

COURSE OUTCOMES - SEMESTER WISE SUBJECTS

MBA 1st SEMESTER

COURSE NAME	COURSE CODE	COURSE OUTCOMES
Principles and Practices of Management	MBA 101	<ol style="list-style-type: none">1. Explain the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems3. Understanding concepts of Ethics, Delegation, Coordination and Team work.4. Study and understand management concepts and styles in Global context.5. Develop understanding about emerging concepts in management thought and philosophy
Organisational Behaviour	MBA 102	<ol style="list-style-type: none">1. Understand and learn the effective interpersonal, team building and leadership skills.2. Familiarized to adjust better in organizational settings (by developing an understanding of how and why others behave in a particular manner).3. Improved the organizational performance through the effective management of human resources.4. Familiarised with the theoretical and practical literature relating to studying organisational behaviour.
Accounting for Management	MBA-103	<ol style="list-style-type: none">1. Understand the role of different branches of accounting i.e. Financial Accounting, Cost Accounting and Management Accounting and able to understand the balance sheets of a Company under Company's Act, Banking Company and Insurance Company.2. Analyse the Financial Statements through various tools like ratio analysis, fund flow and cash flow etc.3. Prepare the cost Statement, compute break-even Point, Variances of materials & Labor and budgets and role of Zero base budgeting.4. Take decisions under 'Make & Buy Decisions' and

		<p>Pricing under Special Situations.</p> <ol style="list-style-type: none"> Understand the role of recent developments in cost management i.e. Transfer pricing, Target Costing, Kaizen Costing, Activity Based Costing, Life Cycle Costing, Human Resource Accounting and Price Level Accounting.
Quantitative Techniques	MBA-104	<ol style="list-style-type: none"> Understand the basic Statistical measures of Central Tendency and Dispersion. Understand and apply Hypothesis Testing techniques to managerial problems. Comprehend dynamic nature of managerial data and apply statistical tools of Correlation, Regression, Indexing and Time series analysis to such linear as well non linear data. Acquaint with probability based distributions for numerical measure of uncertainty.
Managerial Economics	MBA 105	<ol style="list-style-type: none"> Provides knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty. Determining the factors such as demand and production for pricing criteria. Determine the cost and profit conditions to cover up for the benefits of markets. Intends the understanding of various economics, social, legal and other factors that influence business in India.
Business Communication	MBA106	<ol style="list-style-type: none"> Understand the fundamentals, scope and importance of communication in business. Develop individual reading and listening skills Develop an ability to communicate correctly and effectively on matters having relevance to day-to-day business operations. Transform their communication abilities by honing their oral, written, and non verbal communication skills. Develop effective public relations, write resumes, reports and face interviews. Understand the case method of learning.
Information Technology for Management	MBA 107	<ol style="list-style-type: none"> Understand the concepts of Information technology Study the applied aspects of IT. Understand how IT can be used business world Study recent concepts of Information Technology.

MBA 2nd SEMESTER

Business Environment	MBA-201	<ol style="list-style-type: none">1. Understand the business and related factors; and business's dependency on the interactions with different environmental variables.2. Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy.3. Understand the Political, Economic, Legal, Technological, Social and International environment with focus on their impact on business.4. Familiarize with the business environment prevailing in India and in the world understand its implications to business.
Production and Operations Management	MBA 202	<ol style="list-style-type: none">1. Understand and appreciate the concept of Production and Operations Management.2. Recognise the scope of Production and Operations Management and its role in creating competitive advantage for business organisations.3. Understand the concept and contribution of various constituents of production operations (both manufacturing and service) viz. Product design, Process design, Location planning, Layout planning, Capacity planning, Work study, Quality management, Purchasing management and Inventory management towards effective production and operations management.4. Acquaint with Tools viz. TQM, JIT Six Sigma, Value analysis and their contribution towards production and operations management.5. Conversant with the modern virtual factory concept.
Human Resource Management	MBA-203	<ol style="list-style-type: none">1. Develop the employment relations and knowledge to resolve the issues.2. Designing the appreciate role of HR specialist for implementing HRM policies.3. Managing the manpower to motivate and attract them to retain in the organization.4. Develop the responsibility of employer and legal system to manage the employment relations.
Marketing Management	MBA-204	<ol style="list-style-type: none">1. Develop understanding of marketing concepts, philosophies and historical background.2. Develop understanding of marketing operations and complexities for students to apply in practical business situations.3. Understand concepts related to STP, product attributes, and pricing strategies prevalent in

