

Department of Master of Business Administration

Program Outcomes and Course Outcomes

Program Outcomes (POs)
PO1: Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
PO2: Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
PO3: Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.
PO4: Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.
PO5: Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
PO6: Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

Course Outcomes

Year/ Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Management & Organizational Behavior		Course Code:20MBA11
CO1	Gain practical experience in the field of Management and Organization Behavior.	
CO2	Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behavior.	
CO3	Apply managerial and behavior knowledge in real world situations.	
CO4	Develop a greater understanding about Management and Behavioral aspects to analyze the concepts related to individual behavior, attitude, perception and personality.	
CO5	Understand and demonstrate their exposure on recent trends in management.	

Year/Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Managerial Economics		Course Code: 20MBA12
CO1	The student will understand the application of Economic Principles in Management decision making.	
CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.	
CO3	The Student will be able to understand, assess and forecast Demand.	
CO4	The student will apply the concepts of production and cost for optimization of production.	
CO5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.	

Year/ Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Accounting for Managers		Course Code: 20MBA13
CO1	Demonstrate theoretical knowledge and its application in real time accounting.	
CO2	Capable of preparing financial statement of companies.	
CO3	Independently undertake financial statement analysis and take decisions.	
CO4	Comprehend emerging trends in accounting and computerization of Accounting systems.	

Year/ Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Business Statistics		Course Code: 20MBA14
CO1	Facilitate objective solutions in business decision making under subjective conditions.	
CO2	Demonstrate different statistical techniques in business/real-life situations.	
CO3	Understand the importance of probability in decision making.	

CO4	Understand the need and application of analytics.
CO5	Understand and apply various data analysis functions for business problems.

Year/ Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Marketing Management		Course Code: 20MBA15
CO1	Develop an ability to assess the impact of the environment on marketing function.	
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.	
CO3	Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning.	
CO4	Identifying marketing channels and the concept of product distribution.	
CO5	Identifying techniques of sales promotion, significance of marketing research.	
CO6	Synthesize ideas into a viable marketing plan for various modes of marketing.	

Year/ Semester: 1st Year /1st Semester		Scheme of Study: 20-Scheme
Course Name : Managerial Communication		Course Code: 20MBA16
CO1	The students will be aware of their communication skills and know their potential to become successful managers.	
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.	
CO3	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.	
CO4	Introduced to the managerial communication practices in business those are in vogue.	
CO5	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analyzing business situations.	

Year/ Semester: 1st Year /2nd Semester		Scheme of Study: 20-Scheme
Course Name : Human Resource Management		Course Code: 20MBA21
CO1	Gain practical experience in the field of Human Resource Concepts, functions and theories.	
CO2	Acquire the conceptual insight of Human Resource and various functions of HR.	
CO3	Apply personnel, managerial and welfare aspects of HR.	
CO4	Develop a greater understanding about HR practices, analyse the trends in the field of HR.	

Year/ Semester: 1st Year /2ndSemester		Scheme of Study: 20-Scheme
Course Name : Financial Management		Course Code: 20MBA22
CO1	Understand the basic financial concepts.	
CO2	Apply time value of money.	
CO3	Evaluate the investment decision.	
CO4	Estimate working capital requirements.	
CO5	Analyze the capital structure and dividend decisions.	

Year/ Semester: 1st Year /2ndSemester		Scheme of Study: 20-Scheme
Course Name : Research Method		Course Code: 20MBA23
CO1	Understand various research approaches, techniques and strategies in the appropriate in business.	
CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.	
CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.	
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular.	

Year/ Semester: 1st Year /2ndSemester		Scheme of Study: 20-Scheme
Course Name : Operating Research		Course Code: 20MBA24
CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases.	
CO2	Use appropriate quantitative techniques to get feasible and optimal solutions.	
CO3	Understand the usage of game theory, Queuing Theory and Simulation for Solving Business Problems.	
CO4	Understand and apply the network diagram for project completion.	

Year/ Semester: 1st Year /2ndSemester		Scheme of Study: 20-Scheme
Course Name : Strategic Management		Course Code: 20MBA25
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.	
CO2	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.	
CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.	
CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.	
CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.	

