

Course Outcomes (MBA)

Semester I

MS 101 - Management Process and Organizational Behavior

Student will be able

CO1-To explain the responsibilities of manager in an organization

CO2-To discuss management process and techniques for effective decision

CO3-To generalize management theories and practices

CO4-To demonstrate effective individual and group behaviour in an organization.

CO5-Student will be able to demonstrate effective team leading skills

M103 Decision Science

Student should be able

CO1- To understand the concept of descriptive statistics

CO2- To implement linear programming model into business problems

CO3- To identify uncertainty and risk and various decision theory tool to deal in such situations

CO4- To reproduce the decision science rules in business organisations.

MS105 Managerial economics

Student should be able:

CO1- To define and comprehend the basic concepts of Economics. They should be able to distinguish between Economics & Managerial Economics

CO2- To analyze & estimate the demand and supply functions

CO3-To critically evaluate the business problems related to cost and production Functions

CO4- To apply the various concepts in evaluating pricing and output decisions under various market competition

CO5- Student should be able to comprehend the recent developments in business & economic environment.

MS107 Accounting For Management

Student should be able

CO1- To understand the accounting cycle, process and interpret the financial accounting information by preparing the balance sheet.

CO2- To critically analyze and develop the decision making ability on the basis of information available from the cost sheet and through the different element of cost .

CO3- To use the concept of performance evaluation techniques such as budgeting and budgetary control, variance analysis, balance score card and responsibility accounting so as to develop the strategic leadership position

CO4- To understand the impact of correct decision making techniques through analysis of CVP, leverage and recent trends .

CO5- To comprehend the growing importance of contingency decision in the field of financial, cost and management accounting and its influence on strategic business decisions.

MS109 Information Technology Management

Students will be able

CO1- To gain the technical knowledge, management knowledge and skills to seamlessly incorporate manpower information and communication technologies, business processes and strategic goals of the organization.

CO2- To apply basic programming concepts toward solving problems, making decisions through creating source files and implement header files, work with and effectively use data types and work on the databases.

CO3- To improve quality, safety and efficiency through information technology and gain the leadership skills that need to drive results.

CO4- To recognize the need for continuing professional development and imparts an understanding of professional, ethical, legal, security and social issues and responsibilities in information technology.

CO5- To learn to design an effective IT strategy and gain the tools to implement the strategy effectively for organizational goal.

MS111 -Business Communication

Students should be able to

CO1- Understand the concept , types, process and barriers to effective communication in business scenario.

CO2- Understand the nuances of business communication in written format for both offline and online methods.

CO3- Understand and develop effective communication skills to attain organizational leadership positions.

CO4- Understand the importance of verbal ,non-verbal , etiquette, dressing , grooming aspects of communication during business presentations and group discussions and personal interviews

CO5- comprehend the legal and ethical dimensions of cross cultural communications, business negotiations and mass communications

MS113-Legal Aspects of Business

Students will be able

CO 1- To Comprehend the legal framework in dealing with various matters

CO 2- To Relate the Indian acts with the real life situations

CO 3-To develop the grounds on which justice is ensured by law

CO 4-To Comprehend and analyse the global, legal and ethical aspects of business

MS 151 Information Technology Management Lab

Students will be able to

CO1-To understand the web technologies to create adaptive web pages for web application.

CO2-To create and format charts, work effectively with multiple sheets in workbooks, use productivity tools, copy and paste data in the format, quick analysis tools and database features

CO3-To analyze complex business scenarios and create a data model-a conceptual representation of an organization's information that challenges to design, implement and demonstrate a database solution for a business or organization.

CO4-To learn the basic DOS commands.

Semester II

MS 102- Management of Technology, Innovation and Change

Students will be able

CO1- To apply the conceptual knowledge in the management of technological innovation and an appreciation of the relevant skills needed to manage innovation at both strategic and operational levels.

CO2- To develop an understanding of analytic frameworks for managing the innovation and change process.

CO3- To diagnose and bring effective solutions of change and innovation challenges.

CO4- To understand, analyze and evaluate different options, formulate and develop strategy and assess and resolve managerial issues.

CO5- To take leadership role in innovation and technology management and how to work together in high performing multidisciplinary teams.

MS104 Financial Management

Student should be able

CO1- To understand the nature of financial management and impact of financial and economical environment on financial management.

CO2- To appraise and analyses the financial statement by using different tools and techniques.

CO3- To critically analyze and appraise the various sources of finance.

CO4- To understand the applications of capital budgeting techniques .

