

<b>Department of Master of Business Administration</b>			
<b>Course Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>	
		<b>At the completion of the course, students will be able to:</b>	
18MBAI 01	Managerial Economics	CO 1	Know the role of managerial economics in business decision making.
		CO 2	Know the importance of elasticity measures in the business decision-making process.
		CO 3	Acquaint himself with the empirical estimation of cost function and the concepts of economies of scale and scope.
		CO 4	Know about price and output determination in different types of market conditions.
		CO 5	Know about the fiscal policy, monetary policy and industrial finance
		CO 6	Knows fundamentals, reasons of inflation and the measure to tackle the same
18MBAI 02	Marketing Management	CO 1	Understand the marketing evolution and its concepts regarding the dynamic nature of marketing management.
		CO 2	Apply the theories and practices of marketing in a systematic framework of marketing & implementations and highlight the need for different marketing approaches for services, goods and household, consumers, and organizational buyers.
		CO 3	Understand the individual and corporate buying behaviour to introduce the concept of marketing mix as a framework for marketing decision-making.
		CO 4	Understand the pricing strategies and be able to frame the same.
		CO 5	Make strategies for promotions, understand the brand, and be able to create the same.
		CO 6	Understand the future of marketing and the dynamics of marketing.
18MBAI 03	Organizational Behaviour	CO 1	Understand the origin and fundamentals of organizational behaviour and the behaviour of individuals and groups inside organizations.
		CO 2	Familiar with the determinants that shapes individual behaviour in organizational settings that ultimately enhances the skills of the manager to understand, direct and control individuals, interpersonal, and group process to increase the effectiveness in the organizations.
		CO 3	Develop theoretical and practical insights and problem-solving capabilities in understanding different motivational theories and strategies used in variety of organizational settings.
		CO 4	Understand the function of group, team and leadership to organizational behaviour.
		CO 5	Understand the sustaining and developing culture along with the organizational change in the business organization.

		CO 6	Increase the insight of application of different theories of organizational behaviour through analysing Different case studies
18MBAI 04	Management Principles	CO 1	Understand various management concepts, contemporary management practices and its implication in the dynamic business environment.
		CO 2	Learn the different types of skill sets necessary to manage the diversified., multi ethnic workforce nationally and globally.
		CO 3	Know management principles and functions and its integration to management practices.
		CO 4	Learn, develop, and apply a systematic/structured approach to diagnose management problems and their solutions.
		CO 5	Learn the importance of change in organization and change management practices.
		CO 6	Develop the problem-solving skills, analytical skills, and decision-making skills in complex situations while confronting risk and uncertainty.
18MBAI 05	Decision Science	CO 1	Describe the central tendency and dispersion.
		CO 2	Classify regression and correlation.
		CO 3	Solve assignment problems.
		CO 4	Analyze linear programming problem.
		CO 5	Reframe transportation model.
		CO 6	Design Markov chain and simulation techniques.
18MBAI 06	Business Communicatio n	CO 1	Understand the effective business writing
		CO 2	Understand the effective business communications.
		CO 3	Understand the importance and ways for information collection.
		CO 4	Understand the development and delivery of effective presentations.
		CO 5	Understand effective interpersonal communication.
		CO 6	Differentiate motivation and enthusiasm How to get prepared for GD - Some Dos and Don'ts for GD.
18MBAI 07	Financial Accounting and Analysis	CO 1	Have deep understanding of financial accounting focusing on different practical purpose in general.
		CO 2	Familiar with different standards of accounting.
		CO 3	Know the double entry system and financial statements which are used in different organizations.

