

**COURSE OUTCOMES & PROGRAM OUTCOMES**

**DEPARTMENT OF MBA**

<b>Course Name</b>	<b>Course Code</b>	<b>Course Outcomes</b>
<b>Management and Organizational Behavior</b>	<b>At the end of the course the students are able to:</b>	
	C111.1	Understand the fundamentals management and behavioral aspects of individual and group in an organization
	C111.2	Describe planning and goal setting in an organization and decision making process
	C111.3	Define organizational structure and state its principles and contemporary challenges in organizational design
	C111.4	Explain controlling process and classify the types of organizational controlling
	C111.5	Understand the individual and group behavior in an organization
	C111.6	Describe leadership and motivation in organization and explain the approaches to motivation
<b>Business Economics</b>	<b>At the end of the course the students are able to:</b>	
	C112.1	Understand Discuss the nature and scope of business economics concepts suitable to business Decision making.
	C112.2	Remembering Identify the differences between demand and supply conditions to balance the market forces through price mechanism and government interference
	C112.3	Understand combine the knowledge of costs and production to take efficient production Analysis decisions.
	C112.4	Understand Decide on suitable production quantities based cost conditions to achieve economies of scale in long run business activities.
	C112.5	Apply Assess the price and output decisions under various market structures in any form of business.
	C112.6	Remember Evaluate the Pricing Policy, Cost Plus Pricing, Pricing of multiple products,
<b>Financial Reporting &amp; Analysis</b>	<b>At the end of the course the students are able to:</b>	
	C113.1	Understand the Concepts and Principles of Accounting.
	C113.2	Understand the Accounting Process in detail.
	C113.3	Learn various aspects in Inventory and Goodwill.
	C113.4	Apply various methods in valuation of assets
	C113.5	Analyze the Working Capital and Flow of Funds and Cash into the Business
	C113.6	Prepare, analyze and Interpret Financial Statements.
<b>Research Methodology and Statistical Analysis</b>	<b>At the end of the course the students are able to:</b>	
	C114.1	Understand the Conceptual overview of Research Methodology and importance of research.
	C114.2	Understand the knowledge about tools available for carrying out research with the evidence of statistical

		techniques.
	C114.3	Apply the various simple & advanced statistical tools
	C114.4	Analyze and evaluate the data with various sampling techniques.
	C114.5	Analysis of Variance - One Way and Two-Way ANOVA (with and without Interaction). Chi-Square distribution and Correlation Analysis- correlation, limits for coefficient of Correlation and Exploratory Factor Analysis
	C114.6	Asses and develop the Components, Models of Time Series–Additive, Multiplicative and Mixed models and Importance of Report writing, Types of Research Reports
<b>Legal and Business Environment</b>	<b>At the end of the course the students are able to:</b>	
	C115.1	The Business Laws related to incorporating a company
	C115.2	Understanding the Law of contract and Negotiable Instruments
	C115.3	Understanding the Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, Parties to negotiable instruments, Types of endorsements,
	C115.4	The Business Environment: Industrial Policy, Five Year Planning, Foreign Direct Investment (FDI),
	C115.5	Understanding the Fiscal Policy- Latest Union Budget-Reforms Undertaken by the government, Monetary Policy, Banking Sector Reforms.
	C115.6	Understanding the Consumer Protection Act 1986, Environmental Law
<b>Cross Cultural Management</b>	<b>At the end of the course the students are able to:</b>	
	C116.1	Understand the importance of the influence of national culture on business culture.
	C116.2	Remember about value orientations and dimensions.
	C116.3	Assess culture and leadership, cultural change in organizations.
	C116.4	Assess culture and strategy, cultural change in organizations.
	C116.5	Understand cross cultural team management.
	C116.6	Learn the aspects of working with international teams and multiple cultures and management of conflicts
<b>Business Communication Lab</b>	<b>At the end of the course the students are able to:</b>	
	C117.1	Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
	C117.2	Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents
	C117.3	Learn Improving Readability of Written Communication using Gunning Fog Index.
	C117.4	Identify the intricacies of writing Business Reports and

