

# Course Outcomes (COs)

## Department of MBA

Programme Name: MBA

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# 2022 Scheme

## Master of Business Administration

2022 Scheme-First Year Core courses

Course Name	<b>PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR</b>
Course Code	<b>22MBA11</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA11.1	Gain practical experience in the field of Management and Organisational Behaviour.
22MBA11.2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
22MBA11.3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
22MBA11.4	Analyse the recent trends in Management and OB models.

Course Name	<b>ENTRPRENEURSHIP AND LEGAL ASPECT</b>
Course Code	<b>22MBA12</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA12.1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.
22MBA12.2	Understand the various business models and B-Plans across Business sectors.
22MBA12.3	Understand the importance of marketing and different forms of businesses.
22MBA12.4	Explain about various sources of funding and institutions supporting entrepreneurs

Course Name	<b>ACCOUNTING FOR MANAGERS</b>
Course Code	<b>22MBA13</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA13.1	Demonstrate theoretical knowledge and its application in real time accounting.
22MBA13.2	Understand the books of accounts and financial statements are prepared.
22MBA13.3	Interpret financial statements of companies for decision making.
22MBA13.4	Analyse the financial statement and take decisions.

<b>Course Name</b>	<b>STATISTICS FOR MANAGERS</b>
<b>Course Code</b>	<b>22MBA14</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA14.1	Understand how to organize, manage and present the data.
22MBA14.2	Apply wide variety of specific statistical tools in analysing the data
22MBA14.3	Explain the applicability of probability in business.
22MBA14.4	Interpret the results of statistical analysis.

<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>
<b>Course Code</b>	<b>22MBA15</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA15.1	Comprehend the concept of marketing Management
22MBA15.2	Gain knowledge on consumer behaviour and buying process
22MBA15.3	Understand concept of product and brand management
22MBA15.4	Identify marketing channels and the concept of product distribution, technique of sales promotion

<b>Course Name</b>	<b>BUSINESS COMMUNICATION</b>
<b>Course Code</b>	<b>22MBA16</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA16.1	Understand communication skills and able to use to the same skills in day to day life
22MBA16.2	Explain the fundamentals of business communication
22MBA16.3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
22MBA16.4	Demonstrate the interpersonal communication skills and business etiquette while performing the managerial responsibilities

<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>Course Code</b>	<b>22MBA21</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA21.1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
22MBA21.2	Acquire conceptual insight of Human Resource and various functions of HR.
22MBA21.3	Apply personnel, managerial and welfare aspects of HR.
22MBA21.4	Perceive greater understanding about HR practices, Perceive knowledge about the future trends in HR

<b>Course Name</b>	<b>FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>22MBA22</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA22.1	Understand the basic financial concepts
22MBA22.2	Apply time value of money
22MBA22.3	Evaluate the investment decisions
22MBA22.4	Estimate working capital requirements and analyze the capital structure and dividend decisions

<b>Course Name</b>	<b>RESEARCH METHODOLOGY AND IPR</b>
<b>Course Code</b>	<b>22MBA23</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA23.1	Understand various research approaches, techniques, strategies and IPR in the appropriate in business.
22MBA23.2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
22MBA23.3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
22MBA23.4	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>	<b>OPERATIONS RESEARCH</b>
<b>Course Code</b>	<b>22MBA24</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA24.1	Understand the fundamentals of Operations Research and its definition, characteristics and phases
22MBA24.2	Apply quantitative techniques to get feasible and optimal solutions
22MBA24.3	Analyze the problems in transportation and assignment fields.
22MBA24.4	Analyze and solve problems in PERT, CPM, Game theory and Sequencing

<b>Course Name</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Course Code</b>	<b>22MBA25</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA25.1	Understand the idea about the concept of strategic management, its relevance, characteristics, process, nature and purpose
22MBA25.2	Explain the methods to be implemented by the firms to successfully institutionalise a strategy
22MBA25.3	Apply insights on strategy at different levels of organisation to gain competitive advantage
22MBA25.4	Understand the strategic drive in multinational firms and their decisions in different markets

