

# Course Outcomes of Department of Master of Business Administration

## (2022 SCHEME)

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

<b>Course Name</b>	Principle of Management and organisational Behaviour
<b>Course Code</b>	22MBA11
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Gain practical experience in the field of management and organizational Behaviour.
<b>C02</b>	Acquire conceptual knowledge of management, various function of management and theories in OB.
<b>C03</b>	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
<b>C04</b>	Analyse the recent trends in management and OB models

<b>Course Name</b>	ENTREPRENEURSHIP DEVELOPMENT
<b>Course Code</b>	22MBA12
<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 opportunity Modules in order to setup a business and to think creatively.
<b>C02</b>	To know about the various business models and B-Plans across Business sectors.
<b>C03</b>	Able to understand the importance of marketing and different forms of businesses.
<b>C04</b>	Become aware about various sources of funding and institutions supporting entrepreneurs.
<b>C05</b>	Awareness about legal aspects and ways to protect the ideas
<b>C06</b>	To understand the ways of starting a business and to know how to foster their ideas.

<b>Course Name</b>	ACCOUNTING FOR MANAGERS
<b>Course Code</b>	22MBA13
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Know what and how books of accounts and financial statements are prepared. .
<b>C02</b>	How to interpret financial statements of companies for decision making
<b>C03</b>	Independently undertake financial statement analysis and take decisions.

<b>Course Name</b>	STATISTICS FOR MANAGERS
<b>Course Code</b>	22MBA14
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand how to organize, manage, and present the data
<b>C02</b>	Use and apply a wide variety of specific statistical tools
<b>C03</b>	Understand the applications of probability in business
<b>C04</b>	Effectively interpret the results of statistical analysis
<b>C05</b>	Develop competence of using computer packages to solve the problems

<b>Course Name</b>	MARKETING MANAGEMENT
<b>Course Code</b>	22MBA15
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Comprehend the concepts of Marketing Management.
<b>C02</b>	Gain knowledge on consumer behaviour and buying process
<b>C03</b>	Understand concept of Product and Brand Management, Branding and Pricing strategies
<b>C04</b>	Identify marketing channels and the concept of product distribution, techniques of sales promotion
<b>C05</b>	Simply ideas into a viable marketing plan for various modes of marketing

<b>Course Name</b>	MANAGERIAL COMMUNICATION
<b>Course Code</b>	22MBA16
<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 drafting business proposals and business communication with emphasis on analyzing business situations

## 2nd SEMESTER

<b>Course Name</b>	HUMAN RESOURCE MANAGEMENT
<b>Course Code</b>	22MBA21
<b>Course Outcomes (Cos):</b> At the end of the course the student will be able to	
<b>C01</b>	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
<b>C02</b>	Acquire conceptual insight of Human Resource and various functions of HR.
<b>C03</b>	Apply personnel, managerial and welfare aspects of HR
<b>C04</b>	Perceive greater understanding about HR practices
<b>C05</b>	Perceive knowledge about the future trends in HRM

<b>Course Name</b>	FINANCIAL MANAGEMENT
<b>Course Code</b>	22MBA22
<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. Develop necessary critical thinking skills in order to evaluate different research approaches in Business.
<b>C04</b>	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.

<b>Course Name</b>	Research Methodology and IPR
<b>Course Code</b>	22MBA23
<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>	22MBA24
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
<b>C02</b>	Use appropriate quantitative techniques to get feasible and optimal solutions
<b>C03</b>	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
<b>C04</b>	Understand and apply the network diagram for project completion

<b>Course Name</b>	STRATEGIC MANAGEMENT
<b>Course Code</b>	22MBA25
<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>Course Name</b>	MANAGERIAL ECONOMICS
<b>Course Code</b>	22MBA26
<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 microeconomic 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 the demand.
<b>C04</b>	The student will apply the concepts of production and cost for optimization of production
<b>C05</b>	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure
<b>C06</b>	The student will be able to understand the impact of macroeconomic concepts.

## 3rd SEMESTER

### 3rd Semester MBA syllabus for Affiliated Colleges - Core Papers

<b>Course Name</b>	Logistics & Supply Chain Management
<b>Course Code</b>	22MBA301
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Demonstrate knowledge of the functions of logistics and supply chain management.
<b>C02</b>	Relate concepts and activities of the supply chain to actual organizations
<b>C03</b>	Analyse the role of technology in logistics and supply chain management.
<b>C04</b>	Evaluate cases for effective supply chain management and its Implementation

<b>Course Name</b>	Information Technology for Managers
<b>Course Code</b>	22MBA202
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the importance of Information technology for business.
<b>C02</b>	Develop insights into technology and investigate its impact on Business
<b>C03</b>	Understand Various Measures of Technology available in corporate world.
<b>C04</b>	Understanding how creativity and innovative Technologies help to find a solution to problems



## 3rd Semester MBA Marketing Electives

<b>Course Name</b>	CONSUMER BEHAVIOUR
<b>Course Code</b>	22MBAMM303
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	The students will be able understand the background and concepts of consumer behaviour.
<b>C02</b>	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process
<b>C03</b>	The students will be able to demonstrate how concepts may be applied to marketing strategy.
<b>C04</b>	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments

<b>Course Name</b>	Sales and Retail Management
<b>Course Code</b>	22MBAMM304
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the selling techniques in an organisation.
<b>C02</b>	Develop a plan for organizing, staffing & training sales force. L3
<b>C03</b>	Organize sales territories to maximize selling effectiveness. L3
<b>C04</b>	Evaluate sales management strategies. L5
<b>C05</b>	Find out the contemporary retail management issues and strategies. L1
<b>C06</b>	Understand Relate store management and visual merchandising practices for effective retailing.
<b>C07</b>	Evaluate the recent trends in retailing and its impact in the success of modern business.

