

KARUPPANNAN MARIAPPAN COLLEGE

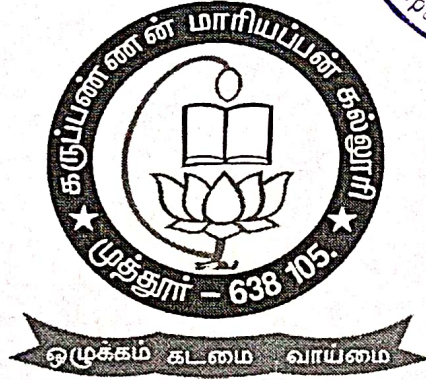
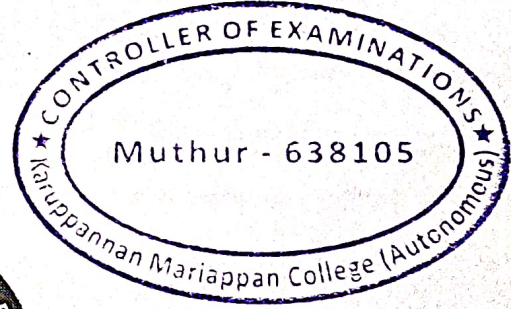
(Autonomous)

(Co-Educational Institution, Affiliated to Bharathiar University, Coimbatore and
Recognized u/s 2(f) & 12(B) of UGC act 1956 and Accredited by NAAC with "B" Grade)
Chettiyarpalayam, Kangayam Road, Muthur -638 105.
Tirupur District, Tamilnadu.

DEPARTMENT OF MANAGEMENT

B.B.A. BUSINESS ADMINISTRATION

SYLLABUS



(Students admitted during the academic year 2024-2025 and onwards)

(Under CBCS with Outcome Based Education (OBE) Pattern)

DEPARTMENT OF MANAGEMENT

Vision
To impart education to aspiring management students through innovative methods to meet their intellectual needs and mould them to handle practical life situations with confidence

Mission

- To achieve innovation in teaching, learning and research to realize goals of higher education.
- Training and creating innovative management professionals to expose their fullest potential and core competencies.
- To empower the learners in achieving their professional goals related to management through invited talks and workshops.

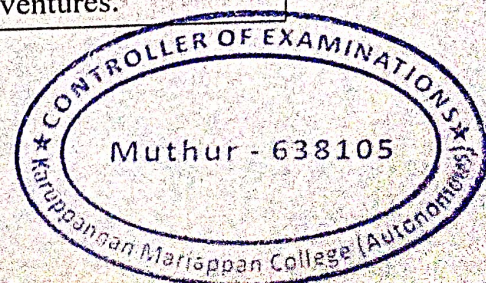
Eligibility for admission:

- Candidates should have passed in Higher Secondary Course.

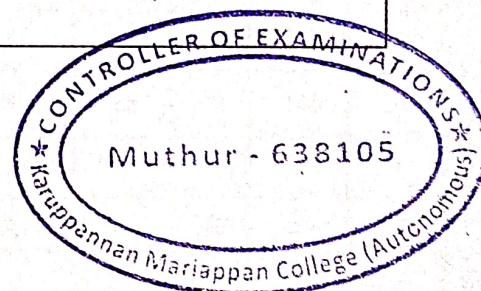
Regulation:

- Regulation 2024-2025 framed for the conduct of undergraduate programme is applicable.

Programme Outcomes (POs)	
On successful completion of the B.B.A programme, the students will be able to	
PO1	Business Knowledge: Demonstrate comprehensive understanding of fundamental business concepts, including finance, marketing, management, and operations.
PO2	Analytical Skills: Develop and apply analytical skills to solve complex business problems and make informed decisions using quantitative and qualitative data.
PO3	Communication Proficiency: Exhibit effective written and oral communication skills suitable for various business contexts and audiences
PO4	Ethical Awareness: Recognize and evaluate ethical issues in business and demonstrate the ability to make decisions that reflect ethical principles and corporate social responsibility
PO5	Global Perspective: Understand the global business environment and demonstrate the ability to operate and make decisions in an international context.
PO6	Leadership and Teamwork: Develop leadership qualities and the ability to work collaboratively in teams, demonstrating interpersonal and group dynamics skills.
PO7	Strategic Thinking: Apply strategic thinking and problem-solving skills to develop and implement business strategies that achieve organizational goals
PO8	Technological Competence: Utilize current technologies and information systems to support business operations and decision-making processes.
PO9	Professional Development: Engage in continuous learning and professional development to adapt to changing business environments and advance in career paths.
PO10	Entrepreneurial Skills: Demonstrate entrepreneurial thinking and the ability to identify, evaluate, and develop new business opportunities and ventures.



