



DEPARTMENT OF MBA

R20 COs

Semester I

Semester I: Course Name: Management and Organizational Behavior (20MB101PC)	
CO1	Gain understanding of the Concepts of Management, its Evolution, Functions and the Theories contributed by various Management Thinkers.
CO2	Learn the process of planning, goal setting and the process of decision making with the help of various models.
CO3	Learn the processes of Organizing and Controlling with the help of various Organizational Structures.
CO4	Appreciate the relevance of Individual and group behaviour in an organization and the role of Culture and dynamics
CO5	Identify different Leadership Styles, Skills and the Theories of Motivation

Semester I: Course Name: Managerial Economics (20MB102PC)	
CO1	Understand the Concepts and Principles of Business Economics
CO2	Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium.
CO3	Learn concepts and applications related to Production and Cost of a firm.
CO4	Learn the features of various Market Structures along with the Decision-making with regards to Price and Output in Short and Long Terms.
CO5	Understand the concepts of Pricing Practices, Theory of Firm and Managerial & Behavioral Theories of a Firm

Semester I: Course Name: FINANCIAL ACCOUNTING AND ANALYSIS (20MB103PC)	
CO1	Understand the Concepts and Principles of Accounting.
CO2	Understand the Accounting Process in detail.
CO3	Learn various aspects in depreciation, Inventory and Goodwill.
CO4	Analyze the Working Capital and Flow of Funds and Cash into the Business
CO5	Prepare, analyze and Interpret Financial Statements

Semester I: Course Name: RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS (20MB104PC)	
CO1	Gain a conceptual overview of Research and the relevant concepts to Research.
CO2	Learn the different types of Research Designs, Data Collection Tools and Procedures.
CO3	Use different methods of representing data through Graphs and Tables; gain an overview of Statistics and relevant concepts and conduct Small Sample Tests.
CO4	Learn to solve mathematical problems related to ANOVA (One-way and Two-way), Correlation and Regression.
CO5	Learn the application of Time Series and Index Numbers; appreciate the need for preparing and presenting a structured Research Report.



Semester I: Course Name: BUSINESS LAW & REGULATIONS (20MB105PC)

CO1	Understand the Business Laws related to Incorporation of a company.
CO2	Learn the salient features of Negotiable Instruments Act 1881
CO3	Learn the Law of Contract & Sale of Goods
CO4	Learn about the Income Tax Act and computation of GST
CO5	Gain insights of the Regulatory Framework in India.

Semester I: Course Name: BUSINESS ENVIRONMENT (20MB106PC)

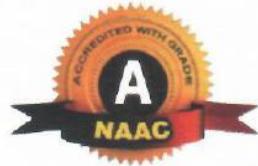
CO1	Understand the business environment through macro analysis, industrial policies, FDI trends, and recent economic developments.
CO2	Analyze fiscal and monetary policies, public finance, budget highlights, and recent economic trends in India.
CO3	Understand India's trade policy, EXIM regulations, balance of payments structure, and the impact of economic policies on trade dynamics.
CO4	Analyze the role, functions, and impact of the WTO in global trade, including key agreements, dispute resolution, and trade policies.
CO5	Understand the structure, functions, and recent developments of Indian money and capital markets, including stock exchanges and SEBI regulations.

Semester I: Course Name: BUSINESS COMMUNICATION SKILLS (20MB107PC)

CO1	Enhance spoken communication skills by applying functional grammar in everyday greetings and dialogues for effective and confident interactions.
CO2	Improve written communication skills by mastering punctuation, parts of speech, tenses, sentence formation, and precise paragraph writing.
CO3	Develop effective business communication and correspondence skills through mastery of oral and written communication, business messaging, and professional letter writing.
CO4	Develop proficiency in writing clear business instructions, reports, and proposals through structured formats, audience analysis, and practical exercises.
CO5	Build career development skills by setting goals, exploring job opportunities, and mastering resume writing for various formats and online recruitment.