		Proposals
	C117.5	Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication
	C117.6	Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.
<b>Statistical Data Analysis Lab</b>	<b>At the end of the course the students are able to:</b>	
	C118.1	Understand the importance of the main functions of MS-Excel /SPSS.
	C118.2	Practice advance Excel Tools for conduction of Data Analysis
	C118.3	Understand Data Analysis using Pivot Tables and Pivot Charts.
	C118.4	Evaluate Data Analysis using Pivot Tables and Pivot Charts.
	C118.5	Analyze the Data using Descriptive Statistics
	C118.6	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS
<b>Human Resource Management</b>	<b>At the end of the course the students are able to:</b>	
	C121.1	Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization
	C121.2	Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection
	C121.3	Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals
	C121.4	Understand the Techniques for Performance Appraisal, Career Management
	C121.5	Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
	C121.6	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.
<b>Marketing Management</b>	<b>At the end of the course the students are able to:</b>	
	C122.1	Understand the important concepts and principles of Marketing Management and Marketing Research
	C122.2	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements.
	C122.3	Learn the significance of designing a customer driven

		strategy through Marketing Segmentation, Targeting and Positioning.
	C122.4	Understand Positioning and Repositioning, Positioning Maps, Product Positioning Strategies.
	C122.5	Assess Global marketing, green marketing strategies for sustainable development.
	C122.6	Gain insights of the key aspects of pricing decisions and the role of communication
<b>Financial Management</b>	<b>At the end of the course the students are able to:</b>	
	C123.1	Understand the concept of time value of money.
	C123.2	Learn about the capital budgeting techniques and cost of capital
	C123.3	Learn the significance of Capital structure vs. financial structure.
	C123.4	Apply the Modigliani Miller Theory, NI, NOI Theory and Traditional Theory.
	C123.5	Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory
	C123.6	Understand the Concepts and Applications of Working Capital Management and Management of Current Assets.
<b>Quantitative Analysis For Business Decisions</b>	<b>At the end of the course the students are able to:</b>	
	C124.1	Understand the origin and application of operations research.
	C124.2	Learn about the Formulation of Linear Programming Problem for different areas.
	C124.3	Appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution
	C124.4	Appreciate the significance of variations of Transportation Problem, methods for finding Initial feasible solution
	C124.5	Learn the aspects of Decision Theory and Network Analysis
	C124.6	Gain insights of the theoretical principles and practical applications of different queuing models.
<b>Entrepreneurship and Design Thinking</b>	<b>At the end of the course the students are able to:</b>	
	C125.1	Understand the mindset of the entrepreneurs.
	C125.2	Learn about the entrepreneurial mind-set and Personality:
	C125.3	Identify ventures for launching.
	C125.4	Learn about Creativity and Business Idea, opportunities identification and entrepreneurial Imagination and Creativity-
	C125.5	Understand the develop an idea on the legal framework and Legal challenges of Entrepreneurship.
	C125.6	Knowledge about strategic perspectives in entrepreneurship.

<b>Logistics and Supply Chain Management</b>	<b>At the end of the course the students are able to:</b>	
	C126.1	Know about the growing importance of Logistics and Supply Chain Management
	C126.2	Learn about LSCM Costs and Performance and cost drivers and activity based costing
	C126.3	Understanding about Logistics and Supply chain relationships and SCM operations, Mapping the supply chain processes
	C126.4	Explain about the Supplier and distributor benchmarking – setting benchmarking priorities – identifying logistics performance indicators
	C126.5	Gain knowledge of Sourcing, Transporting and Pricing Products.
	C126.6	Knowledge on Global aspects in SCM
<b>Rural Marketing</b>	<b>At the end of the course the students are able to:</b>	
	C127.1	Understand the importance of Indian Rural Economy.
	C127.2	Learn challenges of Retail Channel Management and Understand the importance of Indian Rural Economy.
	C127.3	Understand the aspects of rural business research.
	C127.4	Knowledge on Rural Market Product Life Cycle
	C127.5	Learn about Rural Market Brand & Channel Management
	C127.6	Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India
<b>Production and Operations Management</b>	<b>At the end of the course the students are able to:</b>	
	C211.1	Remembering the Concepts of Operations management
	C211.2	Learn various strategies in product and process design, analysis.
	C211.3	Understand the various aspects of plant location.
	C211.4	Understanding the various types of Plant layout
	C211.5	Understanding & Apply Scheduling and Quality control concepts.
	C211.6	Remembering Integrated Materials Management, Purchase Management and Stores Management
<b>Management Information System</b>	<b>At the end of the course the students are able to:</b>	
	C212.1	Understand the basic concepts of Information Systems applicable to Management
	C212.2	Remembering Understand and apply different formulas and functions Business systems .Applications of Information Systems.
	C212.3	Understand Compare the processes of developing and implementing information systems.
	C212.4	Understand Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
	C212.5	Apply the design, development and security of