<b>Course Name</b>	<b>MANAGERIAL ECONOMICS</b>
<b>Course Code</b>	<b>22MBA26</b>
Course outcomes (COs) At the end of the course the student will be able to	
22MBA26.1	Understand communication skills and able to use to the same skills in day to day life
22MBA26.2	Explain the fundamentals of business communication
22MBA26.3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
22MBA26.4	Demonstrate the interpersonal communication skills and business etiquette while performing the managerial responsibilities

**2020 Scheme(PG)**  
**Course Outcomes of First-Year Courses**

<b>Course Name</b>	<b>PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR</b>
<b>Course Code</b>	<b>20MBA11</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA11.1	Explain the concept in the field of Management and Organisational Behaviour.
20MBA11.2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
20MBA11.3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
20MBA11.4	Analyse the recent trends in Management and OB models.

<b>Course Name</b>	<b>MANAGERIAL ECONOMICS</b>
<b>Course Code</b>	<b>20MBA12</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA12.1	Understand the application of Economic Principles in Management decision making.
20MBA12.2	Apply the micro economic concepts for the effective functioning of a Firm and Industry
20MBA12.3	Understand how economics affect the business decision within 2 industries
20MBA12.4	Apply the macroeconomic concepts in business decisions

<b>Course Name</b>	<b>ACCOUNTING FOR MANAGERS</b>
<b>Course Code</b>	<b>20MBA13</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA13.1	Explain the theoretical knowledge and its application in real time accounting.
20MBA13.2	Understand the books of accounts and financial statements are prepared.
20MBA13.3	Interpret financial statements of companies for decision making.
20MBA13.4	Analyse the financial statement and take decisions.

<b>Course Name</b>	<b>STATISTICS FOR MANAGERS</b>
<b>Course Code</b>	<b>20MBA14</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA14.1	Understand how to organize, manage and present the data.
20MBA14.2	Learn the usage and applicability of a wide variety of specific statistical tool.
20MBA14.3	Explain the applicability of probability in business.
20MBA14.4	Interpret the results of statistical analysis.

<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>
<b>Course Code</b>	<b>20MBA15</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA15.1	Develop an ability to assess impact of environment on marketing function
20MBA15.2	Formulate marketing strategies that incorporate psychological and sociological factors which influence buying
20MBA15.3	Understand concept of branding, development of product and significance of market segmentation, targeting and positioning
20MBA15.4	Identify market channels and the concept of product distribution

<b>Course Name</b>	<b>BUSINESS COMMUNICATION</b>
<b>Course Code</b>	<b>20MBA16</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA16.1	Understand communication skills and able to use to the same skills in day to day life
20MBA16.2	Explain the fundamentals of business communication
20MBA16.3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
20MBA16.4	Demonstrate the interpersonal communication skills and business etiquette while performing the managerial responsibilities
<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>

<b>Course Code</b>	<b>20MBA21</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA21.1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
20MBA21.2	Acquire conceptual insight of Human Resource and various functions of HR.
20MBA21.3	Apply personnel, managerial and welfare aspects of HR.
20MBA21.4	Perceive greater understanding about HR practices, Perceive knowledge about the future trends in HRM

<b>Course Name</b>	<b>FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>20MBA22</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA22.1	Understand the basic financial concepts
20MBA22.2	Apply time value of money
20MBA22.3	Evaluate the investment decisions
20MBA22.4	Estimate working capital requirements and analyze the capital structure and dividend decisions

<b>Course Name</b>	<b>Research Methodology</b>
<b>Course Code</b>	<b>20MBA23</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA23.1	Understand various research approaches, techniques and strategies in the appropriate in business.
20MBA23.2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
20MBA23.3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
20MBA23.4	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>	<b>OPERATIONS RESEARCH</b>
<b>Course Code</b>	<b>20MBA24</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA24.1	Understand the fundamentals of Operations Research and its definition, characteristics and phases.
20MBA24.2	Apply appropriate quantitative techniques to get feasible and optimal solutions
20MBA24.3	Analyze the problems in transportation and assignment fields.
20MBA24.4	Analyze and solve problems in PERT, CPM, Game theory and Sequencing

