

## COURSES OUTCOMES

MBA I YEAR – I SEMESTER

COURSE CODE	COURSE NAME	COURSE OUTCOMES
MB 101	Management & Organizational Behaviour	<ol style="list-style-type: none"> <li>1. Analyse organizational behavioural issues in the context of organizational behavior theories, models and concepts</li> <li>2. Analyze and compare different models used to explain individual behaviour related to motivation and rewards</li> <li>3. Identify the processes used in communication and resolving conflicts</li> <li>4. Gain insights on group dynamics and demonstrate skills required for team building</li> <li>5. Identify the various leadership styles and the role of leaders in a decision making process</li> </ol>
MB 102	Accounting for Management	<ol style="list-style-type: none"> <li>1. To acquaint the students with the fundamental principles of financial, cost and management accounting</li> <li>2. Enable the students to prepare, analyze and interpret financial statements</li> <li>3. To enable the students to act as an information system for providing information needed by management and stakeholders for decision making.</li> <li>4. Enable the students to prepare cash flow statements and provides knowledge on costs classifications</li> <li>5. To acquaint the students with CVP analysis and Variance Analysis related to material and labour variances.</li> </ol>
MB 103	Marketing Management	<ol style="list-style-type: none"> <li>1. Students can equip with marketing and selling tools.</li> <li>2. Students can learn about the competition levels in the market.</li> <li>3. Buyer behavior and perceptions are key of any business; that can be thoroughly learnt.</li> <li>4. Various market position skills can be obtained for competitive advantage.</li> <li>5. Group Dynamics and Channel Dynamics involved in marketing can be assessed.</li> </ol>
MB 104	Statistics for Management	<ol style="list-style-type: none"> <li>1. Basic Statistics helps in descriptive analytics.</li> <li>2. Knowledge of Probability and distributions are play an important role across the various areas of</li> </ol>

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		<p>management like finance, Marketing, HRM, supply chains etc.</p> <ol style="list-style-type: none"> <li>Hypothesis testing is useful in estimation for analysis and decision making.</li> <li>Sample tests, ANOVA and Chi-square test are helpful for the students for statistical analysis.</li> <li>Correlation, regression techniques are an integral part of planning and controlling</li> </ol>
MB 105	Economics for Managers	<ol style="list-style-type: none"> <li>Students can learn micro factors of Economic behavior of a consumer.</li> <li>Would be Managers needs market dynamics and the same is imparted.</li> <li>Students can assess opportunities and threats of business.</li> <li>Students can better understand nature of the products and demand conditions.</li> <li>It is also provided through this paper the decision making tools and investment avenues.</li> </ol>
MB 106	IT Applications for Management	<ol style="list-style-type: none"> <li>Students can work in IT field to make positive contribution to the organization.</li> <li>Students can take professional responsibilities and make informed judgments in the organizations.</li> <li>Students can get streamline work processes and improve communication within the organization.</li> <li>Students can take professional responsibilities and make informed judgments in the organizations.</li> <li>Creates awareness in upcoming managers, of different types of Information Technology, Management Systems so as to enable the use of IT resources efficiently.</li> </ol>
MB 107	Managerial Communication	<p><b>Human Resources Management</b></p> <ol style="list-style-type: none"> <li>responsibilities.</li> </ol>