		<p>domestic and international scenario.</p> <ol style="list-style-type: none"> 4. Study various tools and techniques of promoting the products in ethical manner. 5. Understand emerging concepts of marketing in the emerging global markets
Financial Management	MBA 205	<ol style="list-style-type: none"> 1. Familiarized with the various sources of finance which a business house can mobilize. 2. Develop the ability to measure the risk and return of the various portfolios. 3. Implement investment decisions, the process and methods of evaluation of various investment proposals. 4. Develop the skills to analyze the impact of various financing alternatives on the wealth maximization/valuation of the firm. 5. Develop the ability to manage the profit generating (current) assets and strike a balance between liquidity and profitability.
Research Methodology	MBA 206	<ol style="list-style-type: none"> 1) Comprehend the objectives of research and the steps involved in research process. 2) Use different data collection methods and sampling design techniques in their own research. 3) Analyze the collected and processed data with the help of statistical tools. 4) Generalize and interpret the data and prepare a research report.
Human Values And Professional Ethics	HVPE 101	<ol style="list-style-type: none"> 1. Describe what are value education, self exploration, happiness and prosperity, and methods to fulfil aspirations harmoniously. 2. Recognize and understand harmony in self. 3. Recognizes and understands harmony in the family and society. 4. Explain harmony in nature and have a holistic perception of the harmony at all levels of existence. 5. Interpret the implications of holistic understanding of harmony in professional ethics through case studies.
3rd SEMESTER		

Advertising Management	MBA 902	<ol style="list-style-type: none"> 1. Identify advertising decision areas. 2. Apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion. 3. Research and evaluate a firm's marketing and promotional situation. 4. Develop effective marketing communication strategies and programs. 5. Understand the implications of current trends in advertising and promotion. 6. Use critical marketing factors that influence advertising decisions. 7. Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective.
Consumer Behaviour	MBA 901	<ol style="list-style-type: none"> 1. Explain the Historical background and concepts vital for understanding Consumer Behaviour. 2. Identify the role of various variables that determines Consumer Behaviour in cross cultural domain. 3. Identifying the innovative ethical practices adopted by organizations to enhance the Consumer Behaviour. 4. Study various techniques of communication adopted by the organization to reach and enhance Consumer base. 5. Study recent developments in the field of Consumer Behaviour
Security Analysis and Portfolio Management	MBA 921	<ol style="list-style-type: none"> 1. Understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments. 2. Understand and appreciate the Fundamental and Technical analysis tools for analysing financial securities. 3. Well versed with the concept of a Portfolio and understand the principle portfolio theories. 4. Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques. 5. Understand the basic concept of Derivates.
Management of Financial Services	MBA 922	<ol style="list-style-type: none"> 1) Understand the role, scope and growing contribution of financial services in the service sector of the economy. 2) Comprehend the role of depository system, dematerialization and re-materialization of the securities. 3) Study the role, types of mutual funds and computation of NAV