Year/ Semester: 1st Year /2ndSemester		Scheme of Study: 20-Scheme
Course Name : Entrepreneurship & Legal Aspects		Course Code: 20MBA26
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.	
CO2	To know about the various business models and B-Plans across Business sectors.	
CO3	Able to understand the importance of marketing and different forms of businesses.	
CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.	
CO5	Awareness about legal aspects and ways to protect the ideas.	
CO6	To understand the ways of starting a company and to know how to protect their ideas.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Emerging Exponential Technologies		Course Code:20MBA301
CO1	Identify different emerging technologies.	
CO2	Select appropriate technology and tools for a given task.	
CO3	Identify necessary inputs for application of emerging technologies.	
CO4	Understand the latest developments in the area of technology to support business.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Technology & Operational Strategy		Course Code:20MBA302
CO1	Acquire the knowledge about the concepts of production and operation management.	
CO2	Demonstrate the basic concepts of process mapping.	
CO3	Evaluate the importance of Lean Manufacturing.	
CO4	Develop strategies of Total quality management.	
CO5	Understand the roles of ISO standards and production system.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Services Marketing		Course Code: 20MBAMM303
CO1	Develop an understanding about the various concepts and importance of Services Marketing.	
CO2	Enhance knowledge about emerging issues and trends in the service sector.	
CO3	Learn to implement service strategies to meet new challenges.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Marketing Research Analytics		Course Code: 20MBAMM304
CO1	Comprehend the objectives of Market research & its application in solving marketing problems.	
CO2	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.	
CO3	Generalize and interpret the data with the help of various measurement techniques.	
CO4	To understand the emergence of new trends in research.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Consumer Behavior		Course Code:20MBAMM305
CO1	Explain the background and concepts vital for understanding Consumer Behavior.	
CO2	Identify the role of variables that determines Consumer Behavior in Social & cultural domain.	
CO3	Identifying the psychological and behavioral practices adopted by organizations to enhance the Consumer Behavior.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Retail Management		Course Code:20MBAMM306
CO1	Career development in the field of sales.	
CO2	Management of sales.	
CO3	Find out the contemporary retail management, issues, and strategies.	
CO4	Evaluate the recent trends in retailing and its impact in the success of modern business.	
CO5	Relate store management and visual merchandising practices for effective retailing.	

Year/ Semester: 2nd Year /3rd Semester		Scheme of Study: 20-Scheme
Course Name : Investment Management		Course Code:20MBAFM303
CO1	The student will understand the capital market and various Instruments for Investment.	
CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities.	
CO3	The student will be able to analyze the Economy, Industry and Company framework for Investment Management.	
CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Direct Taxation		Course Code:20MBAFM304
CO1	Understand the basics of taxation and process of computing residential status.	
CO2	Calculate taxable income under different heads.	
CO3	Understand deductions and calculation of tax liability of Individuals.	
CO4	Know the corporate tax system.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Banking & Financial Services		Course Code:20MBAFM305
CO1	The Student will be acquainted to various Banking and Non-Banking financial services in India.	
CO2	The Student will understand the activities of Merchant Banking and credit rating.	
CO3	The Student will be equipped to understand micro financing and other financial services in India.	
CO4	The Student will understand how to evaluate and compare leasing & hire purchase.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Advanced Financial Marketing		Course Code:20MBAFM306
CO1	Get an overview of capital structure theories.	
CO2	Understand and assess the dividend policy of the firm.	
CO3	Realize the importance of management of working capital in an organization.	
CO4	Be aware of the techniques of cash, inventory and receivables management.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Recruitment & Selection		Course Code: 20MBAHR303
CO1	Gain the practical insight of various principles and practices of recruitment and selection.	
CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.	
CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors.	
CO4	Develop a greater understanding about strategies for workforce planning and assessment; analyze the hiring management system followed in various industries.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Industrial Relations & Labor Law		Course Code:20MBAHR305
CO1	Gain practical experience related to labour legislations in India across various sectors.	
CO2	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.	
CO3	Develop the greater understanding of IR concepts and its application in solving various issues in IR.	
CO4	Apply the IR and labour laws concepts in various industries in India.	