CO5- To understand the concepts, vital tools and techniques applicable for financial decision making by a business firm.

MS106 Marketing Management

Students shall be able to

CO1- Analyse marketing environment in which an organization operates

CO2- Apply the conceptual knowledge of product and pricing to handle Product and pricing decisions

CO3- To apply conceptual knowledge of distribution and promotion mix to create distribution system and promotional campaigns for organisations .

CO4- Discuss Emerging Trends in Marketing

MS108 Business Research Methods

Student shall be able

CO1- To describe the current and past theory and practices of business research in India and abroad

CO2- To develop research aptitude based on best practices in research

CO3 –To develop analytical thinking based on primary and secondary research for better decision making

CO4- To comprehend the variety of factors which influence research in business

MS110 Operations Management

Student shall be able to

CO1- Discuss the strategic significance of operations management in a competitive global economy

CO2- Understand various principles, tools and techniques developed in the area of operations management

CO3- Relate the principles, tools and techniques to practical applications in real life situations

CO4- Discuss Quality management and continuous improvement

MS112 Human resource management

Student will be able to

CO1- To apply conceptual knowledge of human resource into the practice

CO2-To handle recruitment ,interview, payroll management effectively

CO3-To master Ethical Change and lead Strategic human resource

CO4-To understand, analysis and communicate all the variables of business

CO5- To convert HR from cost center to profit centers

MS114 E-Business

CO1- Student should be able to comprehend the nuances of E-business by developing understanding of e-business environment, value chain in e-commerce, components of EDI as well as E-commerce models

CO2- In view of various incidents pertaining to breach of security, students should be well aware of various electronic commerce threats and ways of safeguarding themselves and securing businesses from such threats.

CO3- Students should be able to understand the importance of strong Payment & settlements system for economic efficiency by understanding various e-payments modes available and their implication in the business world from consumer as well as business perspective in order to make well informed choices.

CO4- Student should be able to differentiate between E-commerce and E-business by understanding Revenue and Business Models in order to develop ethical strategies for this platform in light of emerging and changing trends

MS116 NUES – Managerial Skill Development

Student will be able

CO1- To make effective oral presentations

CO2- To demonstrate effective oral communication skill and behaviour in a group

CO3- To understand corporate communication and apply the knowledge in effective written communications

CO4- To learn effective behaviour in Group discussions and Interviews and apply the knowledge in a practical scenario.

Semester III

202 Summer Training

Student will be able

CO1- To apply conceptual knowledge , to solve business problems

CO2- To take data based decision

CO3- Able to understand, analyze and communicate global, economic, legal and ethical aspects of business

CO4- Able to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.

MS203 Management of International business

Student shall be able

CO1 Discuss the environment of international business

CO2 To plan for global expansion

CO3 Formulate strategies for International management

CO4 Consider various issues in globalisation

MS205 Information systems management

students will be able to:

CO1. Describe the role of information systems and technology in business.

CO2. Analyze how information systems and technology impacts a business organization.

CO3. Reproduce a working knowledge of concepts and terminology related to information system.

CO4. Appraise the knowledge previously acquired of modern IS tools and techniques.

CO5. Design an efficient and effective IS for decision-making of a business organization.

CO6. Develop computer based application to meet a user need in an organizational context.

MS207 Entrepreneurship and Small Business development

Students will be able

CO1- To appraise factors affecting entrepreneurship

CO2- To conduct feasibility studies for product appraisal

CO3- To plan and execute launch of a venture

CO4- To understand the institutions in India supporting entrepreneurship

MS209 Consumer Behaviour

Students should be able

CO1- To understand and interpret the CDP model of buyer decision making and the level of consumer involvement at each step of the model

CO2- To critically analyze the various types of buying situations and the levels of consumer decision making so as to apply this knowledge to a given buying scenario

CO3- To use the concept of consumer research, motivation, perception, learning and memory so as to develop the ability to design marketing strategies to gain market leadership position

CO4- To understand the impact of culture, sub culture, global trends and the increasing importance of consumerism in the global markets

CO5- To comprehend the growing importance of understanding the difference between offline and online consumer behaviour.

MS211 Sales and Distribution

Student should be able to

CO1- To understand the role of Sales Manager in the Organization Structure and the importance as well as process of Personal Selling in Sales Territory designing and Sales Strategies.

CO2- To understand the salesforce recruitments and selection procedure alongwith critically analyzing the compensation plans and its components to make well informed decisions for better sales performance as well as to avoid dissonance post selection.

