

## COURSE OUTCOMES-MBA FIRST YEAR(FIRST SEM)

### **MBA1006: FUNDAMENTALS OF MANAGEMENT**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Describe the management evolution and demonstrate the roles, skills and functions of managers.

CO2:-Explain the planning process, describe the need of MBO, analyze the role of Policies and strategies in business.

CO3:-Discuss the basic aspects of organizing in management and explain the need of decentralization, delegation and optimum span of management in an organization.

CO4:- Identify the importance of control, explain its process and types, illustrate the upcoming issues in management.

### **MBA1007: ACCOUNTING FOR MANAGERS**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Describe accounting process and principles and apply it to prepare financial statements as well as emerging dimensions of modern accounting and computerized accounting.

CO2:-Identify cost elements and determine cost of product and services.

CO3:-Prepare budgets and understand key elements of cost control and cost reductions.

CO4:-Take various strategic managerial decisions involving profit and cost considerations.

### **MBA1008: BUSINESS AND ECONOMIC ENVIRONMENT**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Describe various components of business environment.

CO2:-Analyze the impact of environment upon economy.

CO3:-Explain role and objectives of international trade organizations.

CO4:-Define features of capital and money market in India.

### **MBA 1009: ORGANIZATION BEHAVIOUR**

<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Define the concepts related to Individual, Organizational and Group behavior, Learning, Perception and Motivation.
CO2:-Explain and differentiate between various Leadership theories and apply these theories to solve given problems.
CO3:-Discuss the various types of Conflicts, Conflict Process, Conflict Management Techniques and explain the Negotiation process and strategies.
CO4:-Describe Organizational Change, Stress management and Organizational Culture
<b>MBA1010: OPERATIONS MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Acquire an understanding of the basic functions and fundamentals of operations management;
CO2:- Develop analytical skills in solving operation management problems such as design of efficient plant location and plant layout models.
CO3:-Comprehend the significance of applications of scheduling and quality control aspects.
CO4:-Demonstrate an understanding of the concepts of materials and maintenance management such as MRP, stores management and replacement models.
<b>MAA 1104: MATHEMATICS AND STATISTICS FOR MANAGERS</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1: Understand the basic concepts of set theory and probability theory
CO2: Solve the linear equations using the concept of matrices
CO3: Understand the fundamentals of statistic
CO4: Understand the various theoretical distributions
CO5: Use the concept of time series in prediction and decision making
<b>HUA 1105: BUSINESS COMMUNICATION</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

<b>CO1:</b> To communicate effectively in a corporate setting and otherwise.
<b>CO2:</b> To overcome the varied obstructions to communication and be an adept listener.
<b>CO3:</b> To display effective interpersonal communication, maintaining the decorum of the setting .
<b>CO4:</b> To have hands-on writing business letters and expertise in drafting technical documents.
<b>CO5:</b> To deliver effective presentations in professional environment, tackle group discussions and face interviews
<b>CTA 1106: IT FOR MANAGERS</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Understand basics of computer hardware, software and computer languages.
CO2:- Understand the process of creating spreadsheets, word documents, presentation slides and database using various application software packages.
CO3:- Explain role, types and security aspect of E-business and E-payment system.
CO4:- Understand various types of management information and office Automation system.
<b>CTA 1904: IT LABORATORY</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Create and design spreadsheets, word documents, presentation slides and database using various application software packages.
CO2:-Apply various formulae in spreadsheets.
CO3:-Create Charts, pivot tables and Graphics in various application software packages.
CO4:-Create, design and validate forms and tables using wizards to enter data
<b>MBA1905: GD/PI Lab</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations.

CO2:-Provide feedback, accept feedback, and use feedback to improve communication skills.
CO3:-Develop effective interpersonal communication skills.
CO4:-Use communication technology appropriately and effectively.
<b>MBA 1998: COMPREHENSIVE VIVA</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Face interview both at the academic and the industrial level.
CO2:-Prepare comprehensively to answer questions from all subjects.
CO3:- Attain Oral Presentation skills by answering questions in precise and concise manner.
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.

## **COURSE OUTCOMES-MBA FIRST YEAR (SECOND SEM)**

### **MBA 2008: HUMAN RESOURCE MANAGEMENT**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain the Concept, Functions, Structure, Roles and Responsibilities of the HR department and acquisition of Human Resources.

CO2:-Write sample HR policies and describe the Administrative, Operational and Strategic Role of HR.