<b>Course Name</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Course Code</b>	<b>20MBA25</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA25.1	Understand the idea about the concept of strategic management, its relevance, characteristics, process, nature and purpose
20MBA25.2	Enquire an understanding of how firms successfully institutionalise a strategy
20MBA25.3	Apply insights on strategy at different levels of organisation to gain competitive advantage
20MBA25.4	students will be able to understand the strategic drive in multinational firms and their decisions in different markets

<b>Course Name</b>	<b>ENTREPRENEURSHIP AND LEGAL ASPECTS</b>
<b>Course Code</b>	<b>20MBA26</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA26.1	Understand the importance of marketing and different forms of businesses.
20MBA26.2	Apply various business models and B-Plans across business sectors
20MBA26.3	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity modules
20MBA26.4	Become aware about various sources of funding and institutions supporting entrepreneurs

**2020 Scheme(PG)**  
**Course Outcomes of Second-Year Courses**

<b>Course Name</b>	<b>Emerging Exponential Technologies</b>
<b>Course Code</b>	<b>20MBA301</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA301.1	Identify different emerging technologies
20MBA302.2	Select appropriate technology and tools for a given task
20MBA303.3	Identify necessary inputs for application of emerging technologies
20MBA304.4	Understand the latest developments in the area of technology to support business

<b>Course Name</b>	<b>Technology &amp; Operational Strategy</b>
<b>Course Code</b>	<b>20MBA302</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBA302.1	Develop an understanding about the various concepts and importance of production and operation management
20MBA302.2	Apply the knowledge about lean manufacturing and process mapping
20MBA302.3	learn to implement Total quality Management
20MBA302.4	Develop an understanding about various roles of ISO standard and production system

<b>Course Name</b>	<b>Investment Management</b>
<b>Course Code</b>	<b>20MBAFM303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
20MBAFM303.1	Understand the capital market and various Instruments for Investment.
20MBAFM303.2	Assess the risk and return associated with investments and methods to value securities.
20MBAFM303.3	Analyze the Economy, Industry and Company framework for Investment Management.
20MBAFM303.4	Apply the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

<b>Course Name</b>	<b>Direct Taxation</b>
<b>Course Code</b>	<b>20MBAFM304</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM304.1</b>	Understand the basics of taxation and process of computing residential status. Calculate taxable income under different heads
<b>20MBAFM304.2</b>	Assess the corporate tax system
<b>20MBAFM304.2</b>	Understand the basics of taxation and process of computing residential status.
<b>20MBAFM304.2</b>	Apply the deductions and calculation

<b>Course Name</b>	<b>Banking and Financial Service</b>
<b>Course Code</b>	<b>20MBAFM305</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM305.1</b>	Understand the various banking and non-banking financial services in India
<b>20MBAFM305.2</b>	Explain the activities of merchant banking and credit rating
<b>20MBAFM305.3</b>	Assess the micro finance and other financial service in India
<b>20MBAFM305.4</b>	Analyse the best financial services in terms of leasing and hire purchase options

<b>Course Name</b>	<b>ADVANCED FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>20MBAFM306</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM306.1</b>	Explain the capital structure theories.
<b>20MBAFM306.2</b>	Understand and assess the dividend policy of the firm.
<b>20MBAFM306.3</b>	Analyse the management of working capital in an organization.
<b>20MBAFM306.4</b>	Apply techniques of cash, inventory and receivables management

<b>Course Name</b>	<b>Service Marketing</b>
<b>Course Code</b>	<b>20MBAMM303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAMM303.1</b>	Understand the various concepts and importance
<b>20MBAMM303.2</b>	Explain the emerging issues and trends in the service sector.
<b>20MBAMM303.3</b>	Learn to implement service strategies to meet new challenges.
<b>20MBAMM303.4</b>	Develop an understanding about the various concepts and importance of Services Marketing.

