



**Course Outcomes of Department of Master of Business
Administration
(2018 SCHEME)
1ST SEMESTER**

Course Name	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR
Course Code	18MBA11
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
C02	Understand the overview of management, theory of management and practical applications of the same.
C03	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals
C04	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
C05	Understand and demonstrate their exposure on recent trends in management

Course Name	MANAGERIAL ECONOMICS
Course Code	18MBA12
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	The student will understand the application of Economic Principles in Management decision making.
C02	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry
C03	The Student will be able to understand, assess and forecast Demand
C04	The student will apply the concepts of production and cost for optimization of production.

Course Name	ACCOUNTING FOR MANAGERS
Course Code	18MBA13
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Demonstrate theoretical knowledge and its application in real time accounting.
C02	Demonstrate knowledge regarding accounting principles and its application.
C03	Capable of preparing financial statement of sole trading concerns and companies
C04	Independently undertake financial statement analysis and take decisions
C05	Comprehend emerging trends in accounting and taxation.

Course Name	BUSINESS STATISTICS
Course Code	18MBA14
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Facilitate objective solutions in business decision making under subjective conditions.
C02	Demonstrate different statistical techniques in business/real-life situations
C03	Understand the importance of probability in decision making
C04	Understand the need and application of analytics
C05	Understand and apply various data analysis functions for business problems

Course Name	MARKETING MANAGEMENT
Course Code	18MBA15
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Develop an ability to assess the impact of the environment on marketing function.
C02	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying
C03	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place
C04	Build marketing strategies based on product, price, place and promotion objectives
C05	Synthesize ideas into a viable marketing plan.

Course Name	MANAGERIAL COMMUNICATION
Course Code	18MBA16
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	The students will be aware of their communication skills and know their potential to become successful managers.
C02	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively
C03	The students will be introduced to the managerial communication practices in business those are in vogue
C04	Students will get trained in the art of business communication with emphasis on analysing business situations
C05	Students will get exposure in drafting business proposals to meet the challenges of competitive environment

2nd SEMESTER

Course Name	HUMAN RESOURCE MANAGEMENT
Course Code	18MBA21
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
C02	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure
C03	Identify the various training methods and design a training program.
C04	Understand the concept of performance appraisal process in an organization
C05	List out the regulations governing employee benefit practices.

Course Name	FINANCIAL MANAGEMENT
Course Code	18MBA22
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand the basic financial concepts.
C02	Apply time value of money.
C03	Evaluate the investment decisions.
C04	Analyze the capital structure and dividend decisions.
C05	Estimate working capital requirements.

Course Name	RESEARCH METHODOLOGY
Course Code	18MBA23
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand various research approaches, techniques and strategies in the appropriate in business.
C02	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
C03	Demonstrate knowledge and understanding of data analysis, interpretation and report writing
C04	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

Course Name	OPERATIONS RESEARCH
Course Code	18MBA24
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
C02	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company
C03	To give the students an insight on Winding up of the companies, Mode of winding up of the companies.

Course Name	STRATEGIC MANAGEMENT
Course Code	18MBA25
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
C02	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.
C03	To give the students an insight on strategy at different levels of an organization to gain competitive advantage
C04	To help students understand the strategic drive in multinational firms and their decisions in different markets.
C05	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

Course Name	ENTREPRENEURSHIP DEVELOPMENT
Course Code	18MBA26
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
C02	As an entrepreneur learn to think creatively and understand the components in developing a Business plan
C03	Become aware about various sources of funding and institutions supporting entrepreneurs
C04	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities

3rd SEMESTER

Course Name	CONSUMER BEHAVIOR
Course Code	18MBAMM301
Course Outcomes (Cos): At the end of the course the student will be able to	
C01	Explain the background and concepts vital for understanding Consumer Behaviour.
C02	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
C03	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

Course Name	RETAIL MANAGEMENT
Course Code	18MBAMM302
Course Outcomes (Cos): At the end of the course the student will be able to	
C01	Find out the contemporary retail management, issues, and strategies.
C02	Evaluate the recent trends in retailing and its impact in the success of modern business.
C03	Relate store management and visual merchandising practices for effective retailing.

Course Name	SERVICES MARKETING
Course Code	18MBAMM303
Course Outcomes (Cos): At the end of the course the student will be able to	
C01	Develop an understanding about the various concepts and importance of Services Marketing.
C02	Enhance knowledge about emerging issues and trends in the service sector
C03	Learn to implement service strategies to meet new challenges.

