Course Outcomes of Department of MBA

Course Name	Management & Organizational Behaviour
Course Code	18MBA11
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.
CO6	The student will be able to identify, assess profits and apply BEP for decision making.
Course Name	Managerial Economics
Course Code	18MBA12
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
CO6	The student will be able to identify, assess profits and apply BEP for decision making.
Course Name	ACCOUNTING FOR MANAGERS
Course Code	18MBA13
CO1	Demonstrate theoretical knowledge and its application in real time accounting
CO2	Demonstrate knowledge regarding accounting principles and its application
CO3	Capable of preparing financial statement of sole trading concerns and companies.
CO4	Independently undertake financial statement analysis and take decisions
CO5	Comprehend emerging trends in accounting and taxation
Course Name	BUSINESS STATISTICS & ANALYTICS
Course Code	18MBA14
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.
Course Name	MARKETING MANAGEMENT
Course Code	18MBA15
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

	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in
CO3	the market place
CO4	Build marketing strategies based on product, price, place and promotion objectives
CO5	Synthesize ideas into a viable marketing plan
Course Name	MANAGERIAL COMMUNICATION
Course Code	18MBA16
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	The students will be introduced to the managerial communication practices in business those are in vogue
CO4	Students will get trained in the art of business communication with emphasis on analysing business situations
CO5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment
Course Name	HUMAN RESOURCE MANAGEMENT
Course Code	18MBA21
	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various
CO1	levels of employees
CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure
CO3	Identify the various training methods and design a training program
CO4	Understand the concept of performance appraisal process in an organization
CO5	List out the regulations governing employee benefit practices
Course Name	FINANCIAL MANAGEMENT
Course Code	18MBA22
CO1	Understand the basic financial concepts
CO2	Apply time value of money
CO3	Evaluate the investment decisions
CO4	Analyze the capital structure and dividend decisions
CO5	Estimate working capital requirements
Course Name	RESEARCH METHODOLOGY
Course Code	18MB23
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
Course Name	LEGAL AND BUSINESS ENVIRONMENT
Course Code	18MB24
CO1	To student will have an understanding of the macro environment of Business and various macroeconomic concepts

	The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial
CO2 CO3	structure evolved over time
Course Name	The student will be exposed to various economic policies of the country and the state of economy STRATEGIC MANAGEMENT
Course Name	18MB25
Course Coue	
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic
CO2	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
Course Name	ENTREPRENEURSHIP DEVELOPMENT
Course Code	18MB26
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business
CO2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan
CO3	Become aware about various sources of funding and institutions supporting entrepreneurs
CO4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities
Course Name	CONSUMER BEHAVIOR
Course Code	16MBAMM301
CO1	Explain the background and conceptsvital for understanding Consumer Behaviour
CO2	Identify the role of variables that determines Consumer Behaviour in Social &culturaldomain
CO3	Identifying the psychological and behavioral practices adopted by organizations to enhance the ConsumerBehaviour
Course Name	RETAIL MANAGEMENT
Course Code	16MBAMM302
CO1	Find out the contemporary retail management, issues, and strategies
CO2	Evaluate the recent trends in retailingand its impact in the success of modern business
CO3	Relate store management and visual merchandising practices for effective retailing
Course Name	SERVICES MARKETING
Course Code	16MBAMM303
CO1	Develop an understanding about the various concepts and importance of Services Marketing
CO2	Enhance knowledge about emerging issues and trends in theservice sector
CO3	Learn to implement service strategies to meet new challenges
Course Name	PRINCIPLES AND PRACTICES OF BANKING
Course Code	16MBAFM301
CO1	Understand the banking system in India
CO2	Know the nature of banker – customer relationshi

CO3	Make use of Negotiable instruments practically
CO4	Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS etc
CO5	Understand the concept of international banking and management of asset and liability in bank
Course Name	INVESTMENT BANKING AND FINANCIAL SERVICES
Course Code	16MBAFM302
CO1	Understand the functioning of Investment banking
CO2	Be aware of operation connected with depositories and custodians
CO3	Know how financial services likefactoring, venture capital, leasing and hire purchase are provided in the financial system
CO4	Understand the working of Housing finance and non-banking finance companies
CO5	Identify the developments happening in micro finance, credit rating and securitization system
Course Name	INVESTMENT MANAGEMENT
Course Code	16MBAFM303
CO1	Understand the process of investments
CO2	Get an insight into functioning of stock markets in India and abroad
CO3	Have insight into the relationship of the risk and return
CO4	Have familiarity of the fundamental and technical analysis
CO5	Learn the Theories of Portfolio management and also the tools and techniques for efficient portfolio management
Course Name	SALES MANAGEMENT
Course Code	16MBA MM401
CO1	Know the distinction between the skills required for selling and sales management
CO2	Develop a plan for organizing, staffing and training the sales force
CO3	Organize sales territories to maximize selling effectiveness
CO4	Evaluate sales management strategies
Course Name	INTEGRATED MARKETING COMMUNICATIONS
Course Code	16MBA MM402
CO1	Define and apply knowledge ofvarious aspects of managerial decision making related to marketing communicationsstrategy and tactics
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies
CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies
Course Name	E-MARKETING
Course Code	16MBA MM403
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
Course Name	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING
Course Code	16MBA FM401
CO1	Understand corporate merger and acquisition activity