<b>Course Name</b>	<b>MARKETING RESEARCH &amp; ANALYTICS</b>
<b>Course Code</b>	<b>20MBAMM304</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAMM304.1</b>	Understand the emergence of new trends in research
<b>20MBAMM304.2</b>	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data
<b>20MBAMM304.3</b>	Generalize and interpret the data with the help of various measurement techniques.
<b>20MBAMM304.4</b>	Comprehend the objectives of Market research & its application in solving marketing problems

<b>Course Name</b>	<b>RECRUITMENT AND SELECTION</b>
<b>Course Code</b>	<b>20MBAHR303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAHR303.1</b>	Gain the practical insight of various principles and practices of recruitment and selection.
<b>20MBAHR303.2</b>	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
<b>20MBAHR303.3</b>	Illustrate the application of recruitment and selection tools and techniques in various sectors.

<b>20MBAHR303.4</b>	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries
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<b>Course Name</b>	<b>HUMAN RESOURCE ANALYTICS</b>
<b>Course Code</b>	<b>20MBAHR304</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAHR304.1</b>	Understand HR Processes, HR analytics and predictive modelling used in HR functions
<b>20MBAHR304.2</b>	Illustrate the conceptual knowledge of HRA frameworks, models and approaches.
<b>20MBAHR304.3</b>	Apply the datafication of HR, predictive analytics tools and techniques.
<b>20MBAHR304.4</b>	Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context

<b>Course Name</b>	<b>RISK AND INSURANCE MANAGEMENT</b>
<b>Course Code</b>	<b>20MBAFM401</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM401.1</b>	Understand various types of risks.
<b>20MBAFM401.2</b>	Assess the process of identifying and measuring the risk
<b>20MBAFM401.3</b>	Identify the various functioning of life Insurance in risk management.
<b>20MBAFM401.4</b>	Understand general insurance contract.

<b>Course Name</b>	<b>Financial Derivatives</b>
<b>Course Code</b>	<b>20MBAFM402</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM402.1</b>	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
<b>20MBAFM402.2</b>	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
<b>20MBAFM402.3</b>	Apply the financial derivatives in risk management.
<b>20MBAFM402.4</b>	Evaluate various financial derivatives

<b>Course Name</b>	<b>Indirect Taxation</b>
<b>Course Code</b>	<b>20MBAFM403</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM403.1</b>	Understand the GST system in India
<b>20MBAFM403.2</b>	Understanding of levy and collection of GST
<b>20MBAFM403.3</b>	Explain the custom duty in India
<b>20MBAFM403.4</b>	Assess and valuation of custom duties

<b>Course Name</b>	<b>Mergers, Acquisitions &amp; Corporate Restructuring</b>
<b>Course Code</b>	<b>20MBAFM404</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM404.1</b>	Understand M & A with its different classifications, strategies, theories, Synergy etc.
<b>20MBAFM404.2</b>	Explain the financial evaluation of M&A
<b>20MBAFM404.3</b>	Analyse the results after evaluation.
<b>20MBAFM404.4</b>	Evaluate different types of M&A, takeover and antitakeover strategies.

<b>Course Name</b>	<b>Corporate Valuation</b>
<b>Course Code</b>	<b>20MBAFM405</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM405.1</b>	Understand the corporate valuation and valuation process
<b>20MBAFM405.2</b>	The student will be familiarized with the standard techniques of corporate valuation
<b>20MBAFM405.3</b>	Students will develop analytical skills relevant for corporate valuation and value-based management
<b>20MBAFM405.4</b>	The students will be able to critically evaluate IPO's, M & A, Bankruptcy cases.