		<ol style="list-style-type: none"> 4) Know the impact and role of Credit rating in the corporate world 5) Analyze the contribution of merchant banks and venture capital in the promotion of the business. 6) Understand the benefits of Plastic Money, Factoring and forfaiting and debt securitization.
Social Security and Labour Welfare	MBA 961	<ol style="list-style-type: none"> 1) Understand the evolution, concept and scope of social security, social assistance and laws relating to it. 2) Apply the knowledge related to various acts related to compensation as applicable in India. 3) Recall acts related to employment insurance and retiring benefits. 4) Understand the evolution, concept of labour welfare, social welfare and social work related activities of various agencies and labour administration. 5) Get equipped to apply the gained knowledge through case studies in Industry.
Training and Development	MBA 962	<ol style="list-style-type: none"> 1. Understanding the needs and implementation of overall development of organization. 2. Describing various methods associated with training and development. 3. Criteria for designing and implementing the training program. 4. Provides measurements for evaluation of the effectiveness of training program and cost determining factors.
Applied Operational Research	MBA 301	<ol style="list-style-type: none"> 1. Upon completion of the subject, students will be able to 2. Recognize the importance and value of Operations Research and mathematical modeling in solving practical problems in industry; 3. Formulate a managerial decision problem into a mathematical model; 4. Understand Operations Research models and apply them to real-life problems; 5. Able to design new simple models, like: CPM, PERT to improve decision making and develop critical thinking and objective analysis of decision problems.
Corporate Legal Environment	MBA 302	<ol style="list-style-type: none"> 1. Study the provisions of Law of Contract and Sale of Goods Act. 2. Understand the fundamental provisions of Company Law & Law of Insurance. 3. Acquaint with basic negotiable instruments. 4. Comprehend the basics of Taxation. 5. Analyze various case studies on all related topics.

4th SEMESTER		
COURSE NAME	COURSE CODE	COURSE OUTCOMES
Strategic Management	MBA 401	<ol style="list-style-type: none"> 1. Explain the Historical background and concepts vital for understanding Strategic Management. 2. Identify the role of Vision and Mission in determining Organizational success. 3. Identifying the innovative strategies adopted by organizations to enhance their Strategic position. 4. Study various techniques adopted by the organizations to consolidate and have strategic advantage at global front. 5. Study recent developments in the field of Strategic Management
Entrepreneurship and Managing Small Medium Business	MBA 402	<ol style="list-style-type: none"> 1. It leads to think creatively for new business opportunities to sustain individual as well as social goals. 2. It provides framework of successful business world with relation to agencies to promote employment opportunities. 3. It develops business models and explains operational implementations for investment details. 4. It provides the assessment of market potential and customers needs for industrial attractiveness of new products and services.
Service Marketing	MBA 906	<ol style="list-style-type: none"> 1. Develop understanding among students about various concepts and importance of Services Marketing. 2. Understand the contribution of service sector in solving marketing problems. 3. Identify the role and impact of services on the customers and employees. 4. Understand the communication strategies adopted by the organisations at Global front. 5. Enhance knowledge about emerging issues in the service sector.
International Marketing	MBA 907	<ol style="list-style-type: none"> 1. Identify the key factors related to creating a global marketplace. 2. Research and identify profitable foreign markets 3. Discuss the impact of different cultural values and belief systems on marketing products. 4. Select and justify an appropriate marketing strategy and evaluate the financial, human resource,

		<p>operational and logistical implications of different strategies.</p> <ol style="list-style-type: none"> Determine marketing strategies appropriate and identify the relevant sources of information and analysis to support the appropriate strategy. Discuss the key elements of ethical global marketing.
International Finance	MBA 926	<ol style="list-style-type: none"> Comprehend the various factors contributing to international flow of funds and impact on the Balance of Payments (BOP) of the country and corporate world. Analyze the movements in foreign exchange market and its influence on the business world. Enhanced ability to manage the translation exposure, transaction exposure and economic exposure (with reference to a country). Understand the role of international sources of finance especially ADRs, GDRs, Bonds, EXIM Bank, Factoring and Forfaiting
Banking and Insurance Operations	MBA 927	<ol style="list-style-type: none"> Understand the structure and regulatory framework of Banks in India including the RBI. Knowledge of Banking operations in general and related to businesses in particular and the role of technology in modern day Banking. Acquaint with the various financing facilities for businesses available with the modern day Banks. Knowledge of Insurance operations/ regulatory framework for Insurance and the role of Insurance for Businesses
Organization Development	MBA 966	<ol style="list-style-type: none"> Understanding and implementing the assumptions of planned change in the system. It defines the learning structure and programs for change. It describes the usage of OD as a diagnosis and intervention process, particularly in terms of the role. It develops excellence in group for overall development
International Human Resource Management	MBA967	<ol style="list-style-type: none"> Describe cross cultural concepts and understand models for comparing culture. Explain shifts in culture and cross cultural communication. Outline cross cultural human resources management and apply cross cultural negotiation and decision making. Compare cross cultural ethics and culture in Asia, USA, and Europe.

