

## **P.G. & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES**

### **Programme & Course Learning Outcomes 2020-21**

**Programme: MBA**

#### ***Programme Objectives - MBA***

1. To develop creative skills, understand diversity, contemporary and humanity issues for shaping the future.
2. To work towards world issues leading to specialization / research works.
3. To integrate skills and knowledge to understand vision, mission and goals and change in attitude.
4. To know the various employability opportunities by applying their knowledge and skills in a real world situation.
5. To enable them to respect and understand the world around them to accepting responsibility, ethical and cultural values.

#### ***Programme Outcomes***

##### ***Students of MBA Programme***

1. - will be inspired to respect and understand the world around them accepting personal responsibility through ethical and cultural values.
2. - will understand creativity, diversity, contemporary humanity issues shaping their futures.
3. - will be directed to correlate international issues which lead them to specialization of the research works.
4. - will be facilitated to integrating learned skills and knowledge leading them to noticeable changes in their vision, goals, attitudes and skills.
5. - will learn various kinds of employability applying their knowledge and skill in a real-world situation.

#### ***Programme Specific Outcomes***

1. Integrate the tools and concepts of various functional areas of Management to investigate and solve the critical and specific business problems.
2. Explore new business opportunities, design and Implement innovations in business organizations.
3. Apply thinking skills, knowledge of business theory and practices to take effective managerial decisions.
4. Implementing legal practices, ethical and social values in business.
5. Incorporating diversity and multicultural perspective when making business decisions.
6. Communicate effectively in a variety of formats.

Course Code	Course	Course Title	Course Learning Outcomes
<b>SEMESTER I</b>			
20MBA1CC1	CORE I	QUANTITATIVE METHODS FOR MANAGERS	<p>CO 1. Facilitate with fundamentals of Matrices, Differential Calculus and solution of problems involving Maxima &amp; Minima of Algebraic functions.</p> <p>CO 2. Integrate the knowledge and skills in Statistics including Probability.</p> <p>CO 3. Understand the application of Probability distribution practically.</p> <p>CO4. Formulate and test the Hypothesis in various real-time business situations.</p> <p>CO 5. Ability to forecast the future business scenarios by using regression and time series methods.</p>
20MBA1CC2	CORE II	ECONOMICS FOR DECISION MAKING	<p>CO 1. Relate the economic concepts in management and apply in the business decisions.</p> <p>CO 2. Assimilate and apply the laws of economics in the business.</p> <p>CO 3. Acquire the knowledge about the various types of market structure for strategizing and wise decision making.</p> <p>CO 4. Practice the pricing strategies in the organisation.</p> <p>CO 5. Achieve the knowledge about macro economics to foresee the external forces to the effective decisions.</p>
20MBA1CC3	CORE III	CORPORATE COMMUNICATION	<p>CO1. Enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers ethically and legally.</p> <p>CO2. Acquire necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.</p> <p>CO3. Build students confidence and to install competitiveness by projecting a positive image of themselves and of their future. Create impressive channel of communication that are delivered with confidence and poise.</p> <p>CO4. Understand the effectiveness of</p>

			<p>communication to implement in functional areas of management to shape the future of the organization.</p> <p>CO5. Formulate an effective communication strategy for any message, in any medium and in any real world situation.</p>
20MBA1CC4	CORE IV	ACCOUNTING FOR MANAGERS	<p>CO1. Understand the basic principles of financial accounting and familiarize with recording of transaction in different account books with the aim to find the financial results and position.</p> <p>CO2. Gain sound knowledge in costing concepts, methods and Practice the different methods of pricing the materials Issues, labour and overhead with cost consideration.</p> <p>CO3. Acquire knowledge of Management Accounting functions and Practice the tools of Financial Statement Analysis in order to interpret the results thereof.</p> <p>CO4. Well verse in preparing Fund Flow and Cash Flow statements and get better understanding of fund and cash management concepts.</p> <p>CO5. Excel in Marginal Costing Techniques of decision making for selecting the correct proposal and also familiarize with preparation of different types of Budgets.</p>
20MBA1CC5	CORE V	ORGANISATIONAL BEHAVIOUR	<p>CO 1. Understand organizational behavior concepts, models and theories to real life management situations through case analysis;</p> <p>CO 2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.</p> <p>CO 3. Analyze the complexities associated with management of the group behavior in the organization.</p> <p>CO 4. Experience how the organizational behavior can integrate in understanding the motivation behind behavior of people in the organization.</p> <p>CO 5. Communicate effectively in oral and written forms about organisational Change and Culture and their application using appropriate concepts, logic and theoretical conventions.</p>
20MBA1CC6	CORE VI	INFORMATION SYSTEMS FOR	<p>CO 1. Understand the fundamentals of Information systems in the context of</p>