CO3Understand synergies of mergers & acquisition dealsCO4Compute the valuation associated with M&ACO5Understand the human and cultural aspects of M&ACourse Co4ISKMAAAGEMENT AND INSURANCECourse Co4ISKMAAAGEMENT AND INSURANCECO4Be acquained with the incoses of identifying the riskCO2Recognize the complexities involved in risk identification and measuremenCO3Be acquained with the function of insurance in risk managementCO4Be avare of various types of insurance contractsCO5Understand working of insurance companiesCO4Understand the process of computing residential statusCO4Be avare of various types of insurance companiesCO4Understand the process of computing residential statusCO4Be avare of deductions and exemptions of taxesCO4Be avare of deductions and exemptions of taxesCO5Understand working of GST system in the countryCourse Co4IsMBAMM301CO4BelaNMA01CO4BelaNMA02CO4Retalt MAGEMENTCourse Co4IsMBAMM302CO4Relate the comporary retail management, issues, and strategies.CO4Selas tore management and visual merchandising practices for effective retailingCO4BelaNMA02CO4Relate store management, issues, and strategies.CO4Relate store management, issues, and strategies.CO4Relate store management, issues, and strategies.CO4Relate store management and visual merchandising practices of eff	CO2	Analyze the mergers & acquisition deals that have taken place in the recent past
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Course NameRETAIL MANAGEMENTCourse Code18MBAMM302CO1Find out the contemporary retail management, issues, and strategies.CO2Evaluate the recent trends in retailing and its impact in the success of modern businessCO3Relate store management and visual merchandising practices for effective retailingCourse NameSERVICES MARKETINGCourse Code18MBAMM303CO1Develop an understanding about the various concepts and importance of Services MarketingCO2Enhance knowledge about emerging issues and trends in the service sectorCO3Learn to implement service strategies to meet new challengesCourse Code18MBAFM301CO1The Student will be acquainted to various Banking and Non-Banking financial services in India	CO2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain
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C01Find out the contemporary retail management, issues, and strategies.C02Evaluate the recent trends in retailing and its impact in the success of modern businessC03Relate store management and visual merchandising practices for effective retailingCourse NameSERVICES MARKETINGCourse Code18MBAMM303C01Develop an understanding about the various concepts and importance of Services MarketingC02Enhance knowledge about emerging issues and trends in the service sectorC03Learn to implement service strategies to meet new challengesCourse Code18MBAKING & FINANCIAL SERVICESCourse Code18MBAFM301C01The Student will be acquainted to various Banking and Non-Banking financial services in India	Course Name	RETAIL MANAGEMENT
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Course NameBANKING & FINANCIAL SERVICESCourse Code18MBAFM301CO1The Student will be acquainted to various Banking and Non-Banking financial services in India	CO2	Enhance knowledge about emerging issues and trends in the service sector
Course Code18MBAFM301CO1The Student will be acquainted to various Banking and Non-Banking financial services in India	CO3	
CO1 The Student will be acquainted to various Banking and Non-Banking financial services in India	Course Name	BANKING & FINANCIAL SERVICES
	Course Code	18MBAFM301
CO2 The Student will understand the activities of Marchant Danking and credit rating		
CO2 The Student will understand the activities of Merchant Banking and credit rating	CO2	The Student will understand the activities of Merchant Banking and credit rating

CO3 CO4 Course Name	The Student will be equipped to understand micro financing and other financial services in India The Student will understand how to evaluate and compare leasing & hire purchase INVESTMENT MANAGEMENT
Course Code	18MBAFM302
CO1 CO2	The student will understand the capital market and various Instruments for Investment 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 analyse 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
Course Name	DIRECT TAXATION
Course Code	18MBAFM303
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
Course Name	SALES MANAGEMENT
Course Code	18MBAMM401
CO1	Understand the apply the selling techniques in an organisation
CO2	Develop a plan for organising, staffing & training sales force
CO3	Organise sales territories to maximize selling effectiveness
CO4	Evaluate sales management strategies
Course Name	INTEGRATED MARKETING COMMUNICATION
Course Code	18MBAMM402
CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies
CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies
CO4	Prepare advertising copy and design other basic IMC tools
Course Name	DIGITAL & SOCIAL MEDIA MARKETING
Course Code	18MBAMM403
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	Use social media & create temples
CO5	Develop social media strategy's to solve business problems
Course Name	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING
Course Code	18MBAFM401

CO1	Understand M&A with its different classifications, strategies, theories, synergy etc
CO2	Conduct financial evaluation of M&A
CO3	Analyse the results after evaluation
CO4	Critically evaluate different types of M&A, takeover and antitakeover strategies
Course Name	RISK MANAGEMENT AND INSURANCE
Course Code	18MBAFM402
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
Course Name	RISK MANAGEMENT AND INSURANCE
Course Code	18MBAFM403
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