

## Course Outcomes (COs)

### Semester 1: Course Name: Management and Organizational Behavior (22MB101PC)

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 1: Course Name: Business Economics (22MB102PC)

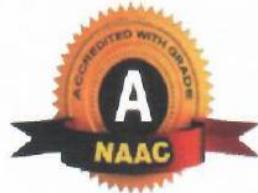
CO1	Understand the Concepts and Principles of Business Economics.
CO2	Learn various concepts and practical applications of Demand and Supply viz. Laws, Types, Elasticity, Forecasting and Equilibrium
CO3	Learn concepts and applications related to Production and Cost of a firm
CO4	Learn the features of 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 1: Course Name: Financial Reporting and Analysis (22MB103PC)

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	Analyse the Working Capital and Flow of Funds and Cash into the Business
CO5	Prepare, analyse and Interpret Financial Statements.

### Semester 1: Course Name: Research Methodology and Statistical Analysis (22MB104PC)

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 1: Course Name: Legal and Business Environment (22MB105PC)**

CO1	Understand the Business Laws related to Incorporation of a company
CO2	Learn the Law of Contract & Sale of Goods
CO3	Learn the salient features of Negotiable Instruments Act 1881
CO4	Learn the Reforms Undertaken by the Government with respect to the challenging business environments
CO5	Gain insights of the Regulatory Framework in India

**Semester 1: Course Name: Business Ethics and Corporate Governance (22MB101OE)**

CO1	Understand the Need for Business Ethics and Corporate Governance in India.
CO2	Apply Knowledge of Established Methodologies of Solving Professional Ethical Issues.
CO3	Learn Codes and Committees in Corporate Governance.
CO4	Understand the Role of Board in Corporate Governance
CO5	Assess the Stakeholder perspective of Corporate Governance

**Semester 1: Course Name: Project Management (22MB102OE)**

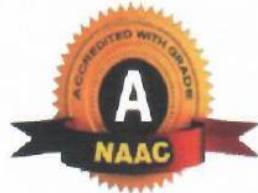
CO1	Understand and appreciate the importance of Project Management.
CO2	Learn Project Planning, Execution and implementation
CO3	Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment
CO4	Understand particulars of Project Evaluation techniques for better decision making
CO5	Appreciate the significance of Organizational & Team Behaviors in projects.

**Semester 1: Course Name: Sustainability Management (22MB103OE)**

CO1	Understand the importance of Climate change and global warming
CO2	Learn about environment pollution and sustainability, economic approaches to sustainable development.
CO3	Assess the steps in sustainable planning for competitive advantage.
CO4	Understand sustainable and circular value chain, sustainability marketing
CO5	Appreciate the relevance of Market Sustainability

**Semester 1: Course Name: Cross Cultural Management (22MB104OE)**

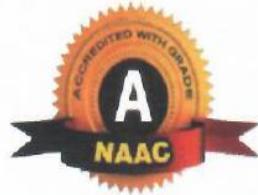
CO1	Understand the importance of the influence of national culture on business culture
CO2	Learn about value orientations and dimensions
CO3	Assess culture and leadership, culture and strategy, cultural change in organizations
CO4	Understand cross cultural team management.
CO5	Learn the aspects of working with international teams and multiple cultures and management of conflicts



<b>Semester 1: Course Name: Business Communication Lab (22MB106PC)</b>	
CO1	Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
CO2	Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents
CO3	Identify the intricacies of writing Business Reports and Proposals
CO4	Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication
CO5	Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

<b>Semester 1: Course Name: Statistical Data Analysis Lab (22MB107PC)</b>	
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	Analyse the Data using Descriptive Statistics
CO5	Conduct various Parametric and Non-parametric Tests using MS Excel / SPSS

<b>Semester 2: Course Name: Human Resource Management (22MB201PC)</b>	
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	Learn the principles and practices of Employee Compensation and Rewards, with the help of Job Evaluation & Broad-banding etc. and the salient features of Workmen Compensation Act and Minimum Wages Act.
CO5	Appreciate the need for effective Employee Relations and learn the salient features of Industrial Disputes Act and Factories Act.