Semester I: Course Name: STATISTICAL DATA ANALYSIS LAB (20MB108PC)

CO1	Understand the importance of the main functions of MS- Excel /SPSS.
CO2	Practice advance Excel Tools for conduction of Data Analysis
CO3	Evaluate Data Analysis using Pivot Tables and Pivot Charts.
CO4	Analyze the Data using Descriptive Statistics
CO5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS



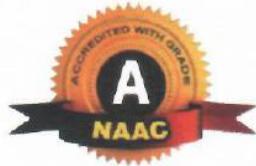
Semester II

Semester II: Course Name: HUMAN RESOURCE MANAGEMENT (20MB201PC)	
CO1	Understand the concepts, role and functions of HRM and appreciate the need of HR to act as a Strategic Business Partner of the Organization
CO2	Learn the methods of conducting Job Analysis, process of writing Job Descriptions & Specifications and the processes of recruitment and selection.
CO3	Gain an understanding of various concepts and practices of Employee Training & Development and Performance Management & Appraisals
CO4	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.
CO5	Explore contemporary HRM issues, including HRIS, HR accounting, audits, diversity management, ethics, and global HR challenges.

Semester II: Course Name: FINANCIAL MANAGEMENT (20MB202PC)	
CO1	Understand the concept of time value of money.
CO2	Learn about the capital budgeting techniques and cost of capital
CO3	Learn the significance of Capital structure vs. financial structure. Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
CO4	Understand the Concepts and Applications of Working Capital Management
CO5	Understand the Concepts and Applications of Management of Current Assets.

Semester II: Course Name: MARKETING MANAGEMENT (20MB203PC)	
CO1	Understand the core concepts, scope, and principles of marketing, along with the role of a marketing manager and market dynamics.
CO2	Develop skills in market segmentation, targeting, positioning, and demand forecasting to enhance strategic marketing decisions.
CO3	Develop analytical skills in competitive analysis, market research, and consumer behavior to enhance strategic marketing decisions.
CO4	Understand product planning, branding, and pricing strategies to develop effective marketing mix decisions.
CO5	Develop expertise in promotion strategies, distribution channels, and emerging marketing trends to optimize market reach and customer engagement.

Semester II: Course Name: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS (20MB204PC)	
CO1	Understand the origin and application of operations research
CO2	Learn about the Formulation of Linear Programming Problem for different areas
CO3	appreciate the significance of variations of assignment problem, methods for finding Initial feasible solution.
CO4	Learn the aspects of Decision Theory and Network Analysis



CO5	Gain insights of the theoretical principles and practical applications of different queuing models
-----	--

Semester II: Course Name: ENTREPRENEURSHIP (20MB205PC)

CO1	Understand the approaches to entrepreneurship
CO2	Learn about the individual entrepreneurial mind-set and Personality
CO3	Develop skills in identifying market opportunities, fostering creativity, and launching entrepreneurial ventures through various business models.
CO4	Understand legal challenges, intellectual property protection, feasibility analysis, and financial planning for successful entrepreneurial ventures.
CO5	Develop strategic planning skills for entrepreneurial growth, business stabilization, and leveraging government initiatives for entrepreneurship.

Semester II: Course Name: MANAGEMENT INFORMATION SYSTEM & ERP (20MB206PC)

CO1	Understand the fundamentals of MIS, its structure, role, and importance in gaining a competitive advantage.
CO2	Develop knowledge of information systems, decision support systems, and IS management for effective business intelligence and security.
CO3	Gain expertise in system development, analysis, and design methodologies for building effective information systems.
CO4	Understand ERP concepts, evolution, benefits, modules, and implementation for effective enterprise resource planning.
CO5	Understand cyber security threats, organizational implications, and best practices for protecting data, privacy, and intellectual property.

Semester II: Course Name: ANNUAL REPORT ANALYSIS – LAB (20MB207PC)

CO1	Develop proficiency in updating and adjusting trial balance data for accurate financial reporting.
CO2	Prepare and analyze balance sheets, income statements, and cash flow statements effectively.
CO3	Apply financial data protection techniques and optimize financial statement reporting.
CO4	Evaluate profitability, liquidity, structural, and asset turnover ratios for financial analysis.
CO5	Assess business growth, stability, and stock performance using financial metrics.