		BUSINESS	<p>Business Management.</p> <p>CO 2. Describe the types of information systems supporting the major functional areas of the Business.</p> <p>CO 3. Integrate the concept of Management Support System into various business situations and facilitate decision making.</p> <p>CO 4. Understand the roles of information systems in the formulation of competitive strategies.</p> <p>CO 5. Outline the importance of the ethical, social, and security issues of information systems.</p>
20MBA1CV1	Comprehensive Viva Voce - I	COMPREHENSIVE VIVA VOCE-I	<ul style="list-style-type: none"> <li>• Prepare comprehensively to answer questions from all the courses of the respective semester.</li> <li>• Attain Oral Presentation skills by answering questions in precise and concise manner.</li> <li>• Gain confidence and inter-personal skills.</li> </ul>
20MBA1OBT	Out-bound Training Programme	OUT- BOUND TRAINING PROGRAMME (OBT)	<ul style="list-style-type: none"> <li>• Building self-confidence, initiative, creating self-belief and an attitude of "ICAN"</li> <li>• Enhancing Communication &amp; Interpersonal Skills</li> <li>• Stimulate Out of the box thinking</li> <li>• Group Planning for Success</li> <li>• Managing Time</li> <li>• Goal Orientation</li> <li>• Building Trust, Bonding &amp; Team Building</li> <li>• Group Dynamics (Inter &amp; Intra Group)</li> <li>• Problem Solving &amp; Decision Making through consensus</li> <li>• Developing Leadership skills</li> <li>• Project Management</li> </ul>
SEMESTER II			
20MBA1CC7	CORE VII	Operations Research	<p>CO1. To Identify situations in which linear programming technique can be applied and to understand fundamental concepts and general mathematical structure of a linear programming model.</p> <p>CO2. To make understand that how optimal strategies are formulated in conflict and competitive environment and to ascertain the use of absorbing state analysis for predicting future conditions.</p> <p>CO3. To recognize and formulate a transportation problem involving a large number of shipping routes and to solve a profit maximization transportation problem using suitable changes in the transportation algorithm and to solve a travelling salesman problem.</p> <p>CO4. To determine the probability of completing</p>

			<p>a project on or before the schedule date and to know how to update a project along with resource leveling and smoothing.</p> <p>CO5. To make decision under various decision-making environment and make understand the trade-off between cost of service and cost of waiting time.</p>
20MBA1CC8	CORE VIII	Operations Management	<p>CO1. Apply the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>CO2. Analyze and evaluate various facility alternatives and their capacity decisions, Develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments.</p> <p>CO3. Understand the effect of product, process and schedule design parameters on Plant layout.</p> <p>CO4. Implement the practical application of purchase management in inventory system.</p> <p>CO5. Understand the concepts of inspection and quality control and well verse with modern quality control aspects.</p>
20MBA1CC9	CORE IX	Financial Management	<p>CO1. Demonstrate the applicability of the concept of Financial Management to understand the Finance concepts, functions and Time Value of Money.</p> <p>CO2. Apply the Cost of Capital of difference sources and analyses the impact of Leverage.</p> <p>CO3. Clear idea about Optimum Capital Structure and familiarize with Capital Structure Theories and EBIT EPS Analysis associate with Financial Data in the corporate.</p> <p>CO4. Evaluate the financial proposals through Capital Budgeting Techniques and able to take Financial Decisions.</p> <p>CO5. Excel with Working Capital Management and Dividend Distribution Polices with Models.</p>
20MBA1CC10	CORE X	Marketing Management	<p>CO1. Understand the dynamics of marketing concepts in business.</p> <p>CO2. Facilitate to make an understand on Consumer Behaviour.</p> <p>CO3. Ability to take decisions and plan, develop, execute and control marketing strategies.</p> <p>CO4. Determine strategies for developing new products and services that are consistent</p>

			with evolving market needs. CO5. Ability to formulate and implement traditional and digital marketing and communications Strategies.
20MBA1CC11	CORE XI	Human Resource Management	CO1. Relating Human resource concept to organization relevance CO2. Understanding new strategic issues and strategies required to select and develop manpower resources. CO3. Develop, analyze and apply advanced training strategies and specifications for the delivery of training programs CO4. Appraise a job-based compensation scheme that is consistent with organizational goals, mission and values, and at the same time linked to the labor market. CO5. Analyze, explain change in global scenario and summarize the causes and context of emerging changes.
20MBA1CC12	CORE XII	Advanced MS Excel for Managers***	CO1. Navigate around MS Excel and gain familiarity with Tables and Charts. CO2. Work with different types of formulas and functions in MS Excel. CO3. Manipulate Data using What If Analysis and Goal Seeking in MS Excel. CO4. Build Appropriate Formulas for Financial Applications. CO5. Understand data validation rules and create formulas to validate the data in MS Excel.
20MBA1CC13	CORE XIII	Business Analytics	CO1. Make the students to understand how analytics is important in today's business environment and how it would be beneficial. CO2. Apply data analytic techniques to solve problems in a variety of business contexts. CO3. Choosing appropriate types and formats of data for topical, network, burst, and temporal analysis and able to Navigate to data sources CO4. Provide the best assessment of the future. CO5. Enabling to make decision under various decision making environments and to understand the importance of utility theory in decision making
20MBA2CV2	Comprehensive Viva Voce - II	COMPREHENSIVE VIVA VOCE-II	<ul style="list-style-type: none"> <li>• Prepare comprehensively to answer questions from all the courses of the respective semester.</li> <li>• Attain Oral Presentation skills by answering questions in precise and concise manner.</li> <li>• Gain confidence and inter-personal skills.</li> </ul>

20MBA2SP	Social Project	SOCIETAL IMMERSION PROGRAMME	<ul style="list-style-type: none"> <li>• The course is focuses on the significance of social concern every student must have, to serve the community in a better way. The course is structured in such a way that it concentrates on poverty, rural poverty, urban poverty which would definitely help students to understand the poverty, livelihood and social welfare in a holistic perspective.</li> <li>• The concept of becoming a social entrepreneur is the core take away. As business students creating social business models out of the social problems is brought as a niche area.</li> <li>• Students of Management Education are going to be future decision makers of CSR activities in the organization. In such a responsible sense, they have to know the areas of concern when they contribute towards CSR. For such deeds, Societal Immersion Program serves as a great platform in making them understand the concern areas.</li> <li>• The programme facilitates a huge positive transformation in the mindset of students about the struggling community. A feeling of compassion, love and care is all that people expect and to nurture that in the minds of students, such immersion programs are very important tin helping them to realize the importance of serving the society.</li> </ul>
<b>SEMESTER III</b>			
20MBA3SI	Internship	Summer Internship***	<ul style="list-style-type: none"> <li>• Prepare comprehensive report based on literature survey.</li> <li>• Identify and Analyze problem relevant to the functions areas of the organization</li> <li>• Provide solutions either through case study approach or field survey.</li> <li>• Present the results from the project work comprehensively through presentation.</li> </ul>
20MBA3CC14	CORE XIV	Research Methods in Management	<p>CO1. Gain familiarity with a phenomenon to achieve insights by identifying right research problem, process and kinds of research ethically and solutions to meet the future needs, culture values and challenges.</p> <p>CO2. Develop understanding to identify right sampling technique to analyze the real time business problems and common human issues.</p> <p>CO3. Have basic awareness to collect information from right source and testing the assumptions to attain the legal and</p>