		5. Apply the knowledge to actual situations through case studies.
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FEEDBACK ANALYSIS

Subject	Subject Code	Students Highly Satisfied (%)	Students Moderately Satisfied (%)	Remarks
Principles and Practices of Management	MBA-101	85	15	Case discussions and current practices are discussed
Organisational Behaviour	MBA 102	75	25	Personality traits, motivational cases are discussed with the students
Accounting for Management	MBA 103	70	30	Current scenario and accounting practices are discussed.
Quantitative Techniques	MBA 104	80	20	Students were highlighted the role of the course in decision making . Also students were clearly told the objectives of studying each individual topic in the course and case studies were discussed enabling them to relate the syllabus content with its role in real business life decision making situations. More use of audio video aids has been suggested by the students which shall be taken care of

				in planning the delivery of this course in future.
Managerial Economics	MBA 105	80	20	Good motivator and ready to help students
Information Technology for Management	MBA 107	70	30	Recent concepts in the field of IT are discussed, need of more practical exposure.
Business Environment	MBA 201	80	20	Extra knowledge on current policies and strategies of companies are discussed with students
Production and Operations Management	MBA 202	50	50	Students were highlighted the role of the course in creating competitive advantage for the organisations. The contribution of each individual topic of the course towards the same end was explained in detail. Case studies were discussed so that the students could relate the content with the practices. Small classroom tasks were carried out for some of the concepts so as to create hands on experience for the students. However the students have pointed out lesser number of classroom activities related to the content. This lacuna is taken in the right spirit and efforts shall be made to work on it
Human Resource Management	MBA 203	78	22	Makes topics easy to learn by explaining
Marketing Management	MBA 204	90	10	Case discussions and topics related to the content apart from books are discussed
Financial Management	MBA 205	75	25	Current accounting practices of different companies are shared
Advertising Management	MBA 904	80	20	Different aspects of advertising are discussed and stress is given on IMC concept
Consumer Behaviour	MBA 901	80	20	Actual problems and behaviour of the consumers are discussed in the class with

				live examples
Security Analysis and Portfolio Management		80	20	Students were explained the role of the course in making financial investment decisions at both corporate and individual level. Funnel ling down approach was used by making students understand the broader perspectives in investment decisions like risk and return measurement and the gradually moving to the finer aspects of portfolio theories and portfolio evaluation , revision techniques. Students were given tasks to financially evaluate investment alternatives and their findings were then discussed in the classrooms.
Management of Financial Services	MBA 922	75	25	Extra knowledge on policies and strategies of companies are discussed.
Training and Development	MBA 962	75	25	Helpful and provides practical knowledge
Strategic Management	MBA 401	70	30	Promotes new ideas
Entrepreneursh ip and Managing Small Medium Business	MBA 402	75	25	Provides good teaching aids as PPT and class notes
Service Marketing	MBA 906	80	20	Cases relevant to the service sector need to be discussed more frequently.
International Marketing	MBA 907	75	25	Current practices of different companies are shared.
International Finance	MBA 926	80	20	Companies raising sources in the international market is shared and its impact on the profitability is also discussed.
Banking and Insurance Operations	MBA 927	80	20	The role and objective of learning the course content was emphasized to the students. Apart from the traditional factual information in the course (owing to its highly theoretical nature) , additional content

				related to the problems faced by banking sector as the likes of Euro Crisis, US Crisis etc were discussed alongwith feasible alternatives . These discussions additionally enhanced the understanding of the course.More use of audio video aids has been suggested by the students which shall be duly kept in mind for planning the delivery of this course in future.
Organization Development	MBA 966	80	20	Helps to increase confidence level of students