Semester II: Course Name: PERSONAL EFFECTIVENESS-SEMINAR (20MB208PR)

CO1	Understand the scope, need, and impact of personality enhancement (PE) on career development through SWOT analysis and improvement methods.
CO2	Enhance communication skills through content development, debates, group discussions, and JAM sessions on current business affairs.
CO3	Develop analytical and problem-solving skills through case study evaluation, reflections, and structured case discussions.



CO4	Enhance personal and professional effectiveness through body language, etiquette, oratory skills, and emotional intelligence.
CO5	Develop corporate grooming skills, resume writing, and interview techniques for successful professional interactions.

MBA III Sem

Semester III: Course Name: PRODUCTION & OPERATIONS MANAGEMENT (20MB301PC)

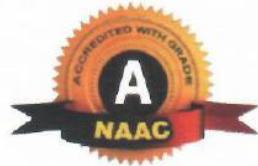
CO1	To provide understanding of the concepts of production and operations management in an organization and analytical methods.
CO2	To explain to students the steps in new product design and analysis.
CO3	To provide an understanding of plant location and layout.
CO4	To help understand the Process and factors that influence scheduling.
CO5	To impart knowledge of various aspects of materials management viz. e-Procurement, Green Purchasing.

Semester III: Course Name: STRATEGIC MANAGEMENT (20MB302PC)

CO1	Develop strategic management skills by analyzing internal and external environments, formulating strategies, and building competitive advantages.
CO2	Develop strategic decision-making skills using analytical tools and models to evaluate competition and market positioning.
CO3	Understand strategy formulation at corporate, business, and functional levels, including diversification, mergers, acquisitions, and restructuring.
CO4	Learn Strategies for competing in global markets and internet economy.
CO5	Understand the aspects of strategy evaluation and control.

Semester III: Course Name: DISASTER MANAGEMENT (20MB311OE)

CO1	Understand disaster concepts, risk levels, hazards, vulnerabilities, and assessment methods for effective disaster management.
CO2	Develop knowledge of disaster management mechanisms, including risk management, mitigation, preparedness, response, and recovery strategies.
CO3	Enhance capacity-building skills through risk reduction strategies, resource management, and legislative support for disaster management.
CO4	Develop effective coping strategies, safety planning, and media utilization for disaster preparedness and management.
CO5	Develop strategic planning skills for disaster management, including risk reduction, policy implementation, and organizational preparedness.



Semester III: Course Name: TOTAL QUALITY MANAGEMENT (20MB312OE)

CO1	Understand TQM principles, quality leadership, customer satisfaction, and employee involvement for organizational excellence.
CO2	Apply continuous process improvement techniques, supplier partnerships, and benchmarking strategies for quality management.
CO3	Develop expertise in quality management systems, ISO standards, QFD, and Six Sigma for process and performance improvement.
CO4	Apply quality by design, FMEA, and total productive maintenance strategies for process reliability and continuous improvement.
CO5	Utilize management tools and statistical process control techniques to enhance quality management and decision-making.

Semester III: Course Name: ENVIRONMENTAL SCIENCE (20MB313OE)

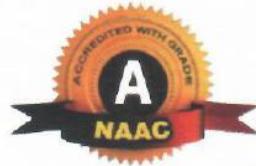
CO1	Understand ecosystem structure, functions, energy flow, and biogeochemical cycles for sustainable environmental management.
CO2	Understand the classification, importance, and sustainable utilization of renewable and non-renewable natural resources.
CO3	Understand biodiversity levels, values, threats, and conservation strategies for sustainable ecosystem management.
CO4	Understand types of environmental pollution, control technologies, and waste management strategies for sustainable development.
CO5	Understand environmental laws, sustainable development strategies, and the role of IT in ecological conservation and assessment.

Semester III: Course Name: R-PROGRAMMING (20MB314OE)

CO1	Develop proficiency in R programming by understanding data types, structures, functions, and mathematical operations.
CO2	Gain expertise in R programming structures, control statements, loops, functions, and recursive algorithms for data processing.
CO3	Develop mathematical and simulation skills in R, including probability, calculus, linear algebra, and data handling operations.
CO4	Develop skills in creating, customizing, and saving graphs using R's base graphics functions.
CO5	Apply probability distributions, statistical analyses, and regression models in R for data interpretation and decision-making.