			<p>social issues in various business problems.</p> <p>CO4. Have adequate knowledge on multivariate analysis.</p> <p>CO5. Expertise in report writing based on the research findings and identifies future direction for research.</p>
20MBA3CC15	CORE XV	Career Development***	<p>After taking this course the students will be able to</p> <p>CO1. Facilitate to better understand of self, the personality and control of emotions.</p> <p>CO2. Well versed in Arithmetical calculations</p> <p>CO3. Come out with good communication especially, written communication; comprehend topics.</p> <p>CO4. Able to prepare Resume, participate effectively in Group Discussion and answer well in Personal Interview.</p> <p>CO5. Analytically reason out relationship, situations.</p>
20MBA3SI	CORE XVI	Entrepreneurial Development	<p>After taking this course the students will be able to</p> <p>CO1. Inculcate ability to recognize distinct entrepreneurial traits to become successful entrepreneur the economic growth</p> <p>CO2. Develop ability to grow the enterprise with learning and development strategies for adapting changes happening in the entrepreneurial environment</p> <p>CO3. Identify parameters to assess opportunities and constraints for new business ideas to gain international Business opportunities</p> <p>CO4. Analyze the systematic process to select, screen a business idea to design strategies for successful implementation of ideas</p> <p>CO5. Enhance Capability to grow the business concern through availing incentives, Subsidies, schemes, Fiscal and Tax concessions offered by the central and state government.</p>
20MBA3DEA1	ELECTIVE	Consumer Behavior	<p>After taking this course the students will be able to</p> <p>CO1. Study the fundamentals of consumer behavior and its applications.</p> <p>CO2. Understand the consumer as an individual and their behavioral aspects.</p> <p>CO3. Explore the consumers in their social and cultural settings.</p> <p>CO4. Understand the consumer decision process and post-purchase behaviour.</p> <p>CO5. Sort out the emerging issues in the area of consumer behavior.</p>
20MBA3DEA2	ELECTIVE	Advertising and Sales Promotion	<p>After taking this course the students will be able to</p> <p>CO1. Exposes to the rigors of international advertising and equips them to be able to manage the media along with different aids of advertising</p>



			<p>in the international markets.</p> <p>CO2. Understand the concept of creativity in depth with the knowledge of growing importance of creativity in ads in today's competitive world.</p> <p>CO3. Assimilate and apply the creative strategies for advertising</p> <p>CO4. Enables the students to understand the ethical code in the advertising industry</p> <p>CO5. Implement the practical application of strategic use of sales promotion</p>
20MBA3DEA3	ELECTIVE	Sales Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the fundamentals of sales management and sales process.</p> <p>CO2. Analyze the importance of sales force management in organizations and role of selling in the market.</p> <p>CO3. Developed understanding of sale forecast and territory management</p> <p>CO4. Demonstrate knowledge and understanding the area of direct marketing</p> <p>CO5. Expose to modern techniques in selling.</p>
20MBA3DEA4	ELECTIVE	Brand Management	<p>After taking this course, the students will be able to:</p> <p>CO 1. Understand the basics of branding and role played by brand managers</p> <p>CO 2. Study the brand extensions, brand ambassadorship</p> <p>CO 3. Expose to recent trends in branding</p> <p>CO 4. Familiarise the Concepts of Brand Loyalty, Equity &amp; Brand protection</p> <p>CO 5. In depth knowledge on the current development in branding</p>
20MBA3DEA5	ELECTIVE	Digital Marketing	<p>After taking this course, the students will be able to:</p> <p>CO1. Examine and explore the role and importance of digital marketing in today's rapidly changing business environment.</p> <p>CO2. Focuses on how digital marketing can be utilized by organizations and how its Effectiveness can measure.</p> <p>CO3. Understand the key elements of a digital marketing strategy</p> <p>CO4. Study how the effectiveness of a digital marketing campaign can be measured</p> <p>CO5. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.</p>
20MBA3DEB1	ELECTIVE	Security Analysis and Portfolio Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the basics of Investments and primary market</p> <p>CO2. Acquire the knowledge and skills of trading in stock market</p> <p>CO3. Familiar with the Technical Analysis of securities</p> <p>CO4. Facilitate to inculcate basic concepts</p>