CO3- To understand the difference between Consumer and Industrial markets and functions of intermediaries in the same so as to develop the ability to design marketing channel strategies to gain market leadership position

CO4- To understand the Physical Distribution System which makes a strong edifice of efficient Supply Chain Management. At this stage the student should be well equipped to integrate Sales and Distribution strategies to achieve organizational goals

MS215 Services Marketing

Student shall be able

CO1-To analyse marketing implications of services

CO2- To understand and apply GAPs model in services

CO3- To analyse the service marketing mix

CO4- To appraise marketing strategies of selected service industries

MS219 Financial Markets and Institutions

Student will be able

CO1-To describe the Indian Financial System

CO2-To analyze the financial environment & to take financial decisions.

CO3-To explain the working of Mutual Funds and various financial regulators.

CO4-To differentiate various financial services.

MS221 Security analysis and Investment Management

Student will be able

CO1-To understand the concept of investment decisions with respect to financial assets

CO2- To analyse the risk and return in relation to financial assets

CO3- To reproduce the theories and concepts involved in functioning of securities market and portfolio management in an ongoing basis

CO4- To analyse securities and apply portfolio management models

MS223 Corporate Tax Planning

Student will be able to

CO1- Discuss the conceptual aspect of corporate tax.

CO2- Calculate taxable income of companies by applying the provisions under the IT Act.

CO3- Critically analyze and develop the decision making ability through the tax planning

CO4- Discuss tax filing and solve assessee tax related problems

CO5-Understand tax planning machinery and Differentiate various tax planning devices

MS227 Industrial Relations and the Labour laws

Student should be able

CO 1: To understand the concept of Industrial Relation, its background, dynamic context of Industrial Relation: globalization and national economy, Responses to competitive pressures, and Role of Trade Union in India.

CO 2: To understand the importance of interaction: employee participation, employee involvement, discipline and grievance handling, collective bargaining, positive relation and its outcome in Industrial Relation.

CO 3: To understand the legal framework of Industrial Relation.

CO 4: To understand the emerging scenario of Industrial Relation in India.

MS229 Training and Development

CO1-Student will be able to apply theoretical training and development knowledge to impart training for doing assigned job profiles and handling real business problems

CO2-Analytical skills of students will be developed to identify training needs accurately

CO3-Students will be developed as good trainers of a specific skill

CO4-Student will be able to anticipate changes at different levels and draft,develop,conduct training programme accordingly

CO5-Student will be developed as an efficient training managers and heads to contribute growth to the organizations

MS231 Performance Management

CO 1 Students will have shared a common understanding on how performance management systems can be effectively utilised to raise the performance of individuals and teams

CO 2 Enhanced the skills of the students in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures

CO 3 Identifying and practising some performance management strategies and techniques to enhance the performance and motivation in under-performing and high performing team members.

CO 4 Applying performance management within the business, helping managers and team leaders recognise their role and contribution to effectively manage performance and conduct at work.

CO 5 Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.

MS243 Export Import Procedures and Documentation

CO1- Students will understand the various statutory requirements of Foreign Trade in India

CO2-Students will be able to manage Foreign Trade Operations

CO3-Students will be able to execute export orders

CO4- Students will recognize various risks in international trade

MS 245 WTO & Intellectual Property Rights

CO1- Student should be able to understand the formation of WTO and its role in International Trade

CO2- Student should be well versed with The Intellectual Property Law & its main fields, their implications as well as exceptions so as to analyze every case and situation individually in the light of events.

CO3- Student should be able to understand the role of IPR in the nation's economic development and its position in the Indian Legal System and be able to imply the same in International Business environment.

CO4- Students should understand the role and functioning of Intellectual Property Organization in the global scenario along with the various treaty and agreements forming the basis of Intellectual Property Law.

MS 235 Enterprise Resource planning

Student will be able

CO1- To identify ERP drivers and Trends in Indian market

CO2- To Differentiate different information system and apply the concept of ERP

CO3-To Develop and design ERP models for business transformation

CO4- To Implement ERP concepts in Business environment

MS 237 Network application and Management

Student will be able

CO1- To describe the concepts of data communication and networking

CO2-To Identify the components of different networks and their working

CO3- ToApply concept of layers in developing business networks

CO4- To Design network security systems

Semester IV

202 Project Dissertation

Student will be able

CO1- To apply conceptual knowledge , to solve business problems

CO2- To take data based decision

CO3- Able to understand, analyze and communicate global, economic, legal and ethical aspects of business

MS204 Business Intelligence and application

Student will be able

CO1- To apply business intelligence technologies and knowledge on data warehouse to identify new opportunities and implement good strategies for business improvement.