Semester III: Course Name: CONSUMER BEHAVIOUR (20MB312PE)

CO1	Understand consumer behavior concepts, research methods, and factors influencing consumer decision-making for effective marketing strategies.
CO2	Analyze the impact of cultural, social, and personal factors on consumer behavior, including the role of social media and family dynamics.

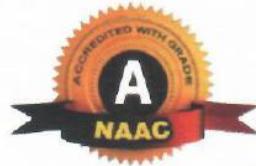


CO3	Understand the individual determinants of consumer behavior and the decision-making process, from problem recognition to post-purchase behavior.
CO4	Analyze various models and theories of consumer behavior to understand purchasing decisions and psychological influences.
CO5	Evaluate consumerism and marketing ethics to understand consumer rights, responsibilities, and marketer responses in a globalized economy.

Semester III: Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (20MB313PE)	
CO1	Understand the Indian financial system and also about Investment.
CO2	Learn the relevance of risk and returns
CO3	Understand the relevance of equity valuation of cash market and derivatives.
CO4	Learn various influences bond valuation and management
CO5	Identify the need for mutual funds in India.

Semester III: Course Name: PERFORMANCE MANAGEMENT SYSTEMS (20MB314PE)	
CO1	Understand the meaning, importance, and scope of talent management, along with competency development and assessment through competency mapping and models.
CO2	Learn to implement competency-based talent management for acquisition, development, performance, succession planning, and building high-performance teams.
CO3	Understand the importance of performance management, its determinants, HR's role, and its linkages with strategy and other HR processes.
CO4	Learn the process of performance management, including goal setting, KRAs, KPIs, performance measurement, evaluation, and corrective actions.
CO5	Understand employee development, coaching, feedback systems, reward structures, and legal principles in performance management.

Semester III: Course Name: DIGITAL MARKETING (20MB322PE)	
CO1	Understand the principles and drivers of the new marketing environment, including digital channels, online marketing mix, and mobile marketing.
CO2	Analyze purchasing behavior in digital marketing, including online buying processes, website design, search engines, and SEO strategies.
CO3	Understand product attributes, branding, and online pricing strategies, including time-based, personalized, and bundle pricing tactics.
CO4	Learn internet-enabled retailing strategies, including mass customization, personalized messaging, online intermediaries, and direct-to-customer interactions.
CO5	Understand the integration of online communication through IMC, social media, viral marketing, consumer engagement, and legal aspects of digital marketing.



Semester III: Course Name: FINANCIAL INSTITUTIONS, MARKETS AND SERVICES (20MB323PE)

CO1	Understand the structure of the Indian financial system, regulatory institutions, and the role of RBI, SEBI, and other financial organizations in financial development.
CO2	Understand the structure of the Indian financial system, banking and non-banking institutions, regulatory frameworks, and challenges in the banking, mutual funds, and insurance sectors.
CO3	Understand the structure, trends, and regulations of primary and secondary securities markets, including trading, settlement, stock market indices, and SEBI guidelines.
CO4	Gain knowledge of asset/fund-based financial services, including leasing, hire purchase, consumer credit, factoring, housing finance, and venture capital financing.
CO5	Understand fee-based and advisory services, including credit rating, investment banking, merchant banking, stock broking, and the depository system.

Semester III: Course Name: LEARNING AND DEVELOPMENT (20MB324PE)

CO1	Understand Learning theories with the emphasis on learning outcomes.
CO2	Learn the significance of Training in organization.
CO3	Learn different training methods.
CO4	Understand essentials of management development.
CO5	Identify the Training needs, Training methods for different sectors.

Semester III: Course Name: SERVICE MARKETING (20MB332PE)

CO1	Understand the concepts, characteristics, and classification of services, along with service marketing mix, technology impact, and emerging service sectors in India.
CO2	Analyze service consumer behavior and develop customer relationship strategies through service development, customer satisfaction, feedback, and recovery mechanisms.
CO3	Apply service innovation and quality management models, including the SERVQUAL gap model, to enhance service design and customer satisfaction.
CO4	Analyze and manage service operations by optimizing service processes, delivery channels, and stakeholder roles to enhance efficiency and customer satisfaction.
CO5	Develop and implement effective service marketing strategies through branding, pricing, promotion, and communication to enhance service promise and customer trust.