<b>Course Name</b>	<b>International Financial Management</b>
<b>Course Code</b>	<b>20MBAFM406</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAFM406.1</b>	Understand the concept International Financial Environment
<b>20MBAFM406.2</b>	Understand about the foreign exchange market, participants and transactions
<b>20MBAFM406.3</b>	Apply the derivatives in foreign exchange risk management
<b>20MBAFM406.4</b>	Evaluate the firms exposure to risk in international environment and various theories associated with it.

<b>Course Name</b>	<b>B2B Marketing Management</b>
<b>Course Code</b>	<b>20MBAMM401</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAMM401.1</b>	Understand significance of B2B marketing
<b>20MBAMM401.2</b>	Explain the integrated marketing communication plan which includes promotional strategies
<b>20MBAMM401.3</b>	Apply Effectively the marketing communication in marketing decisions
<b>20MBAMM401.4</b>	Define and apply various aspects of managerial decision making related to marketing communications strategy and tactics
<b>Course Name</b>	<b>Logistic and Supply chain Management</b>

<b>Course Code</b>	<b>20MBAMM402</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAMM402.1</b>	demonstrate knowledge on the function of logistics and supply chain management
<b>20MBAMM402.2</b>	Explain the concept and activities of the supply chain to actual organisations
<b>20MBAMM402.3</b>	Explain the role of technology in logistics and supply chain management
<b>20MBAMM402.4</b>	Evaluate cases for effective supply chain management and its implementation

<b>Course Name</b>	<b>DIGITAL MARKETING</b>
<b>Course Code</b>	<b>20MBAMM403</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAMM403.1</b>	Recognize appropriate E marketing strategies in business decision
<b>20MBAMM403.2</b>	Understand the e-commerce framework and technology and its usage
<b>20MBAMM403.3</b>	Illustrate the use of search engine marketing, online advertising and marketing strategies.
<b>20MBAMM403.4</b>	Develop social media strategies to solve business problems

<b>Course Name</b>	<b>ORGANISATIONAL LEADERSHIP</b>
<b>Course Code</b>	<b>20MBAHR401</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAHR401.1</b>	Understand the fundamental concepts and principles, theories of Organizational Leadership.
<b>20MBAHR401.2</b>	Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments
<b>20MBAHR401.3</b>	Developing better insight in understanding the leadership traits that influence them to work effectively in group
<b>20MBAHR401.4</b>	Demonstrate their ability to apply of their knowledge in organizational leadership.



<b>Course Name</b>	<b>Personal Growth and Interpersonal Effectiveness</b>
<b>Course Code</b>	<b>20MBAHR402</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAHR402.1</b>	Understand high in-depth understanding the various personality traits which promotes personality growth
<b>20MBAHR402.2</b>	Analyse the concepts of human personality, behaviour and functioning of mind
<b>20MBAHR402.3</b>	Apply psychometrics tests in understanding the personality traits
<b>20MBAHR402.4</b>	Develop the greater insights of self, and others through various theories and prepare developmental plan for interpersonal effectiveness

<b>Course Name</b>	<b>International Human Resource Management</b>
<b>Course Code</b>	<b>20MBAHR403</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
<b>20MBAHR403.1</b>	Understand conceptual knowledge and practical experience in understanding the HR concepts globally
<b>20MBAHR403.2</b>	Comprehend and correlate the strategic approaches to HR aspects L3 amongst PCN's, TCN's and HCN's of contemporary issues globally.
<b>20MBAHR403.3</b>	Develop knowledge and apply the concepts of HR in global perspective
<b>20MBAHR403.4</b>	Explain the HR concepts, policies and practices by critically analyzing the impact of contemporary issues globally.

**Course Outcomes (COs)  
2018 Scheme (PG)**

**Course Outcomes of First-Year Courses**

<b>Course Name</b>	<b>Management and Organization Behavior</b>
<b>Course Code</b>	<b>18MBA11</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA11.1	Explain the concepts in the field of Management and Organisational Behaviour.
18MBA11.2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
18MBA11.3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
18MBA11.4	Analyse the recent trends in Management and OB models.