CO2-To explore the business intelligence technologies that support decision making across various business sectors.

CO3-To develop leadership through the learning of big data and business intelligence by confidently solving problems, manage risks and create competitive advantage for their organizations.

CO4-To define and critically analyze data warehouse and mining techniques and its applications for various fields.

CO5- To create value and impact by working on real life business challenges which will help in the achievement of organizational goals and contributing a good team environment.

MS206 Strategic Management

Student will be able

CO1-To discuss strategic principles and concepts

CO2-To understand Strategic Management process in a dynamic and competitive global environment

CO3-To formulate corporate level strategies

CO4-To implement and evaluate strategy

MS208 CSR ,Human values and ethics

Student will be able

CO1-To appraise the importance of value system and ethical conduct in present scenario

CO2- Determine and manage ethical dilemma at work place

CO3- Apply moral values and ethics to real challenges of organization

CO4- Compare and contrast CSR practices in Indian firm with that of Organisations beyond India

MS212 Retail Management

Students shall be able

CO1-To understand different retail formats and discuss Indian and global retail scenario

CO2-To create strategic plan for a retail organisation including financial strategy

CO3-To apply retailing tactics for extracting profit from a retail offering

CO4-Discuss legal and ethical issues and undertake the role of a retail manager

MS214 Advertising and Brand Management

Student should be able

CO1- To discuss the advertising theories and principles

CO2- To critically analyze and apply the creative advertising strategies to develop advertisements using various appeals.

CO3- To apply the concept of Advertising research and branding in designing Creative advertisements.

CO4- To understand the impact of Ethical, legal and social issues in designing advertisements along with celebrity endorsement and brand positioning

CO5- To comprehend brand equity model, undertake media planning and evaluate campaign

MS220 Project planning and Analysis

Student will be able

CO1- To identify business ideas and formulate the idea into project

CO2- Conduct market and technical feasibility of a project

CO3- Able to appraise business project financially

CO4- Apply the conceptual knowledge of project scheduling and networking techniques in project management .

MS224 Insurance and Risk Management

Student shall be able

CO1 – To understand the conceptual aspects of risk and discuss the statistical techniques in managing risk

CO2- To understand the legal aspects involved in Insurance contract

CO3- To understand the role of authority in regulating the insurance industry

CO4 – To differentiate different types of insurance and calculate insurance premium

MS230 Organisational Development -

Student will be able

CO1- To apply knowledge of theory of organizational change and development for rediscovering the organizations

CO2-To demonstrate analytical & critical thinking abilities for diagnosing the problem and analyzing alternatives

CO3-To function as developed as value based change agents and developmental interventionist

CO4-To perceive and anticipate change fasts

CO5-To work as efficient and effective Change Leaders for generating revenue even in dynamic turbulent environments

MS232 Team Building in Organisations

Student will be able

CO1-To recognize behavioural dynamics of Team Building

CO2-To develop skills to foster communication and creativity in teams

CO3 – To learn to achieve team effectiveness

CO4- To understand how individuals as team players must behave to sustain teams

MS242 Knowledge Management

students will be able to:

CO1. Explain the key components, theories and models of knowledge management.

CO2. Identify, analyze and critique a range of applications of the KM concepts in organizational practices.

CO3. Apply theory to organizations in order to identify and justify effective knowledge management strategies and activities.

CO4. Communicate clearly and effectively incorporating varying formats and technologies.

CO5. Design and develop knowledge based organization that promote, facilitate and exploit processes of knowledge management in order to have competitive edge.

CO6. Critically identify the role of IP protection, knowledge audit and KM certification in today's scenario in a knowledge based organization.

CO7. Express your practice by understanding the ethical and legal implications in managing knowledge

MS246 Distribution & Logistics in IB

Student will be able

CO1- To understand concepts, principles and practices of international supply chain management, distribution and logistics

CO2- To comprehend Logistics Framework

CO3- To analyze capabilities and limitations of logistics network design

CO4- To achieve global logistics excellence

MS 244 Global Competitiveness and Strategic Alliances

Student will be able

CO1- To understand the concept of Global competitiveness and strategies to deal with global competitiveness

CO2- Determine the role of strategic alliance in achieving global competitiveness

CO3- Apply the concept of Global competitiveness in Indian Industry

CO4- Apply the concept of strategic alliance for value creation in Indian industry.