Programme Specific Outcomes (PSOs)	
After the successful completion of B.B.A programme, the students are expected to	
PSO1	Develop a comprehensive understanding of the fundamental principles, concepts, values, and core areas of business, including finance, accounting, marketing, and HR operations
PSO2	Enhance skills in effectively managing an organization by optimizing the use of resources to achieve maximum productivity.
PSO3	Gain insight into the multifaceted business environment, including policies, protocols, and ethical management practices necessary for operating in a global context.
PSO4	Recognize the importance of adaptability and cultivate the ability to engage in continuous, independent learning to navigate socio-economic, technological, and global changes.
PSO5	Acquire extensive exposure to marketing practices at both national and international levels.



B.B.A. (BUSINESS ADMINISTRATION) Degree Course

(For the students admitted during the academic year 2024-2025 and onwards)

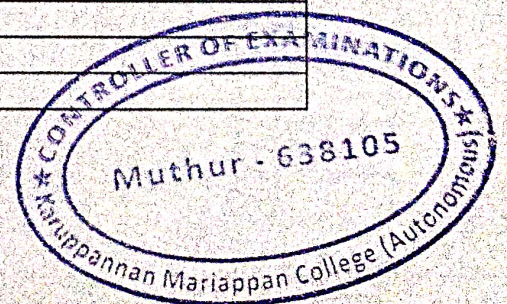
CIA- Continuous Internal Assessment Marks, ESE- End Semester Examination Marks

S.No.	Course Code	Part	Course	Duration Hours	Maximum Marks		Total Marks	Credits
					CIA	ESE		
SEMESTER-I								
1	24U1LT1	I	Language-I	6	25	75	100	4
2	24U1LE1	II	English-I	6	25	75	100	4
3	24U1BMC1	III	CORE I: Principles of Management	5	25	75	100	4
4	24U1BMC2	III	CORE II: Business Economics	5	25	75	100	4
5	24U1MAA04	III	ALLIED I: Business Mathematics & Statistics	6	25	75	100	4
6	24U1VE1	IV	Foundation Subject-A: Environmental Studies	2	-	50	50	2
			Total	30	125	425	550	22
SEMESTER-II								
1	24U2LT2	I	Language-II	6	25	75	100	4
2	24U2LE2	II	English-II	4	25	25	50	2
3	24U2BMC3	III	CORE III: Basics of Business and business Environment	5	25	75	100	4
4	24U2BMC4	III	CORE IV : Organizational Behavior	5	25	75	100	4
5	24U1MAA05	III	ALLIED II: Quantitative Techniques for Management	6	25	75	100	4
6	24U2VE2	IV	Foundation Subject- B: Human Rights	2	-	50	50	2
7	24U2NM1	IV	Naan Mudhalvan: Effective English-Language Proficiency for Employability	2	25	25	50	2
			Total	30	150	400	550	22
SEMESTER-III								
1	24U3LT3	I	Language-III	6	25	75	100	4
2	24U3LE3	II	English-III	4	25	75	100	4
3	24U3BMC5	III	CORE V: Financial Accounting	5	25	75	100	4
4	24U3BMC6	III	CORE VI: Production and operations management	5	25	75	100	4
5	24U3BMCPR7	III	CORE VII:LAB-1: PC Software MS Office Practical	3	10	40	50	2
6	24U3BMA3	III	ALLIED III: Marketing Management	5	20	55	75	3
7	24U3BMN1	IV	Non Major Elective I : Interpersonal Effectiveness for Organizational Development	2	-	50	50	2
			Total	30	130	445	575	23
SEMESTER-IV								
1	24U4LT4	I	Language-IV	6	25	75	100	4
2	24U4LE4	II	English-IV	4	25	75	100	4
3	24U4BMC8	III	CORE VIII: Human Resource Management	4	25	75	100	4

