

Anna University, Chennai - 2021 Regulation
Course Outcomes of one course from each semester

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| Course Code | BA4103 | SEMESTER: 01 |
| Course Name | MANAGERIAL ECONOMICS | |
| At the end of the course the students will be able to: | | |
| Co1 | To introduce the concepts of scarcity and efficiency | |
| Co2 | To explain principles of microeconomics relevant to managing an organization | |
| Co3 | To describe principles of macroeconomics | |
| Co4 | To have the understanding of economic environment of business | |
| Co5 | To study about the policies that regulate economic variables | |

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| Course Code | BA4202 | SEMESTER: 02 |
| Course Name | FINANCIAL MANAGEMENT | |
| At the end of the course the students will be able to: | | |
| Co1 | To understand the basic concepts of Economics | |
| Co2 | To explore the consumer and supplier behavior | |
| Co3 | To acquire knowledge about the product market and factor market | |
| Co4 | Understand how to decide the decision of capital structure and distribution of dividend | |
| Co5 | Assess the short-term and long-term sources of finance | |

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| Course Code | BA4001 | SEMESTER: 03 |
| Course Name | SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT | |
| At the end of the course the students will be able to: | | |
| Co1 | Understand the concept of investment and identify the investment alternatives to investors | |
| Co2 | Learn the nuances of fundamental analyses and technical analyses | |
| Co3 | Learn the nuances of fundamental analyses and technical analyses | |
| Co4 | Explain how to construct an efficient portfolio | |
| Co5 | Explore the various methods through which portfolio evaluation could be done | |

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| Course Code | BA4015 | SEMESTER: 03 |
| Course Name | STRATEGIC HUMAN RESOURCE MANAGEMENT | |
| At the end of the course the students will be able to: | | |
| Co1 | Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems | |
| Co2 | Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges | |
| Co3 | To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks | |
| Co4 | Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations | |
| Co5 | Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR manager | |