		Management Information Systems
	C212.6	Remember Outline the role of the ethical, social, and security issues of information systems.
<b>Data Analytics</b>	<b>At the end of the course the students are able to:</b>	
	C213.1	Understand the impact of data analytics for business decisions and strategy
	C213.2	Examine data analysis/statistical analysis
	C213.3	Examine standard data visualization and formal inference procedures
	C213.4	Learn challenges of data modeling
	C213.5	Understand the aspects data mining.
	C213.6	Learn Monte Carlo simulation, risk analysis and decision tree analysis.
<b>Digital Marketing</b>	<b>At the end of the course the students are able to:</b>	
	C214.	Understand the applications of digital marketing in the globalized market
	C214.2	Understand the Channels of Digital Marketing
	C214.3	Understand the digital marketing plan
	C214.4	The Search Engine Marketing and Online Advertising:
	C214.5	Understanding Social Media, Social Networking with Face book, LinkedIn, Blogging as a social medium,
C214.6	Understanding The Measurement of Digital Media	
<b>Sales and Promotion Management</b>	<b>At the end of the course the students are able to:</b>	
	C215.1	Understand Evolution of Sales and Promotion Management.
	C215.2	Learn the relevance of various types of Advertising.
	C215.3	Appreciate the significance of sales management
	C215.4	Learn Recruitment and Selection, Training, Motivation, Compensation, Control and Evaluation.
	C215.5	Assess the relevance of sales promotion strategies
	C215.6	Appreciate the need for the distribution channels.
<b>Consumer behavior</b>	<b>At the end of the course the students are able to:</b>	
	C216.1	Define consumer behaviour in a world of economic instability
	C216.2	Explain the environmental influences on consumer behavior
	C216.3	Explain the different theories of motivation. How they can be used for motivating consumer
	C216.4	Discuss about various strategies adopted by marketers to bring attitudinal change among consumers
	C216.5	Discuss the process of consumer decision making using any one model of consumer behavior
	C216.6	Describe the main Features of societal marketing concept
<b>Security Analysis Portfolio Management</b>	<b>At the end of the course the students are able to:</b>	
	C217.1	Understand the financial markets and Indian Investment

