



# SHREE DEVI INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University & Recognized by AICTE)

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## Course Outcomes of Department of Master of Business Administration (2018 SCHEME)

### 1<sup>ST</sup> SEMESTER

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

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

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

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

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

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

## 2nd SEMESTER

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

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

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

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

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

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

## 3rd SEMESTER

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

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

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

### SEMESTER III (FINANCE SPECIALISATION)

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

<b>Course Name</b>	INVESTMENT MANAGEMENT
<b>Course Code</b>	18MBAFM302
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	1. The student will understand the capital market and various Instruments for Investment.
<b>C02</b>	The learner will be able to assess the risk and return associated with investments and methods to value securities.
<b>C03</b>	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
<b>C04</b>	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

<b>Course Name</b>	DIRECT TAXATION
<b>Course Code</b>	18MBAFM303
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	1. Understand the basics of taxation and process of computing residential status.
<b>C02</b>	Calculate taxable income under different heads
<b>C03</b>	Understand deductions and calculation of tax liability of Individuals.
<b>C04</b>	Know the corporate tax system.



### SEMESTER III (HUMAN RESOURCES SPECIALISATION)

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

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

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

## SEMESTER IV (MARKETING SPECIALISATION)

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

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

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



## SEMESTER IV (FINANCE SPECIALISATION)

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

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

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

## SEMESTER IV HUMAN RESOURCES SPECIALISATION

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

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

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