

**MBA
COURSE OUTCOME
SEMESTER – I**

Course Code	Course Name	Course Objective	Course Outcome
MB 101	Principles and Practice of Management	The course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.	CO. 1 Understand the concepts related to Business Management. CO. 2 Exhibit the roles, skills and functions of Management. CO. 3 Analyse effective application of PPM knowledge to diagnose and solve organizational problems. CO. 4 Understand the complexities associated with staffing in the organizations and integrate the learning in handling these complexities. CO. 5 Create motivation in effective implementation of business policy. CO. 6 Understanding of managerial has like planning & have same basic knowledge on internal aspect of Management.
MB 102	Managerial Economics (ME)	The basic objective of this course is to make the students aware of the various economics issues that they are expected to face as managers at the firm level and to equips them with the tools and techniques of economic of analysis for improving their decision-making skills.	CO. 1. Understand tools and techniques of Managerial Economics to enable them to appreciate its relevance in Decision Making. CO. 2. Develop Economic way of thinking in dealing with practical Business problems and challenges. CO. 3. Relate Micro and Macro Environmental Variable / forces and their Impact on Business. CO. 4. Understand the choices made by a Rational consumers.
MB 103	Statistical Method for Decision Making	The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision-making.	CO. 1. Understand the basic knowledge of data collection and various statistical elementary tools. CO. 2. Understand the fundamental Principles of statistics and data analysis. CO. 3. Define and compute each of three measure of central tendency. CO. 4. Understand the General purpose for measuring variability. CO. 5. Recognize research situation where all four test Z, F, T and chi – square test is appropriate.
MB 104	Accounting and Financial Analysis	The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of a firm. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, Which are useful in the interpretation of financial. Thus, the course does not intend t make the students expert accountant.	CO. 1. Explain the basic concepts of Financial Accounting. CO. 2. Prepare final accounts of sloe trader/company. CO. 3. Calculate Profits or Losses from incomplete records & Financial data. CO. 4. Valuation of Shares and debentures. CO. 5. Explain the concepts of forensics accounting and money laundering.

MB 105	Marketing Management	<p>This course intends to provide an experienced -based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective.</p>	<p>CO. 1. Understand core concepts of marketing & its role in business and marketing & its role in business and society. CO. 2. Exposure to global nature of marketing & explore appropriate measures to face even dynamics & competitive & ... CO. 3. Develop marketing strategies based on product, price, place & promotion objectives.</p>
MB 106	Human Resource Management	<p>The present course aims at familiarizing the participants with various aspects of HRM. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of HRM in a comprehensive way.</p>	<p>CO. 1. Understand the concept of human resource management and to understand its relevance in organizations. CO. 2. Develop necessary skill set that assist in solving various HR issues. CO. 3. Analyse the strategic issues and strategies required to select and develop manpower resources. CO. 4. Integrate the knowledge of HRM to take correct business decisions.</p>

