

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA

DEPARTMENT OF BUSINESS ADMINISTRATION

STUDY SCHEME 2019 ONWARDS

SEMESTER- I&II

COURSE OUTCOMES

SEMESTER-I

**FUNDAMENTALS OF MANAGEMENT
COURSE CODE: MBA-101**

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	To Understand the fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
2	Study the various concepts of planning, Decision making and controlling to help solving managerial problems
3	Understanding concepts of Delegation, Coordination and Team work.
4	Study and understand management concepts and styles in Global context.
5	Understanding the basics of ethics in Management.
6	To develop understanding about emerging concepts in management thought and philosophy

SEMESTER-I

MANAGERIAL ECONOMICS COURSE CODE: MBA-102

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the roles of managers in firms
2	Understand the internal and external decisions to be made by managers.
3	Analyze and understand Indian economy from manager point of view and its impact on a firm.
4	Design competition strategies, including costing, pricing and market environment on the basis of the various monetary and economic policies lay down by the government
5	Analyze real-world business problems with a systematic theoretical framework.
6	Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

SEMESTER-I

**FINANCIAL REPORTING ANALYSIS
COURSE CODE: MBA - 103**

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	To post entries in Journal, Ledger and Trial Balance.
2	To Study IFRS and various Accounting standards.
3	To prepare Final accounts as per Companies Act, 2013.
4	To study the impact of financial analysis on the firm by using various tools.
5	To familiarize with various reports in the industry and its application.
6	To study the Financial reporting and its contents.

SEMESTER-I

ORGANIZATIONAL BEHAVIOUR AND DESIGN

COURSE CODE: MBA- 104

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course: students will be able to:

1	Differentiate organizational behavior through the model of Organizational behavior and design.
2	Differentiate individual characteristics in employees and how these individual processes can impact organizational behaviors.
3	Identify and compare leadership and motivation theories
4	Capable of interpreting to the conflict and management of conflict at different levels of organization.
5	Develop teamwork skills and participate in teams.
6	Capable to analyze the key components of the organization design process and assess how to deal with resistance, diagnosis, problem solving at different levels in organization.

SEMESTER-I

BUSINESS ANALYTICS
COURSE CODE: MBA-105

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the basic statistical concept of measurement of central tendencies.
2	Understand the basic statistical concept of measurement of Dispersion.
3	Understand and apply the concepts of sampling, sampling distribution and hypothesis Testing.
4	Develop and verify statistical hypothesis for business problems at hand .
5	Apply the analysis techniques of correlation, regression and index nos. to provide meaningful insights of problems at hand.
6	Understand and appreciate the concept of time series data and able to interpret useful information from such data.

SEMESTER-I

BUSINESS COMMUNICATION

COURSE CODE: MBA-106

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the basics of communication, process, and the barriers to communication.
2	Learn and apply the listening skills and comprehend the value of business etiquettes.
3	Apply Non –Verbal communication skills for effective Communication
4	Write effective business letters, messages, and business reports.
5	Develop a business presentation and be able to organize and structure a Presentation using visual aids.
6	Appear effectively for interview, write employment messages and be skilled in resume writing.

SEMESTER-I

COMPUTER APPLICATIONS FOR BUSINESS

COURSE CODE: MBA - 107

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	To familiarize with computer, input – output and memory devices.
2	To familiarize with operating system and its categories.
3	To study and understand the concepts of windows and its commands.
4	To learn and implement personal productivity software like word processing, spreadsheet and presentation graphic.
5	To learn MS – Access commands: creating tables, adding and deleting records, creating and using forms and printing reports.
6	To study and analyze computer network, communication media, network topologies and internet.