4	24U4BMC9	III	CORE IX: Legal Aspects of Business	4	25	75	100	4
5	24U4BMCPR10	III	CORE X: LAB-2:Programming Lab (Financial Accounting Package Tally)	4	10	40	50	2
6	24U4BMA4	III	ALLIED IV: Taxation Law and Practices	4	20	55	75	3
7	24U4BMN2	IV	Non Major Elective II : Business Project Management	2	-	50	50	2
8	24U4NM1	IV	Naan Mudhalvan: Office Fundamentals: Digital Skills for Employability	2	25	25	50	2
			Total	30	155	470	625	25
SEMESTER-V								
1	24U5BMC11	I	CORE XI : Cost and Management Accounting	6	25	75	100	4
2	24U5BMC12	II	CORE XII: Research Methods for Management	6	25	75	100	4
3	24U5BMC13	III	CORE XIII: Banking and Insurance Practices	6	25	75	100	4
4	24U5BMC14	III	CORE XIV: Business Correspondence for Managers	6	25	75	100	4
5	24U5BMC15	III	CORE XV: Customer Relationship Management	6	25	75	100	4
6	24U5BMIP1	III	Internship Training	-	10	40	50	2
			Total	30	135	415	550	22
SEMESTER-VI								
1	24U6BMC16	I	CORE XVI: Entrepreneurship and Small Business Management	6	25	75	100	4
2	24U6BMC17	II	CORE XVII: Investment Management	6	25	75	100	4
3	24U6BMC18	III	CORE XVIII: Sales Management	6	25	75	100	4
4	24U6BME1 01/02/03	III	ELECTIVE I	3	20	55	75	3
5	24U6BME2 01/02/03	III	ELECTIVE II	3	20	55	75	3
6	24U6BMS1	III	SKILL BASED SUBJECT I: Soft Skills for Managers	3	25	75	100	4
7	24U6NM3	IV	Naan Mudhalvan: Fin Tech Course- 2(Capital Markets/ Digital Marketing/Operational Logistics)	3	25	25	50	2
8	24U6BMEA1	V	Extension Activities	-	50	-	50	2
			Total	30	215	435	650	26
			Grand Total	180	915	2590	3500	140

List of Elective papers

Elective - I	01	Management Information System
	02	Modern Office Management
	03	Company Law and Secretarial Practice
Elective - II	01	Consumer Behaviour
	02	Industrial Relations and Labour Laws
	03	Project Work & Viva-Voce



SEMESTER -I

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24U1BMC1	CORE -I	5	4	25	75	100
Course Title		PRINCIPLES OF MANAGEMENT					

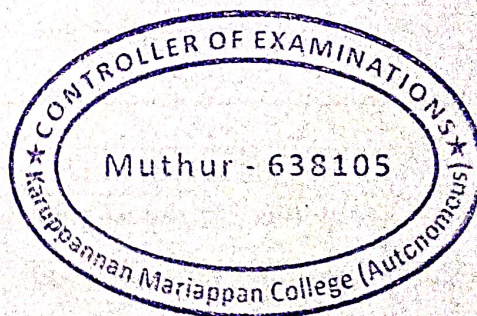
S.NO.	COURSE OBJECTIVES
1	To enable the students to acquire knowledge on the principles and functions of management, various forms of business organization.
2	To enhance their managerial skills to effectively implement the various managerial functions.
3	To develop skills on delegation of authority and designing effective organizational structure.
4	To inculcate qualities of leadership among the students.
5	To educate the importance of controlling in achieving organizational objectives.