MBA I YEAR – II SEMESTER

COURSE CODE	COURSE NAME	COURSE OUTCOMES
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COURSE CODE	COURSE NAME	COURSE OUTCOMES
MB 201	Human Resources Management	<ol style="list-style-type: none"> <li>1. Understand the nature and purpose of human resource in organizations.</li> <li>2. Gain in-depth knowledge and information about recruitment, selection and training and development of employee.</li> <li>3. Know importance of career development and employee development, mentoring and coaching in the organizations.</li> <li>4. Understand the importance of performance of individuals and teams in the organization.</li> <li>5. HR in the current business and scenario of globalization and Agile Workforce is given in-depth which gives a professional point of view to student.</li> </ol>
MB 202	Financial Management	<ol style="list-style-type: none"> <li>1. Students will be able to analyse the risk-return trade off and difference between market risk and unique risk project appraisal methods to cash flows.</li> <li>2. Identification of capital budgeting cashflows and apply a variety of capital budgeting techniques.</li> <li>3. Evaluates the concept of opportunity cost of capital. Students gain understanding on weighted average cost of capital (WACC).</li> <li>4. Identify need to invest in working capital and also would be able to determine the costs and benefits of different working capital management financing strategies and Dividend Decisions.</li> <li>5. Able to understand the factors that influence a firm's Corporate Restructuring and Corporate Governance.</li> </ol>
MB 203	Operations Research	<ol style="list-style-type: none"> <li>1. Helps in formulating real life situations in organizations in Quantitative form.</li> <li>2. Helps in formulating strategies for optimal use of various resources within the organizations.</li> <li>3. Use mathematical software to solve the proposed models.</li> <li>4. Develop a report that describes the model and the solving technique, analyses the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.</li> <li>5. Application of optimization tools and quantitative competitive strategy models such as game theory, simulation and queuing theory.</li> </ol>
MB 204	Entrepreneurship	<ol style="list-style-type: none"> <li>1. A student learns the cues and motives of</li> </ol>

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	and Development	<p>Entrepreneurship</p> <ol style="list-style-type: none"> <li>Students can learn more about types of Enterprises and growth</li> <li>Knowledge of entrepreneurship prepares the entrepreneurial bent of mind</li> <li>Problems and perspectives of the entrepreneurship can be understood</li> <li>It is also possible to students understand and comprehend on venture capital funds</li> </ol>
MB 205	Business Research Methods	<ol style="list-style-type: none"> <li>To gain understanding of various kinds of research design</li> <li>To enable learners to be able to formulate the research problem</li> <li>To acquire basic knowledge on qualitative and quantitative research</li> <li>To have knowledge on descriptive and inferential data tools</li> <li>To be able to write and develop independent and critical analysis for report writing</li> </ol>
MB 206	Business Law and Ethics	<ol style="list-style-type: none"> <li>The student is introduced to the legal aspects of business from the national and transnational perspective.</li> <li>Provides knowledge on trade agreements and trade partnerships.</li> <li>Intends to offer insights into the ethical considerations in Business entities and their responsibility towards society.</li> <li>The legal and ethical considerations in business organizations are imparted for business integrity.</li> <li>The learners may gain knowledge of provincial and international business law in changing scenario.</li> </ol>
MB 207	Innovation Management	<ol style="list-style-type: none"> <li>Helps in formulating R&amp;D policy and strategy for an organization.</li> <li>Helps in managing and making budget allocations for R &amp; D projects in organization.</li> <li>Helps in managing Effective Research &amp; Development Management in organizations</li> <li>Provides an understanding on innovation in Organization.</li> <li>Helps in Managing Innovation within Organizations</li> </ol>