		Environment and analyse the various investment options available in securities market
	C217.2	Determine the theories of portfolio management and Students will learn the techniques involved in evaluating portfolio of risk return trade off for maximizing the returns.
	C217.3	Classification of Fixed income securities and Bond valuation and Bond management, and also Students will be able to assess the Bond measurement and bond duration and to compare with the market value and arrive at a buy or sell decision.
	C217.4	Understand the Bond pricing theorems, bond management Strategies, bond immunization, bond volatility, bond convexity.
	C217.5	demonstrate the basic premises for fundamental and technical analysis of stock in order to buy/sell the stock.
	C217.6	State the Overview of Indian derivatives Markets and Indian Mutual Funds system, Types of Mutual Fund Schemes, Structures and Performance Evaluation Models
<b>Risk Management and Financial Derivatives</b>	<b>At the end of the course the students are able to:</b>	
	C218.1	Remembering Concepts of Risk Management
	C218.2	Understanding Risk Management Measurement
	C218.3	Understanding and Apply Risk Management using Forward
	C218.4	Understanding and Apply Risk Management using Futures
	C218.5	Understanding and Apply Risk Management using Options
	C218.6	Understanding and Apply Risk Management using Swaps
<b>Strategic Management Accounting</b>	<b>At the end of the course the students are able to:</b>	
	C219.1	Remembering Fundamentals of Management accounting and Cost accounting
	C219.2	Learn the relevance of unit, job, process costing for strategic decisions
	C219.3	Understanding Marginal costing
	C219.4	Apply Marginal costing
	C219.5	Understand the role of types of budgets and the budgeting process in organization
	C219.6	Identify the need for establishing cost standards.
<b>Performance Management Systems</b>	<b>At the end of the course the students are able to:</b>	
	C21110.1	Understand the significance of performance Management in their Profession.
	C21110.2	Describe the communication of performance management choosing measurement approach
	C21110.3	Identify performance management and development of employee using human resources in the organization

	C21110.4	List out the performance management framework
	C21110.5	Discuss about legal principles affecting performance management and reward system
	C21110.6	Explain the related concepts relevant to performance management
<b>Learning and Development</b>	<b>At the end of the course the students are able to:</b>	
	C21111.1	Discuss the concepts of learning with emphasis on training
	C21111.2	Define training and discuss the methods and evaluation of training. Discuss about training need assessment
	C21111.3	Discuss training methods and technology influence on training and learning
	C21111.4	Explain training methods and technologies for training administration
	C21111.5	Explain e-learning and use of technology in training. discuss technologies for training administration
	C21111.6	State the contemporary issues in training and development and explain career management system
<b>Management of Industrial Relations</b>	<b>At the end of the course the students are able to:</b>	
	C21112.1	Understand the importance of Industrial Relations
	C21112.2	Remembering the Collective Bargaining Mechanism
	C21112.3	Remembering the post-liberalized India
	C21112.4	Understand the Tripartism and Social Dialogue
	C21112.5	Understand the Parties and role in Industrial Relations
<b>Strategic Management</b>	<b>At the end of the course the students are able to:</b>	
	C221.1	Understand the importance of strategic management process.
	C221.2	Learn various market life cycle models for strategic analysis.
	C221.3	Learn Strategies for competing in global markets and internet economy.
	C221.4	Understand about Organizational Values and their Impact on Strategy, Resource Allocation as a Vital Part of Strategy, Planning Systems for Implementation.
	C221.5	Appreciate the need for having appropriate Turnaround and Diversification Strategies.
	C221.6	Understand the aspects of strategy evaluation and control.
<b>Customer Relationship Management</b>	<b>At the end of the course the students are able to:</b>	
	C222.1	Understand Concepts, Evolution, Need, understanding goals and objectives of CRM
	C222.2	Learn about Customer information Database, Customer Profile Analysis, Customer perception, Expectations analysis, Customer behaviour
	C222.3	Understand about CRM Process