COURSE OUTCOMES (COs):

On the successful completion of the course, students will be able to

CO Number	Course Outcomes	Knowledge Level
CO1	Remember and Understand the basic concepts and principles of Management.	K1,K2
CO2	Apply planning and decision making in organizational activities	K3
CO3	Analyze various forms of organizational structure	K4
CO4	Learn to follow different leadership styles and the approaches to motivate the workers.	K4,K5
CO5	Acquire insight in adopting the control mechanism and effective co-ordination	K4

K1-Remember; K2-Understanding; K3-Apply; K4-Analyze; K5-Evaluate

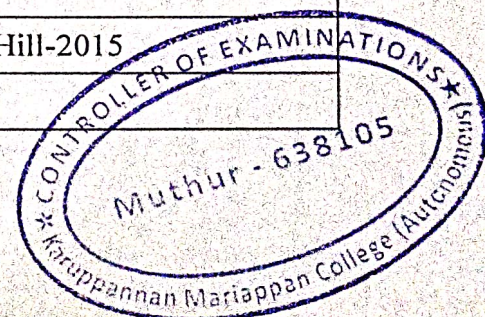


SYLLABUS

Unit	Content	No. of Hours
I	INTRODUCTION TO MANAGEMENT Meaning – Importance – Levels of Management- Functions of management- Functional Areas of Management: Overview - Management as a science or an art- Contributions of F.W. Taylor- Henry Fayol principles of management and Elton Mayo-Roles and skills of a manager.	13
II	PLANNING Nature and purpose of planning–planning process–types of planning– objectives– setting objectives– policies – Planning Tools and Techniques – Decision making steps and process.	15
III	ORGANISING Nature and purpose– Formal and informal organization –organization chart – organization structure–types – Line and staff Management. authority – departmentalization – delegation of authority – centralization and decentralization – –Span of control.	15
IV	DIRECTING Principles of Direction –Scope-Functions of Leader- Leadership Styles – Importance –Motivation– Types-Theories of Motivation (Maslow need Hierarchy Theory, Herzberg theory).	15
V	CONTROLLING Meaning – types – steps in control process- Importance- Methods of control. Coordinating: Need – principles – approaches to achieve effective co-ordination-Types of coordination.	17
TOTAL		75

S.NO.	TEXT BOOKS:
1	Charles WL Hill, Steven Mc Shane, "Principles of Management ", Mc Graw Hill Education, Special Indian edition, 2017. (Unit I – III)
2	Stephen P.Robbins and Mary Coulter, "Management ", Prentice Hall of India, 8 th edition, 2017.(Unit IV – V)

S.NO.	REFERENCE BOOKS:
1	J.Jayasankar, "Principle of Management ", Margham Publications, Chennai 2022.
2	T.Ramasamy, "Principles of Management ", Himalaya Publishing House, 5 th Edition, 2014.
3	P.C. Tripathi, PN Reddy,"Principles of Management ", McGraw Hill Education Private Limited, Chennai, 6 th Edition, 2017.
4	Harold Koontz And O'Donnel, "Essentials of Management ",McGrawHill-2015
5	Dinkar Pagare, "Business Management ", Sultan Chand & Sons-2013.



S.NO.	E-REFERENCES:
1	https://www.nios.ac.in/media/documents/VocInsServices/ml-4f.pdf
2	https://2012books.lardbucket.org/pdfs/management-principles-v1.0.pdf

Mapping Course Outcomes with Programme Outcomes

PO \ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	S	S	S	M
CO2	M	S	M	S	S	S	M	S	S	S
CO3	S	S	M	M	S	S	M	L	M	S
CO4	S	M	S	S	S	M	S	S	S	S
CO5	S	S	S	S	M	S	S	S	S	L

S-Strong;

M-Medium;

L-Low

S. Vigneshpriya

Prepared By

Ms.S.Vigneshpriya

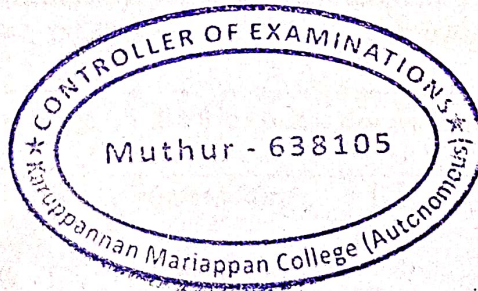
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Approved By

Dr.N.THANGARAJ M.B.A.,M.Phil.,PGDCA.,Ph.D.,
 Head & Assistant Professor
 Department of Management
 Karuppannan Mariappan College
 Muthur - 638 105.



Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
1	24U1BMC2	CORE -II	5	4	25	75	100
Course Title		BUSINESS ECONOMICS					

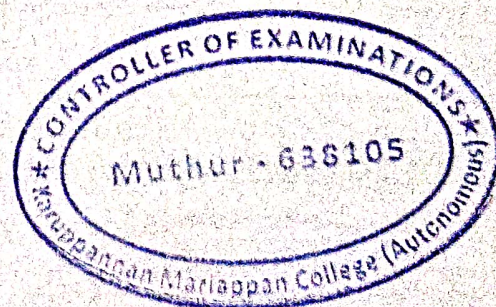
S.NO.	COURSE OBJECTIVES
1	To recall the fundamentals of micro economics.
2	To get insight on law of demand, supply and theories of production.
3	To Analyses the pricing in different market structure.
4	To know the theories on wages, rent, interest and profit.
5	To understand the impact of factor pricing on profit.

COURSE OUTCOMES (COs):

On the successful completion of the course, students will be able to

CO Number	Course Outcomes	Knowledge Level
CO1	Understand the fundamentals of micro Economic and theory consumer behaviour	K1,K5
CO2	Learn the concepts of demand and elasticity of demand	K2,K3
CO3	Understand theories of production, cost and revenue concepts	K3,K1
CO4	Analyses the price and output determination under various market structures	K4,K5
CO5	Acquire knowledge on theories of productivity and wages	K5,K2

K1-Remember; K2-Understanding; K3-Apply; K4-Analyze; K5-Evaluate.

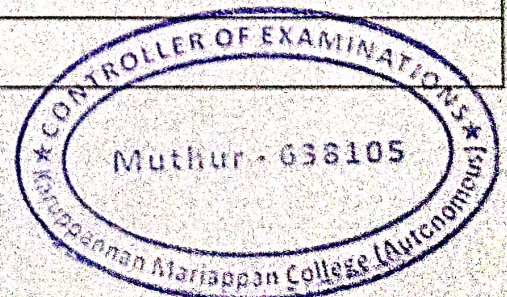


SYLLABUS		
Unit	Content	No. of Hours
I	SCOPE AND METHODOLOGY: Definition of Economics–Nature and Scope of Economics–Utility analysis–Law of diminishing utility–Law of Equi- marginal utility–Indifference curve–Approaches of Economic Analysis– Methodology of Economics.	15
II	ELEMENTS OF DEMAND: Demand Analysis–Demand Schedule–Law of Demand–Demand Curve– Elasticity of Demand– Price, Income and Cross–Consumer's Surplus.	15
III	THEORY OF PRODUCTION: Factors of Production–Law of Diminishing Returns– Law of Variable Proportions–Return to Scale–Law of Supply- Cost and Revenue– Concepts and Curves.	15
IV	PRODUCT PRICING: Market Definition–Types–Equilibrium Under Perfect Competition of Firm and Industry–Pricing–Pricing Under Perfect Competition, Monopoly–Price Discrimination–Pricing Under Monopolistic Competition–Pricing under Oligopoly.	15
V	FACTOR PRICING– Marginal Productivity Theory Theories of wages, rent, interest and profit.	15
TOTAL		75

S.NO.	TEXT BOOKS:
1	Sundaram K.P.M. and Sundaram E.N, "Business Economics " , 5 th edition,2023 (Unit I- V)

S.NO.	REFERENCE BOOKS:
1	S.Sankaran, "Business Economics" ,Margham Publications, Chennai 2014.
2	H.L.Ahuja , "Business Economics" , S.Chand and Company Ltd, New Delhi 2012
3	M.L. Jhingan, , "Micro Economic theory", Vrinda Publications Ltd. New Delhi, 2002
4	H.L. Ahuja, "Principles of Micro Economics: A New Look at Economics Theories", S.Chand and Company, New Delhi, 2004
5	A. Koutsoyiannis, "Modern microeconomics", Palgrave McMillan, 1979.