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MB 301	Operations Management	<ol style="list-style-type: none"> <li>1. Understands importance/Planning organizing and controlling aspects of operations management.</li> <li>2. Re-enforce the concepts of production management.</li> <li>3. Application of knowledge of business concepts and functions in an integrated manner.</li> <li>4. Specialized knowledge in Operations Management to solve business processes.</li> <li>5. Application of approaches to operational performance improvement.</li> </ol>
MB 302	E- Business	<ol style="list-style-type: none"> <li>1. Identify and explain the key concepts and principles of e-global business.</li> <li>2. Understands the technologies on E-business operations.</li> <li>3. Analyse and develop strategies for digital marketing environment of E-business.</li> <li>4. Apply critical thinking skills to solve problems on e- business and operations management.</li> <li>5. Understand the components of online distribution channel and E-payment systems.</li> </ol>
MB 303	Total Quality Management	<ol style="list-style-type: none"> <li>1. Understand the basic terminologies and metrics that are used to govern quality management.</li> <li>2. Get a better perspective on quality standards like ISO and quality awards.</li> <li>3. Be able to identify the various metrics that govern quality.</li> <li>4. Elucidate the role and importance of six sigma as a quality measurement tool.</li> <li>5. Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.</li> </ol>
MB 304	Global Business Strategies	<ol style="list-style-type: none"> <li>1. The students develops higher level skills in global business</li> <li>2. The student outlook changes towards global business environment</li> <li>3. The student attains knowledge on global business and Multilateral Agreement</li> <li>4. The student understands global business entry strategies</li> <li>5. The students can explain the strategies on global business</li> </ol>
MB 305-F-I	Investment Management	<ol style="list-style-type: none"> <li>1. Differentiate various avenues of investment on the basis of risk and return</li> <li>2. Gain basic knowledge of analysing stocks</li> <li>3. Make valuation of equity, debt and portfolio instruments</li> <li>4. Gain an understanding of mutual funds, their performance evaluation and regulation.</li> </ol>

COURSE CODE	COURSE NAME	COURSE OUTCOMES
		<ol style="list-style-type: none"> <li>5. Apply standard models of financial economics to problems of portfolio optimization, diversification, immunization, and risk management</li> </ol>
MB 305-F-II	International Finance	<ol style="list-style-type: none"> <li>1. Provide an analysis of the evolution of International Financial System</li> <li>2. Make calculations relating to foreign exchange rates based on parity theories</li> <li>3. Understand the financial instruments in international markets</li> <li>4. Evaluate Multinational Corporate Decisions in Global Markets</li> <li>5. Understand International Tax Environment</li> <li>6.</li> </ol>
MB 305-M-I	Marketing Engineering	<ol style="list-style-type: none"> <li>1. Understand the relevance of modeling in marketing for logical judgment</li> <li>2. Appreciate the business and economic lifetime value of marketing engineering</li> <li>3. Be well versed with the various models, both qualitative and quantitative in marketing engineering</li> <li>4. Understand the relevance of using modeling in marketing as a decision making tool</li> <li>5. Learn the importance of marketing engineering as a strategic marketing analysis tool</li> <li>6.</li> </ol>
MB 305-M-II	Advertisement and Retail Management	<ol style="list-style-type: none"> <li>1. Understand the importance of advertising in the marketing mix</li> <li>2. Establish the importance of creativity in an ad campaign</li> <li>3. Determine the comparative importance of organized retailing sector vis-a-vis unorganized sector</li> <li>4. Compare the functions and performance of organized retail sector to others</li> <li>5. Determine the role of other functional areas of marketing as key drivers to the retail sector</li> </ol>
MB 305-HR-I	Industrial Relations and Labour Laws	<ol style="list-style-type: none"> <li>1. Focuses on the managerial perspectives needed to understand industrial relations issues, labour laws, issues and implications.</li> <li>2. Gain a comprehensive understanding of Industrial relations in the wake of economic reforms.</li> <li>3. Gain knowledge of industrial disputes and a framework for analysis and resolution of such disputes.</li> <li>4. Understand the role of trade unions and generate alternate decision making.</li> <li>5. Appreciate Labour laws related to labour welfare, social security and other protective laws towards women labour, migrant labour and contract labour.</li> </ol>

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MB 305-HR-II	Organizational Development	<ol style="list-style-type: none"> <li>1. The students would gain the conceptual clarity of OD and its process.</li> <li>2. The students would be able to understand Models and Theories of Planned Change</li> <li>3. The students would understand Managing the OD Process</li> <li>4. The students would gain inputs on Human Process Interventions</li> <li>5. The students would be able to gain techno-structural and strategic interventions in OD</li> </ol>