<b>Course Name</b>	<b>MANAGERIAL ECONOMICS</b>
<b>Course Code</b>	<b>18MBA12</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA12.1	Understand the application of Economic Principles in Management decision making.
18MBA12.2	Apply the micro economic concepts for the effective functioning of a Firm and Industry
18MBA12.3	Understand the affect of economic factors that affect the business decision within industries
18MBA12.4	Apply the macroeconomic concepts in business decisions

<b>Course Name</b>	<b>ACCOUNTING FOR MANAGERS</b>
<b>Course Code</b>	<b>18MBA13</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA13.1	Demonstrate theoretical knowledge and its application in real time accounting.
18MBA13.2	Understand the books of accounts and financial statements are prepared.
18MBA13.3	Interpret financial statements of companies for decision making.
18MBA13.4	Analyse the financial statement and take decisions.

<b>Course Name</b>	<b>BUSINESS STATISTICS &amp; ANALYTICS</b>
<b>Course Code</b>	<b>18MBA14</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA14.1	Understand and apply various data analysis functions for business problems.
18MBA14.2	Demonstrate different statistical techniques in business/real-life situations
18MBA14.3	Understand the importance of probability in decision making and application of analytics.
18MBA14.4	Assess objective solutions in business decision making under subjective conditions

<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>
<b>Course Code</b>	<b>18MBA15</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA15.1	Comprehend the Concepts of Marketing Management.
18MBA15.2	Expalin the consumer behaviour and buying process
18MBA15.3	Understand concept of Product and Brand Management, Branding and Pricing strategies
18MBA15.4	Identify marketing channels and the concept of product distribution, techniques of sales promotion

<b>Course Name</b>	<b>MANAGERIAL COMMUNICATION</b>
<b>Course Code</b>	<b>18MBA16</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA16.1	Understand communication skills and able to use to the same skills in day to day life
18MBA16.2	Explain the fundamentals of business communication
18MBA16.3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
18MBA16.4	Demonstrate the interpersonal communication skills and business etiquette while performing the managerial responsibilities

<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>Course Code</b>	<b>18MBA21</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA21.1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
18MBA21.2	Acquire conceptual insight of Human Resource and various functions of HR.
18MBA21.3	Apply personnel, managerial and welfare aspects of HR.
18MBA21.4	Perceive greater understanding about HR practices, Perceive knowledge about the future trends in HRM

<b>Course Name</b>	<b>FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>18MBA22</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA22.1	Understand the basic financial concepts
18MBA22.2	Apply time value of money
18MBA22.3	Evaluate the investment decisions
18MBA22.4	Estimate working capital requirements and analyze the capital structure and dividend decisions

<b>Course Name</b>	<b>RESEARCH METHODS</b>
<b>Course Code</b>	<b>18MBA23</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA23.1	understand various research approaches, techniques and strategies in the appropriate in business.
18MBA23.2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
18MBA23.3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
18MBA23.4	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>	<b>LEGAL AND BUSINESS ENVIRONMENT</b>
<b>Course Code</b>	<b>18MBA24</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA24.1	Understand the concept of incorporation of company, its relevance, lifting of corporate.
18MBA24.2	Understand the characteristics and types of company
18MBA24.3	Acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
18MBA24.4	Apply an insight on Winding up of the companies , Mode of winding up of the companies

<b>Course Name</b>	<b>STRATEGIC MANAGEMENT</b>
<b>Course Code</b>	<b>18MBA25</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA25.1	Understand the idea about the concept of strategic management, its relevance, characteristics, process, nature and purpose
18MBA25.2	Enquire an understanding of how firms successfully institutionalise a strategy
18MBA25.3	Apply insights on strategy at different levels of organisation to gain competitive advantage
18MBA25.4	Understand the strategic drive in multinational firms and their decisions in different markets