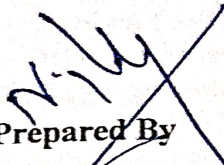
S.NO.	E-REFERENCES:
1	https://www.ebooks-for-all.com/bookmarks/list/onecat/Electronic-books+Economics-and-Business/0/all_items.html
2	https://www.edx.org/course/microeconomics .

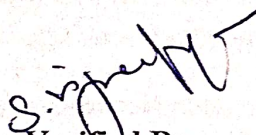


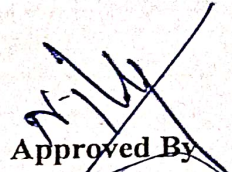
Mapping Course Outcomes with Programme Outcomes:

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	M	M	S	S	S	M	M	S	S
CO4	M	S	S	S	M	M	S	M	S	S
CO5	S	S	S	S	M	S	S	S	S	M

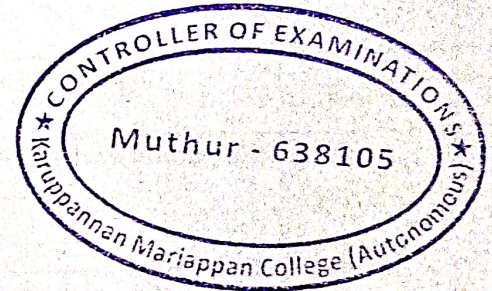
S-Strong; M-Medium; L-Low


Prepared By
Dr. N. Thangaraj


Verified By


Approved By

Dr. N. THANGARAJ M.B.A., M.Phil., PGDCA., Ph.D.,
Head & Assistant Professor
Department of Management
Karuppannan Mariappan College
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SEMESTER II

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24U2BMC3	CORE -III	5	4	25	75	100
Course Title		BASICS OF BUSINESS AND BUSINESS ENVIRONMENT					

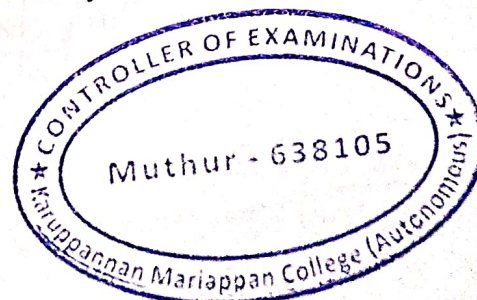
S.NO.	COURSE OBJECTIVES
1	To impart knowledge about business and the external forces that influence business.
2	To outline how an entity operates in a business environment.
3	To analyze the various economic conditions and effects of government policy on business performance.
4	To explain the legal framework that regulates the business and industry.
5	To understand the social responsibility business enterprises.

COURSE OUTCOMES (COs)

On the successful completion of the course, students will be able to

CO Number	Course Outcomes	Knowledge Level
CO1	Understand relationship between environment and business, applying the environmental analysis techniques in practice.	K2,K4
CO2	Understand economic social cultural and technological environment	K2,K3
CO3	Know state policies economic legislations and economic reforms laid by the government.	K1,K3
CO4	Know Technological Environment and Natural Environment.	K4,K2
CO5	Understand social and cultural environment impact on business.	K5,K3