MBA II YEAR – IV SEMESTER

COURSE CODE	COURSE NAME	COURSE OUTCOMES
MB 401	Business Policy Strategy	<ol style="list-style-type: none"> <li>1. The students develops higher level skills in strategic business areas</li> <li>2. The student outlook changes towards business environment</li> <li>3. They are exposed to practical problems of strategy formulation</li> <li>4. The students attains the knowledge about Industry and Market</li> <li>5. The students attains the knowledge on Strategy Implementation and Control</li> </ol>
MB 402	Business Intelligence	<ol style="list-style-type: none"> <li>1. EmphasizethePracticalneedforgooddecisionsupport systemsasBiinanOrganization.</li> <li>2. Helps in connecting statics for implementing Data warehousing and Data Mining</li> <li>3. Students would master in BusinessPerformanceMeasurement</li> <li>4. Provides students knowledge on BusinessAnalyticsandDataVisualization</li> <li>5. Helps in connecting to BusinessIntelligenceImplementationandEmergingTrends</li> </ol>
MB 403	Supply Chain Management	<ol style="list-style-type: none"> <li>1. Gain a holistic understanding of supply chain management andtheroleoflogistics management in it</li> <li>2. UnderstandthebasicdriversthatleadtotheperformanceofSCMinineffectivemanner</li> <li>3. Identifytheroleofvaluechainanditsintegrationinthesupplychain</li> <li>4. Sensitize themselves to the roleofglobal sourcing in making supply chain cost effective</li> <li>5. Gain aninsightintotheroleofInformationTechnologyin makingsupplychainagile</li> </ol>
MB 404-F-I	Financial Risk Management	<ol style="list-style-type: none"> <li>1. Make calculation to find out CaRandVar</li> <li>2. Differentiates betweenforwardsandfutures</li> <li>3. Understandthevaluationofswapsandhedgingmechanism</li> <li>4. Finds the intrinsic value of options BOPMandBSOPM</li> </ol>

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		5. Helps to understand Techniques and Tools of Risk Management in Options
MB 404-F-II	Banking and Insurance	<ol style="list-style-type: none"> <li>1. Learn about the performance of banks in India</li> <li>2. Learn about sources and uses of bank funds</li> <li>3. Understand the regulations and innovations in banking system</li> <li>4. Understands the role and importance of Insurance</li> <li>5. Learn about the life and general insurance</li> </ol>
MB 404-M-I	Buyer Behaviour	<ol style="list-style-type: none"> <li>1. Students can examine and identify the major influences in buyer behavior</li> <li>2. Students can develop an understanding between different consumer behavior influences and their relationships.</li> <li>3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.</li> <li>4. Students can examine and identify Consumer decision making process and buyer attitude</li> <li>5. Students can examine Models of Consumer Behaviour</li> </ol>
MB 404-M-II	Services and Digital Marketing	<ol style="list-style-type: none"> <li>1. Students can examine the nature of services, and effective management of Service marketing</li> <li>2. Students can understand customer expectation through market research and Consumer behavior in services</li> <li>3. Students can examine Marketing Mix in Service Marketing</li> <li>4. Students can develop an understanding of digital marketing, Trends and scenario of the industry</li> <li>5. Students can understand Social Media Marketing and Social Media techniques.</li> </ol>
MB 404-HR-I	Leadership and Change Management	<ol style="list-style-type: none"> <li>1. The student will gain knowledge Traits, Styles, Skills, Behaviors, Vision, Inspiration and Momentum of Leadership</li> <li>2. The student will be familiarized with Leadership Development Programs and Models</li> <li>3. The student will gain knowledge on Strategic Change Process</li> <li>4. The student will be familiarized in Initiating Change</li> <li>5. The student will gain knowledge on methods and models for change management</li> </ol>
MB 404-HR-II	Performance Management	<ol style="list-style-type: none"> <li>1. To produce Competent Executives</li> <li>2. To transform Performance Appraisals and Performance Management</li> <li>3. To build pivotal performance Benchmarking</li> <li>4. To establish Competency mapping and Pay Plans</li> <li>5. To build Performance Metrics and Models</li> </ol>