



SHREE DEVI INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University & Recognized by AICTE)

AIRPORT ROAD, KENJAR, MANGALORE – 574 142

Phone: 0824 – 2254104 Website: www.sdc.ac.in, E-mail : sdit_kenjar@rediffmail.com

COURSE OUTCOMES OF DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

(2016 SCHEME)

1ST SEMESTER

Course Name	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR
Course Code	16MBA11
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Comprehend & correlate all the management activities which are happening around them with fundamental concepts and principles of management.
CO2	Get an overview of management, theory of management and practical applications of the same.
CO3	Effectively use their individual skill to work in groups to achieve organizational goals and ability to lead groups/teams.
CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.

Course Name	ECONOMICS FOR MANAGERS
Course Code	16MBA12
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Equipped with the skill to apply the theory of demand, theory of production and cost in decision making
CO2	Differentiate between various markets structure, functioning and pricing decisions
CO3	Acquire the knowledge of Indian Industrial Policies, its impact on industrial development so as to develop proper strategy in day to day management


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Course Name	ACCOUNTING FOR MANAGERS
Course Code	16MBA13
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Acquire the knowledge about the concepts and fundamental principles of accounting.
CO2	Demonstrate theoretical knowledge and its application in real time accounting
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	QUANTITATIVE METHODS
Course Code	16MBA14
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Understand and applying descriptive statistical tools in business situations.
CO2	Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario.
CO3	Develop the skills of decision making using Decision Theory.
CO4	Develop mathematical models using Linear Programming technique.
CO5	Illustrate the use of network techniques for successful project implementation

Course Name	MARKETING MANAGEMENT	
Course Code	16MBA15	
Course Outcomes (Cos):	At the end of the course the student will be able to	
CO1	Acquire knowledge regarding basic concepts and functions of Marketing Management.	
CO2	Apply various marketing concepts to solve day-to-day corporate problems.	
CO3	Learn various strategies which enable decision making process.	
CO4	Study ever-changing environment and use of appropriate models and techniques of Marketing.	
CO5	Synthesize ideas into a viable marketing plan.	

Course Name	MANAGERIAL COMMUNICATION	
Course Code	16MBA16	
Course Outcomes (Cos):	At the end of the course the student will be able to	
CO1	Describe and develop written and oral communication.	
CO2	Independently prepare business letters and reports.	
CO3	Exhibit, develop and apply negotiation strategies.	
CO4	Gain exposure to media management and demonstrate the skill in analyzing business situation.	

SEMESTER II

Course Name	HUMAN RESOURCE MANAGEMENT
Course Code	16MBA21
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Synthesize information regarding the effectiveness of recruiting methods & selection procedures
CO2	Identify the various training methods and design a training program
CO3	Design a job description and job specification for various levels of employees
CO4	List out the regulations governing employee benefit practices.

Course Name	FINANCIAL MANAGEMENT
Course Code	16MBA22
Course Outcomes (Cos):	At the end of the course the student will be able to
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 METHODS
Course Code	16MBA23
Course Outcomes (Cos):	At the end of the course the student will be able to
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	BUSINESS LAW AND POLICY
Course Code	16MBA24
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Demonstrate awareness towards legal and regulatory context of business
CO2	Recognize and appropriately respond to ethical, legal and strategic concerns relating to human resource and organizational management.
CO3	Gain insights into various acts and understand the significance of corporate governance

Course Name	STRATEGICMANAGEMENT
Course Code	16MBA25
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Formulate a strategic plan that operationalizes the goals and objectives of the firm.
CO2	Use management concepts to analyze complex business situations
CO3	Associate with various Strategic Management models for Business situations
CO4	Ability to evaluate and critique theories and models in corporate environment.

Course Name	ENTREPRENEURSHIP DEVELOPMENT
Course Code	16MBA26
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Display keen interest and orientation towards entrepreneurship
CO2	Develop a business plan
CO3	Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors
CO4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities

SEMESTER III

MARKETING SPECIALISATION

Course Name	MARKETING SPECIALISATION
Course Code	16MBA MM301
Course Outcomes (Cos):	At the end of the course the student will be able to
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	16MBA MM302
Course Outcomes (Cos):	At the end of the course the student will be able to
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	16MBA MM303
Course Outcomes (Cos):	At the end of the course the student will be able to
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



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Finance Specialisation

Course Name	PRINCIPLES AND PRACTICES OF BANKING
Course Code	16MBA FM301
Course Outcomes (Cos):	At the end of the course the student will be able to
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 banks



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Course Name	INVESTMENT BANKING AND FINANCIAL SERVICES
Course Code	16MBA FM302
Course Outcomes (Cos):	At the end of the course the student will be able to
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	16MBA FM303
Course Outcomes (Cos):	At the end of the course the student will be able to
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.

Human Resource Management Specialisation

Course Name	INDUSTRIAL RELATIONS AND LEGISLATIONS	
Course Code	16MBA HR301	
Course Outcomes (Cos):	At the end of the course the student will be able to	
CO1	Gain the insights of IR practices in the industry.	
CO2	Develop the knowledge related to employee-management relations.	
CO3	Implementation of various industrial acts	


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Course Name	RECRUITMENT & SELECTION	
Course Code	16MBA HR302	
Course Outcomes (Cos):	At the end of the course the student will be able to	
CO1	Learn the various recruitment policies and procedures	
CO2	Equip with conceptual framework of selection procedures.	
CO3	Gain insights of the latest concepts and techniques used in recruitment and selection.	

Course Name	COMPENSATION AND BENEFITS	
Course Code	16MBA HR303	
Course Outcomes (Cos):	At the end of the course the student will be able to	
CO1	Gain insights of various conceptual aspects of Compensation and Benefits.	
CO2	Determine the performance based compensation system for business excellence.	
CO3	Understand the Legal & Administrative Issues in Compensation Global Compensation	

SEMESTER IV

MARKETING SPECIALISATION

Course Name	SALES MANAGEMENT
Course Code	16MBA MM401
Course Outcomes (Cos):	At the end of the course the student will be able to
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
Course Outcomes (Cos):	At the end of the course the student will be able to
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
Course Outcomes (Cos):	At the end of the course the student will be able to
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.

Finance Specialisation

Course Name	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING
Course Code	16 MBA FM401
Course Outcomes (Cos):	At the end of the course the student will be able to
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's

Course Name	RISK MANAGEMENT AND INSURANCE
Course Code	16MBA FM402
Course Outcomes (Cos):	At the end of the course the student will be able to
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	16 MBA FM403
Course Outcomes (Cos):	At the end of the course the student will be able to
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

Human Resources Management

Course Name	PUBLIC RELATIONS
Course Code	16MBA HR401
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Gain the insights of Public relations principles and practices.
CO2	Learn the various theories of mass communication
CO3	Understand the various issues in crisis management

Course Name	WORKPLACE ETHICS AND VALUE SYSTEMS
Course Code	16MBA HR402
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Learn the principles and practices of workplace ethics.
CO2	Understand the concepts of corporate governance and ethics.
CO3	Gain insights of Discrimination and Harassment at Workplace

Course Name	INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course Code	16MBA HR403
Course Outcomes (Cos):	At the end of the course the student will be able to
CO1	Apply the concepts and knowledge about the range of Human Resource functions.
CO2	Deploy the expatriate employees and expatriate failures on international assignments.
CO3	Evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational organizations