K1-Remember; K2-Understanding; K3-Apply; K4- Analyze; K5-Evaluate



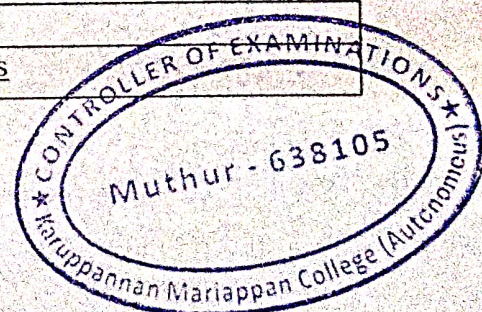
SYLLABUS

Unit	Content	No. of Hours
I	BUSINESS AND ITS ENVIRONMENT Meaning- Scope and Characteristics—Factors affecting micro and macro environment Significance for economic policies and decisions in organizations- ethical issues in business. Environmental Scanning	15
II	ECONOMIC ENVIRONMENT Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological impact of liberalization, privatization and globalization on Indian business.	15
III	POLITICAL AND GOVERNMENT ENVIRONMENT Political institutions- Legislature- Executive- Judiciary- The Constitution of India- The Preamble- The Fundamental Rights- Rational and extent of state intervention- role of govt. in business- impact of Fiscal, Monetary, EXIM policy and industrial policy on business.	15
IV	TECHNOLOGICAL ENVIRONMENT AND NATURAL ENVIRONMENT Meaning- features- impact of technology- Transfer of technology – Technological policies. Natural environment-meaning and influence on business. Protection of environment – enactments and pollution agents- sustainable developments.	15
V	SOCIAL AND CULTURAL ENVIRONMENT Nature of Corporate. governancè- factors influencing Corporate governance- mechanisms of Corporate governance- nature of culture- impact of culture on business	15
	TOTAL	75

S.NO.	TEXT BOOKS:
1	Nikita Sanghvi, "Business Environment and Entrepreneurship", CS –Foundation Taxmann; 2015. (Unit I –III)
2	Francis Cherunilam, "Business Environment ",Himalaya Publishing House, New Delhi,2019. (Unit IV –V)

S.NO.	REFERENCE BOOKS:
1	K. Aswathappa, "Essentials of Business Environment ", Himalaya Publishing House Pvt. Ltd, Ninth Edition 2007.
2	Rosy Joshi, Sangam Kapoor, "Business Environment ", Kalyani Publishers, Third Revised edition 2011.
3	Dr.C.B.Gupta, "Business environment ", Sultan Chand & Sons 2022.
4	Er. Sumit Prasad, "Business Environment ", Himalaya Publishing House Pvt. Ltd 2016.
5	Rajesh Singh, "Business Environment", Thakur Publication Pvt. Ltd Jan 2019

S.NO.	E-REFERENCES:
1	https://www.coursera.org/courses?query=business%20fundamentals



Mapping Course Outcomes with Programme Outcomes:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	S	S	S	S	M	S	M	S
CO2	M	S	M	L	S	M	S	S	S	S
CO3	S	L	S	S	S	S	S	S	S	S
CO4	S	M	S	S	M	S	S	S	S	S
CO5	S	S	S	S	S	S	S	M	S	M

S-Strong; M-Medium; L-Low

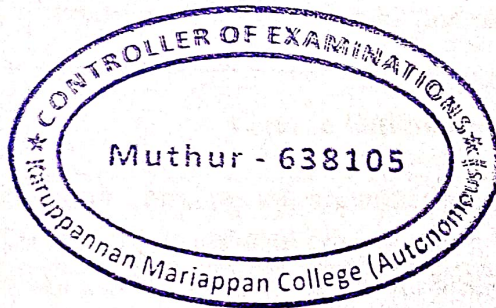
~~N. Thangaraj~~
Prepared By

Dr.N.Thangaraj

~~S. Thangaraj~~
Verified By

~~N. Thangaraj~~
Approved By

Dr.N.THANGARAJ M.B.A.,M.Phil.,PGDCA.,Ph.D.,
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Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24U2BMC4	CORE -IV	6	4	25	75	100
Course Title		ORGANIZATIONAL BEHAVIOUR					

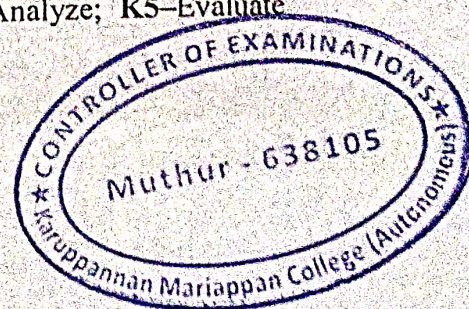
S.NO.	COURSE OBJECTIVES
1	To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness.
2	To understand group behavior in the organization
3	To analyze the concepts of organizational behavior and its systems.
4	To know the organizational culture and its importance in productivity.
5	To understand the various OD interventions and the requirements for its effective implementations.