		CO 4	Know how to deal with corporate terms and annual reports of the company.
		CO 5	Provide the extensive idea about the evaluation of financial data utilizing various financial statement analysis techniques.
		CO 6	Assess managerial accounting decision-making techniques and evaluate managerial accounting performance techniques by practicing practical cases
18MBAI 08	Business Law	CO 1	Learn different types of business laws based on principles and regulations being established by the government and applicable to the people, which is enforced by judicial decisions.
		CO 2	Acquire a sound understanding of the legal aspects of law affecting business and have a basic knowledge of the laws relating to Contract, Performance and Discharge of Contract and Remedies for Breach of Contract
		CO 3	Learn the fundamental principles of the Special Contracts and become aware about important legislations of Contract of Agency, Contract of Bailment and Pledge and Contract of Sale of Goods.
		CO 4	Understand the provisions under the Consumer Protection Act, Right of Consumers and will get familiar with the detailed procedure to file a consumer complaint, process of approaching a Consumer Forum, Redressal Mechanism and relief available to the consumers.
		CO 5	Enlist salient features and different classes of a company
		CO 6	Know how to wind-up a company and its modes.
18MBAI 09	Business Environment & Ethics	CO 1	Familiarize with the nature of business environment and its components.
		CO 2	Demonstrate and develop conceptual framework of business environment and generate interest in international business
		CO 3	Discuss the Environmental and social responsibility dimensions of business running.
		CO 4	Understand how to manage Natural Disasters (flood, earthquake, cyclone, and landslides) and Manmade disasters
		CO 5	Understand the definition of ethics and the importance and role of ethical behavior in the business world today.
		CO 6	Enlists contemporary social issues affecting business environment
18MBA2 01	Corporate Finance	CO 1	Know the concept, techniques and tools of Finance Management in an organization.
		CO 2	Analyse and improve the Financial Management practices of an organization.
		CO 3	Understand about the decisions taken by a Finance Manager.
		CO 4	Understand the concept of Working capital requirement.

		CO 5	Understand about inventory Management.
		CO 6	Understand about the credit policy.
18MBA2 02	Indian Financial Systems and Services	CO 1	Explain the components and functions of the Indian financial system.
		CO 2	Understand structure and types of banks in India.
		CO 3	Tell the different insurance products and their availability to individuals in India.
		CO 4	Elaborate features of the money market with players, instruments, and institutions in the Money market.
		CO 5	Elaborate functions of secondary market and instruments traded in secondary market.
		CO 6	Differentiate mutual fund investment vs stock market investment.
18MBA2 03	Human Resources Management	CO 1	Understand the concepts and practices of Human Resource Management as well as the importance of human resources in the growth and development of an Organization.
		CO 2	Learn about the techniques used for employee selection, and the importance of employee training and development in the career progression of the workforce.
		CO 3	Understand the objective and importance of employee performance assessment in the process of enhancing employee performance and its relation with developing and establishing an effective compensation management system to reward the employees
		CO 4	Know about how to maintain a healthy relationship among the workers, employers and the government in the industry.
		CO 5	Learn human resource management practices in multinational corporations carrying out business activities in globalized market and subsequently learn about the challenges of HR practices in dynamic business environments
		CO 6	Develop analytical, problem-solving and decision-making skills to solving complex problems in the area of human resource management
18MBA2 04	Business Research	CO 1	Understand about the Research Methodology in changing business scenario.
		CO 2	Understand about the research design concerning business decision making.
		CO 3	Understand about data analysis with the help of Parametric and Non-Parametric test.
		CO 4	Understand about ANOVA and its applications.
		CO 5	Understand about the Factor analysis and multiple regression analysis.

		CO 6	Write and present a research Report with the help of a case study.
18MBA2 05	Operations Management	CO 1	Understand the operations in manufacturing and service and also the job design of manufacturing and service processes.
		CO 2	Understand and critically analyse about the factory location, layout and capacity planning using different techniques.
		CO 3	Understand project management using network diagrams like CPM and PERT in order to find out the critical path and solving the numerical problems for the same
		CO 4	Equip himself with the concepts of supply chain management
		CO 5	Solve different problems in operations management using statistical quality control and different types of control charts
		CO 6	Solve the real-world cases regarding effective implementation of ISO 9000 and 14000 standards in corporate and industries.
18MBA2 06	International Business	CO 1	Differentiate domestic business vs international business.
		CO 2	Enlist ethical issues in carrying the international business.
		CO 3	Understand prospects and challenges of international trade.
		CO 4	Understand basics of international trade and investment with classical and modern theories of international trade.
		CO 5	Understand globalization of markets and concerned marketing strategies.
		CO 6	Analyse economic and political risks for taking investment decisions at international level.
18MBA2 07	Fundamentals of IT & ERP	CO 1	Identify the important business functions provided by typical business software such as enterprise resource planning.
		CO 2	Describe basic concepts of ERP systems for manufacturing or service companies.
		CO 3	Analyse the technical aspect of telecommunication systems, the internet, and their roles in a business environment.
		CO 4	Enlist scope, characteristics, functions, and classifications of Management Information Systems (MIS).
		CO 5	Find the relationship between Decision support systems and IT.
		CO 6	Relate ERP and IT.
18MBA2 08	Corporate Strategy	CO 1	Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
		CO 2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