SEMESTER III (FINANCE SPECIALISATION)

Course Name	BANKING & FINANCIAL SERVICES
Course Code	18MBAFM301
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	. The Student will be acquainted to various Banking and Non-Banking financial services in India.
C02	The Student will understand the activities of Merchant Banking and credit rating.
C03	The Student will be equipped to understand micro financing and other financial services in India.
C04	The Student will understand how to evaluate and compare leasing & hire purchase

Course Name	INVESTMENT MANAGEMENT
Course Code	18MBAFM302
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	1. The student will understand the capital market and various Instruments for Investment.
C02	The learner will be able to assess the risk and return associated with investments and methods to value securities.
C03	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
C04	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
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	1. Understand the basics of taxation and process of computing residential status.
C02	Calculate taxable income under different heads
C03	Understand deductions and calculation of tax liability of Individuals.
C04	Know the corporate tax system.

SEMESTER III (HUMAN RESOURCES SPECIALISATION)

Course Name	RECRUITMENT AND SELECTION
Course Code	18MBAHR301
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain the insights of various principles and practices of recruitment and selection in an industry.
C02	Equip students with various selection procedure practiced in industry.
C03	Develop students with latest selection tools in the corporate sector
C04	Develop students with various testing of job recruitment and selection

Course Name	HR ANALYTICS
Course Code	18MBAHR302
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Have an understanding of How HR function adds value and demonstrates the value in business terms.
C02	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making
C03	Convert soft factors in a people management context into measurable variables across various domains.
C04	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization

Course Name	COMPENSATION & REWARD SYSTEM
Course Code	18MBAHR303
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
C02	Determine the performance based compensation system for business excellence and solve various cases
C03	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
C04	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

SEMESTER IV (MARKETING SPECIALISATION)

Course Name	SALES MANAGEMENT
Course Code	18MBAMM401
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand the apply the selling techniques in an organisation.
C02	Develop a plan for organising, staffing & training sales force.
C03	Organise sales territories to maximize selling effectiveness. 4. Evaluate sales management strategies.
C04	Evaluate sales management strategies

Course Name	INTEGRATED MARKETING COMMUNICATION
Course Code	18MBAMM402
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
C02	Ability to create an integrated marketing communications plan which includes promotional strategies
C03	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies
C04	Prepare advertising copy and design other basic IMC tools

Course Name	DIGITAL & SOCIAL MEDIA MARKETING
Course Code	18MBAMM403
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Recognize appropriate e-marketing objectives.
C02	Appreciate the e-commerce framework and technology.
C03	Illustrate the use of search engine marketing, online advertising and marketing strategies.
C04	Use social media & create templates
C05	Develop social media strategy's to solve business problems.

SEMESTER IV (FINANCE SPECIALISATION)

Course Name	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING
Course Code	18MBAFM401
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand M&A with its different classifications, strategies, theories, synergy etc.
C02	Conduct financial evaluation of M&A
C03	Analyse the results after evaluation
C04	Critically evaluate different types of M&A, takeover and antitakeover strategies.

Course Name	RISK MANAGEMENT AND INSURANCE
Course Code	18MBAFM402
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand various types of risks .
C02	Assess the process of identifying and measuring the risk.
C03	Acquaint with the functioning of life Insurance in risk management.
C04	Understand general insurance contract.

Course Name	INDIRECT TAXATION
Course Code	18MBAFM403
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Have clarity about GST system in India.
C02	Understanding of levy and collection of GST in India.
C03	Have an overview of customs duty in India
C04	Understanding of valuation for customs duty

SEMESTER IV HUMAN RESOURCES SPECIALISATION

Course Name	PUBLIC RELATIONS
Course Code	18MBAHR401
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	To demonstrate an understanding of the fundamentals tools of public relations practices.
C02	To describe the various emerging trends in the field of public relations.
C03	To analyze the importance of employee communication and organizational change.
C04	To evaluate the importance of community relations.

Course Name	PUBLICATIONS
Course Code	18MBAHR402
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	1. The student will understand the capital market and various Instruments for Investment.
C02	The learner will be able to assess the risk and return associated with investments and methods to value securities.
C03	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
C04	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

Course Name	INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course Code	18MBA HR403
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts , policies and practices.
C02	Apply concepts and knowledge in deployment, expatriate on international assignments.
C03	Evaluate the effects of different human resource and international industrial relations.
C04	Develop students to adopt international industrial relation strategies.