COURSE OUTCOMES (COs):

On the successful completion of the course, students will be able to

CO Number	Course Outcomes	Knowledge Level
CO1	Apply theories and concepts of organizational behavior in workplace to create an effective organizational environment.	K2,K4
CO2	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values.	K1,K2
CO3	Determine the influence of perception, personality and emotions on workplace behaviour in order to exhibit positive behaviour and to create solutions in a challenging context.	K3,K5
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts	K4,K2
CO5	Identify forces of change and manage a planned organizational change.	K5,K1

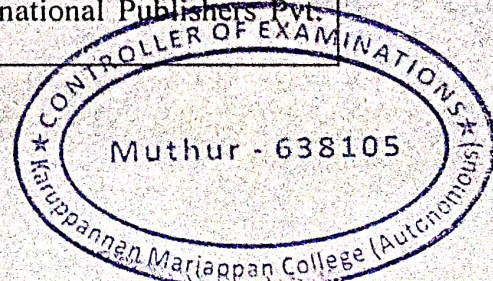
K1-Remember; K2-Understanding; K3-Apply; K4- Analyze; K5-Evaluate



Syllabus		
Unit	Content	No.of Hours
I	INTRODUCTION Definition, Nature and Scope of Organizational Behavior – Need for Studying Organizational Behavior- Disciplines that Contribute to OB-OB Models – Challenges and Opportunities of OB.	15
II	INDIVIDUAL BEHAVIOR Perception: Meaning – Process-Improving Perception, Personality Development Determinants of Personality-Personality Traits. Learning Theories and Principles of Learning. Motivation: Meaning and Importance – Theories of Motivation.	15
III	GROUP BEHAVIOR Groups – Definition – Types – Group Development;- Groups Norms– Group Cohesiveness– Group Decision Making – Conflict- Individual Conflict – Interpersonal Conflict- Group Conflict – Resolving Conflicts.	15
IV	ORGANIZATIONAL CULTURE Organizational Culture - Meaning - Definition - Concept - Characteristics - Types of Culture - Functions of Culture - Creating and Sustaining Culture - Learning Culture - Measuring Culture – Communicating Culture.	15
V	ORGANIZATIONAL CHANGE AND ORGANIZATIONAL DEVELOPMENT Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organization development); Organizational Development –OD Interventions.	15
	TOTAL	75

S.NO.	TEXT BOOKS:
1	L.M.Prasad,"Organizational Behaviour ", Sultan Chand, New Delhi, 2014. (Unit – I –III)
2	J.Jayashankar, "Organizational Behaviour ", Margham publications, Chennai, 2012. (Unit – IV –V)

S.NO.	REFERENCE BOOKS:
1	K.Aswhatha,"Organizational Behaviour", Himalayas publishing house, Mumbai, 2016.
2	Luthans Fred,"Organizational Behaviour", Tata McGraw Hil, 2009.
3	Stephen P Robins,"Organizational Behaviour", Pearson Education, 2018, Noida.
4	S.S.Khanga, "Organizational Behaviour", S Chand publishers, New Delhi, 2012.
5	V.G.kondalkar,"Organizational Behaviour", New Age International Publishers Pvt. Ltd Jan 2019.



S.NO.	E-REFERENCES:
1	https://iedunote.com/organizational-behavior
2	https://indiaclass.com/
3	https://www.tutorialspoint.com/organizational_behavior

Mapping Course Outcomes with Programme Outcomes:

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	M	S	S	S	M	S	S
CO2	S	M	M	S	L	M	M	M	S	S
CO3	L	M	S	L	S	S	M	M	S	M
CO4	S	S	L	S	M	M	S	S	M	M
CO5	S	L	S	M	S	M	M	S	M	S

S-Strong; M-Medium; L-Low

N. Thangaraj
Prepared By

Dr.N.Thangaraj

S. S. Thangaraj
Verified By

N. Thangaraj
Approved By

Dr.N.THANGARAJ M.B.A.,M.Phil.,PGDCA.,Ph.D
Head & Assistant Professor
Department of Management
Karuppannan Mariappan College
Muthur - 638 105.

