

Course Outcomes (COs) (MBA –I Sem)

MBA 101:18 Foundations of management

- CO1:** Describe fundamental concepts and principles and conventions of accounting.
- CO2:** Explain the role and responsibilities of managers and adapt to the various styles of management across organizations.
- CO3:** Develop analytical abilities to face the business situations.
- CO4:** Apply various tools that would facilitate the decision-making process in the business.
- CO5:** Develop peer-based learning and working in groups and teams.
- CO6:** To comprehend the application of various controlling techniques in management.

MBA 102:18 Managerial Economics

- CO1:** Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.
- CO2:** Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
- CO3:** Analyze the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production.
- CO4:** Recognize the relationship between short: run and long: run costs and will also be able to establish the linkage between production function and cost function
- CO5:** Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types.
- CO6:** Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.

MBA 103:18
Quantitative techniques

- CO1:** To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions.
- CO2:** To apply the concepts of central tendency and variation in managerial decision making.
- CO3:** To enhance knowledge in probability theory and normality and its distribution concepts.
- CO4:** To understand the concept of correlation regression analysis and their applications.
- CO5:** To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities.
- CO6:** To apply the operations techniques in reality to market scenario.

MBA 104:18
Accounting for management and reporting

- CO1:** To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies.
- CO2:** To explain the students about the concepts of cost and various intricacies for preparing the cost sheet.
- CO3:** To acquaint students about the decision-making techniques using the concepts of Marginal costing, standard costing and budgetary control.
- CO4:** To enable the students to analyze financial statements using various tools for financial analyze and interpret the financial position of a business organization.
- CO5:** To familiarize the students about the contemporary developments in the accounting.
- CO6:** To make students aware about the recent developments in financial reporting and Regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices.

MBA 105:18
Business environment and Indian economy

- CO 1:** Outline how an entity operates in a complex business environment.
- CO 2:** To systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise.
- CO 3:** To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment.
- CO 4:** To describe how various types of economic systems play a significant role in the success of a business.
- CO 5:** To understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment.
- CO6:** To discuss various development strategies in India.

MBA 106:18
Business ethics and corporate social responsibility

CO1: To integrate and apply contemporary Ethics & Governance issues in a business context

CO2: To analyze and apply ethics to contemporary business practices.

CO3: To analyze key perspectives on corporate social responsibility and their application.

CO4: To evaluate different corporate ownership structures and their key governance features.

CO5: To understand the ethical decision making, ethical reasoning, the dilemma resolution process.

CO6: To analyze and apply corporate governance perspectives to contemporary business practices.

MBA 107:18
Business communication for managerial effectiveness

CO1: To understand the basics of communication and its process, and the various barriers in the communication.

CO2: To learn the listening skills and comprehend the value of business etiquettes

CO3: To comprehend Non-Verbal communication skills and its application for effective Communication.

CO4: To learn the skills of writing effective business messages, letters and reports

CO5: To develop the presentation skills and learning to organize and structure a Presentation using visual aids

CO6: To prepare the students for interview, employment messages and resume writing skills

MBA: 2ND SEM

MBA 201:18

Business Analytics for Decision Making

CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions

CO2: To enhance knowledge in probability theory and normality and its distribution concepts

CO3: To conduct research surveys through multiple regression and multiple correlation

CO4: To design a good quantitative purpose statement and good quantitative research questions and hypotheses

CO5: To know the various types of quantitative sampling techniques and conditions to use.

CO6: To utilize the time series method to predict the future of sales in a concern.

MBA 202:18

Legal Environment for Business

CO1: Students shall be able to understand the legal and regulatory framework of business environment.

CO2: Students shall be able to identify the fundamental legal principles behind contractual agreements.

CO3: Students shall be able to understand the legal provisions of sales of goods.

CO4: Students shall be able to understand the concept of negotiable instruments as well as rules pertaining to crossing, transferring and dishonoring of negotiable instruments.

CO5: Students shall have understanding of legal rules governing admission, retirement and death of partner and dissolution of partnership firm.

CO6: Students shall be able to understand the legal framework relating to the process of incorporation of Joint Stock Company

MBA 203:21

Marketing Management

CO1: To learn the basics of marketing, selling, marketing mix and its core concepts.

CO2: To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.

CO3: To equip the students with necessary skills for effective market segmentation, targeting and positioning

CO4: To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process.

CO5: To develop an understanding of promotion, mix and strategies for successful promotion

CO6: To gain knowledge about the emerging trends in marketing and pyramid marketing.

MBA 204:18

Human Resource Management

CO1: To explain the basics of Human Resource Management and analyze the evolution of HRM.

CO2: To comprehend the environment of HRM.

CO3: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.

CO4: To understand the role of training, development, career planning and performance appraisal functions in human resource development.

CO5: To examine the provisions of employee health, safety and welfare.

CO6: To analyze the concerns of government, employees and employers in establishing Industrial relations.