			<p>portfolio management</p> <p>CO5. Ability to evaluate the performance of portfolio and revision of portfolio</p>
20MBA3DEB2	ELECTIVE	Financial Derivatives	<p>After taking this course the students will be able to</p> <p>CO1. Acquaint the students with the broad framework of financial derivatives market and to provide knowledge on various hedging strategies.</p> <p>CO2. Make the students understand the procedures and systems being followed in derivative Markets.</p> <p>CO3. Gain a firm foundation of the underlying concepts behind derivatives and also a detailed understanding of the main characteristics of financial derivatives and their relationships with the underlying assets.</p> <p>CO4. Possess good skills on the valuation principles and models for derivatives.</p> <p>CO5. Using derivatives for a wide range of hedging, trading and arbitrage purposes.</p>
20MBA3DEB3	ELECTIVE	Strategic Financial Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the concepts of Financial Management from Strategic Perspective.</p> <p>CO2. Describe the Concepts of Investment Decision under risk and uncertainty situation.</p> <p>CO3. Integrate the meaning of Corporate, Ownership Restructuring.</p> <p>CO4. Understand the concepts of various valuation methods using for Corporate.</p> <p>CO5. Outline the importance of the Financial Re-engineering.</p>
20MBA3DEB4	ELECTIVE	Risk Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the concept of Risk, Types, management of risk for the business</p> <p>CO2. Describe the Classification and barriers of risk involved in the modern business</p> <p>CO3. Integrate the concepts of Enterprise Risk Management, scope and challenges for various enterprise</p> <p>CO4. Understand the concepts of Risk Transfer, Financial risk faced in the context of business management</p> <p>CO5. Outline the Operational Risk Management, VAR with reference to takeover tactics</p>
20MBA3DEB5	ELECTIVE	Financial Institutions and Markets	<p>After taking this course the students will be able to</p> <p>CO1. Understand the concepts of Financial Market, Financial Instruments</p> <p>CO2. Describe the Concepts of Indian Capital Market, Functions, Capital Market</p>

			<p>Instruments</p> <p>CO3. Integrate the meaning of Foreign Exchange Market, Rates, Forex Risk, Swap</p> <p>CO4. Understand the meaning of Mutual Funds, Global Banking, Off shore Banking</p> <p>CO5. Outline the importance of the major institutions and the services offered with in the framework.</p>
20MBA3DEC1	ELECTIVE	Strategic Human Resource Management	<p>After taking this course the students will be able to</p> <p>CO1. Practice the theories of SHRM.</p> <p>CO2. Develop a perspective of strategic human resource management and be able to distinguish the strategic approach to human resources from the traditional functional approach.</p> <p>CO3. Identify relevant metrics in strategic human resource management.</p> <p>CO4. Understanding the relationship of HR strategy with overall corporate strategy.</p> <p>CO5. Remember the approaches of strategic Human Resource Management.</p>
20MBA3DEC2	ELECTIVE	Talent Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand attraction, acquisition, and retention of talent in organizations.</p> <p>CO2. Develop focus on the alignment of the talent management process with business strategy, with culture, and with people.</p> <p>CO3. Focus on the alignment of the talent management process with business strategy, with culture and with people.</p> <p>CO4. Managing talent in organizations as well as managing one's own talents as an individual.</p> <p>CO5. Employ Modern practices in Talent attraction and retention.</p>
20MBA3DEC3	ELECTIVE	Change Management	<p>After taking this course the students will be able to</p> <p>CO1: Identify the change significance to adapt with internal and external environment for Successful implementation of change.</p> <p>CO2: Develop ability to compare and implement the generalized models of change for improved business performance.</p> <p>CO3: Plan and implement organizational changes by applying change strategies.</p> <p>CO4: Analyze the experimentation process while implementing behavioral change and analyze the strategies can be used to stay away from implementation failures.</p> <p>CO5: Capable to realize the connection between leadership strategies and successful implementation of change to lead</p>

			effectively.
20MBA3DEC4	ELECTIVE	Training and Development	<p>After taking this course the students will be able to</p> <p>CO1. Describe the key concepts associated with Training &amp; Development</p> <p>CO2. Explain the training process and the various methods of training for various categories of employees in a variety of organizational contexts.</p> <p>CO3. Identify training needs of various categories of employees in a variety of organizational contexts.</p> <p>CO4. Examine the impact of training on various organizational and HR aspects</p> <p>CO5. Evaluate the training process of various categories of employees in a variety of organizational contexts.</p>
20MBA3DEC5	ELECTIVE	Industrial Relations and Labour Legislations	<p>After taking this course the students will be able to</p> <p>CO1. Describes Sectoral distribution of employment and major occupations in India.</p> <p>CO2. Ability to recall the procedures of Registration of Trade Unions</p> <p>CO3. Constructs disciplinary and grievance redressal procedures.</p> <p>CO4. Knowledge to handling industrial disputes.</p> <p>CO5. Apply the various laws in industrial context</p>
20MBA3DED1	ELECTIVE	Knowledge Management System	<p>After taking this course, the students will be able to.</p> <p>CO1. Define the nature and topology of knowledge and knowledge management within Business context.</p> <p>CO2. Identify tools and technologies for capturing, organizing, distributing, and sharing knowledge.</p> <p>CO3. Formulate knowledge management strategies for Competitive Advantage.</p> <p>CO4. Examine the factors that encourage and discourage Knowledge Transfer and Knowledge sharing.</p> <p>CO5. Identify the Ethical, Legal and Managerial Issues with regard to KMS Design and Implementation.</p>
20MBA3DED2	ELECTIVE	IT Strategy for Business	<p>On completion of this course, the students will be able to;</p> <p>CO1. Differentiate IT strategies and Business Strategies.</p> <p>CO2. Develop IT strategies for startup product companies.</p> <p>CO3. Integrate the principles of KM in IT strategy development.</p> <p>CO4. Design IT strategies for Non- IT companies</p> <p>CO5. Devise IT strategies for achieving differentiation and Competitive Advantage.</p>
20MBA3DED3	ELECTIVE	Modern Database Management System	<p>On completion of this course, the students will be able to;</p>