CO3:-Discuss the process, method and evaluation of Training and Development, Performance Appraisal, Career and Succession Planning.

CO4:-Describe the maintenance and separation process for the human resources.

### **MBA2009:RESEARCH METHODOLOGY**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Develop an understanding of business research and explain the basic framework of research process and different research designs.

CO2:-Identify the sources of information for literature review and describe the sampling techniques in research.

CO3:-Illustrate the techniques of data collection, understand the measurement scales in research, test the hypothesis by applying data analysis tools and techniques.

CO4:-Prepare the report, explain the results and develop an understanding of ethical dimensions of conducting research.

### **MBA 2010: MARKETING MANAGEMENT**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Describe Marketing basics, Philosophies of Marketing Management, Marketing Environment and Marketing Mix Elements.

CO2:-Explain Market Segmentations, Differentiation and Positioning Strategy.

CO3:-Discuss Product Classification, Product Diffusion Process, PLC, Repositioning and Pricing.
CO4:- Describe the concept of Distribution Channel, CRM, Green Marketing, E-Marketing, Tools of IMC and Promotion.
<b>MBA 2011: FINANCIAL MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

CO1:- Explain the nature, scope and objectives of financial management

CO2:- Analyze financial statements using ratio analysis technique.

CO3:- Apply techniques of capital budgeting to evaluate investment proposals.

CO4:- Design capital structure of a firm.

CO5:- Determine working capital requirements of a firm.

#### **MBA2012: MANAGERIAL ECONOMICS**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:- Explain managerial economics concepts

CO2:-Identify production function, law of variable proportion, different types of cost, cost interrelation and break even point.

CO3:-Explain features of various types of competitive markets and price discrimination,

CO4:-Define and determine national income, money supply, macro economic factors and economic growth and development

#### **MBA 2014: BUSINESS LEGISLATION**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Describe essential elements of a valid contract and consequences of its breach.

CO2:-Explain legal framework relating to partnership business and sale of goods contracts.

CO3:-Draft various types of valid negotiable instruments and understand law relating to filing complaint under consumer protection act.

CO4:-Classify different kinds of companies and major provisions of companies act 2013 relating to constitution, prospectus and winding up.

CO5:-Explain law relating to competition in India and Indian banking structure.

#### **MBA 2015: ENTREPRENEURSHIP AND ETHICS**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain the concept of entrepreneurship and sources of innovation for an entrepreneur.

CO2:-Describe the business planning process, explain its feasibility and identify the role of government, banks and different agencies in entrepreneurship development.

CO3:-Illustrate the importance of ethical conduct in business, describe the importance of corporate social responsibilities,

CO4:-Discuss the management teachings from varied Indian Ethos and justify their implications for future managers.

#### **MAA2102: QUANTITATIVE DECISION MAKING**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1: Understand the basic concept of quantitative techniques

CO2: Understand different methods for solving linear programming problems

CO3: To find basic feasible solution of transportation problem by various methods

CO4: Use the concept of waiting line model to solve real life problems
CO5: Apply simulation techniques in various physical models
<b>MBA2904: RESEARCH METHODOLOGY LAB</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Explain features of various software like SPSS,SYSTAT, Excel etc.
CO2:-Apply parametric and non-parametric test upon a given data set.
CO3:-Collect, compile and categorize data in to statistical software packages.
CO4:-Identify significant factors using regression analysis.
<b>MBA2905: Excel Lab</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

CO1:-Apply excel to solve linear programming problems of maximization and minimization.

CO2:-Apply and creating Formulas for Financial Applications.
CO3:-Apply excel to solve transportation and assignment model problems subject to some constraints.
CO4:-Apply excel to solve inventory and queuing.
<b>MBA 2998: COMPREHENSIVE VIVA</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>



CO1:-Face interview both at the academic and the industrial level.

CO2:-Prepare comprehensively to answer questions from all subjects.

CO3:-Attain Oral Presentation skills by answering questions in precise and concise manner.

CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.

## **COURSE OUTCOMES-MBA SECOND YEAR(FIRST SEM)**

### **MBA3005: BUSINESS ANALYTICS**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain business analytics to formulate and solve business problems and to support managerial decision making.

CO2:-Apply different analytical tools for descriptive, prescriptive and predictive analysis.

CO3:-Use and apply Excel, Excel add-ins, SPSS and other related software packages to solve business problems.

CO4:-Classify, categorize & normalize data for analysis and its graphical representation.