CO7: To illustrate mechanisms adopted by the organizations for settlement of disputes and grievances

MBA 205:18

Production & Operations Management

CO1: Understand ever growing importance of Production and Operations management in uncertain business environment.

CO2: Gain an in: depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing.

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

CO6: Understand the concepts of inventory and purchasing management.

MBA 206:21

Corporate Finance and Policy

CO1: To explain the evolution, objectives and functions of corporate finance and interface of corporate finance with other functional areas.

CO2: To illustrate the concept of time values of money and valuation of securities.

CO3: To comprehend the significance of capital structure theories in capital structure decisions. **CO4:** To facilitate sound investment decisions based on capital budgeting techniques.

CO5: To understand the applications of approaches of working capital management.

MBA 207:18

Entrepreneurship Development and Project Management

CO1: To explain the characteristics, functions and traits of an entrepreneur.

CO2: To illustrate the concept of corporate entrepreneurship and development of the same in the organizations.

CO3: To comprehend the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship.

CO4: To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.

CO5: To be able to develop an effective business plan.

CO6: To explain the basic concepts of project management and analyze different phases of project management viz. generation and screening of project ideas, project analysis, selection, financing, implantation and review.

MBAGE 201:18
Computer Applications for Business

CO1: Develop understanding of computer fundamentals, functions and their classifications

CO2: Develop a clear understanding and knowledge about the functioning of a computer software and window operating system

CO3: Demonstrate proficiency in Microsoft word & Excel.

CO4: Apply formatting and editing features to enhance worksheets.

CO5: Use styles, themes, and conditional formats to customize worksheets.

CO6: Apply the concepts of data base and Access for editing Data; managing reports and labels, Managing Multiple Tables.

MBA 3rd Sem

MBA 301:18

Organizational Behavior & Design

CO1: To explain the basics of Organizational behavior and various challenges for OB in national and global environment.

CO2: To illustrate the foundations of Individual Behavior and analyze the influence of individual level factors viz. learning, personality, perception, attitude and motivation on behavior in organizations.

CO3: To assess the significance of leadership and role of leadership styles in effectiveness of the team.

CO4: To examine the dynamics of group development, group properties and formation of organizational culture.

CO5: To demonstrate dimensions of organizational design and types of organizational structure and to analyze the influence of environment on organizational design.

CO6: To interpret the effect of political climate (conflict, power and politics) on human behavior.

MBA 302: 18

Marketing Research

CO1: Understand the process of marketing research and its application in managerial decision making

CO2: Identify various sources of data for marketing research.

CO3: Examine different research methods and be able to apply them.

CO4: Identify different research designs and develop a research proposal.

CO5: Design an effective questionnaire and test reliability and validity of the scales.

CO6: Apply different methods of data preparation and data analysis.

HVPE 101:18

Human values, DE: addiction and traffic rules

CO1: To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

CO2: To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of Existence. Such a holistic perspective forms the basis of Value based living in a natural way.

CO3: To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior and mutually enriching interaction with Nature.

MBA 921:18
Consumer Behavior

- CO1:** Provide an understanding of how consumers make decisions.
- CO2:** Analyze personal and environmental factors that influence consumer decisions.
- CO3:** Understand the processes used when individuals, group or organizations make buying decisions.
- CO4:** Understand how and why marketers craft particular messages to appeal to consumers.
- CO5:** Understand the interrelationship with other functional areas of business as a part of the management process.
- CO6:** Assess the process of opinion leadership and its relationship with firm's promotional strategy.

MBA 922:18
Services Marketing

- CO1:** Understand the fundamental concepts of service marketing and its functions.
- CO2:** Identify the role and significance of various elements of service marketing mix.
- CO3:** Analyze customer requirement, measure service quality and design and deliver better service.
- CO4:** Analyze integrated services marketing communications and services marketing triangle.
- CO5:** Examine various pricing strategies and pricing approaches in service sectors.
- CO6:** Understand service marketing applications in different service sectors.

MBA 911:18
Investment Analysis and Portfolio Management

- CO1:** To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets.
- CO2:** To enable students to understand the operation of primary as well as secondary markets in India and to understand the concepts of risk and its measurement.
- CO3:** To familiarize the students with the concepts and process of fundamental analysis so that they may understand the impact of various environmental factors on investment valuation.
- CO4:** To explain the concepts and process of technical analysis and enable the students to understand the role of daily price movements in portfolio management.
- CO5:** To explain the concepts, process and techniques for portfolio construction, evaluation and revision.
- CO6:** To familiarize the students about the financial derivatives and computation of their expected payoffs.

MBA 912:18

Management of Financial Services

- CO1:** To understand the concept of financial services and their importance.
- CO2:** To know the structure and schemes of mutual funds.
- CO3:** To understand the importance and process of Dematerialization and rematerialisation.
- CO4:** To know the structure and system of credit rating, leasing, merchant banking and venture capital.
- CO5:** To know the process and importance of factoring and securitization.
- CO6:** To understand the process of asset liability management and risk management in banks.