<b>Course Name</b>	<b>ENTREPRENEURSHIP DEVELOPMENT</b>
<b>Course Code</b>	<b>18MBA26</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBA26.1	Understand the importance of marketing and different forms of businesses.
18MBA26.2	Apply various business models and B-Plans across business sectors
18MBA26.3	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity modules
18MBA26.4	Understand the sources of funding and institutions supporting entrepreneurs

### Course Outcomes of Second -Year Courses

<b>Course Name</b>	<b>CONSUMER BEHAVIOR</b>
<b>Course Code</b>	<b>18MBAMM301</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM301.1	Understand the concepts vital for understanding Consumer Behaviour.
18MBAMM301.2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain
18MBAMM301.3	explain the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.
18MBAMM301.4	Apply strategies using the consumer behaviour analysis

<b>Course Name</b>	<b>RETAIL MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAMM302</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM302.1	Explain the contemporary retail management, issues, and strategies
18MBAMM302.2	Evaluate the recent trends in retailing and its impact in the success of modern business
18MBAMM302.3	Apply store management and visual merchandising practices for effective retailing.
18MBAMM302.4	Design the strategies in retail using Marketing Skills

<b>Course Name</b>	<b>SERVICES MARKETING</b>
<b>Course Code</b>	<b>18MBAMM303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM303.1	Develop an understanding about the various concepts and importance of service marketing
18MBAMM303.2	Enhance knowledge about emerging issues and trends in the service sector
18MBAMM303.3	Explain the method to implement service strategies to meet new challenges.
18MBAMM303.4	Develop an understanding about the various concepts and importance of service marketing

<b>Course Name</b>	<b>Banking and Financial Services</b>
<b>Course Code</b>	<b>18MBAFM301</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM301.1	Understand the various banking and non-banking financial services in India
18MBAFM301.2	Explain the activities of merchant banking and credit rating
18MBAFM301.3	Assess the micro finance and other financial service in India
18MBAFM301.4	Analyse the best financial services in terms of leasing and hire purchase options

<b>Course Name</b>	<b>INVESTMENT MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAFM302</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM302.1	Understand the capital market and various Instruments for Investment.
18MBAFM302.2	Assess the risk and return associated with investments and methods to value securities.
18MBAFM302.3	Analyze the Economy, Industry and Company framework for Investment Management.
18MBAFM302.4	Apply the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

<b>Course Name</b>	<b>DIRECT TAX</b>
<b>Course Code</b>	<b>18MBAFM303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM303.1	Calculate taxable income under different heads
18MBAFM303.2	Understand the corporate tax system
18MBAFM303.3	Understand the basics of taxation and the process of computing residential status.
18MBAFM303.4	Understand deductions and calculation of tax liability of Individuals



<b>Course Name</b>	<b>ADVANCED FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAFM304</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM304.1	Get an overview of capital structure theories.
18MBAFM304.2	Understand and assess the dividend policy of the firm.
18MBAFM304.3	Realize the importance of management of working capital in an organization.
18MBAFM304.4	Be aware of the techniques of cash, inventory and receivables management

<b>Course Name</b>	<b>COST MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAFM305</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM305.1	Understand various cost methods and techniques with their features, merits and demerits).
18MBAFM305.2	Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems.
18MBAFM305.3	Analyse the results after applying various costing methods and techniques.
18MBAFM305.4	Evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing.

<b>Course Name</b>	<b>PROJECT APPRAISAL</b>
<b>Course Code</b>	<b>18MBAFM306</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM306.1	Understand the capital budgeting and project financing
18MBAFM306.2	Understand various financial and technical aspects of project Management
18MBAFM306.3	Draft a Business plan.
18MBAFM306.4	Apply and appraise a project.