Year/ Semester: 2nd Year /3rdSemester		Scheme of Study: 20-Scheme
Course Name : Compensation Management & Reward System		Course Code:20MBAHR306
CO1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.	
CO2	Determine the performance based compensation system for business excellence and solve various cases.	
CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.	
CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : B2B Marketing Management		Course Code:20MBAMM401
CO1	Understand significance of B2B marketing.	
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies.	
CO3	Effectively use marketing communication for customer acquisition.	
CO4	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Logistics & Supply Chain Management		Course Code:20MBAMM402
CO1	Demonstrate knowledge of the functions of logistics and supply chain management.	
CO2	To relate concepts and activities of the supply chain to actual organizations.	
CO3	Highlight the role of technology in logistics and supply chain management.	
CO4	Evaluate cases for effective supply chain management and its implementation.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Digital Marketing Management		Course Code:20MBAMM403
CO1	Recognize appropriate e-marketing objectives.	
CO2	Appreciate the e-commerce framework and technology.	
CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies.	
CO4	Develop social media strategies to solve business problems.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Strategic Brand Management		Course Code:20MBAMM404
CO1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.	
CO2	Understand the overview of management, theory of management and practical applications of the same.	
CO3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals.	
CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.	
CO5	Understand and demonstrate their exposure on recent trends in management.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Agri Business Marketing		Course Code:20MBAMM405
CO1	Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.	
CO2	Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.	
CO3	Emphasize the different strategies adopted by Indian companies for rural markets.	
CO4	Apply the strategies to be adopted for influencing the rural consumers.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : International Marketing Management		Course Code:20MBAMM406
CO1	Understand the differences between domestic marketing and international marketing.	
CO2	Understand the concept of international pricing and distribution decision.	
CO3	Acquire the knowledge of import export documentation.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Risk Management & Insurance		Course Code:20MBAFM401
CO1	Understand various types of risks.	
CO2	Assess the process of identifying and measuring the risk.	
CO3	Acquaint with the functioning of life Insurance in risk management.	
CO4	Understand general insurance contract.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Financial Derivatives		Course Code:20MBAFM402
CO1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.	
CO2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.	
CO3	Application of financial derivatives in risk management.	
CO4	Critically evaluate various financial derivatives.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Indirect Taxation		Course Code:20MBAFM403
CO1	Have clarity about GST system in India.	
CO2	Understanding of levy and collection of GST in India.	
CO3	Have an overview of customs duty in India.	
CO4	Understanding of valuation for customs duty.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Mergers, Acquisitions & Corporate Restructuring		Course Code:20MBAFM404
CO1	Understand M&A with its different classifications, strategies, theories, synergy etc.	
CO2	Conduct financial evaluation of M&A.	
CO3	Analyze the results after evaluation.	
CO4	Critically evaluate different types of M&A, takeover and antitakeover strategies.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Corporate Valuation		Course Code:20MBAFM405
CO1	Understand corporate valuation and valuation process.	
CO2	Familiarize with the standard techniques of corporate valuation.	
CO3	Develop analytical skills relevant for corporate valuation and value based management.	
CO4	Critically evaluate IPOs, M&As, Bankruptcy cases.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : International Financial Management		Course Code:20MBAFM406
CO1	The student will have an understanding of the International Financial Environment.	
CO2	The student will learn about the foreign exchange market, participants and transactions.	
CO3	The student will learn about the foreign exchange market, participants and transactions.	
CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Organizational Leadership		Course Code:20MBAHR401
CO1	Understand the fundamental concepts and principles, theories of Organizational Leadership.	
CO2	Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.	
CO3	Developing better insight in understanding the leadership traits that influence them to work effectively in group.	
CO4	Demonstrate their ability to apply of their knowledge in organizational leadership.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Personal Growth & Interpersonal Effectiveness		Course Code:20MBAHR402
CO1	Have in-depth understanding the various personality traits which promotes personal growth.	
CO2	Analyze the concepts of human personality, behavior and functioning of mind.	
CO3	Learn and apply the psychometrics tests in understanding the personality traits.	
CO4	Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : International Human Resources Management		Course Code:20MBAHR403
CO1	Gain conceptual knowledge and practical experience in understanding the HR concepts globally.	
CO2	Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's.	
CO3	Develop knowledge and apply the concepts of HR in global perspective.	
CO4	Have a better insight of HR concepts, policies and practices by critically analyzing the impact of contemporary issues globally.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Organizational Change & Development		Course Code:20MBAHR404
CO1	Gain conceptual insight of change management models, OD processes and interventions.	
CO2	Develop the understanding of OD to apply OD aspects in private and public sectors in India.	
CO3	Analyse the tools and techniques available to implement changes in the organization environment.	
CO4	Handle the OD interventions by analyzing the role of OD consultant.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Human Resource Audit		CourseCode:20MBAHR405
CO1	Gain conceptual knowledge and practical experience in understanding the HR Audit.	
CO2	Comprehend and correlate the strategic approaches to HR Audit aspects.	
CO3	Develop knowledge and apply the concepts of HR Audit in the organization.	
CO4	Have a better insight of HR Audit concepts, policies and practices by critically analyzing the impact of contemporary issues in the organization.	

Year/ Semester: 2nd Year /4th Semester		Scheme of Study: 20-Scheme
Course Name : Management Consulting For Business Excellence		Course Code:20MBAHR406
CO1	Gain the practical insight of various principles and practices of Consultant and Consultancy.	
CO2	Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors.	
CO3	Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.	
CO4	Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.	