### **MBA3996: SUMMER TRAINING**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:- Demonstrate the job skills and knowledge.

CO2:- learn and experience the workings under professional expertise.

CO3:- Explain the specific functional areas and linkages among different functions and departments.

CO4:- Discover career opportunities in the areas of interest.

### **MBA3997: Major Research Project Phase I**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:- Identify and select the research topic most relevant to environment and society and critically review related research work.
CO2:- Acquire in-depth knowledge of the procedure of testing hypothesis.
CO3:- Develop a research proposal.
CO4:- Design appropriate data collection tools and collect data for research.
<b>MBA 3999: COMPREHENSIVE VIVA</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Face interview both at the academic and the industrial level.
CO2:-Prepare comprehensively to answer questions from all subjects.
CO3:-Attain Oral Presentation skills by answering questions in precise and concise manner.
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.
<b>MBA 3107: STRATEGIC BRAND MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Describe the basic fundamentals and importance of the brand.
CO2:-Identify and apply the concepts of Brand, its Legal perspectives and Process of managing brand

CO3:-Describe Brand elements, sketch marketing programs, Manage and measure Brand equity and market performance
CO4:-Discuss Brand Value Chain, Brand equity management system, Brand Hierarchy and manage Brands
<b>MBA 3106: ADVERTISING AND SALES PROMOTION</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Explain the basic fundamentals of advertising.
CO2:-Discuss various considerations in campaign planning.
CO3:-Describe media planning and its concepts.
CO4:-Explain concepts related to copy writing and measure advertising effectiveness
<b>MBA 3108: DIGITAL MARKETING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Explain and Analyze concepts of Digital Marketing, its scope and importance.
CO2:-Describe digital marketing tools and E- mail optimization, Remarketing, SEM and other tools.
CO3:-Classify forms of marketing, and explain use of content marketing, blogs.
CO4:-Discuss different marketing platforms, explain the use of online press releases and news.

<b>MBA 3105: SERVICE MARKETING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Explain the fundamentals of services, and challenges faced in service aspects.
CO2:-Analyze concepts of segmentation, positioning and differentiation with reference to services
CO3:-Locate all Ps in services with reference to strategies for services
CO4:-Describe service Quality and identify gaps in service production, delivery and communication.
<b>MB _____ : SALES AND DISTRIBUTION MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Summarize concept of Personal selling and identify its role in marketing Mix
CO2:-Explain the fundamentals of selling and process of attracting consumers
CO3:-Identify and understand importance of recruitment, selection and motivation of Sales Force
CO4:-Analyze various dimensions and channels of distribution
<b>MBA 3304: SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Analyze investment opportunities in stock markets and Identify, formulate and solve investment problems.

CO2:-Ascertain the fair values of equity by applying equity valuation models.
CO3:-Analyze bond prices and yields and fixed-income portfolios.
CO4:-Construct and evaluate securities portfolio.
<b>MBA3308: TAX PLANNING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

CO1:- Explain basic concepts and procedure of direct tax system in India.

CO2:- Compute taxable incomes under different heads and total income.
CO3:- Describe various dimensions of tax planning.
CO4:- File IT return on individual basis, gain knowledge of advance tax and other related rules & regulations.
<b>MBA 3307: BANKING AND INSURANCE</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Identify and classify the various banking and financial risk as well as the principles of insurance.
CO2:-Gain knowledge about major types of insurance product to cater different types of insurance needs.
CO3:-Classify Indian banking structure and various types of modern banking services.
CO4:-Describe the concept of assets liability management in banking sector.

<b>MBA 3309: FINANCIAL DERIVATIVES &amp; RISK MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

CO1:-Apply latest financial derivative products as risk management tools in key financial markets.

CO2:-Describe the mechanism of swaps, options and future contracts.

CO3:-Determine the fair value of equity options and construct desirable option strategy.

CO4:-Use key Greek hedge ratios in financial derivative segment and implement hedging techniques.

<b>MBA 3305: DERIVATIVES</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Apply latest financial derivative products as risk management tools in key financial markets.

CO2:-Demonstrate the mechanism of swaps.

CO3:-Determine the fair value of equity options and construct desirable option strategy.

