



COURSE OUTCOMES (AY 2020-21)

SEMSTER : 1 SUBJECT CODE: 20MBA11 SUBJECT NAME: Management and Organizational Behavior		Blooms Level
At the end of the course students will be able to		
CO 1	Gain practical experience in the field of Management and Organization Behaviour	K4
CO 2	Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour.	K1, K2
CO 3	Apply managerial and behaviour knowledge in real world situations.	K3
CO 4	Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality.	K5
CO 5	Understand and demonstrate their exposure on recent trends in management.	K3

SEMSTER : 1 SUBJECT CODE: 20MBA12 SUBJECT NAME: Managerial Economics		Blooms Level
At the end of the course students will be able to		
CO 1	The student will understand the application of Economic Principles in Management decision making.	K2, K3
CO 2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.	K2, K3
CO 3	The Student will be able to understand, assess and forecast Demand.	K2
CO 4	The student will apply the concepts of production and cost for optimization of production.	K3
CO 5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.	K3, K4
CO 6	The student will be able to understand macroeconomic concepts.	K2

SEMSTER : 1 SUBJECT CODE: 20MBA13 SUBJECT NAME: Accounting For Managers		Blooms Level
At the end of the course students will be able to		
CO 1	Demonstrate theoretical knowledge and its application in real time accounting.	K1, K2
CO 2	. Capable of preparing financial statement of companies.	K4, K5

CO 3	Independently undertake financial statement analysis and take decisions.	K5
CO 4	Comprehend emerging trends in accounting and computerization of Accounting systems	K3

SEMSTER : 1 SUBJECT CODE: 20MBA14 SUBJECT NAME: Business Statistics		Blooms Level
At the end of the course students will be able to		
CO1	Facilitate objective solutions in business decision making under subjective conditions.	K2
CO2	Demonstrate different statistical techniques in business/real-life situations.	K3, K4
CO3	Understand the importance of probability in decision making.	K3, K4
CO4	Understand the need and application of analytics.	K4
CO5	Understand and apply various data analysis functions for business problems.	K3, K4, K5

SEMSTER : 1 SUBJECT CODE: 20MBA15 SUBJECT NAME: Marketing Management		Blooms Level
At the end of the course students will be able to		
CO1	Develop an ability to assess the impact of the environment on marketing function.	K1, K2
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying .	K2
CO3	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning.	K2, K3
CO4	Identifying marketing channels and the concept of product distribution.	K2
CO5	Identifying techniques of sales promotion , significance of marketing research.	K3
CO6	Synthesize ideas into a viable marketing plan for various modes of marketing	K2, K3

SEMSTER : 1 SUBJECT CODE: 20MBA16 SUBJECT NAME: Managerial Communication		Blooms Level
At the end of the course students will be able to		
CO1	The students will be aware of their communication skills and know their potential to become successful managers.	K2
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.	K3
CO3	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.	K1, K2
CO4	The students will be introduced to the managerial communication practices in business those are in vogue.	K3
CO5	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.	K4

SEMSTER : 3 SUBJECT CODE: 18MBA MM301 SUBJECT NAME: Consumer Behavior		Blooms Le
At the end of the course students will be able to		
CO1	Explain the background and concepts vital for understanding Consumer Behaviour.	K1, K2
CO2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.	K2
CO3	Identifying the psychological and behavioral practices adopted by organizations to enhance the Consumer Behaviour.	K3, K4

SEMSTER : 3 SUBJECT CODE: 18MBAMM302 SUBJECT NAME: Retail Management		Blooms Le
At the end of the course students will be able to		
CO1	Find out the contemporary retail management, issues, and strategies.	K1, K2
CO2	Evaluate the recent trends in retailing and its impact in the success of modern business.	K2, K3
CO3	Relate store management and visual merchandising practices for effective retailing.	K3, K4

SEMSTER : 3 SUBJECT CODE: 18MBAMM303 SUBJECT NAME: Services Marketing		Blooms Le
At the end of the course students will be able to		
CO1	Develop an understanding about the various concepts and importance of Services Marketing.	K2
CO2	Enhance knowledge about emerging issues and trends in the service sector	K2, K3
CO3	Learn to implement service strategies to meet new challenges	K2

SEMSTER : 3 SUBJECT CODE: 18MBA FM301 SUBJECT NAME: Banking & Financial Services		Blooms Le
At the end of the course students will be able to		
CO1	The Student will be acquainted to various Banking and Non- Banking financial services in India.	K1, K2
CO2	The Student will understand the activities of Merchant Banking and credit rating.	K2, K3
CO3	The Student will be equipped to understand micro financing and other financial services in India.	K2
CO4	The Student will understand how to evaluate and compare leasing & hire purchase.	K2, K5

SEMSTER : 3 SUBJECT CODE: 18MBA FM302 SUBJECT NAME: Investment Management		Blooms Le
At the end of the course students will be able to		
CO1	The student will understand the capital market and various Instruments for Investment.	K2
CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities.	K4, K5
CO3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.	K4
CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.	K3, K4

SEMSTER : 3 SUBJECT CODE: 18MBA FM303 SUBJECT NAME:		Blooms Le
DIRECT TAXATION		
At the end of the course students will be able to		
CO1	Understand the basics of taxation and process of computing residential status.	K3
CO2	Calculate taxable income under different heads.	K4, K5
CO3	Understand deductions and calculation of tax liability of Individuals.	K5
CO4	Know the corporate tax system.	K4

SEMSTER : 3 SUBJECT CODE: 18MBA HR301 SUBJECT NAME:		Blooms Le
Recruitment And Selection		
At the end of the course students will be able to		
CO1	Gain the insights of various principles and practices of recruitment and selection in an industry.	K2, K3
CO2	Equip students with various selection procedure practiced in industry.	K3
CO3	Develop students with latest selection tools in the corporate sector.	K2, K4
CO4	Develop students with various testing of job recruitment and selection	K2, K4

SEMSTER : 3 SUBJECT CODE: 18MBA HR302 SUBJECT NAME: Hr Analytics		Blooms Le
At the end of the course students will be able to		
CO1	Have an understanding of How HR function adds value and demonstrates the value in business terms	K2, K3
CO2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.	K3
CO3	Convert soft factors in a people management context into measurable variables across various domains.	K3
CO4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization.	K4

SEMSTER : 3 SUBJECT CODE: 18MBA HR303 SUBJECT NAME: Compensation And Reward System		Blooms Le
At the end of the course students will be able to		
CO1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.	K2
CO2	Determine the performance based compensation system for business excellence and solve various cases.	K3
CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.	K4
CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.	K4