		CO 3	Analyse competitive changes during evolution of industrial processes and hence industry.
		CO 4	Analyse and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.
		CO 5	Understand concept of merger and acquisition in corporate.
		CO 6	Understand the techniques of strategic evaluation and control
18MBA2 09	Entrepreneurship Development	CO 1	Understand the concept of entrepreneurship and intrapreneurship, its types, nature and importance, traits and skills, entrepreneurial motivation and achievement, entrepreneurial personality
		CO 2	Understand entrepreneurship as a career and provide knowledge on entrepreneurial environment.
		CO 3	Know the skills required to be an entrepreneur and to give information on related issues.
		CO 4	Encourage himself to take entrepreneurship as a profession.
		CO 5	Setting up a small enterprise considering various issues relating to location, environmental factors, associated policies and regulations.
		CO 6	Understand the roles of business incubation and encourage himself to participate in business incubation.
18MBA3 01A	Consumer Behaviour	CO 1	Enlist different approaches to consumer behaviours and their influences on customer choice and the process of human decision-making in a marketing context.
		CO 2	Critically analyse different theories of consumer behaviours, target market and determine the positioning strategy based on consumer characteristics.
		CO 3	Identify and analyse individual and social determinants that influences consumer behaviour and to examine the consumer decision making process.
		CO 4	Understand the influence and Impact of cultural and family factors in purchasing decisions, and to know about the cross-cultural dynamics of consumer behaviour.
		CO 5	Get an insight on different models of consumer behaviour and its implications in decision making.
		CO 6	Elaborate consumer decision journey and stages in it.
18MBA3 02A	Sales & Distribution Management	CO 1	Develop understanding of the sales processes and the roles and responsibilities of sales manager.
		CO 2	Familiarize with the concepts, approaches and practical aspects of the key decision-making variables in sales force and distribution
		CO 3	Knows how to design the customer-oriented marketing channels.
		CO 4	Describe and formulate own sales channel vs intermediary.

		CO 5	Illustrate the fundamentals of distribution management and channels.
		CO 6	Differentiate the vertical marketing system vs horizontal marketing system.
18MBA3 03A	Digital Marketing	CO 1	To remember the various spectrums of digital marketing and assess the impact of digital technology on the practice of marketing.
		CO 2	Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy.
		CO 3	Apply analytics for effective digital marketing and to execute a comprehensive digital marketing strategy and plan.
		CO 4	Analyse the use of different forms of digital marketing in the development of an online presence and select appropriate segmentation, precise targeting and positioning,
		CO 5	Evaluate digital marketing efforts and calculate ROI.
		CO 6	Create cross-cultural and ethical issues in globalized digital markets context.
18MBA3 04A	Service Marketing	CO 1	Explain the unique challenges of services marketing, including the elements of product, price etc.
		CO 2	Enlist characteristics of services in comparison to goods.
		CO 3	Understand the emergence of the service economy and challenges in service marketing.
		CO 4	Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers.
		CO 5	Knows and understand the relationship value of customers.
		CO 6	Understand challenges and strategies behind the development of relationship.
18MBA3 01B	Security Analysis & Portfolio Management	CO 1	Provide a broad overview of investment management, focusing on the application of finance theory to the issue faced by portfolio managers and investors in general.
		CO 2	Familiar with different investment models which enables him to become a good investment analyst.
		CO 3	Provide the knowledge of stock market investment, and fixed income investment in various markets in the case of individual securities and issues related to portfolio optimization and performance evaluation
		CO 4	Provide efficient frontiers with risk-free lending and borrowing.
		CO 5	Provide extensive ideas about the portfolio management tools that are applicable when managing portfolios with any of the asset classes.
		CO 6	Technically analyse the portfolio management strategies.