SEMESTER-I

**SEMINAR ON INDIAN ETHOS AND ETHICS
COURSE CODE: MBA-107**

**Max Marks: 50
Internal Marks: 50**

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the Indian system of learning and the concepts of karma.
2	Analyze the employee's conditions and business ethics
3	Business ethics make the students open to inherent ethical principles of business.
4	Sensitize the students to their ethical standards. Also, the students will be exposed to ethical problems and issues in various situations.
5	Ultimately, it is to produce a balance, pleasant, flexible and effective managers in today is liberalized and democratic ambience.
6	Learn the values and implement in their careers to become good managers

SEMESTER-II

CORPORATE FINANCE AND FINANCIAL MARKETS

COURSE CODE: MBA-109

Max Marks: 100

External Marks: 60

Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	To provide an understanding of the functions, the roles, the goals and the processes of corporate financial management.
2	Study sources of finance and valuation of various securities.
3	Understand various financing and Investment decision and it's implication using different methods and tools.
4	Acquire the understanding about various reforms in Indian Financial system.
5	Study the functions and organization of various financial markets.
6	Understand the regulatory framework of primary and secondary markets.

SEMESTER-II

HUMAN RESOURCE MANAGEMENT COURSE CODE: MBA-110

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
2	To analyze the strategic issues and strategies required to select and develop manpower resources.
3	To develop necessary skill set for application of various HR issues.
4	To integrate the knowledge of HR concepts to take correct business decisions
5	Record governmental regulations affecting employees and employers
6	As a manager able to take decision regarding future human resource planning and staffing.

SEMESTER-II

MARKETING MANAGEMENT

COURSE CODE: MBA-111

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	Develop understanding of marketing concepts, philosophies and historical background
2	Understanding of marketing operations and complexities to apply in practical business situations.
3	To Understand concepts related to STP, product attributes, and pricing strategies
4	Study various tools and techniques of promoting the products in ethical manner.
5	Develop understanding towards, supply chain and Logistics management.
6	Acquire understanding about emerging concepts of marketing in domestic and global markets.

SEMESTER-II

LEGAL AND BUSINESS ENVIRONMENT

COURSE CODE: MBA-112

Max Marks: 100
External Marks: 60
Internal Marks: 40

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the corporate legal framework prevalent in the country.
2	Understand the various acts and laws prevalent in Business.
3	Capable to differentiate the business at micro and macro level environment.
4	Enhance their knowledge related to policies and its importance in economies.
5	Analyze the key components like BOP concepts and its impact on global level.
6	Discuss the global trends and impact on Indian's competitiveness in the world economy.

SEMESTER-II

OPERATIONS MANAGEMENT COURSE CODE: MBA-113

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	Understand the basic concept of production and operations management and its linkage with other managerial functions.
2	Understand and comprehend the constituents of production and operations management which include product design and development, plant location decision, process selection, plant layout, production planning and control, capacity planning, work study, quality management and inventory management.
3	Make use of lean concepts to analyse the operations management as practised in real life business organisations
4	Evaluate organisations for the effectiveness of their operations management practices.
5	Understand the concept of lean manufacturing systems and devise strategies for organisations to adopt suitable lean manufacturing methods for enhancing their competitiveness.
6	Formulate effective operations management plans for the organisations.

SEMESTER-II

SEMINAR ON SOCIAL RESPONSIVENESS

COURSE CODE: MBA-114

Max Marks: 50
Internal Marks: 50

Course outcomes

Upon completion of this course, students will be able to:

1	Integrate and apply contemporary Ethics & Governance issues in a business context.
2	Analyze and apply ethics to contemporary business practices.
3	Analyze key perspectives on corporate social responsibility and their application.
4	Appreciate and be sensitized to energy conservation, pollution issues and solutions.
5	Understand the ethical decision making, ethical reasoning, the dilemma resolution process.
6	Understand the ethical decision making, ethical reasoning, the dilemma resolution process.

SEMESTER-II

**RESEARCH METHODOLOGY
COURSE CODE: MBA-115**

**Max Marks: 100
External Marks: 60
Internal Marks: 40**

Course outcomes

Upon completion of this course, students will be able to:

1	Understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
2	Analyze the basics of qualitative research techniques.
3	Analyze the measurement & scaling techniques as well as the quantitative data.
4	Understand the data types and hypothesis testing procedures.
5	Define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables by using the SPSS\EXCEL.
6	Familiar with good practices in conducting a qualitative interview and observation.