Course Outcomes

Course Name: Quantitative Techniques

Course Code: MBA 104

5. Understand the basic Statistical measures of Central Tendency and Dispersion.
6. Understand and apply Hypothesis Testing techniques to managerial problems.
7. Comprehend dynamic nature of managerial data and apply statistical tools of Correlation, Regression, Indexing and Time series analysis to such linear as well non linear data.
8. Acquaint with probability based distributions for numerical measure of uncertainty

Course Name: Security Analysis and Portfolio Management

Course Code: MBA 921

6. Understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return measures for financial instruments.
7. Understand and appreciate the Fundamental and Technical analysis tools for analysing financial securities.
8. Well versed with the concept of a Portfolio and understand the principle portfolio theories.
9. Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques.
10. Understand the basic concept of Derivates.

Course Name: Production and Operations Management **Course Code:** MBA 202

1. Understand and appreciate the concept of Production and Operations Management.
2. Recognise the scope of Production and Operations Management and its role in creating competitive advantage for business organisations.
3. Understand the concept and contribution of various constituents of production operations (both manufacturing and service) viz. Product design, Process design, Location planning, Layout planning, Capacity planning, Work study, Quality management, Purchasing management and Inventory management towards effective production and operations management.
4. Acquaint with Tools viz. TQM, JIT Six Sigma, Value analysis and their contribution towards production and operations management.
5. Conversant with the modern virtual factory concept.

Course Name: Banking and Insurance Operations **Course Code:** MBA 927

1. Understand the structure and regulatory framework of Banks in India including the RBI.
2. Knowledge of Banking operations in general and related to businesses in particular and the role of technology in modern day Banking.
3. Acquaint with the various financing facilities for businesses available with the modern day Banks.
4. Knowledge of Insurance operations/ regulatory framework for Insurance and the role of Insurance for Businesses.

Course Name: Financial Management **Course Code:** MBA 205

1. Course Outcome: After the study of this course, the students are expected to:
2. The students shall find themselves familiarized with the various sources of finance which a business house can mobilize.
3. The budding managers shall develop the ability to measure the risk and return of the various portfolios.
4. In order to implement investment decisions, the students shall find themselves equipped with the process and methods of evaluation of various investment proposals.
5. The students shall develop the skills to analyze the impact of various financing alternatives on the wealth maximization/ valuation of the firm.
6. The students shall develop the ability to manage the profit generating (current) assets and strike a balance between liquidity and profitability.

Course Name: International Finance

Course Code: MBA 926

Course Outcomes

1. Course Outcome: After the study of this course, the students are expected to:
2. The students are expected to comprehend the various factors contributing to international flow of funds and impact on the Balance of Payments (BOP) of the country and corporate world.
3. Ability of the students to analyze the movements in foreign exchange market and its influence on the business world.
4. Enhanced ability of the students to manage the translation exposure, transaction exposure and economic exposure (with reference to a country).
5. The students shall understand the role of international sources of finance especially ADRs, GDRs, Bonds, EXIM Bank, Factoring and Forfaiting.

Course Name: Financial Services

Course Code: MB 922

1. Course Outcome: After the study of this course, the students are expected to:
2. Understand the role, scope and growing contribution of financial services in the service sector of the economy.
3. Comprehend the role of depository system, dematerialization and re-materialization of the securities.
4. Study the role, types of mutual funds and computation of NAV
5. Know the impact and role of Credit rating in the corporate world
6. Analyze the contribution of merchant banks and venture capital in the promotion of the business.
7. Understand the benefits of Plastic Money, Factoring and forfaiting and debt securitization.

Course Name : Accounting for Management

Course Code: MBA 103

6. Course Outcome: After the study of this course, the students are expected to:
7. Understand the role of different branches of accounting i.e. Financial Accounting, Cost Accounting and Management Accounting and able to understand the balance sheets of a Company under Company's Act, Banking Company and Insurance Company.
8. Analyse the Financial Statements through various tools like ratio analysis, fund flow and cash flow etc.
9. Prepare the cost Statement, compute break-even Point, Variances of materials & Labor and budgets and role of Zero base budgeting.
10. Take decisions under 'Make & Buy Decisions' and Pricing under Special Situations.