18MBA3 02B	Financial Derivatives	CO 1	Elaborate about the fundamental aspects of derivative concept.
		CO 2	Know about the necessary skills to value and to employ options, futures, and related financial contracts.
		CO 3	Understand the basic operational mechanisms of derivatives.
		CO 4	Aware about the valuation of futures contracts on stock indices.
		CO 5	Familiar about the currency future markets.
		CO 6	Provide knowledge of Options Market and Swap and its types.
18MBA3 03B	Advanced Management Accounting	CO 1	Understand the role and functions of cost and management accounting in achieving the objectives of industry.
		CO 2	Understand the basic concepts and processes used to determine product costs.
		CO 3	Analyse and evaluate the information for cost ascertainment, planning, control and decision-making,
		CO 4	Interpret cost accounting statements and go for appropriate analysis.
		CO 5	Collect, analyse, and communicate quantitative and non-quantitative information to assist management in making more effective planning and control decisions.
		CO 6	Understand financial measures of performance: Investments and EVA.
18MBA3 04B	Project Appraisal and Financing	CO 1	Learn about the characteristics of a project, attributes required for a successful project manager and preparation of detailed feasibility study report.
		CO 2	Get acquainted with the different types of project appraisals and critically examine each of them.
		CO 3	Learn about estimating the project cost, project financing and risks involved in the project.
		CO 4	Have a detailed understanding about the approaches to various infrastructure projects.
		CO 5	Get well versed about methods of monitoring, controlling and termination of project.
		CO 6	Learn about the practical aspects of Government and social projects by analysing various cases.
18MBA3 01C	Manpower Planning	CO 1	Analyse the key components of manpower planning including demand and supply forecasting techniques, as well as assess the effectiveness of different HR planning linkages with other HR functions.
		CO 2	Demonstrate the ability to apply job analysis and description techniques within the context of HR planning, synthesize guidelines for effective manpower planning, and respond to recent trends in Human Resources Planning (HRP)



		CO 3	Apply knowledge from various manpower planning techniques including behavioural event interviewing, standard interviews, and competency mapping to construct detailed manpower plans.
		CO 4	Demonstrate the ability to analyse and interpret the use of statistical and mathematical models such as cohort analysis, census analysis, and Markov models in manpower planning.
		CO 5	Evaluate various strategies, methods, and tools used in strategic manpower planning (SMP), synthesizing this knowledge to develop comprehensive HRP strategies.
		CO 6	Demonstrate the ability to apply a business process approach to human resources planning, analysing how this approach integrates with strategic manpower planning.
18MBA3 02C	Employee Relations	CO 1	Recall and recognize the foundational concepts of employee relations, including its definition, importance, and management tools.
		CO 2	Demonstrate comprehension of the core issues in employee relations management and the significance of the psychological contract in fostering positive employer-employee relationships.
		CO 3	Apply knowledge of different approaches to industrial relations (unitary, pluralistic, radical) to analyse real-world scenarios and assess their implications on organizational dynamics.
		CO 4	Critically analyse the structures and functions of trade unions, along with the processes and outcomes of collective bargaining, to evaluate their role in resolving disputes and maintaining industrial harmony.
		CO 5	Evaluate the roles and functions of tripartite bodies such as the International Labour Organization (ILO) in setting global labour standards and promoting social dialogue.
		CO 6	Create strategies to strengthen tripartite social dialogue and enhance workers' participation in management, considering the challenges and opportunities presented by globalization and technological advancements.
18MBA3 03C	Compensation and Benefit Management	CO 1	Analyse the conceptual and theoretical aspects of compensation and can evaluate different methods of payment
		CO 2	Demonstrate the ability to apply various theories of wages and synthesize these theories to develop comprehensive compensation strategies that align with organizational goals and effectively address employee needs and market dynamics.
		CO 3	Evaluate the principles of wage and salary administration and synthesize this knowledge to understand the complexities of wage determination and wage differentials, while also analysing the socio-economic objectives and criteria involved in wage fixation.
		CO 4	Effectively design and implement executive compensation strategies that attract and retain top talent while promoting organizational success.
		CO 5	Analyse the components of wage and benefits structures, including statutory benefits, and evaluate the planning, design, and administration of employee benefits programs, assessing their effectiveness in meeting organizational objectives and addressing employee needs.