CO4:-Describe the utility of key Greek hedge ratios in financial derivative segment and implement hedging techniques using futures contracts

<b>MB_____ : ECONOMIC INDICATORS AND GLOBAL CAPITAL MARKETS</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:- Define various types of economic indicators to gauge economic growth.
CO2:- Explain various measures of inflation and its implications.
CO3:- Describe various components, operations etc. of Global Financial Markets.
CO4:- Analyze the impact of changes in Interest rate in an economy.
<b>MBA 3504: INDUSTRIAL RELATIONS AND LABOR LAWS</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Define the concepts, scope, objective and approaches to IR, WPIM, Collective Bargaining and Trade Union.
CO2:-Describe the various relevant sections and sub sections of the Trade Union Act, 1926.
CO3:-Discuss the various relevant sections and sub sections of the Factories Act, 1948.
CO4:-Explain the various relevant sections and sub sections of the E.S.I.C. Act, 1948 and Industrial Employment (Standing Orders) Act.
<b>MBA 3506: TRAINING AND ORGANIZATIONAL DEVELOPMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Design, implement and evaluate a training program.
CO2:-Explain the foundation and processes of OD and define organizational culture.
CO3:-Discuss the various types of OD intervention.



CO4:-Compare the recent trends and changes in OD and T&D.

### **MBA3507: HUMAN RESOURCE DEVELOPMENT**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Define the basics of Human Resource Development, strategy formulation and implementation

CO2:-Explain and analyze the various HRD mechanisms.

CO3:-Discuss the various behavioral tools applied in HRD.

CO4:-Identify and define the benefits of HRD.

### **MBA 3505: SOCIAL AND INDUSTRIAL PSYCHOLOGY**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss the concept of social psychology and the aspects of social cognition, perception and non verbal communication and explain attribution with its examples

CO2:Define the self concept with its components and the justify the impact of self esteem and self efficacy on ones social behavior.

CO3:-Identify the basics of employee selection along with understanding of personality, ability and skill testing.

CO4:-Demonstrate the need of safety management and means of inculcating safety psychology in an organization.

### **MB.....: MANAGING KNOWLEDGE WORKER**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Define the basic concepts of knowledge workers and knowledge organization.
CO2:-Explain the learning strategies for knowledge workers
CO3:-Define the knowledge work, productivity and processes.
CO4:-Define and analyze the role of knowledge worker in the 21st century.
<b>MBA 3708: OPERATIONS PLANNING AND CONTROL</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-To acquire an understanding of the basic functions and fundamentals of operations planning and control.
CO2:-To develop analysing skills in solving production management problems such as demand forecasting models, aggregate planning and master scheduling.
CO3:-To comprehend the significance of production planning and control and demand forecasting.
CO4:-To demonstrate an understanding of the concepts of materials management such as MRP, stores management and advance concepts in OM such as TOC, Lean Mfg.
<b>MBA 3706: MATERIALS MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Comprehend the basic fundamentals and significance of materials management in modern era.

CO2:-Integrate the organization wide materials requirement to develop an overall plan (MRP).
CO3:-Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.
CO4:-Apply various purchasing method and inventory controlling techniques into practice as well as integrate important materials functions including stores management.
<b>MBA 3707: TOTAL QUALITY MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Gain basic knowledge in Total Quality Management (TQM) relevant to both manufacturing and service industry.
CO2:-Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.
CO3:-Identify and apply the tools and techniques of quality management to manufacturing and services processes.
CO4:-Identify and evaluate the measures to overcome various quality issues.
<b>MBA 3705: BUSINESS PROCESS REENGINEERING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Describe the basic fundamentals (Philosophy, Need, Benefits, and Pitfalls) of Business Process Engineering (BPR).
CO2:-Comprehend the organizing, strategic, and operational issues in BPR
CO3:-Analyse and apply various models in BPR such as the Five-step model, ARTEMIS model.
CO4:-Explore the significance of issues influential in implementing BPR.

<b>MBA ____: ADVANCES IN OPERATIONS MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Emphasize the significance of service sector in modern economic environment.
CO2:-Classify services for strategic insights and identify innovations in services.
CO3:- Explain and analyze the service encounter model, service facility location, and customer service orientation.
CO4:- Recognize and apply the tools of service quality as well as suggest the strategies for managing demand.

