

Course Outcomes of Department of MBA

Course Name	Management & Organizational Behaviour
Course Code	18MBA11
CO1	The student will understand the application of Economic Principles in Management decision making.
CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
CO3	The Student will be able to understand, assess and forecast Demand.
CO4	The student will apply the concepts of production and cost for optimization of production.
CO5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
CO6	The student will be able to identify, assess profits and apply BEP for decision making.
Course Name	Managerial Economics
Course Code	18MBA12
CO1	The student will understand the application of Economic Principles in Management decision making.
CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
CO3	The Student will be able to understand, assess and forecast Demand.
CO4	The student will apply the concepts of production and cost for optimization of production.
CO5	The student will design Competitive strategies like pricing, product
CO6	The student will be able to identify, assess profits and apply BEP for decision making.
Course Name	ACCOUNTING FOR MANAGERS
Course Code	18MBA13
CO1	Demonstrate theoretical knowledge and its application in real time accounting
CO2	Demonstrate knowledge regarding accounting principles and its application
CO3	Capable of preparing financial statement of sole trading concerns and companies.
CO4	Independently undertake financial statement analysis and take decisions
CO5	Comprehend emerging trends in accounting and taxation
Course Name	BUSINESS STATISTICS & ANALYTICS
Course Code	18MBA14
CO1	Facilitate objective solutions in business decision making under subjective conditions
CO2	Demonstrate different statistical techniques in business/real-life situations
CO3	Understand the importance of probability in decision making
CO4	Understand the need and application of analytics
CO5	Understand and apply various data analysis functions for business problems.
Course Name	MARKETING MANAGEMENT
Course Code	18MBA15
CO1	Develop an ability to assess the impact of the environment on marketing function
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying

CO3	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place
CO4	Build marketing strategies based on product, price, place and promotion objectives
CO5	Synthesize ideas into a viable marketing plan
Course Name	MANAGERIAL COMMUNICATION
Course Code	18MBA16
CO1	The students will be aware of their communication skills and know their potential to become successful managers
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively
CO3	The students will be introduced to the managerial communication practices in business those are in vogue
CO4	Students will get trained in the art of business communication with emphasis on analysing business situations
CO5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment
Course Name	HUMAN RESOURCE MANAGEMENT
Course Code	18MBA21
CO1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees
CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure
CO3	Identify the various training methods and design a training program
CO4	Understand the concept of performance appraisal process in an organization
CO5	List out the regulations governing employee benefit practices
Course Name	FINANCIAL MANAGEMENT
Course Code	18MBA22
CO1	Understand the basic financial concepts
CO2	Apply time value of money
CO3	Evaluate the investment decisions
CO4	Analyze the capital structure and dividend decisions
CO5	Estimate working capital requirements
Course Name	RESEARCH METHODOLOGY
Course Code	18MB23
CO1	Understand various research approaches, techniques and strategies in the appropriate in business
CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems
CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business
Course Name	LEGAL AND BUSINESS ENVIRONMENT
Course Code	18MB24
CO1	To student will have an understanding of the macro environment of Business and various macroeconomic concepts

CO2 The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time

CO3 The student will be exposed to various economic policies of the country and the state of economy

Course Name STRATEGIC MANAGEMENT

Course Code 18MB25

CO1 Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose

Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage

CO2 To give the students an insight on strategy at different levels of an organization to gain competitive advantage

CO3 To help students understand the strategic drive in multinational firms and their decisions in different markets

CO4 To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making

Course Name ENTREPRENEURSHIP DEVELOPMENT

Course Code 18MB26

CO1 Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business

CO2 As an entrepreneur learn to think creatively and understand the components in developing a Business plan

CO3 Become aware about various sources of funding and institutions supporting entrepreneurs

CO4 Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities

Course Name CONSUMER BEHAVIOR

Course Code 16MBAMM301

CO1 Explain the background and concepts vital for understanding Consumer Behaviour

CO2 Identify the role of variables that determines Consumer Behaviour in Social & cultural domain

CO3 Identifying the psychological and behavioral practices adopted by organizations to enhance the Consumer Behaviour

Course Name RETAIL MANAGEMENT

Course Code 16MBAMM302

CO1 Find out the contemporary retail management, issues, and strategies

CO2 Evaluate the recent trends in retailing and its impact in the success of modern business

CO3 Relate store management and visual merchandising practices for effective retailing

Course Name SERVICES MARKETING

Course Code 16MBAMM303

CO1 Develop an understanding about the various concepts and importance of Services Marketing

CO2 Enhance knowledge about emerging issues and trends in the service sector

CO3 Learn to implement service strategies to meet new challenges

Course Name PRINCIPLES AND PRACTICES OF BANKING

Course Code 16MBAFM301

CO1 Understand the banking system in India

CO2 Know the nature of banker – customer relationship

- CO3 Make use of Negotiable instruments practically
- CO4 Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS etc
- CO5 Understand the concept of international banking and management of asset and liability in bank

Course Name INVESTMENT BANKING AND FINANCIAL SERVICES

Course Code 16MBAFM302

- CO1 Understand the functioning of Investment banking
- CO2 Be aware of operation connected with depositories and custodians
- CO3 Know how financial services like factoring, venture capital, leasing and hire purchase are provided in the financial system
- CO4 Understand the working of Housing finance and non-banking finance companies
- CO5 Identify the developments happening in micro finance, credit rating and securitization system