## Semester 2: Course Name: Marketing Management (22MB202PC)

CO1	Understand the important concepts and principles of Marketing Management and Marketing Research.
CO2	Learn about the analysis of Market Opportunities and Customer Value with the help of Marketing Mix Elements
CO3	Learn the significance of designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
CO4	Assess Global marketing, green marketing strategies for sustainable development.
CO5	Gain insights of the key aspects of pricing decisions and the role of communication

## Semester 2: Course Name: Financial Management (22MB203PC)

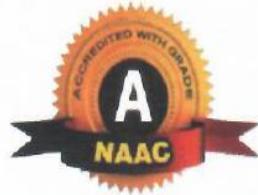
CO1	Understand the concept of time value of money
CO2	Learn about the capital budgeting techniques and cost of capital.
CO3	Learn the significance of Capital structure vs. financial structure.
CO4	Assess dividend policies of Indian companies, determinants of working capital, analysis of investment in inventory.
CO5	Understand the Concepts and Applications of Working Capital Management and Management of Current Assets

## Semester 2: Course Name: Quantitative Analysis for Business Decisions (22MB204PC)

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 2: Course Name: Entrepreneurship and Design Thinking (22MB205PC)

CO1	Understand the approaches to entrepreneurship
CO2	Learn about the individual entrepreneurial mind-set and Personality.
CO3	Learn the significance of Feasibility Analysis, Industry, competitor analysis, new venture development.
CO4	Understand the principles of implementation of Design Thinking.
CO5	Appreciate the relevance of Creativity in the process of implementation of Design Thinking



**Semester 2: Course Name: Logistics and Supply Chain Management (22MB206PC)**

CO1	Understand the cyclical perspective of logistics and supply chain process.
CO2	Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
CO3	Appreciate the significance of network design in the supply chain.
CO4	Gain knowledge of various models / tools of measuring the Supply Chain Performance.
CO5	Appreciate the role of coordination and technology in supply chain management.

**Semester 2: Course Name: Total Quality Management (22MB201OE)**

CO1	Understand the need for Quality.
CO2	Learn the relevant TQM models like PDCA Cycle, 5S, Kaizen, Quality Circles.
CO3	Learn statistical aspects relevant for process control.
CO4	Assess the relevance of Total Productive Maintenance, FMEA, Six Sigma.
CO5	Learn different Quality Management Systems.

**Semester 2: Course Name: Marketing Research (22MB202OE)**

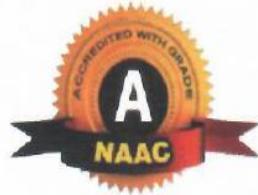
CO1	Understand the importance of marketing research.
CO2	Learn various aspects in research design.
CO3	Learn sampling design process.
CO4	Understand the characteristics of a good measurement, scaling and sampling methodology.
CO5	Learn hypothesis testing and data presentation.

**Semester 2: Course Name: International Business (22MB203OE)**

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 2: Course Name: Rural Marketing (22MB204OE)**

CO1	Understand the importance of Indian Rural Economy.
CO2	Learn various rural marketing strategies
CO3	Learn challenges of Retail Channel Management
CO4	Understand the aspects of rural business research.
CO5	Learn e- rural marketing, CSR, IT for rural development, e- Governance for Rural India.



**Semester 3: Course Name: Production and operations management (22MB301PC)**

CO1	Understand the importance concepts of operations management.
CO2	Learn various strategies in product and process design, analysis.
CO3	Learn examine the various aspects of plant location and product layout.
CO4	Understand the aspects of scheduling.
CO5	Gain insights of integrated materials management, e-procurement, materials planning

**Semester 3: Course Name: Management Information Systems (22MB302PC)**

CO1	Understand the importance of MIS for strategic advantages.
CO2	Learn various business applications of information systems like e-business, BPR, DSS.
CO3	Learn examine the information system planning.
CO4	Understand alternative methods for building information system.
CO5	Learn cyber security with inter networks security defenses.

**Semester 3: Course Name: Business Analytics (22MB303PC)**

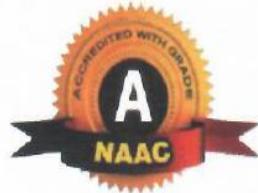
CO1	Understand the importance of business analytics in practice
CO2	Learn various rural marketing strategies
CO3	Learn challenges of data modelling.
CO4	Understand the aspects data mining
CO5	Learn Monte Carlo simulation, risk analysis and decision tree analysis.