## **COURSE OUTCOMES-MBA SECOND YEAR(SECOND SEM)**

<b>MBA 4005 PROJECT MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Explain concept of Project Management, its application in management of organization in present world scenario. To be able to manage project teams during project life cycle.
CO2:-Assess feasibility of projects with regard to market, finance and socio-economy and determine project cash flows and check feasibility.
CO3:-Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.
CO4:-Monitor project using network analysis for both PERT and CPM and perform project cost optimization and resource utilization.
<b>MBA4997: MAJOR RESEARCH PROJECT Phase II</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Identify the appropriate research tools for the project.
CO2:-Apply various statistical tools and techniques to generate results.
CO3:-Analyze and interpret the empirical results and draw conclusion.
CO4:-Develop research concept to fill identified research gap and provide evidence for creative solution of business problems.
<b>MBA 4999: COMPREHENSIVE VIVA</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Face interview both at the academic and the industrial level.
CO2:-Prepare comprehensively to answer questions from all subjects.
CO3:-Attain Oral Presentation skills by answering questions in precise and concise manner.

CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.
<b>MBA 4108 / MBA 4110: CONSUMER BEHAVIOR</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Describe nature, scope, importance of consumer behavior and influence of Environment on it.
CO2:-Discuss influence and importance of Family, culture, opinion leadership and personal influence over consumer.
CO3:-Explain concepts of motivation, attitude, values, personality, lifestyle and its influence on consumer.
CO4:-Describe consumer decision process, CRM and consumer research.
<b>MBA 4109/MBA4111: RURAL AND SERVICE MARKETING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Describe the importance of rural marketing.
CO2:-Discuss on Psychology of Rural Consumers and the Marketing Strategies in its context.
CO3:-Explain service quality, challenges in service marketing and dimensions of service marketing strategies.
CO4:-Describe importance of innovation in service and rural marketing and discuss different marketing plans for different products.
<b>MBA 4100/MBA4112: SUPPLY CHAIN MANAGEMENT</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Describe the important role, decision making, and drivers of supply chain management.
CO2:-Identify and assess the need & choices of distribution channels, forecasting models, and reverse logistics.

CO3:-Evaluate and apply the tools of supply and demand management, level of product availability and planning for outsourcing in supply chain.
CO4:-Discuss the applications of the fundamentals, issues, and remedial measures in retail SCM.
<b>MBA 4106: INTERNATIONAL MARKETING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:- Describe basics of International Marketing
CO2:- Demonstrate the effect of International environment on international trade and recognize the role of IMF, WTO
CO3:-Discuss International product planning, adoption and diffusion.
CO4:-Explain various pricing and promotion concepts of International trade.
<b>MB_____ : INDUSTRIAL MARKETING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:-Identify differences between industrial and consumer marketing
CO2:-Explainvarious strategies of Industrial Marketing Environment
CO3:-Describe dynamics of Industrial buying behaviors
CO4:-Discuss Industrial market segmentation, targeting and distribution and influence of Price and promotion over industrial market
<b>MBA 4304: INTERNATIONAL FINANCE</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>
CO1:- Explain foreign exchange market and exchange rate.

CO2:-Determine arbitrage opportunities in international financial market.
CO3:-Identify issues pertaining to multinational financing and investment decisions
CO4:-Determine the foreign exchange exposures of firms and hedging techniques to manage it.
CO5:-Explain the structure and role of IMF and world bank.
<b>MBA 4308: STRATEGIC FINANCIAL MANAGEMENT</b>

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Analyse the capital structure of companies.

CO2:-Evaluate the impact of various corporate restructuring techniques.
CO3:-Take strategic long term and short-term financial decisions.
CO4:-Design, develop and evaluate dividend and investments policy.
<b>MBA 4305: CORPORATE STRUCTURE FINANCING</b>
<b>COURSE OUTCOMES:-At the end of this course, the students will be able to:</b>

CO1:-Analyze the financial statement of companies.

CO2:-Analyze the impact of various corporate restructuring techniques.
CO3:-Design and develop corporate financing policy and strategy.
CO4:-Design, develop and evaluate investments policy.
<b>MBA4307: FINANCIAL MARKETS AND SERVICES</b>



**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain various components of a financial system and its relative importance.

CO2:-Identify the key requirements, major instruments and operations of capital and money market in India.

CO3:-Describe the concept of mutual fund and alternative investment fund.

CO4:-Evaluate and compare various financing alternatives like lease, hire purchases etc.

**MB \_\_\_\_\_ : FINANCIAL MODELING USING EXCEL**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss various types of financial models and excel utility/Finance functions.

CO2:-Design basic financial models for various industries.

CO3:-Compute business and stock value

CO4:-Create and analyze portfolio.

**MB \_\_\_\_\_ : MERGERS AND ACQUISITION**

**COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss various types of mergers and takeovers.

CO2:-Determine and analyze pricings of takeover bids and exchange ratios.