MBA 931:18

Organizational Change and Development

- CO1:** Develop understanding of organization change and define, explain and illustrate theories of planned change, their relevant foundations, strengths and weaknesses.
- CO2:** Recognize and comment on issues and problems arising out of organizational change initiatives.
- CO3:** To understand concepts related to system theory, Action Research and Models,
- CO4:** Understand the role of various intervention strategies in organizational development.
- CO5:** Facilitate organizational change; and apply diagnostic models and concepts to change issues at the organizational, group and individual levels.
- CO6:** Examine various issues in the relationship between client and consultant relationship.

MBA 932:18

Employee Relations

- CO1:** Understand establishing & maintaining a sound relationship between the worker & the employer.
- CO2:** Understand the significance & functioning of Trade Unions.
- CO3:** Identify the simmering issues which might take the form of a dispute in the workplace.
- CO4:** Examine various provisions laid down by laws to settle disputes in the organizations.
- CO5:** Assess the importance of various Acts in Industrial Relations.
- CO6:** Comprehend the concept and classification of labor welfare.

MBA 4th Sem
MBA 401:18
Corporate Strategy

- CO1:** Understand the concepts of strategic management process and strategic decision-making process.
- CO2:** Discuss various techniques of external as well as internal environmental analysis of business.
- CO3:** Explain various business level and corporate level strategies for the growth of the business along with their implications.
- CO4:** Illustrate the issues involved in strategy implementation and the role of leadership, communication and organizational structure in implementation of strategy.
- CO5:** Develop various functional plans for successful implementation of strategy.
- CO6:** Understand organizational systems and techniques of strategic evaluation and control.

MBA 925:18
International and Social Media Marketing

- CO1:** Assess the challenges in international marketing and understand various international market entry strategies.
- CO2:** Evaluate international marketing environment and identify various international trade barriers and regional blocks.
- CO3:** Develop international product, pricing and communication policy and examine international distribution system.
- CO4:** Discuss the evolution of social media marketing and identify various benefits and applications of social media.
- CO5:** Explain how to develop effective social media marketing strategies for various types of industries and businesses.
- CO6:** Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.

MBA 926:18
Product and Brand Management

- CO1:** Understand what a product is, the various levels which make it up, and different types of products.
- CO2:** Examine various challenges and issues involved in product planning and development.
- CO3:** Discuss and apply the concepts of test marketing and market entry of a product.
- CO4:** Recognize the features and importance of a brand and conduct branding research.
- CO5:** Understand the concept of brand loyalty and measuring brand performance.
- CO6:** Describe the role of various branding strategies in brand equity management.

MBA 913:18
Behavioral Finance

- CO1:** Understand and differentiate between different theories of behavioral finance.
- CO2:** Examine the concepts of bounded rationality.
- CO3:** Discuss various anomalies in the market giving rise to behavioral bias.
- CO4:** Describe the basis of behavioral bias of professional investors trading in market.
- CO5:** Understand the concept of market efficiency and will be able to relate it with the concept of behavioral finance.
- CO6:** Describe the challenges to the efficient market hypothesis.

MBA 915:18
International Finance and Financial Derivatives

- CO1:** Understand the framework of international exchange rate system including factors influencing exchange rates.
- CO2:** Discuss the basics of different types of derivative contracts like futures, options and swaps.
- CO3:** Understand various types of risks / exposures in forex trading and their management.
- CO4:** Describe various theories underlying the concepts of international finance.
- CO5:** Understand trading strategies using options contracts.
- CO6:** Describe the regulatory framework of derivatives contracts in India.

MBA 935:18
Leadership and Team Dynamics

- CO1:** Understand the history of leadership and current leadership theories.
- CO2:** Explain how leadership models are put into practice personally, locally, and globally.
- CO3:** Discuss the knowledge of developing leadership abilities.
- CO4:** Describe the concept of Strategic Leadership and ethical leadership.
- CO5:** Explain composition, formation, and development of teams.
- CO6:** Illustrate the dynamics of team Performance and motivation and the role of leadership in dynamics of team management and decision making.

MBA 936:18
Performance and compensation management

CO1: Increase the awareness of the process and principles of performance Management / appraisal.

CO2: Identify the negative aspects of appraisal systems and consider how these might be overcome.

CO3: Discuss performance with regard to pay awards, and whether these should, or should not be automatically related to each other.

CO4: Demonstrate a familiarity with the appeal process relating specifically to the performance review.

CO5: Illustrate different ways to strengthen the pay: for: performance link and also learn the concepts of Payment and employee benefits issues for contingent workers.

CO6: Develop appropriate reward and compensation policies.

MBA 403:18
Workshop on Indian Ethos

CO1: Comprehend and practice Indian Ethos and values system.

CO2: Applying value-based management and ethical practices in business.

CO3: To gain the knowledge of management principles from Vedas and other holy books and explain the application of Indian heritage in business.

CO4: To comprehend various stress management techniques and their applications in organizations.

CO5: To describe salient features and advantages of ancient Indian system of learning.

CO6: To describe various laws of Karma and explain the concept of corporate karma.