			<p>CO1. Explore the basic concepts database system and Write SQL Queries for a given scenario.</p> <p>CO2. Perform mathematical and logical manipulations using SQL operators and SQL functions.</p> <p>CO3. Define constraints for data base and create reports in SQL*PLUS for decision making.</p> <p>CO4. Create and manipulate database using the PL/SQL programs and Triggers.</p> <p>CO5. Implement PL/SQL procedures and functions for database manipulation.</p>
20MBA3DED4	ELECTIVE	Information Technology Management	<p>After taking this course the students will be able to</p> <p>CO 1. Thorough Update of information technology management used in Business Organizations</p> <p>CO 2. Understanding managerial aspects to use information technology effectively and efficiently</p> <p>CO 3. Capability to integrate related aspects of information technology</p> <p>CO 4. Develop view of IT management for all types and size of organization</p> <p>CO 5. Understand IT management as an independent and important field of work</p>
20MBA3DED5	ELECTIVE	Data Mining	<p>After taking this course the students will be able to</p> <p>CO1. Understand the functionality of the various data mining and data warehousing component</p> <p>CO2. Appreciate the strengths and limitations of various data mining and data warehousing models</p> <p>CO3. Explain the analyzing techniques of various data</p> <p>CO4. Describe different methodologies used in data mining and data ware housing</p> <p>CO5. Compare different approaches of data ware housing and data mining with various technologies.</p>
20MBA3DEE1	ELECTIVE	Inventory Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand on the basic concepts of Inventory.</p> <p>CO2. Get ideas on inventory and delivery.</p> <p>CO3. Gain a deep insight on Product Forecasting</p> <p>CO4. Study about environmental Aspects of Storage</p> <p>CO5. Gain awareness on modern trends in Inventory Management.</p>
20MBA3DEE2	ELECTIVE	Strategic Logistics Management	<p>After taking this course the students will be able to</p> <p>CO1. Ability to understand the scope, functions and objectives of logistics to solve Managerial issues.</p> <p>CO2. Apply the knowledge of distribution channels and outsourcing logistics on achieving value proposition to the</p>

			<p>organization.</p> <p>CO3. Analyze the importance of transportation and packaging and its effect on consumer and industry</p> <p>CO4. Evaluate the performance of logistic functions in an organization</p> <p>CO5. Execute logistics desires of a company from a global perspective</p>
20MBA3DEE3	ELECTIVE	Material Flow Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand flow of materials in a supply chain practice.</p> <p>CO2. Apprehend the role of transportation and warehouse management</p> <p>CO3. Understand the essentials of packaging and Materials handling from Logistics point of view.</p> <p>CO4. Know the Government statutory requirements related to logistics management</p> <p>CO5. Demonstrate linkages between concepts and practical application of managing material flow in supply chains.</p>
20MBA3DEE4	ELECTIVE	Essentials of Supply Chain Management	<p>After taking this course the students will be able to</p> <p>CO1. Recognize the process of supply chain and apply it in real business situation.</p> <p>CO2. Display specialized technical, analytical and creative skills which are fundamental to Problem solving and decision making.</p> <p>CO3. Identify the fundamental theories and concepts and methods that inform supply chain management within a variety of organizational settings and in a variety of disciplines</p> <p>CO4. Apply Supply Chain Drivers to Improve the Performance of Supply Chain Enhance knowledge</p> <p>CO5. Develop corporate procurement and logistics management strategy in line with the corporate strategic objectives and goals and be able to negotiate contracts effectively</p>
20MBA3DEE5	ELECTIVE	Vendor Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand purchasing process - policy and procedures.</p> <p>CO2. Aware basic terminology and supply chain operations in the context of today's business environment.</p> <p>CO3. Know the role and function of purchasing and sourcing management.</p> <p>CO4. Realize the importance of purchasing and sourcing management in modern day business.</p> <p>CO5. Assimilate supplier quality management.</p>
20MBA3DEF1	ELECTIVE	Innovation and Startup	<p>After taking this course the students will be able to</p> <p>CO1. Analyze and innovate new products with</p>

			<p>present market scenario through Business Model Innovation.</p> <p>CO 2. Experiment service innovations by sector and frame strategies in respect to the Environment.</p> <p>CO 3. Identify the innovative culture to get success in the experimentation processes.</p> <p>CO 4. Ability to ideate, Assess, Validate and execute the ideas for Successful start up.</p> <p>CO 5. Make changes by assessing the performance of the startup.</p>
20MBA3DEF2	ELECTIVE	Project management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the concepts of Project Life Cycle and its phases.</p> <p>CO2. To identify alternative solutions for project planning.</p> <p>CO3. Apply techniques to identifying project risks.</p> <p>CO4. To Construct the project network.</p> <p>CO5. To develop various project Models.</p>
20MBA3DEF3	ELECTIVE	Entrepreneurial Finance	<p>After taking this course the students will be able to</p> <p>CO1. Explain the concepts of entrepreneurial finance and its difference to traditional Corporate finance.</p> <p>CO2. Analyze the sources of Finance.</p> <p>CO3. Synthesize the risks involved with capital research and valuation</p> <p>CO4. Assess the necessary steps for measuring new business venture performance.</p> <p>CO5. Evaluate the key concepts involved with the planning</p>
20MBA3DEF4	ELECTIVE	Information Technology and E- Commerce	<p>After taking this course the students will be able to</p> <p>CO1. Study about information Technology concepts and features</p> <p>CO2. Gain practical knowledge exposure to Windows XP</p> <p>CO3. Provide practical knowledge exposure MS-Excel</p> <p>CO4. Understand the categories of E-Commerce and understand the different applications of E-Commerce</p> <p>CO5. Identify security issues of E-Commerce</p>
20MBA3DEF5	ELECTIVE	Business plans	<p>After taking this course the students will be able to</p> <p>CO1. Understand The Dynamics Of Business Plan</p> <p>CO2. Develop, Analyze And Apply Advanced Strategies And Specifications For The Business Plan Process,</p> <p>CO3. Determining The Strategies To Formulate Components Of Business Plan,</p> <p>CO4. Enabling To Understand The Emerging Ethical Issues And Corporate Governance</p> <p>CO5. Able To Evaluate The Industry Potential And Market Situation</p>
20MBA3EC1	EXTRA CREDIT-I	Online Course (SWAYAM/NPTEL)	-