SEMESTER – II

MB 201	Organizational Behaviour	The present course aims to develop the interpersonal abilities in the students. It aims to develop an intimate understanding of the individual and group behavior.	<p>CO. 1. Relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace.</p> <p>CO. 2. Apply the frameworks & tools effectively to analyze & approach various Organizational situations.</p> <p>CO. 3. Modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness.</p> <p>CO. 4. Develop skills that will help them to take rational decisions in business.</p>
MB 202	Business Research Methods	This course gives a comprehensive introduction to the subject of business research methods. The objective of this course to develop the research skills of the students in investigating the business problems with a view to arrive at objective finding, interpretation of data and conclusions of their investigation in the form of systematic reports. Further, acquainting students with all modern and universally applied research concepts, tools and techniques and encouraging them to apply their acquired research concepts, tools and techniques and encouraging them to apply their acquired theoretical knowledge to real – life situations are paramount course objective.	<p>CO. 1. Relate the concept and process of business research in business environment.</p> <p>CO. 2. Familiarize the use of tools and techniques for exploratory, conclusive and causal research.</p> <p>CO. 3. Apply concept of measurement in empirical systems.</p> <p>CO. 4. Interpret the result of statistical techniques for analysis of research data.</p>
MB 203	Operations Research	This paper intends to acquaint the student with the management of different operational aspects of organizations especially with respect to the manufacturing, assembling and servicing processes with numerical and quantitative technical value addition.	<p>CO. 1. Understand the various techniques of operation research.</p> <p>CO. 2. Formulate and obtain the optimal solution for linear programming problems.</p> <p>CO. 3. Determine the optimal solution for the transportation problem.</p> <p>CO. 4. Plan, schedule and control given projects.</p> <p>CO. 5. Understand the need of inventory management.</p>
MB 204	Management Accounting and Control	The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. Having been introduced to these techniques and having acquired the ability to understand accounting language, the students should be in a position to make effective use of accounting information in resolving the problems, which they may face as managers. Applied side of the subject will be given more emphasis and attention as compared to its conceptual aspect. Consequently, case -method of teaching will be used besides class lectures.	<p>CO. 1. Understand the relationship between cost accounting – financial accounting and managerial accounting.</p> <p>CO. 2. Apply the concept of management accounting for business.</p> <p>CO. 3. Understand the importance of management accounting.</p> <p>CO. 4. Understand fixed, variable, semi- fixed and semi – variable cost concepts.</p> <p>CO. 5. Analyze the relationship between the cost – volume and profit.</p>

<p>MB 205</p>	<p>Financial Management</p>	<p>The present course aims at familiarizing the participants with the skills related to basic principles. Tools and techniques of financial management.</p>	<p>CO. 1. Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting. CO. 2. Demonstrate how Risk is assessed. CO. 3. Analyse the complexities associated with management of cost of funds in the capital structure. CO. 4. Develop analytical skills this which facilities the decision making in Business situations.</p>
<p>MB 206</p>	<p>Project Management</p>	<p>The objective of this course is to enable the students to gain knowledge about the concepts of project, project management project life- cycle, project appraisal; to acquaint the students about various issues of project management.</p>	<p>CO. 1. Provide with a holistic, integrative view of ProjectManagement. CO. 2. Highlight the role of projects in modern day business organizations. CO. 3. Sensitize the complexities of project management.</p>

SEMESTER – III

MB 301	Strategic Management	<p>The present course aims at familiarizing the participants with the important role that strategic management plays in a business' success and enables them to develop analytical and conceptual skills. The center of attention is the total enterprise- the industry and competitive environment in which it operates its long term direction and strategy, its resources and competitive capabilities, and its prospects for success. Class participation and case discussion will be fundamental to the development of these skills.</p>	<p>CO. 1. Explore participants to various perspectives and concepts in the field of Strategic Management CO. 2. Develop skills for applying these concepts to the solution of business problems CO. 3. Create mastery in analytical tools of strategicmanagement.</p>
MB 302	Legal Aspects of Business	<p>The present course aims at familiarizing the participants with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law in a comprehensive way.</p>	<p>CO. 1. Understand the importance of law and legal Institutions in Business. CO. 2. Able to have a basic understanding of the laws relating to contract, consumer protection, Competition, Companies and dispute resolution. CO. 3. Relate fundamental legal issues pertaining to the businessworld to enhance their ability to manage businesses effectively.</p>
MB 303	Project Study	<p>GUIDELINES FOR PROJECT REPORT Students of the MBA Programme are required of offer project repot as one to the papers. It is offered at MBA semester III stage. They are required to prepare a report on the topic of the project incorporating the details of their wording and main findings and suggestion. Since right form the selection of the topic for project work through preparation of synopsis and finally writing project report involve compliance with certain procedures, it is advisable for an MBA student offering project report to deep the following guidelines in their mind.</p>	<p>CO. 1. Demonstrate how knowledge of consumer behavior can be applied to marketing. CO. 2. Identify and explain factors which influence consumer behavior. CO. 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. CO. 4. Implement appropriate combinations of theories and concepts. CO. 5. Recognize social and ethical implications of marketing actions on consumer behavior.</p>
MB 304	Summer Internship	<p>In the Third Semester, all students will have to undergo summer internship of and not less than 04 weeks with an industrial, business or service organization by taking up a study on various aspects of the organization. The conditions of successfully completing the course shall not be deemed to have been satisfied unless a student undergoes summer internship under the supervision of the Department in organization as approved by the Director /Head of the institution from time to time. Each student will be required to submit a internship report to the Programme Director/Head of the institution of the work undertaken during this period within one month from the date of the date of the completion of the internship for the purpose of evaluation.</p>	<p>CO. 1. Understand on job the skills, knowledge, attitudes, andperceptions along with the experience needed to constitute a professional identity. CO. 2. Learn actual supervised professional experiences. CO. 3. Get insight in working of the real organizations CO. 4. Understand the specific functional areas. CO. 5. Match linkages among different functions anddepartments. CO. 6. Understand perspective about business organizations intheir totality. CO. 7. Discover career opportunities to students in exploring intheir areas of interest.</p>

