



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 (2020 SCHEME)

1ST SEMESTER

Course Name	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR
Course Code	20MBA11
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain practical experience in the field of Management and Organization Behaviour
C02	Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour.
C03	Apply managerial and behaviour knowledge in real world situations.
C04	Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality.
C05	Understand and demonstrate their exposure on recent trends in management.

Course Name	MANAGERIAL ECONOMICS
Course Code	20MBA12
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.
C05	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
C06	The student will be able to understand macroeconomic concepts

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SHREE DEVI INSTITUTE OF TECHNOLOGY
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Course Name	ACCOUNTING FOR MANAGERS
Course Code	20MBA13
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	Capable of preparing financial statement of companies.
C03	Independently undertake financial statement analysis and take decisions.
C04	Comprehend emerging trends in accounting and computerization of Accounting systems.

Course Name	BUSINESS STATISTICS
Course Code	20MBA14
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	20MBA15
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	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning
C04	Identifying marketing channels and the concept of product distribution.
C05	Identifying techniques of sales promotion, significance of marketing research.
C06	Synthesize ideas into a viable marketing plan for various modes of marketing

Course Name	MANAGERIAL COMMUNICATION
Course Code	20MBA16
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	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
C04	The students will be introduced to the managerial communication practices in business those are in vogue
C05	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

2nd SEMESTER

Course Name	HUMAN RESOURCE MANAGEMENT
Course Code	20MBA21
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain practical experience in the field of Human Resource Concepts, functions and theories.
C02	Acquire the conceptual insight of Human Resource and various functions of HR.
C03	Apply personnel, managerial and welfare aspects of HR.
C04	Develop a greater understanding about HR practices, analyse the trends in the field of HR.

Course Name	FINANCIAL MANAGEMENT
Course Code	20MBA22
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	Estimate working capital requirements
C05	Analyze the capital structure and dividend decisions

Course Name	RESEARCH METHODOLOGY
Course Code	20MBA23
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 using excel in particular

Course Name	OPERATIONS RESEARCH
Course Code	20MBA24
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
C02	Use appropriate quantitative techniques to get feasible and optimal solutions
C03	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
C04	Understand and apply the network diagram for project completion

Course Name	STRATEGIC MANAGEMENT
Course Code	20MBA25
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 AND LEGAL ASPECTS
Course Code	20MBA26
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.
C02	To know about the various business models and B-Plans across Business sectors.
C03	Able to understand the importance of marketing and different forms of businesses.
C04	Become aware about various sources of funding and institutions supporting entrepreneurs.
C05	Awareness about legal aspects and ways to protect the ideas.
C06	To understand the ways of starting a company and to know how to protect their ideas

3rd SEMESTER

Course Name	EMERGING EXPONENTIAL TECHNOLOGIES
Course Code	20MBA301
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Identify different emerging technologies
C02	Select appropriate technology and tools for a given task
C03	Identify necessary inputs for application of emerging technologies
C04	Understand the latest developments in the area of technology to support business

Course Name	Technology & Operational Strategy
Course Code	20MBA302
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Acquire the knowledge about the concepts of production and operation management 2. Demonstrate the basic concepts of process mapping
C02	Evaluate the importance of Lean Manufacturing
C03	Develop strategies of Total quality management
C04	Understand the roles of ISO standards and production system

Course Name	SERVICES MARKETING
Course Code	20MBAMM303
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.

Course Name	MARKETING RESEARCH & ANALYTICS
Course Code	20MBAMM304
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Comprehend the objectives of Market research & its application in solving marketing problems.
C02	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
C03	Generalize and interpret the data with the help of various measurement techniques
C04	To understand the emergence of new trends in research.

Course Name	INVESTMENT MANAGEMENT
Course Code	20MBAFM303
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	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	20MBAFM304
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	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.

Course Name	RECRUITMENT AND SELECTION
Course Code	20MBAHR303
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain the practical insight of various principles and practices of recruitment and selection.
C02	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
C03	Illustrate the application of recruitment and selection tools and techniques in various sectors.
C04	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.

Course Name	HUMAN RESOURCE ANALYTICS
Course Code	20MBAHR304
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions.
C02	Acquire conceptual knowledge of HRA frameworks, models and approaches
C03	Illustrate the application of datafication of HR, predictive analytics tools and techniques.
C04	Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.

4thSEMESTER

Course Name	B2BMARKETING MANAGEMENT
Course Code	20MBAMM401
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand significance of B2B marketing
C02	Ability to create an integrated marketing communications plan which includes promotional strategies.
C03	Effectively use marketing communication for customer acquisition
C04	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics

Course Name	LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Course Code	20MBAMM402
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Demonstrate knowledge of the functions of logistics and supply chain management.
C02	To relate concepts and activities of the supply chain to actual organizations.
C03	Highlight the role of technology in logistics and supply chain management.
C04	Evaluate cases for effective supply chain management and its implementation.

Course Name	DIGITAL MARKETING MANAGEMENT
Course Code	20MBAMM403
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	Develop social media strategy's to solve business problems.

Course Name	RISK MANAGEMENT AND INSURANCE
Course Code	20MBAFM401
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	FINANCIAL DERIVATIVES
Course Code	20MBAFM402
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
C02	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems
C03	Application of financial derivatives in risk management.
C04	Critically evaluate various financial derivatives

Course Name	INDIRECT TAXATION
Course Code	20MBAFM403
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

Course Name	ORGANISATIONAL LEADERSHIP
Course Code	20MBAHR401
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Understand the fundamental concepts and principles, theories of Organizational Leadership.
C02	Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments
C03	Developing better insight in understanding the leadership traits that influence them to work effectively in group
C04	Demonstrate their ability to apply of their knowledge in organizational leadership.

Course Name	PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS
Course Code	20MBAHR402
Course Outcomes(Cos):	At the end of the course the student will be able to
C01	Have in-depth understanding the various personality traits which promotes personal growth.
C02	Analyze the concepts of human personality, behaviour and functioning of mind
C03	Learn and apply the psychometrics tests in understanding the personality traits
C04	Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.

Course Name	INTERNATIONAL HUMAN RESOURCES MANAGEMENT
Course Code	20MBAHR403
Course Outcomes (Cos):	At the end of the course the student will be able to
C01	Gain conceptual knowledge and practical experience in understanding the HR concepts globally.
C02	Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's
C03	Develop knowledge and apply the concepts of HR in global perspective
C04	Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally.



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