CO3:-Manage Pre- and post-merger activities, formalities etc.

CO4:-Explain accounting, taxation, restructuring and other related concepts.

**MBA 4504: COMPENSATION AND REWARD MANAGEMENT****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Define the objectives, methods and factors affecting wage and salary administration , incentive plans and employee benefits.

CO2:-Discuss the different sections and sub sections of Provident Fund Act and Payment of Bonus Act.

CO3:-Explain the different sections and sub sections of Minimum wages Act 1948 and Payment of wages Act 1936.

CO4:-Differentiate between compensation plans for different organizational levels and prepare sample plan for the same.

**MBA 4505: HR STRATEGIES AND AUDIT****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain the meaning, need and process of strategic decision making.

CO2:-Describe the strategic approach, implementation and evaluation of strategy.

CO3:-Discuss the concept, objective, scope and evaluation of HRD audit.

CO4:-Define importance and application of OCTAPACE culture and describe SHRM competencies.

**MBA 4506: LABOUR LEGISLATIONS****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Demonstrate an understanding of labour regulations in India and examine the issues related to Industrial Disputes Act, 1947 with cases.

CO2:-Describe the concepts of Payment of Gratuity Act, 1972 and illustrate the norms for welfare of contract labour, payment of wages and penalties related to Contract Labor (Regulation and Abolition) Act.

CO3:-Explain the rights and duties of an apprentice and discuss as per Apprentices Act 1961  
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CO4:-Discuss the aspects of Equal remunerations Act, 1976 and identify the need of employment exchanges and the vacancies listed in them

**MBA \_\_ : BUSINESS PROCESS TRANSFORMATION****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Define the basics of innovation, creativity and problem solving techniques

CO2:-Explain the team building process, conflict management and work flow.

CO3:-Illustrate TQM implementation process and discuss the basic HR issues in TQM

CO4:-Identify the need of business process reengineering and discuss the theories of change

**MB \_\_ : SOCIAL SECURITY AND LABOUR WELFARE****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Identify the need of social security in India and related concepts

CO2:-Explain the importance of labour welfare in Indian organizations.

CO3:-Define the characteristics and working of agricultural labour

CO4:-Identify the requirement, process of recruitment and functions of factory inspectorate and safety officer .

**MBA 4100/MBA4707: SUPPLY CHAIN MANAGEMENT****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss the important role, decision making, and drivers of supply chain management in modern business context.

CO2:-Identify and assess the need & choices of distribution channels, forecasting models, and reverse logistics.

CO3:-Evaluate and apply the tools of supply and demand management, level of product availability and planning for outsourcing in supply chain.

CO4:-Describe the applications of the fundamentals, issues, and remedial measures in retail SCM.

**MBA 4705 / 4709 / MBA4710(For Core Subject): LOGISTICS MANAGEMENT****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Explain the basic fundamentals of logistics management.

CO2:-Identify and design distribution network by adopting various modes of distribution.

CO3:-Use the principles of warehousing and transportation to achieve operational effectiveness.

CO4:-Develop and adopt various modern concepts in logistics outsourcing and inventory management.

**MB\_\_\_\_\_ : INNOVATION MANAGEMENT AND SUSTAINABILITY****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss and assess the importance of innovation in business practices.

CO2:-Identify the major factors for success of innovation as well as bottlenecks in adopting innovative culture.

CO3:-Evaluate the impact of innovation and sustainability on society, nation and its economy.

CO4:-Elaborate the factors, issues, and challenges in adopting sustainability practices in business scenario.

**MB\_\_\_\_\_ : TECHNOLOGY MANAGEMENT****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Discuss the basic fundamentals, importance, benefits, and issues in technology management.

CO2:-Explain the concepts in technology development, acquisition, and innovation.

CO3:-Emphasize the benefits of technology absorption and diffusion.

CO4:-Plan the process of technology transfer and protection.

**MB\_\_\_\_\_ : ENTERPRISE RESOURCE PLANNING****COURSE OUTCOMES:-At the end of this course, the students will be able to:**

CO1:-Comprehend the basic concepts of ERP systems for manufacturing & service companies, and the differences among MRP, MRP II, and ERP systems.

CO2:-Apply the principles of ERP systems, their major components, and the relationships among these components.

CO3:-Map various business processes using ERP modules and techniques.

CO4:-Identify and suggest the advantages and limitations of implementing ERP systems.