20MBA3CV3	Comprehensive Viva Voce - III	Comprehensive Viva Voce-III***	<ul style="list-style-type: none"> <li>• Prepare comprehensively to answer questions from all the courses of the respective semester.</li> <li>• Attain Oral Presentation skills by answering questions in precise and concise manner.</li> <li>• Gain confidence and inter-personal skills.</li> </ul>
SEMESTER IV			
20MBA4PW	Project Work	Project Work	
20MBA4CC17	CORE XVII	International Business Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand concepts in international business with respect to foreign trade/international business</p> <p>CO2. Acquire knowledge about various theories of international business</p> <p>CO3. Understand world financial environment</p> <p>CO4. Gain knowledge of structure and functions of TRIPS, TRIMS, WTO</p> <p>CO5. Study the various international business strategies production strategy international human resources strategy and international marketing strategy etc..</p>
20MBA4CC18	CORE XVIII	Strategic Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the strategic decisions that organizations make and have an ability to engage in Strategic planning.</p> <p>CO2. Explain the basic concepts, principles and practices associated with strategy formulation and implementation.</p> <p>CO3. Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.</p> <p>CO4. Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.</p> <p>CO5. Scrutinize various types of measures and controls to measure organizational performance.</p>
20MBA4DEA1	ELECTIVE	Retail Management	<p>After taking this course the students will be able to</p> <p>CO 1. Understand the basic concepts of retail management</p> <p>CO 2. Explore the retailing in India and global context</p> <p>CO 3. Aware of the various retail formats and its administration</p> <p>CO 4. Know the retail marketing mix and the inventory</p> <p>CO 5. Understand the retail shoppers' behavior and attitude.</p>
20MBA4DEA2	ELECTIVE	International Marketing	<p>After taking this course, the students will be able to:</p> <p>CO1. Understand basic international marketing concepts, theories, principles and</p>



			<p>terminology.</p> <p>CO2. Demonstrate an awareness and knowledge of the impact of entry strategies on international marketing activities.</p> <p>CO3. Be capable of identifying international customers through conducting promotion Strategies and developing cross-border segmentation and positioning strategies.</p> <p>CO4. Apply the procedure of investing money in the global business</p> <p>CO5. Understand the export procedures and documentation for doing international Business.</p>
20MBA4DEA3	ELECTIVE	Customer Relationship Management	<p>After taking this course the students will be able to</p> <p>CO1: Ability to understand the basic concepts of CRM</p> <p>CO2: Understand Customer based CRM into business strategy</p> <p>CO3: Analyze the various marketing aspects of CRM by using customer research and evaluation</p> <p>CO4: Manage Customer relationships and its importance.</p> <p>CO5: Analyze the various strategies and develop CRM strategy</p>
20MBA4DEA4	ELECTIVE	Services Marketing	<p>After taking this course the students will be able to</p> <p>CO1. Examine the nature of services, and distinguish between products and services</p> <p>CO2. Identify the major elements needed to improve the marketing of services</p> <p>CO3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service</p> <p>CO4. Demonstrate integrative knowledge of marketing issues associated with service Productivity, perceived quality, customer satisfaction and loyalty</p> <p>CO5. Recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems</p>
20MBA4DEA5	ELECTIVE	Marketing Research	<p>After taking this course the students will be able to</p> <p>CO1. Make the student as a knowledgeable research consumer and a beginning practitioner.</p> <p>CO2. Focus on qualitative (exploratory) and quantitative research execution and the application of research findings and analysis in decision making.</p> <p>CO3. Facilitate with practical application of research, through gaining working knowledge of certain terminologies.</p>

			<p>CO4. Translate marketing problem into a feasible research question.</p> <p>CO5. Understand the fundamentals of qualitative (exploratory) and quantitative marketing research.</p>
20MBA4DEB1	ELECTIVE	Financial Modelling using Excel	<p>After taking this course the students will be able to</p> <p>CO1: Understand the concept of Design Model for analyzing performance, variance and break even analysis.</p> <p>CO2: Describe the various financial models for calculating cost of capital, time value of money and for planning capital budgeting and capital structure.</p> <p>CO 3: Integrate the concepts of developing model for valuing share and bond, analyzing portfolio and risk.</p> <p>CO4: Understand the concepts developing the model for the applications of investment Management</p> <p>CO5: Understand the concepts developing the model for the applications of linear regression, trend line, data smoothing and decision tree model.</p>
20MBA4DEB2	ELECTIVE	Banking and Insurance	<p>After taking this course the students will be able to</p> <p>CO1. Understand the basics of Indian Banking System and Banking Structure.</p> <p>CO2. Acquire the knowledge and skills of banking functions and services</p> <p>CO3. Integrate the application of technology in banking and its impact.</p> <p>CO4. Facilitate to inculcate basic concepts of insurance and its functions</p> <p>CO5. Develop depth knowledge of various types of insurance.</p>
20MBA4DEB3	ELECTIVE	International Finance	<p>After taking this course the students will be able to</p> <p>CO1: Ability to understand the concept of international monetary system and the foreign exchange markets</p> <p>CO2: Apply knowledge of derivatives to risk management in international financial markets.</p> <p>CO3: Understand the Concept International Financial Instrument and Corporate Finance.</p> <p>CO4: Integrate the knowledge of Analyze and determine cost of capital and multinational capital budgeting to enable firms to make informed investment decisions</p> <p>CO5: Acquire the knowledge of processes and instruments used in the financing of</p>