**Semester 3: Course Name: Digital Marketing (22MB311PE)**

CO1	Understand Evolution of digital marketing, its strategies and platforms.
CO2	Learn the relevance of digital marketing channels.
CO3	Learn the significance of digital marketing.
CO4	Understand the relevance of online advertising.
CO5	Understand the methods of measuring the digital media performance

**Semester 3: Course Name: Security Analysis and Portfolio Management (22MB312PE)**

CO1	Understand the Indian financial system and also about Investment.
CO2	Learn the relevance of risk and returns.
CO3	Learn various influences bond valuation and management.
CO4	Understand the relevance of equity valuation of cash market and derivatives.
CO5	Identify the need for mutual funds in India.



**Semester 3: Course Name: Talent and Performance Management (22MB313PE)**

CO1	Understand Talent Management Process along with its key components.
CO2	Learn the significance of performance management and employee development in organizations.
CO3	Learn different approaches to Performance Management System
CO4	Understand Key Performance Indicators (KPI's) and performance metrics.
CO5	Identify the importance of reward systems in organizations.

**Semester 3: Course Name: Sales and Promotion Management. (22MB321PE)**

CO1	Understand Evolution of Sales and Promotion Management.
CO2	Learn the relevance of various types of Advertising.
CO3	Appreciate the significance of sales management.
CO4	Assess the relevance of sales promotion strategies.
CO5	Appreciate the need for the distribution channels.

**Semester 3: Course Name: Risk Management and Financial Derivatives. (22MB322PE)**

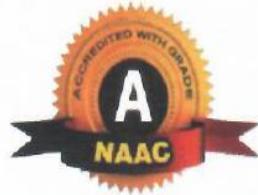
CO1	Understand risk management and derivatives.
CO2	Learn the relevance of Basel norms, types of risks.
CO3	Learn various aspects about Derivatives Market in India.
CO4	Understand the uses of options strategies.
CO5	Examine the importance of SWAP Market.

**Semester 3: Course Name: Learning and Development. (22MB323PE)**

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 3: Course Name: Consumer Behaviour. (22MB331PE)**

CO1	Understand Evolution of consumer behaviour.
CO2	Learn the relevance various influences on consumer behaviour.
CO3	Learn the significance of personality, attitudes of the consumer.
CO4	Assess the relevance of the different models of Consumer decision making.
CO5	Identify the need for the marketing ethics towards consumers.



**Semester 3: Course Name: Strategic Cost and Management Accounting (22MB332PE)**

CO1	Understand the cost analysis and control.
CO2	Learn the relevance of unit, job, process costing for strategic decisions
CO3	Learn various aspects of activity-based management.
CO4	Understand the role of types of budgets and the budgeting process in non-profit organizations
CO5	Identify the need for establishing cost standards

**Semester 3: Course Name: Employee Relations (22MB333PE)**

CO1	Understand the changing nature of Workforce in India and appreciate the need for knowing and maintaining good relations with Industry and Trade Unions
CO2	Learn the legal framework of Collective Bargaining and the aspects of Negotiation, Social Security and Drafting of Agreements.
CO3	Learn various aspects of Tripartism, Social Dialogue and the role of Government in Industrial Relations
CO4	Understand the salient features of various Acts such as Factories Act, Minimum Wages Act, ESI Act etc. and the need for maintenance of good Employee Relations
CO5	Understand the salient features of Acts such as Industrial Disputes Act, Occupational Safety, Health and Working Conditions Code

**Semester 3: Course Name: Summer Internship (22MB303PR)**

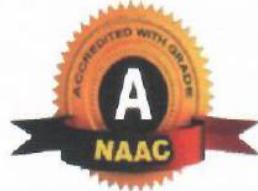
CO1	Understand Management Functions and Organizational Structure
CO2	Learn Organizational Dynamics in terms of Organizational Behaviour, Culture and Climate
CO3	Learn application of conceptual learning to practical business problems
CO4	Practice working in teams and understanding dynamics in an organization.
CO5	Understand External and Internal Environment Impact on the Organization

