAGEMENT

NO.	COURSE OUTCOME
<b>C304.1</b>	To apply knowledge on Materials Management importance.
<b>C304.2</b>	To remember the concept of materials management functions, Inventory control, techniques and MRP, in managing materials
<b>C304.3</b>	To analyse the various Purchasing method and procedure
<b>C304.4</b>	To understand material Store keeping and material handling
<b>C304.5</b>	To analyze the Vendor rating and ISO Types

### YEAR/ SEM: III/V – BB45B – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

NO.	COURSE OUTCOME
<b>C305.1</b>	To remember the concepts of Logistics and Supply Chain Management
<b>C305.2</b>	To understand the elements of Logistics and Supply Chain Management
<b>C305.3</b>	To understand about Transportation
<b>C305.4</b>	To evaluate the essence of the Logistical Information System
<b>C305.5</b>	To analyze Performance through supply chain measures

### YEAR/ SEM: III/V – VAE5Q – VALUE EDUCATION

NO.	COURSE OUTCOME
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<b>C306.1</b>	To create good moral values and holistic living, democratic way of living
<b>C306.2</b>	To understand salient values of life
<b>C306.3</b>	To remember good citizenship, social values, welfare and understanding of Human Rights
<b>C306.4</b>	To create Environment and Ecological balance
<b>C306.5</b>	To apply the knowledge to face the outer world with the Social Evil

### YEAR/ SEM: III/VI – BB26A – BUSINESS ENVIRONMENT

NO.	COURSE OUTCOME
<b>C307.1</b>	To understand the concept of business environment & its significance strategic decisions
<b>C307.2</b>	To remember the dynamics of Government and Business relationships in India
<b>C307.3</b>	To evaluate diverse Culture in business environment
<b>C307.4</b>	To understand the economic environment and five year plan
<b>C307.5</b>	To analyze the Financial and Financial Institutions

### YEAR/ SEM: III/VI – BB26B – SERVICE MARKETING

NO.	COURSE OUTCOME
<b>C308.1</b>	To evaluate the similarities and differences in service-based and physical product-based marketing activities, service concept its evolution and growth.
<b>C308.2</b>	To understand the knowledge of the extended marketing mix for services
<b>C308.3</b>	To remember the external and internal orientation of service strategy
<b>C308.4</b>	To analyze the gap and Factors and techniques to resolve gap
<b>C308.5</b>	To apply the marketing of service in various aspect like education, health, hospitality



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### YEAR/ SEM: III/VI – BB26C – BUSINESS TAXATION

NO.	COURSE OUTCOME
<b>C309.1</b>	To remember various terms related to direct and indirect taxes
<b>C309.2</b>	To understand the procedure for registration, payment and refund of GST
<b>C309.3</b>	To understand the roles and powers of customs department and concept of duty and free zones
<b>C309.4</b>	To understand the terms related to central sales tax and about Value added tax. Registration of dealers and administering VAT.
<b>C309.5</b>	To understand the terms of CGST, SGST and IGST. and terms related to central excise duty as well as customs duty.

### YEAR/ SEM: III/VI – BB46D – CUSTOMER RELATIONSHIP MANAGEMENT

NO.	COURSE OUTCOME
<b>C310.1</b>	To understand the need of communication and its types
<b>C310.2</b>	To remember the CRM concept, approach and applications.
<b>C310.3</b>	To understand banker customer relationship and quality circle
<b>C310.4</b>	To remember the nature, types of customers and complaint redressal methods by various committee
<b>C310.5</b>	To evaluate market segmentation, market research and increase customer satisfaction.

### YEAR/ SEM: III/VI – BB46Q – PROJECT WORK

NO.	COURSE OUTCOME
<b>C311.1</b>	To understand the concept by undergoing project related to their selective stream of field.
<b>C311.2</b>	To submit record based on the title of research with proper guidelines from the respective guide.
<b>C311.3</b>	To identify, analyse and solve problems creatively through sustained critical investigation
<b>C311.4</b>	To integrate information from multiple sources



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**C311.5**

To demonstrate an awareness and application of personal, societal and professional ethical standards.