			international trade.
20MBA4DEB4	ELECTIVE	Financial Services	<p>After taking this course the students will be able to</p> <p>CO1. Practice the concept of financial system.</p> <p>CO2. To differentiate the Hire purchase and leasing.</p> <p>CO3. Apply the mechanism of forfeiting and methodology of credit rating system.</p> <p>CO4. To enable the students get familiarize with Mutual Funds</p> <p>CO5. Understanding legal aspects of Venture Capital and Housing Finance.</p>
20MBA4DEB5	ELECTIVE	Tax Management	<p>After taking this course the students will be able to</p> <p>CO 1. Understand the basics of Tax system and Tax planning in India</p> <p>CO 2. Acquire the knowledge and skills to calculate tax on salary income</p> <p>CO 3. Familiar with tax planning of house property income</p> <p>CO 4. Facilitate to inculcate basic concepts of business tax planning</p> <p>CO 5. Practice tax management in firms and companies</p>
20MBA4DEC1	ELECTIVE	HR Analytics	<p>After taking this course the students will be able to</p> <p>CO1. Understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making.</p> <p>CO2. Apply benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management</p> <p>CO3. Employ appropriate software to record, maintain, retrieve and analyse human resources information (e.g., staffing, skills, performance ratings and compensation information).</p> <p>CO4. Apply quantitative and qualitative analysis to understand trends and indicators in human resource data; understand and apply various statistical analysis methods.</p> <p>CO5. Demonstrate how to connect HR results to business results.</p>
20MBA4DEC2	ELECTIVE	International Human Resource Management	<p>After taking this course the students will be able to</p> <p>CO1. Ability to deal with international culture and diversity.</p> <p>CO2. Apply selection process and also manage expatriate and repatriation.</p> <p>CO3. Understand the international training module</p> <p>CO4. Analyse the Performance appraisal Techniques.</p> <p>CO5. Create labour relations in Multinational Corporations etc.</p>

20MBA4DEC3	ELECTIVE	Performance Management	<p>After taking this course the students will be able to</p> <p>CO1. Systematically decide and communicate strategic performance aims, objectives, priorities and targets.</p> <p>CO2. Plan effective performance management policies and practices to improve organizational and employee performance.</p> <p>CO3. Devise and sustain arguments for using appropriate performance management techniques, rewards and sanctions to improve performance.</p> <p>CO4. Demonstrate the appraisal skills required when managing achievement and underachievement.</p> <p>CO5. Critically evaluate the effectiveness of performance management.</p>
20MBA4DEC4	ELECTIVE	Managerial Behaviour and Effectiveness	<p>After taking this course the students will be able to</p> <p>CO 1. Inculcate effective job behaviour and inter personal relationship to maintain organizational peace.</p> <p>CO 2. Identify managerial behavioural talents and remunerate the right talents for enhancing organizational effectiveness.</p> <p>CO 3. Apply managerial behavioural approaches to face the environmental changes internally and externally.</p> <p>CO 4. Analyze the leadership talents to foster synergy in the organization.</p> <p>CO 5. Develop ability to address learning issues with the employees and favours the organization to face with the competitors.</p>
20MBA4DEC5	ELECTIVE	Human Resource Development	<p>After taking this course the students will be able to</p> <p>CO1. To build an understanding and perspective of Human Resource Development as discipline appreciating learning.</p> <p>CO2. To learn the skills of developing a detailed plan for need and implementation of HRD program in the organization.</p> <p>CO3. To learn role of learning in action as an individual, group and an organization in order to develop creative strategies to organizational problems.</p> <p>CO4. To develop a perspective of HRD beyond organizational realities.</p> <p>CO5. To understand contemporary realities of HRD and its future needs.</p>
20MBA4DED1	ELECTIVE	Software Project Management	<p>After taking this course the students will be able to</p> <p>CO1. Identify the different project contexts and suggest an appropriate management strategy.</p> <p>CO2. Practice the role of professional ethics in successful software development.</p> <p>CO3. Identify and describe the key phases of project management.</p>

			<p>CO4. Determine an appropriate project management approach through an evaluation of the business context and scope of the project.</p> <p>CO5. Demonstrate an ability to present ideas both formally and informally to a group of their peers and the management.</p>
20MBA4DED2	ELECTIVE	Cyber Security	<p>After taking this course the students will be able to</p> <p>CO1. Analyze and evaluate the cyber security needs of an organization.</p> <p>CO2. Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.</p> <p>CO3. Measure the performance and troubleshoot cyber security systems.</p> <p>CO4. Comprehend and execute risk management processes, risk treatment methods, and key risk and performance indicators</p> <p>CO5. Design and develop security architecture for an organization.</p>
20MBA4DED3	ELECTIVE	Enterprise-Wide Information System	<p>On completion of this course, the students will be able to;</p> <p>CO1. Comprehend the technical aspects of ERP systems.</p> <p>CO2. Understand roles of BPR in ERP system implementations.</p> <p>CO3. Describe typical functionality in an ERP system.</p> <p>CO4. Understand the activities of supply chain and roles of E -SCM in enterprise system.</p> <p>CO5. Develop skills to identify and solve the issues in CRM effectively.</p>
20MBA4DED4	ELECTIVE	Decision Support System	<p>After taking this course, the students will be able to.</p> <p>CO1. Describe different kinds of decision support systems and their functions.</p> <p>CO2. Understand the applications and Impact of DSS in different kinds of organizations.</p> <p>CO3. Analyze a typical decision situations in market.</p> <p>CO4. Apply relevant theory in order to evaluate different alternatives for decision making.</p> <p>CO5. Identify the circumstances under which, EIS and ES can be used for decision making.</p>
20MBA4DED5	ELECTIVE	E-Business	<p>After taking this course the students will be able to</p> <p>CO 1. Understand the basics of concepts of E-Business</p> <p>CO 2. Acquire the knowledge of different E-business Models</p> <p>CO 3. Familiar with web designing and website construction</p> <p>CO 4. Inculcate the knowledge of security aspects in e-business</p> <p>CO 5. Well-verse with e-marketing and e-payment</p>