MB FC 01	Security Analysis And Portfolio Management	The objective of this course is to expose the students to the concepts, tool and technique applicable in the field of Derivatives as a tool of investment and Derivative analysis.	CO. 1. Appreciate the importance of forming a portfolio of investments with varied risk and reward patterns. They would recall and discuss various portfolio management models. CO. 2. Recall and discuss the meaning and need of portfolio evaluation and portfolio revision. CO. 3. Appreciate and understand the need of various fundamentals analysis in developing and managing a portfolio. CO. 4. Acquainted with various technical analysis tools like Charts, Patterns and other mathematical and market indicators.
MB FC 02	Corporate Tax Planning And Management	Course aims to provide understanding of Direct Tax including Rules pertaining there to and application to different business situations & to understand principles underlying the Service Tax along with basic concepts of VAT.	CO. 1. Develop working knowledge regarding legitimate way of tax planning under different financial situation. CO. 2. Develop an understanding regarding the administration of G.S.T. and its implementations on business.
MB HC 01	Labour And Employment Laws in India	The Course Intends to educate and create awareness among the students about various aspects of Labour and Employment Law and thus to handle this delicate subject with maturity, objectivity and understandings.	CO. 1. Understand rationale behind labour laws. CO. 2. Utilize provisions of various labour laws in their corporate life.
MB HC 02	Industrial Relations	In this course, the students are to be acquainted with the Industrial relations framework in our country, the importance of the maintenance of Industrial peace and efforts to reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasized. Further, the students are to be acquainted with Social Security Frame-work prevailing in our country. It is necessary to know the concepts of Social Security, its importance and also constitutional basic for the same in India.	CO. 1. Students should able to elaborate the concept if industrial relegations CO. 2. Students should also to illustrate the role of trade Union in the Industrial setup. CO. 3. Industrial relegation course has greater out come in terms of knowing the workers and Employee relations setup as well as different dimensions.
MB MC 01	Consumer Behaviour	Objective of this course on consumer Behaviour is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges student to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. The course will be based on real life case studies from Indian environment.	CO. 1. Demonstrate how knowledge of consumer behavior can be applied to marketing. CO. 2. Identify and explain factors which influence consumer behavior. CO. 3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. CO. 4. Establish the relevance of consumer behavior theories and concepts to marketing decisions. CO. 5. Implement appropriate combinations of theories and concepts to marketing decisions. CO. 6. Recognize social and ethical implications of marketing actions on consumer behavior.

MB MC 02	Services Marketing	The objective of this course is to develop insights into emerging trends in the service sector in a developing economy like India. Further, the course in Service Marketing is intended to broaden students' view of marketing to give an understanding of how marketing is practiced in service organizations and how it will be managed in the future.	CO. 1. Recognize the significance of services marketing in the global economy and the deeper aspects of successful services marketing. also found challenges and opportunities in servicesmarketing. CO. 2. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner. CO. 3. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers. CO. 4. Understand current research trends in services marketing and management.
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SEMESTER – IV