## 3rd Semester MBA Finance Electives

<b>Course Name</b>	Strategic Cost Management
<b>Course Code</b>	22MBAFM303
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the goals and strategies of business units.
<b>C02</b>	Determine standard costing and variance analysis cost control in Business decision making
<b>C03</b>	Applications of Management accounting and control systems in Corporate.
<b>C04</b>	Critically evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing

<b>Course Name</b>	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
<b>Course Code</b>	22MBAFM304
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the capital market and various Instruments for Investment.
<b>C02</b>	Assess the risk and return associated with investments and methods to value securities.
<b>C03</b>	Analyze the Economy, Industry and Company framework for Investment.
<b>C04</b>	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

### 3rd Semester MBA HR Electives

<b>Course Name</b>	RECRUITMENT AND SELECTION
<b>Course Code</b>	22MBAHR303
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Gain the practical insight of various principles and practices of recruitment and selection
<b>C02</b>	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries
<b>C03</b>	Illustrate the application of recruitment and selection tools and techniques in various sectors.
<b>C04</b>	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries

<b>Course Name</b>	Industrial Relations And legislations
<b>Course Code</b>	22MBAHR304
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Gain practical experience related to labour legislations in India across various sectors
<b>C02</b>	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries
<b>C03</b>	Develop the greater understanding of IR concepts and its application in solving various issues in IR.
<b>C04</b>	Apply the IR and labour laws concepts in various industries in India.

## 4<sup>th</sup> SEMESTER

<b>Course Name</b>	INTERNATIONAL BUSINESS
<b>Course Code</b>	22MBA401
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
<b>C02</b>	Identify and describe factors and forces that affect an organization's decision to internationalize its business.
<b>C03</b>	Describe and compare strategies for internationalization.
<b>C04</b>	Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context
<b>C05</b>	Discuss the role of corporate social responsibility (CSR) in international business practice.

<b>Course Name</b>	INNOVATION AND DESIGN THINKING
<b>Course Code</b>	22MBA402
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the Design Thinking process from business management perspective.
<b>C02</b>	Apply the knowledge and skills of DT in prototype development for product/service innovations.
<b>C03</b>	Analyse sustainable and societal challenges and find solutions.
<b>C04</b>	Evaluate the pros and cons for sustainable development by applying DT.





## 4th Semester MBA Marketing Electives

<b>Course Name</b>	STRATEGIC BRAND MANAGEMENT
<b>Course Code</b>	4MBAMM403
<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 to brand Creation
<b>C02</b>	Ability to develop the branding strategies
<b>C03</b>	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity
<b>C04</b>	Ability to analyse the global brands and their SWOT.

<b>Course Name</b>	INTEGRATED MARKETING COMMUNICATIONS
<b>Course Code</b>	4MBAMM404
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
<b>C02</b>	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
<b>C03</b>	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.
<b>C04</b>	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations

## 4th Semester MBA Finance Electives

<b>Course Name</b>	Global Financial Management
<b>Course Code</b>	22MBAFM403
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	The student will have an understanding of the International Financial Environment.
<b>C02</b>	The student will learn about the foreign exchange market, participants and transactions.
<b>C03</b>	The student will be able to use derivatives in foreign exchange risk management.
<b>C04</b>	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.

<b>Course Name</b>	MERGERS ACQUISITIONS AND CORPORATE RESTRUCTURING
<b>Course Code</b>	22MBAFM404
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	To explain the major forms and objectives of corporate restructuring.
<b>C02</b>	To describe the process of value creation under different forms of M & A
<b>C03</b>	To Understand M&A with its different classifications, strategies, theories, synergy etc.
<b>C04</b>	To Conduct financial evaluation of M&A
<b>C05</b>	To Analyze and demonstrate the accounting aspects of Amalgamation
<b>C06</b>	To Critically evaluate different types of M&A, takeover and anti-takeover Strategies

## 4th Semester MBA HR Electives

<b>Course Name</b>	CONFLICT & NEGOTIATION MANAGEMENT
<b>Course Code</b>	22MBAHR403
<b>Course Outcomes (Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand the concepts of conflict and negotiation and its role
<b>C02</b>	Learn various contemporary methods of conflict and negotiation.
<b>C03</b>	Gain insights of various conflict handling mechanisms
<b>C04</b>	Demonstrate the cross-cultural and gender dimensions of negotiation

<b>Course Name</b>	GLOBAL HRM
<b>Course Code</b>	22MBAHR404
<b>Course Outcomes(Cos):</b>	At the end of the course the student will be able to
<b>C01</b>	Understand various practices within the field of global HRM.
<b>C02</b>	Describe HR concepts, policies and practices to deal with issues in an international context.
<b>C03</b>	Appraise the impact of global factors in shaping HR practices.
<b>C04</b>	Apply the concepts of HR in global perspective