			systems and its applications
20MBA4DEE1	ELECTIVE	Six sigma	<p>After taking this course the students will be able to</p> <p>CO1. Enable the student to identify the characteristics of an organization's business processes.</p> <p>CO2. Identify the process or product customers impacted by the problem</p> <p>CO3. Delivering near-perfect goods and services for business transformation for optimal Customer satisfaction</p> <p>CO4. Acquaint the knowledge that the primary goal is to bring maximum benefit to the customer.</p> <p>CO5. Facilitate that the business transformation and change.</p>
20MBA4DEE2	ELECTIVE	Supply Chain Planning	<p>After taking this course the students will be able to</p> <p>CO 1. Acquire knowledge on Supply chain forecasting.</p> <p>CO 2. Implement the Supply chain based on the demand.</p> <p>CO 3. Acquire knowledge on the various Planning Strategies.</p> <p>CO 4. Know factors responsible for decisions.</p> <p>CO 5. Illustrate the network decisions.</p>
20MBA4DEE3	ELECTIVE	Supply Chain Coordination	<p>After taking this course the students will be able to</p> <p>CO 1. Understand the fundamentals of supply chain coordination</p> <p>CO 2. Know the challenges in supply chain coordination</p> <p>CO 3. Understand how managerial levers and partnerships aid in achieving Supply Chain coordination</p> <p>CO 4. Expose to the different approaches for coordination systems</p> <p>CO 5. Apply the different strategies of supply chain coordination</p>
20MBA4DEE4	ELECTIVE	Modeling for Supply Chains	<p>After taking this course the students will be able to</p> <p>CO1. Understand the concepts of modeling and analytics for supply chain management in MS Excel</p> <p>CO2. Analyze the complexities associated in supply chain with linear programming models</p> <p>CO3. Evaluate the effectiveness of transportation models</p> <p>CO4. Apply the elements of performance Measures and performance Models for supply chain.</p> <p>CO5. Formulate an effective network strategy in supply chain.</p>
20MBA4DEE5	ELECTIVE	Theory of Constraints	<p>After taking this course the students will be able to</p> <p>CO1. Familiarize students to the fundamentals of operational process analyses with a view</p>

			<p>to improving productivity and performance towards fulfilling the overall business goals.</p> <p>CO2. Enable them learn the concepts, principles, and application of the theory of constraints approach in this regard.</p> <p>CO3. Identify the constraints in organizational process</p> <p>CO4. Estimate and express the constraints.</p> <p>CO5. Evaluate the performance after elevation of constraints.</p>
20MBA4DEF1	ELECTIVE	Diversity Management	<p>After taking this course the students will be able to</p> <p>CO1. Understand the New Changes in the Business Environment Cultural Diversity</p> <p>CO2. Analyze Change in Global Scenario and Summarize the Causes, Context of Emerging Changes in the Management</p> <p>CO3. Managing Competition And Legal Acts in India.</p> <p>CO4. Articulate Both The Advantages And The Challenges Of Diversity</p> <p>CO5. Understand Diversity in the Organization and Implement Diversity Strategies to Develop Smooth Working Environment in Global Companies</p>
20MBA4DEF2	ELECTIVE	Business Opportunity Recognition and Forecasting	<p>After taking this course the students will be able to</p> <p>CO 1. Inculcate skills to evaluate and source the right business opportunity for excelling with creativity</p> <p>CO 2. Eliminate the risks involved due to industry setup &amp; competitors and overcoming the risks with business concept</p> <p>CO 3. Identify the marketing strategy for adapting in relation with the external environment</p> <p>CO 4. Build scenario planning in the organization through developing scenario matrix</p> <p>CO 5. Foresight while recognizing the opportunity through assessment and gives feed back for the business processes</p>
20MBA4DEF3	ELECTIVE	Creative problem solving	<p>After taking this course the students will be able to</p> <p>CO1. Make the students to understand the role of creativity and innovation</p> <p>CO2. Be familiar with processes and methods of creative problem solving. observation, definition, representation, ideation, evaluation and decision making</p> <p>CO3. Recognize and overcome barriers to using creative problem solving in management practices and decisions. Incorporate whole brain thinking strategies into personal approach to solving problems in the workplace.</p> <p>CO4. Develop solutions to workplace problems</p>

			through applying appropriate problem solving techniques. CO5. Demonstrate knowledge of Organizational Creativity & Innovation Creativity.
20MBA4DEF4	ELECTIVE	Small Business Management	After taking this course, the students will be able to. CO1. Familiarize the students with the concept of small business CO2. In depth knowledge on small business opportunities and challenges CO3. Ability to devise plans for small business by building the right skills and marketing Strategies CO4. Identify the funding source for small start ups CO5. Business evaluation for buying and selling of small firms
20MBA4DEF5	ELECTIVE	Sustainable Enterprise	After taking this course the students will be able to CO1. Innovate Sustainable products and services for having social return for the enterprise CO 2. Apply Sustainable Business Strategies in the business and makes journey towards Sustainable Development Goals CO 3. Practice Different Approaches for making the Successful sustainable enterprise CO 4. Utilize the Concepts of Green Business for adapting Sustainable business environment CO 5. Manage Green Business and Provide Job Opportunities on green enterprise and contribute economic growth
20MBA4CV4	Comprehensive Viva Voce - IV	Comprehensive Viva Voce-IV***	<ul style="list-style-type: none"> <li>• Prepare comprehensively to answer questions from all the courses of the respective semester.</li> <li>• Attain Oral Presentation skills by answering questions in precise and concise manner.</li> <li>• Gain confidence and inter-personal skills.</li> </ul>
20MBA4EC2	EXTRA CREDIT-II	Management studies for career Development	-