<b>Course Name</b>	<b>RECRUITMENT &amp; SELECTION</b>
<b>Course Code</b>	<b>18MBAHR301</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAHR301.1	Gain the practical insight of various principles and practices of recruitment and selection.
18MBAHR301.2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
18MBAHR301.3	Illustrate the application of recruitment and selection tools and techniques in various sectors.
18MBAHR301.4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries

<b>Course Name</b>	<b>HR ANALYTICS</b>
<b>Course Code</b>	<b>18MBAHR302</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAHR302.1	Understand HR Processes, HR analytics and predictive modelling used in HR functions
18MBAHR302.2	Illustrate the conceptual knowledge of HRA frameworks, models and approaches.
18MBAHR302.3	Apply the datafication of HR, predictive analytics tools and techniques.
18MBAHR302.4	Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context

<b>Course Name</b>	<b>COMPENSATION AND BENEFITS</b>
<b>Course Code</b>	<b>18MBAHR303</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAHR303.1	Understand the conceptual aspects of Compensation and Benefits to achieve organizational goals
18MBAHR303.2	Explain the performance based compensation system for business excellence and solve various cases.
18MBAHR303.3	Design the compensation strategies for attraction, motivation and retaining high quality workforce
18MBAHR303.4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus

<b>Course Name</b>	<b>SALES MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAMM401</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM401.1	Understand to apply the selling techniques in an organisation.
18MBAMM401.2	Develop a plan for organising, staffing & training sales force.
18MBAMM401.3	Organise sales territories to maximize selling effectiveness
18MBAMM401.4	Evaluate sales management strategies

<b>Course Name</b>	<b>INTEGRATED MARKETING COMMUNICATIONS</b>
<b>Course Code</b>	<b>18MBAMM402</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM402.1	Define and apply knowledge of managerial decision making related to marketing communication strategy and tactics
18MBAMM402.2	Explain an integrated marketing communication plan which includes promotional strategies
18MBAMM402.3	Explain the role of IMC and effectiveness measure to evaluate IMC
18MBAMM402.4	Draft advertising copy and design other basic IMC tool

<b>Course Name</b>	<b>E-MARKETING</b>
<b>Course Code</b>	<b>18MBAMM403</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAMM403.1	Recognize appropriate e-marketing objectives.
18MBAMM403.2	Appreciate the e-commerce framework and technology.
18MBAMM403.3	Illustrate the use of search engine marketing, online advertising and marketing strategies.
18MBAMM403.4	Apply usage of social media & Develop social media strategies to solve business problems

<b>Course Name</b>	<b>MERGERS, ACQUISITIONS &amp; CORPORATE RESTRUCTURING</b>
<b>Course Code</b>	<b>18MBAFM401</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM401.1	Understand M&A with its different classifications, strategies, theories, synergy etc.
18MBAFM401.2	Explain the financial evaluation of M&A
18MBAFM401.3	Analyse the results after evaluation.
18MBAFM401.4	Critically evaluate different types of M&A, takeover and antitakeover strategies

<b>Course Name</b>	<b>RISK MANAGEMENT AND INSURANCE</b>
<b>Course Code</b>	<b>18MBAFM402</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM402.1	Understand various types of risks.
18MBAFM402.2	Assess the process of identifying and measuring the risk.
18MBAFM402.3	Explain the functioning of life Insurance in risk management.
18MBAFM402.4	Understand general insurance contract.

<b>Course Name</b>	<b>TAX MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAFM403</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM403.1	Understand the basics of taxation and process of computing residential status. Calculate taxable income under different heads
18MBAFM403.2	Assess the corporate tax system
18MBAFM403.3	Understand the basics of taxation and process of computing residential status.
18MBAFM403.4	Apply the deductions and calculation

<b>Course Name</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>
<b>Course Code</b>	<b>18MBAFM404</b>
<b>Course outcomes (COs) At the end of the course the student will be able to</b>	
18MBAFM404.1	Understand the International Financial Environment.
18MBAFM404.2	Explain the foreign exchange market, participants and transactions.
18MBAFM404.3	Apply the knowledge on derivatives in foreign exchange risk management.
18MBAFM404.4	Evaluate the Firm's Exposure to risk in International environment and various theories associated with it.