Semester III: Course Name:STRATEGIC MANAGEMENT ACCOUNTING (20MB333PE)

CO1	Understand and apply cost concepts, allocation methods, and activity-based costing for effective planning and control in management accounting.
CO2	Apply various costing methods, including job costing, process costing, and unit costing, to analyze costs and manage financial efficiency in specific industries.
CO3	Utilize marginal costing and break-even analysis for effective cost control, profit planning, product mix decisions, and business strategy optimization.
CO4	Apply budgetary control techniques to plan, monitor, and optimize financial performance through various budgeting methods and audits.



CO5	Utilize standard costing techniques to analyze variances in materials, labor, and sales for effective cost control and decision-making.
-----	---

Semester III: Course Name: MANAGEMENT OF INDUSTRIAL RELATIONS (20MB334PE)

CO1	Understand the concepts, importance, and evolution of industrial relations in India, including trade unions, their functions, and legal provisions.
CO2	Understand the legal framework, processes, and mechanisms for collective bargaining and industrial dispute resolution in India.
CO3	Understand grievance handling procedures, quality of work life, and worker participation in management for improving industrial relations.
CO4	Understand key labor laws, including the Factories Act, Workmen's Compensation Act, ESI Act, Standing Orders Act, and Child Labor Act.
CO5	Understand wage policies, wage regulation machinery, and key legislations like the Payment of Wages Act, Minimum Wages Act, Bonus Act, and Gratuity Act.

Semester III: Course Name: SUMMER INTERNSHIP (20MB303PR)

CO1	Understand and analyze the core management functions practiced within the organization.
CO2	Observe workplace behavior, organizational culture, and overall work climate.
CO3	Gain practical insights into functional domain knowledge relevant to the industry.
CO4	Learn about organizational processes and systems for efficient workflow management.
CO5	Assess the impact of external and internal environmental factors on business operations.

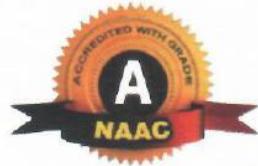
Semester III: Course Name: BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS -SEMINAR (20MB304PR)

CO1	Identify and analyze best industry practices through internet research and company interactions.
CO2	Gain insights into successful business strategies and operational efficiencies.
CO3	Learn from classmates' experiences to broaden understanding of diverse best practices.
CO4	Develop the ability to critically assess and suggest improvements for existing practices.
CO5	Enhance problem-solving and innovation skills by proposing next practices for industry growth.

MBA IV Sem

Semester IV: Course Name: TECHNOLOGY MANAGEMENT (20MB401PC)

CO1	Understand the process of technological innovation and strategies for effective research and development to gain a competitive advantage.
CO2	Evaluate the financial viability of R&D projects using cost-effectiveness analysis, risk assessment, and resource allocation techniques.
CO3	Analyze the impact of technological change, lifecycle, and policies on technology management and socio-economic development.

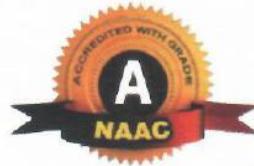


CO4	Apply technological forecasting techniques to support strategic decision-making and innovation planning.
CO5	Analyze modes of technology transfer and negotiate pricing for effective technology commercialization.

Semester IV: Course Name: PROJECT MANAGEMENT (20MB402PC)	
CO1	Understand the significance of project management and its integration with organizational strategy, structure, and culture.
CO2	Develop skills in project planning, screening, selection, and creating a structured monitoring and controlling process.
CO3	Gain expertise in project execution, risk management, cost control, and performance evaluation.
CO4	Develop skills in building and leading project teams, managing conflicts, and fostering cross-functional collaboration.
CO5	Develop the ability to monitor, evaluate, and control project performance using earned value management and project control cycles.

Semester IV: Course Name: BUSINESS ANALYTICS (20MB422OE)	
CO1	Understand the benefits, data structures, application areas, and analytical methods in business analytics.
CO2	Apply data visualization techniques and statistical inference methods, including hypothesis testing and ANOVA, using Excel and other tools.
CO3	Apply predictive and prescriptive analytics techniques, including regression analysis, forecasting, and optimization, using Excel tools.
CO4	Understand and apply data warehousing and mining techniques, including classification, clustering, and association mining.
CO5	Understand the concept of Big Data and its significance in various business applications.