		CO 6	Contribute to the creation of competitive compensation and benefits packages that enhance employee satisfaction, retention, and organizational performance.
18MBA3 04C	Performance Management System	CO 1	Analyse the conceptual approach to performance management and can evaluate the benefits of performance management and assess various strategies
		CO 2	Demonstrate the ability to apply performance appraisal methods and approaches. Can synthesize this knowledge to develop effective performance appraisal systems that accurately assess employee performance and potential.
		CO 3	analyse criteria for performance measures and the classification of measures. Can critically evaluate different measures and assess their effectiveness in evaluating performance.
		CO 4	Apply reward systems linked to performance management and will synthesize this knowledge to establish effective linkages between performance management, reward and compensation systems
		CO 5	analyse the practical application of performance management in both manufacturing and service sectors, understanding the unique challenges and considerations in each context.
		CO 6	Demonstrate the ability to apply performance management strategies to improve organizational performance and will synthesize this knowledge to develop comprehensive approaches for analyzing performance issues and implementing performance improvement initiatives.
18MBA3 05	Internship	CO 1	Understand through intensive experience the theories of management at workplaces and their associated values, routines and cultures.
		CO 2	Apply business concepts and theories to real-world decision-making.
		CO 3	Develop and refine professional capacity and improve business skills.
		CO 4	Develop awareness and understanding about the specific roles and responsibilities in the specializations and to effectively participate in them.
		CO 5	Develop rewarding relationships with industrial role models and potential mentors who can provide guidance, feedback, and support to enhance project management abilities.
		CO 6	Demonstrate an understanding of professional practices.
18MBA4 01A	Retail Management	CO 1	Analyze the emergence of organized retail in India, focusing on its role, relevance, and current trends.
		CO 2	Understand retail organization structures, types of retailers, retail formats, consumer behavior, marketing strategies, and the role of technology in the retail industry.
		CO 3	Evaluate retail location decisions, merchandise planning strategies, and assortment management techniques, assessing their impact on retail performance.
		CO 4	Apply principles of store management, including layout design, space optimization, and visual merchandising strategies

		CO 5	Analyze the retail communication mix and the process of selecting an appropriate promotion mix
		CO 6	Apply principles of retail pricing, including price setting and pricing strategies and will also explore branding strategies in retail
18MBA4 02A	Product & Branding Management	CO 1	Understand the relevance of product management in India's evolving market
		CO 2	Apply product management principles to market FMCG/FMCD products, making decisions on product mix, market strategies, and new product development
		CO 3	Learn about brand fundamentals like naming, association, image, and relationships, understanding their role in shaping consumer perceptions.
		CO 4	Delve into brand identity, loyalty, personality, life cycle, and positioning
		CO 5	Learn the stages of brand building, delve into brand strategy and architecture
		CO 6	Explore brand equity and valuation, examine branding ethics, delve into social media branding
18MBA4 03A	B2B Marketing	CO 1	Grasp the significance of business marketing
		CO 2	Analyze the business market and its environment and navigate complex B2B marketing scenarios
		CO 3	Explore segmentation criteria for targeting the right market segments effectively.
		CO 4	Equipped with the skills needed to excel in complex B2B marketing scenarios.
		CO 5	Grasp the importance and need for logistics management in business marketing.
		CO 6	Learn to to effectively manage and optimize business marketing operations.
18MBA4 01B	Business Taxation	CO 1	Learn the basics of taxation
		CO 2	Delve into the specifics of various heads of income and the applicable exemptions, equipping them to accurately apply tax laws and regulations.
		CO 3	Gain proficiency in computing income from various sources
		CO 4	Learn to compute income from business and professional activities, along with mastering the application of various tax exemptions
		CO 5	Learn the principles of indirect taxation, focusing on the framework and mechanics of the GST
		CO 6	Learn the detailed procedures for computing VAT
18MBA4 02B	Behavioural Finance	CO 1	Explore the nature, scope, and significance of behavioural finance, including foundational theories