	C222.4	Learn about CRM Value Chain, CRM Affiliation in Retailing Sector
	C222.5	Understand Strategies for Customer acquisition, Customer Retention and Development, Strategies for Customer Retention, Models of CRM
	C222.6	Know about CRM Planning and Implementation, Data Warehousing and Data mining for CRM
<b>International Marketing</b>	<b>At the end of the course the students are able to:</b>	
	C223.1	Understand the Global Marketing Management
	C223.2	Learn the relevance of WTO, EXIM Policy.
	C223.3	Learn various influences of the Global Consumer
	C223.4	Learn about Global Market Entry Modes – Strategies, Problems and Challenges.
	C223.5	Understand the relevance of International Marketing Mix, distribution promotion strategies.
	C223.6	Identify the need for E-Marketing channels.
<b>Services Marketing</b>	<b>At the end of the course the students are able to:</b>	
	C224.1	Understand Marketing Management of companies offering Services
	C224.2	Learn the relevance of services.
	C224.3	Learn various influences of the consumer behavior in services.
	C224.4	Understand about Standards: Factors & Types. Physical Evidence: Managing Physical Evidence, Services cape and Designing the Services cape
	C224.5	Understand the relevance of service operations.
	C224.6	Identify the need for promotion strategies for services
<b>International Financial Management</b>	<b>At the end of the course the students are able to:</b>	
	C225.1	Understand recent changes and challenges in International Financial Management.
	C225.2	Learn Factors affecting International Trade flows
	C225.3	Learn various aspects about International Stock market.
	C225.4	Understand International Stock Market.
	C225.5	Understand the uses of exchange rates.
<b>Strategic Investment and Financing Decisions</b>	<b>At the end of the course the students are able to:</b>	
	C226.1	Understand financial strategy of a company.
	C226.2	Learn the relevance of risk and uncertainty in making strategic decisions
	C226.3	Learn various aspects of capital budgeting.
	C226.4	Understanding PBP, ROI and NPV
	C226.5	Understand the Financial Structure
<b>Risk Management and</b>	C226.6	Identify the different diversification strategies and mergers and acquisitions.
	<b>At the end of the course the students are able to:</b>	

<b>Financial Derivatives</b>	C227.1	Remembering Concepts of Risk Management
	C227.2	Understanding Risk Management Measurement
	C227.3	Understanding & Apply Risk Management using Forward
	C227.4	Understanding & Apply Risk Management using Futures
	C227.5	Understanding & Apply Risk Management using Options
	C227.6	Understanding & Apply Risk Management using Swaps
<b>International Human Resource Management</b>	<b>At the end of the course the students are able to:</b>	
	C228.1	Understand about an overview of the nature, scope and importance of International Human Resource Management
	C228.2	Learn and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations
	C228.3	Learn the role of International Human Resource Management in long-term planning.
	C228.4	Learn the role of International Human Resource Management in long-term staffing of manpower globally
	C228.5	Understand and Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments
	C228.6	Know and Acquaint them with the process of global performance management and understand the complexities of global compensation.
<b>Leadership and Change Management</b>	<b>At the end of the course the students are able to:</b>	
	C229.1	Gain knowledge about understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities.
	C229.2	Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time
	C229.3	Know and Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change.
	C229.4	Understand about Perspectives on change, Contingency Perspective, Resource dependence Perspective, Population ecology Perspective, Institutional perspective.
	C229.5	Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.
	C229.6	Gain knowledge about insights of the process organizational development from a consultative perspective.
<b>Talent and Knowledge Management</b>	<b>At the end of the course the students are able to:</b>	
	C2210.1	State knowledge about Talent Management Process.
	C2210.2	Understand about succession and career planning approaches

	C2210.3	Describe About Concept, Forces Driving Knowledge Management, Knowledge Management Systems, Issues in Knowledge Management
	C2210.4	Identify Knowledge Management Strategies, Technologies for Knowledge Management, Factors influencing Knowledge Management.
	C2210.5	Translate Information, Knowledge, Wisdom
	C2210.6	Discuss about Knowledge management assessment and solutions

**Program Outcomes of Department of MBA**

<b>PO1</b>	Ability to apply Management fundamentals in practical world.
<b>PO2</b>	An ability to identify, formulate and solve Managerial problems.
<b>PO3</b>	Demonstrate abilities such as initiative taking and innovative thinking in their acts.
<b>PO4</b>	An ability to function in multi-disciplinary teams.
<b>PO5</b>	To inculcate zeal of self-learning.
<b>PO6</b>	Enhancing Entrepreneurship abilities so that the students are induced to undertake independent ventures.
<b>PO7</b>	An ability to understand professional and ethical responsibility.
<b>PO8</b>	An ability to communicate effectively.
<b>PO9</b>	Enhancing knowledge of contemporary issues.
<b>PO10</b>	Recognition of the need for, and an ability to engage in life-long learning.
<b>PO11</b>	An ability to understand the impact of Managerial solutions in a global, economic, environmental, and societal context.
<b>PO12</b>	Ensuring holistic development of students.