11. Understand the role of recent developments in cost management i.e. Transfer pricing, Target Costing, Kaizen Costing, Activity Based Costing, Life Cycle Costing, Human Resource Accounting and Price Level Accounting.

Course Name: Consumer Behaviour

Course Code: MBA-904

1. Explain the Historical background and concepts vital for understanding Consumer Behaviour.
2. To identify the role of various variables that determines Consumer Behaviour in cross cultural domain.
3. Identifying the innovative ethical practices adopted by organizations to enhance the Consumer Behaviour.
4. Study various techniques of communication adopted by the organization to reach and enhance Consumer base.
5. To study recent developments in the field of Consumer Behaviour.

Course Name: Principles and Practices of Management **Course Code:** MBA-101

6. To explain the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
7. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
8. Understanding concepts of Ethics, Delegation, Coordination and Team work.
9. Study and understand management concepts and styles in Global context.
10. To develop understanding about emerging concepts in management thought and philosophy

Course Name: Marketing Management

Course Code: MBA-204

1. To develop understanding of marketing concepts, philosophies and historical background.
2. To develop understanding of marketing operations and complexities for students to apply in practical business situations.
3. Understand concepts related to STP, product attributes, and pricing strategies prevalent in domestic and international scenario.
4. To study various tools and techniques of promoting the products in ethical manner.
5. To understand emerging concepts of marketing in the emerging global markets.

Course Name: Services Marketing

Course Code: MBA-906

1. To develop understanding among students about various concepts and importance of Services Marketing.
2. To understand the contribution of service sector in solving marketing problems.
3. Identify the role and impact of services on the customers and employees.
4. Understand the communication strategies adopted by the organisations at Global front.
5. Enhance knowledge about about emerging issues in the service sector.

Course Name: Training & Development

Course Code: MBA-962

1. It identifies the needs and conditions for training and development.
2. It provides knowledge about various types of training programs and management development methods.
3. It overcame and facilitates training designing programs.
4. It gives estimation of overall development and program budget

Course Name: Human Resource Management

Course Code: MBA 203

1. This course provides knowledge for the development of manpower and its impact on internal and external environment.
2. It provides methodology for staffing and HRM functions.
3. It assesses the practice to understand the internal structure of working.
4. It covers the interdependence of employee and employer to intimate the external factor.

Course Name: Managerial Economic

Course Code: MBA- 105

1. This subject provides economic way of thinking about different goals and constraints for business decisions.
2. It provides measurement to understand the production and demand in reference to short run and long run decision of profit.
3. It provides basic knowledge of models and; how pricing and quality are determined, in business decision making.
4. It helps students to manage economic principle in external environment to enable them to make associated opportunities, risks and challenges in relevance to managerial decision making.

Course Name: Strategic Management

Course Code: MBA 401

1. Explain the Historical background and concepts vital for understanding Strategic Management.
2. To identify the role of Vision and Mission in determining Organizational success.
3. Identifying the innovative strategies adopted by organizations to enhance their Strategic position.
4. Study various techniques adopted by the organizations to consolidate and have strategic advantage at global front.
5. To study recent developments in the field of Strategic Management.

Course Name: Entrepreneurship and Managing Small Medium Business

Course Code: MBA 402

1. It leads to think creatively for new business opportunities to sustain individual as well as social goals.
2. It provides framework of successful business world with relation to agencies to promote employment opportunities.
3. It develops business models and explains operational implementations for investment details.
4. It provides the assessment of market potential and customers needs for industrial attractiveness of new products and services.

Course Name: Organizational Development

Course Code: MBA-966

1. Understanding and implementing the assumptions of planned change in the system.
2. It defines the learning structure and programs for change.
3. It describes the usage of OD as a diagnosis and intervention process, particularly in terms of the role.
4. It develops excellence in group for overall development.