**Semester 4: Course Name: Strategic Management (22MB401PC)**

CO1	Understand the importance of strategic management process
CO2	Learn various market life cycle models for strategic analysis
CO3	Learn Strategies for competing in global markets and internet economy.
CO4	Appreciate the need for having appropriate Turnaround and Diversification Strategies
CO5	Understand the aspects of strategy evaluation and control

**Semester 4: Course Name: International Marketing (22MB441PE)**

CO1	Understand the Global Marketing Management
CO2	Learn the relevance of WTO, EXIM Policy
CO3	Learn various influences of the Global Consumer
CO4	Understand the relevance of International Marketing Mix, distribution promotion strategies
CO5	Identify the need for E-Marketing channels



**Semester 4: Course Name: International Financial Management (22MB442PE)**

CO1	Understand recent changes and challenges in International Financial Management
CO2	Learn Factors affecting International Trade flows
CO3	Learn various aspects about International Stock market
CO4	Understand the uses of exchange rates
CO5	Examine the importance of International Financing

**Semester 4: Course Name: International Human Resource Management (22MB443PE)**

CO1	Gain an overview of the nature, scope and importance of International Human Resource Management
CO2	Understand and appreciate the role of International Human Resource Management in development and execution of strategies for success of multinational corporations
CO3	Learn the role of International Human Resource Management in long-term planning and staffing of manpower globally
CO4	Gain insights of the strategic role of Training and Development of Expatriates in management of international assignments
CO5	Acquaint themselves with the process of global performance management and understand the complexities of global compensation

**Semester 4: Course Name: Services Marketing (22MB451PE)**

CO1	Understand Marketing Management of companies offering Services.
CO2	Learn the relevance of services
CO3	Learn various influences of the consumer behaviour in services
CO4	Understand the relevance of service operations
CO5	Identify the need for promotion strategies for services

**Semester 4: Course Name: Strategic Financial Management (22MB452PE)**

CO1	Understand financial strategy and control of a company
CO2	Learn the relevance of risk and uncertainty in making strategic decisions
CO3	Learn various aspects of capital budgeting
CO4	Understand the capital structure, dividend policy, financial distress, restructuring
CO5	Identify the different diversification strategies and mergers and acquisitions



**Semester 4: Course Name: Leadership and Change Management (22MB453PE)**

CO1	Gain an understanding of the concepts and principles of leadership by studying the contributions made by various philosophers and Universities
CO2	Learn from the various theories and styles of leadership and their contribution the subject matter of leadership from time to time
CO3	Appreciate the role of leader in the ever-changing business scenario and gain knowledge of various models of change
CO4	Understand the role of power, politics and conflicts in times of change, management of resistance to change in the process of implementing organizational change.
CO5	Gain insights of the process organizational development from a consultative perspective

**Semester 4: Course Name: Marketing Analytics (22MB461PE)**

CO1	Learn the Concepts of Marketing Analytics and their relevance in business,
CO2	Use MS Excel to deal with Marketing Data at basic level
CO3	Appreciate Customer's journey through Product Selection Process
CO4	Conduct Analysis in Determining the Pricing Strategies
CO5	Understand the Process of Optimizing Clusters and Measure the Effectiveness of Promotion

**Semester 4: Course Name: Financial Analytics (22MB462PE)**

CO1	Understand techniques of financial statements
CO2	Learn the relevance of time value money
CO3	Learn various aspects of capital budgeting
CO4	Understand industry, technical and economic analysis
CO5	Learn duration of bond and immunization strategies

**Semester 4: Course Name: HR Analytics (22MB463PE)**

CO1	Gain an understanding of the relevance of HR Analytics in the current business scenario
CO2	Have an understanding of the models of conducting HR Analytics and understanding of the methods of capturing, examining & purifying data for conduction of HR Analytics
CO3	Use MS Excel for conduction of HR Analytics for key HR Processes
CO4	Have an overview of various tools and software technologies used for conduction of Descriptive HR Analytics and Visualization of HR Data
CO5	Appreciate the significance of Predictive and Prescriptive Analytics

**Semester 4: Course Name: Project (22MB403PR)**

CO1	Understand Project Report-Introduction
CO2	Learn Review of Literature
CO3	Explain in detail about the company
CO4	Analyse Data & give Interpretation
CO5	Describe Findings, Conclusion & Suggestions