Course Name INVESTMENT MANAGEMENT

Course Code 16MBAFM303

- CO1 Understand the process of investments
- CO2 Get an insight into functioning of stock markets in India and abroad
- CO3 Have insight into the relationship of the risk and return
- CO4 Have familiarity of the fundamental and technical analysis
- CO5 Learn the Theories of Portfolio management and also the tools and techniques for efficient portfolio management

Course Name SALES MANAGEMENT

Course Code 16MBA MM401

- CO1 Know the distinction between the skills required for selling and sales management
- CO2 Develop a plan for organizing, staffing and training the sales force
- CO3 Organize sales territories to maximize selling effectiveness
- CO4 Evaluate sales management strategies

Course Name INTEGRATED MARKETING COMMUNICATIONS

Course Code 16MBA MM402

- CO1 Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics
- CO2 Ability to create an integrated marketing communications plan which includes promotional strategies
- CO3 Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies

Course Name E-MARKETING

Course Code 16MBA MM403

- CO1 Recognize appropriate e-marketing objectives
- CO2 Appreciate the e-commerce framework and technology
- CO3 Illustrate the use of search engine marketing, online advertising and marketing strategies

Course Name MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING

Course Code 16MBA FM401

- CO1 Understand corporate merger and acquisition activity

- CO2 Analyze the mergers & acquisition deals that have taken place in the recent past
- CO3 Understand synergies of mergers & acquisition deals
- CO4 Compute the valuation associated with M&A
- CO5 Understand the human and cultural aspects of M&A

Course Name RISK MANAGEMENT AND INSURANCE

Course Code 16MBA FM402

- CO1 Understand the process of identifying the risk
- CO2 Recognize the complexities involved in risk identification and measurement
- CO3 Be acquainted with the function of Insurance in risk management
- CO4 Be aware of various types of insurance contracts
- CO5 Understand working of insurance companies

Course Name TAX MANAGEMENT

Course Code 16MBA FM403

- CO1 Understand the process of computing residential status
- CO2 Realize the complexities involved in tax liability of Individuals
- CO3 Know the corporate tax system
- CO4 Be aware of deductions and exemptions of taxes
- CO5 Understand working of GST system in the country

Course Name CONSUMER BEHAVIOR

Course Code 18MBAMM301

- CO1 Explain the background and concepts vital for understanding Consumer Behaviour
- CO2 Identify the role of variables that determines Consumer Behaviour in Social & cultural domain
- CO3 Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour

Course Name RETAIL MANAGEMENT

Course Code 18MBAMM302

- CO1 Find out the contemporary retail management, issues, and strategies.
- CO2 Evaluate the recent trends in retailing and its impact in the success of modern business
- CO3 Relate store management and visual merchandising practices for effective retailing

Course Name SERVICES MARKETING

Course Code 18MBAMM303

- CO1 Develop an understanding about the various concepts and importance of Services Marketing
- CO2 Enhance knowledge about emerging issues and trends in the service sector
- CO3 Learn to implement service strategies to meet new challenges

Course Name BANKING & FINANCIAL SERVICES

Course Code 18MBAFM301

- CO1 The Student will be acquainted to various Banking and Non-Banking financial services in India
- CO2 The Student will understand the activities of Merchant Banking and credit rating

CO3 The Student will be equipped to understand micro financing and other financial services in India

CO4 The Student will understand how to evaluate and compare leasing & hire purchase

Course Name INVESTMENT MANAGEMENT

Course Code 18MBAFM302

CO1 The student will understand the capital market and various Instruments for Investment

CO2 The learner will be able to assess the risk and return associated with investments and methods to value securities

CO3 The student will be able to analyse the Economy, Industry and Company framework for Investment Management

CO4 The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management

Course Name DIRECT TAXATION

Course Code 18MBAFM303

CO1 Understand the basics of taxation and process of computing residential status

CO2 Calculate taxable income under different heads

CO3 Understand deductions and calculation of tax liability of Individuals

CO4 Know the corporate tax system

Course Name SALES MANAGEMENT

Course Code 18MBAMM401

CO1 Understand the apply the selling techniques in an organisation

CO2 Develop a plan for organising, staffing & training sales force

CO3 Organise sales territories to maximize selling effectiveness

CO4 Evaluate sales management strategies

Course Name INTEGRATED MARKETING COMMUNICATION

Course Code 18MBAMM402

CO1 Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics

CO2 Ability to create an integrated marketing communications plan which includes promotional strategies

CO3 Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies

CO4 Prepare advertising copy and design other basic IMC tools

Course Name DIGITAL & SOCIAL MEDIA MARKETING

Course Code 18MBAMM403

CO1 Recognize appropriate e-marketing objectives

CO2 Appreciate the e-commerce framework and technology

CO3 Illustrate the use of search engine marketing, online advertising and marketing strategies

CO4 Use social media & create templates

CO5 Develop social media strategy's to solve business problems

Course Name MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING

Course Code 18MBAFM401

- CO1 Understand M&A with its different classifications, strategies, theories, synergy etc
- CO2 Conduct financial evaluation of M&A
- CO3 Analyse the results after evaluation
- CO4 Critically evaluate different types of M&A, takeover and antitakeover strategies

Course Name RISK MANAGEMENT AND INSURANCE

Course Code 18MBAFM402

- CO1 Understand various types of risks
- CO2 Assess the process of identifying and measuring the risk
- CO3 Acquaint with the functioning of life Insurance in risk management
- CO4 Understand general insurance contract

Course Name RISK MANAGEMENT AND INSURANCE

Course Code 18MBAFM403

- CO1 Have clarity about GST system in India
- CO2 Understanding of levy and collection of GST in India
- CO3 Have an overview of customs duty in India
- CO4 Understanding of valuation for customs duty