		CO 2	analyse complex phenomena like the Allais Paradox and other behavioural finance building blocks
		CO 3	Gain an understanding of how investors make decisions and the psychological biases that influence these choices.
		CO 4	Examine the impact of rationality and irrationality in investment decisions, examine Ellsberg's paradoxes, and understand the role of investor sentiment in the creation of market bubbles.
		CO 5	Investigate the influence of heuristics and biases on financial decision-making
		CO 6	analyse market influences and introduce concepts of behavioural impacts on corporate finance decisions.
18MBA4 03B	Mergers and Corporate Restructuring	CO 1	Learn a strategic decision-making framework, understanding its application in aligning financial policies with strategic management objectives.
		CO 2	Explore the interface between financial policies and strategic management, emphasizing the importance of balancing financial goals
		CO 3	Grasp the meaning, categories, and purposes of mergers and acquisitions
		CO 4	Explore the motivations, forms, and defences of corporate takeovers
		CO 5	Learn the options like debt reorganization, asset sales, and downsizing
		CO 6	Learn about financial reconstruction methods and other strategic approaches to adapt to changing business environments
18MBA4 01C	Team Dynamics at work	CO 1	analyse the fundamental aspects of a team and critically evaluate the distinction between groups and teams, understanding the essential elements that contribute to team success.
		CO 2	Apply team building strategies and communication skills to foster effective teamwork.
		CO 3	analyse and evaluate key issues that arise within teams
		CO 4	Demonstrate the ability to apply strategies for managing conflict, navigating power dynamics, facilitating decision-making, addressing leadership challenges, fostering problem-solving skills, and leveraging diversity within teams.
		CO 5	analyse the interplay between team dynamics and the broader organizational context, including the influence of organizational culture on team behaviours and performance.
		CO 6	Assess methods for evaluating and rewarding team performance within the organizational framework
18MBA4 02C	Strategic HRM	CO 1	analyse the differences between traditional and strategic approaches to human resources (HR) and evaluate the investment perspective of human resources

		CO 2	Apply strategic HRM practices in planning and implementing HR policies aligned with corporate strategy, core competencies, and competitive advantage.
		CO 3	Analyse alternative HR systems including universalistic, contingency, configuration, congruence, and integrated approaches.
		CO 4	Demonstrate the ability to formulate HR strategies that align with organizational goals and objectives.
		CO 5	Analyse and evaluate the management of global human resources
		CO 6	Demonstrate the ability to apply high-performance work practices within the framework of global HR management and will explore methods for promoting sustainable competitive advantage
18MBA4 03C	Industrial Legislations	CO 1	Analyze the historical background and objectives of Indian labour laws
		CO 2	Apply mediation, conciliation, and investigation processes to resolve conflicts between employers and employees, while synthesizing statutory regulations
		CO 3	Analyze the legal frameworks established by wage acts focusing on their objectives and provisions aimed at protecting workers' right, and ensuring fair compensation.
		CO 4	Apply compliance measures outlined in the provisions of provident fund contributions, employee insurance, and bonus payments. Evaluate the impact of these measures on workplace dynamics and employee welfare.
		CO 5	Analyze the legal frameworks established focusing on their objectives and provisions, aimed at regulating industrial relations, employment conditions, and dispute resolution.
		CO 6	Understand the implication of the Trade Union Act for employers, employees, and trade unions regarding employment terms, and collective bargaining rights.
18MBA4 04	Seminar Presentation	CO 1	Represent the technical concepts and understanding of the Management specialization.
		CO 2	Demonstrate effective communication.
		CO 3	Demonstrate the presentation ability in front of a group of experts.
		CO 4	Apply modern software and/or application tools for representing the report.
		CO 5	Analyze the modern and contemporary trends in the management specialization field.
		CO 6	Show professional ethics on a stage.