Semester IV: Course Name: NON-CONVENTIONAL ENERGY SOURCES (20MB423OE)	
CO1	Understand the global and national energy scenario, including conventional and renewable energy sources, sustainability, and future energy trends.
CO2	Understand solar energy systems, including radiation measurement, thermal and photovoltaic conversion, storage, and applications.
CO3	Understand wind energy conversion, site selection, turbine types, wind resource assessment, hybrid systems, and the economic and environmental aspects of wind energy.
CO4	Understand biogas properties, plant technology, biomass resources, conversion processes, and applications of biogas energy systems.
CO5	Understand the importance, components, turbine types, and power estimation of small hydro power plants.



Semester IV: Course Name: INTERNATIONAL BUSINESS (20MB424OE)	
CO1	Understand the Concepts, Principles and Approaches of International Business.
CO2	Learn the evolution of International Trade thought process with the help of classical and modern theories of International Trade.
CO3	Gain insights of the aspects of Business and Economic Integration with the help of various Regional Economic Integrations and Multilateral Trade Agreements.
CO4	Understand the Strategy and Structure of International Business with the help of Value Chain Analysis, Environmental Scanning, Strategic Alliances.
CO5	Gain knowledge of the contribution of major functional areas of business viz. Production, Finance, Marketing and HRM in International Business Operations.

Semester IV: Course Name: ENTREPRENEURIAL FINANCE (20MB441PE)	
CO1	Understand Financing through venture lifecycle in a company.
CO2	Understand financing sources, financial statements, and performance evaluation for operating a new venture.
CO3	Understand financial planning, capital costs, and risk assessment throughout a venture's lifecycle.
CO4	Understand venture valuation methods, financial projections, and discounted cash flow analysis.
CO5	Analyze financing options for growing ventures, including venture capital, financial institutions, and government programs.

Semester IV: Course Name: ADVERTISING & SALES DISTRIBUTION (20MB442PE)	
CO1	Understand the evolution, types, and process of advertising, including campaign planning and effectiveness models.
CO2	Understand advertising objectives, budgeting, agency functions, compensation, and the social, ethical, and economic aspects of advertising.
CO3	Understand media planning, strategy implementation, evaluation of different media types, and creative strategy development in advertising.
CO4	Understand sales promotion types, strategies, consumer and middlemen incentives, and effectiveness evaluation.
CO5	Understand the design and management of marketing channels, logistics, transportation, and supply chain decisions.

Semester IV: Course Name: INTERNATIONAL FINANCIAL MANAGEMENT (20MB443PE)	
CO1	Understand the scope, significance, and components of the international financial system in a global business context.
CO2	Analyse the balance of payments, factors affecting international trade flows, and the evolution of the international monetary system.



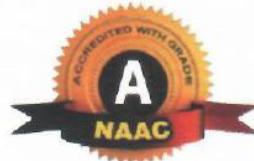
CO3	Understand the structure, functions, and instruments of the foreign exchange market, including exchange rates, arbitrage, speculation, and regulatory frameworks.
CO4	Analyse exchange rate movements, influencing factors, government policies, and risk management strategies in the global financial system.
CO5	Understand asset-liability management, international financing methods, and risk strategies in global trade and investment.

Semester IV: Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT (20MB444PE)	
CO1	Understand the key concepts, cultural foundations, and challenges of International Human Resource Management in a global market context.
CO2	Understand global human resource planning, compensation strategies, and key components of international compensation programs.
CO3	Understand global recruitment, staffing strategies, and selection criteria for expatriates, TCNs, and HCNs.
CO4	Understand the strategic role of global workforce training, expatriate preparation, and international assignments.
CO5	Understand the planning, implementation, and challenges of global performance management in an international HRM context.