MB 401	Corporate Governance and Business Ethics	This course exposes the students to the various concepts of Corporate Governance and business ethics and provides an in-depth of various issues there under.	CO. 1. Develop a sense of business administration. CO. 2. They will better understand how the board of directors provide the sense of direction which CEO when the management team strive to accomplish.
MB 402	Computer Application and Management Information System	1. To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business 2. To learn to use Information Technology to gain competitive advantage in business 3. To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce	CO. 1. Record the current issues of information technology and relate those issues to the firm CO. 2. Reproduce a working knowledge of concepts and terminology related to information technology CO. 3. Analyze how information technology impacts a firm CO. 4. Describe the role of information technology and information system in business.
MB 403	Comprehensive Viva-Voce	The Comprehensive viva-voce shall Encompass the entire of study. To develop the overall concept of Business Administration. To Explore the skills and knowledge regarding the course.	CO. 1. The outcomes of compressive viva-voce shall develop the concept of entire course of MBA. CO. 2. It facilitates the students in gaining the comprehensive knowledge about course. CO. 3. It assist the students to determine the required skill & knowledge.
MB 404	Business Communication	This course is intends to develop good communication skills in students for their future jobs and endeavors in the corporate word so that they can gain a cutting edge over their other counterparts within the country and across the globe.	CO. 1. Understand fundamentals of communication and able to use concept in day to day world CO. 2. Demonstrate necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one.
MB FC 01	Banking and Financial Services	The present course aims to familiarize the students about banking and financial services and strengthen their analytical understanding about Indian Financial environment.	CO. 1. Explain the roles financial intermediaries perform in society and the major risks they face CO. 2. Calculate the duration of a bond and understand implications of the sensitivity of bond price to interest rate changes CO. 3. Use duration analysis to immunize a bank's exposure to interest rate risk CO. 4. Explain idea behind deposit insurance and the consequences of mis-priced insurance schemes CO. 5. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets CO. 6. Explain the different intermediary functions performed by investment banks, securities firms, mutual funds, hedge funds, and venture capital firms.

MB FC 02	Financial Derivatives	The objectives of this course is no expose the students to the concept, tool and technique applicable in the field of Derivatives as a tool of investment and Derivative analysis.	CO. 1. Analyse and price diverse derivatives products to generate an optimal risk management strategy. CO. 2. Demonstrate critical thinking, analytical and problem solving skills in the context of derivatives pricing and hedging practice. CO. 3. Explain the binomial model and its extension in continuous time to the Black-Schools model. CO. 4. Demonstrate an understanding of pricing forwards, futures and options contracts
MB HC 01	Management of Change	The course intends to develop an orientation towards the change. It shall coach the students to be proactive towards a planned change. It details the relevant aspects of change that help the students understand the importance of managing change.	CO. 1. Develop competence for analyzing the dynamic business environment. CO. 2. Appreciate that a converted effort is required to bring about a planned change for the organizational development. CO. 3. Develop know how regarding managing cultural change of the organization.
MB HC 02	Group Dynamics	To familiarize the students with the meaning, scope and significance of group dynamics, to examine the factors and issues that influence group performance and group effectiveness, to identify causes of intragroup and intergroup conflict and ways and means of resolving the conflict and to cultivate skills for group decision-making and teambuilding.	CO. 1. Understand rationale behind labour laws. CO. 2. Utilize provisions of various labour laws in their corporate life. CO. 3. Develop to utilize labour laws in their corporate life.
MB MC 01	Sales and Distribution Management	It aims to help management students understand the fundamentals of sales management and Distribution Management so as to recognize the needs of Business and to have the effectives Sales and Distribution Strategies for the satisfaction of channels partners.	CO. 1. Learn & apply the concepts related to human resource accounting & compensation management. CO. 2. Develop human resource accounting & compensation management for employees. CO. 3. Distinguish importance of services marketing in the global economy CO. 4. Evaluate, classify, imagine and plan the successful service marketing. CO. 5. Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
MB MC 02	Strategic Marketing	The objective of the present course is to develop analytical skills for the formulation and implementation of market driven strategies. It also aims at recognizing, embracing, and managing change by focusing on Higher- level strategies issues and decision making to deliver superior value to customers in global market and competitive situations. Class participation through case discussion will be fundamental to the development of these skills.	CO. 1. Make the HR PROFESSIONAL understand the nuances of the crucial issues in compensation management. CO. 2. Study various techniques of employee retentions CO. 3. Acquaint with various salary structures