Semester IV: Course Name: ENTREPRENEURIAL MARKETING (20MB451PE)	
CO1	Understand the fundamentals of entrepreneurial marketing, including its characteristics, functions, challenges, and market opportunity identification.
CO2	Understand the concept, types, and structures of enterprise growth, along with growth analysis techniques and entrepreneurial finance.
CO3	Students will gain insights into growth strategies, life-cycle models, Greiner's growth model, and complexity management for business expansion.
CO4	Understand and apply entrepreneurial market development strategies, including positioning, segmentation, targeting, pricing, distribution, and customer relationship building.
CO5	Utilizing innovative and digital marketing tools.

Semester IV: Course Name: RETAILING MANAGEMENT (20MB452PE)	
CO1	Understanding retail evolution, formats, and strategies.
CO2	Analysing retail location decisions and merchandising strategies.
CO3	Understanding retail models and competitive strategies.
CO4	Developing effective retail communication and branding strategies.
CO5	Enhancing retail supply chain efficiency through technology and relationship marketing.

Semester IV: Course Name: STRATEGIC INVESTMENT AND FINANCING DECISIONS (20MB453PE)	
CO1	Applying risk analysis techniques for informed investment decisions under uncertainty.



CO2	Understanding investment and disinvestment strategies for effective capital budgeting.
CO3	Evaluating appraisal techniques for effective investment decision-making.
CO4	Analysing strategic investment decisions in leasing and financing.
CO5	Understanding financing decisions in mergers and acquisitions.

Semester IV: Course Name: LEADERSHIP AND CHANGE MANAGEMENT (20MB454PE)

CO1	Understanding leadership roles, functions, and effective leadership styles.
CO2	Analysing leadership theories, styles, and their impact on team empowerment.
CO3	Understanding organizational change, its triggers, impact, and resistance management.
CO4	Analysing organizational structure, culture, politics, and leadership in times of change.
CO5	Implementing systematic change strategies through organizational development and leadership skills.

Semester IV: Course Name: CREATIVITY, INNOVATION AND ENTREPRENEURSHIP (20MB461PE)

CO1	Understanding creativity through personality, environment, technology, and evaluation criteria.
CO2	Applying creative problem-solving models using divergent and convergent thinking techniques.
CO3	Developing creative intelligence through convergent thinking, motivation, and overcoming creativity blocks.
CO4	Understanding innovation management through ideation methods, levels, and outsourcing theories.
CO5	Analysing innovation from micro and macro perspectives, including systems approach, leadership, and open innovation.

Semester IV: Course Name: INTERNATIONAL MARKETING (20MB462PE)

CO1	Understanding the scope, features, and strategies of international marketing and its differences from domestic marketing.
CO2	Analysing the global market environment, trade policies, and international trade barriers.
CO3	Identifying global market opportunities through research, entry strategies, and consumer analysis.
CO4	Formulating global market strategies through competitive analysis, marketing mix, segmentation, and distribution.
CO5	Executing global marketing strategies through e-marketing, export procedures, and international negotiations.

Semester IV: Course Name: FINANCIAL DERIVATIVES (20MB463PE)

CO1	Understanding the development, types, roles, and participants in financial derivative markets.
CO2	Understanding forwards and futures trading, pricing, hedging strategies, and trading mechanisms.



CO3	Understanding options trading, hedging strategies, pricing models, and risk management.
CO4	Understanding options trading strategies, spreads, combinations, and commodity exchange mechanisms.
CO5	Understanding the concept, evolution, features, and pricing of various swap market

**Semester IV: Course Name: TALENT AND KNOWLEDGE MANAGEMENT
(20MB464PE)**

CO1	Understanding the process, tools, and models for effective talent management.
CO2	Implementing effective succession and career planning strategies for talent development.
CO3	Understanding the nature, types, and drivers of knowledge in knowledge management.
CO4	Understanding knowledge management systems, strategies, technologies, and assessment methods.
CO5	Exploring knowledge management processes, approaches, infrastructure, and organizational impact.

Semester IV: Course Name: PROJECT (20MB403PR)

CO1	Understanding project report preparation, topic selection, research planning, and report organization.
CO2	Gathering and analysing relevant literature and data for research insights.
CO3	Providing a detailed explanation of the company's background, structure, and operations.
CO4	Analysing and interpreting collected data to derive meaningful insights and conclusions.
CO5	Presenting key findings, drawing conclusions, and providing relevant suggestions for improvement.