

**Course Outcomes**  
**Programme- MBA**

**Sem I**

**101 Accounting for Business Decision**

CO1	Understanding structure and concepts involved in organizing financial records
CO2	Analyze and understand statements for accuracy
CO3	Make certain that records and statements comply with the law
CO4	Compute taxes owed, prepare tax returns, and ensure prompt payment
CO5	Inspect account books and accounting systems to keep up to date
CO6	Suggest ways to reduce overheads and increase revenues and profits
CO7	Recognize and understand ethical issues related to the accounting profession.
CO8	Prepare financial statements in accordance with Generally Accepted Accounting Principles.

**102 Economic Analysis for Business Decisions**

CO1	Evaluating the concept of Managerial economics and applying managerial concepts for decision making
CO2	Analyse demand and study the forecasting techniques
CO3	Analysing cost concepts and Evaluating risk analysis techniques
CO4	Evaluating the role of Money market and its implications.
CO5	Analysing the working of Money market and Capital market
CO6	Applying the concept of National Income, GATT, WTO

**103 Legal aspects of Business**

CO1	Understanding of Legal activities pertaining to market
CO2	Understanding Formalities of Contract of sales
CO3	Insights into negotiable instruments
CO4	Understand the practical knowledge of establishment of companies with a legal terms as well as other laws related to information technology and others

**104 Business Research Methods**

CO1	understand the research process
CO2	illustrate research problem
CO3	formulate research design
CO4	implement different types of research
CO5	construct questionnaire and instruments for data collection
CO6	differentiate between different sampling techniques
CO7	understand data preparation and analysis
CO8	explain method of report writing

### **105 Organizational Behaviour**

CO1	Students will relate OB with individual
CO2	Students will interpret the importance of the personality traits suitable to workplace
CO3	Analysis of consequences of using shortcuts while judging others
CO4	Applying knowledge of Motivational theories
CO5	Students will evaluate different leadership styles in a particular situation
CO6	Determine the aspects required for creating sustainable positive culture
CO7	Developing a stress management strategy for individual
CO8	Identify stimulants to change
CO9	Determining the strategy to overcome the resistance to change

### **106 Basics of Marketing**

CO1	Understanding the reality of market and its functional activities
CO2	Explaining consumer buying behaviour and organizational buying behaviour
CO3	Appraising environmental factors affecting marketing programme of any organization
CO4	Evaluating market penetration strategies
CO5	Executing Marketing Strategies to relevant Job Profile
CO6	Enhancing the Marketing Skills through actual case analysis of Industry

### **107 Management Fundamentals**

CO1	explain the various concepts of management
CO2	understand the contemporary management practices
CO3	highlight professional challenges that managers face in various organization
CO4	appreciate the emerging ideas and practices in the field of management

### **109 MS Excel and Advanced Excel**

CO1	Understanding basics of excel, formula, formatting
CO2	Collaborating with others while working on spreadsheet
CO3	Using Lookup functions effectively
CO4	Analyzing data using Excel
CO5	Creating and modifying pivot table

### **113 Personality Development Lab**

CO1	Motivate for self learning
CO2	Analyze ones own personality
CO3	List out strengths and weaknesses of oneself
CO4	Discover the hidden potential of the personalities
CO5	Adapt to the changing work environment
CO6	Develop critical thinking ability

### **115 Enterprise Analysis - Desk Research**

CO1	Acquaint students with basic aspects of an Enterprise
CO2	Guide the students in analyzing an Enterprise w.r.t a set of basic parameters
CO3	Determine assimilate basic jargon and its meaning w.r.t. Enterprise Analysis.
CO4	Evaluating roll of financial analysis
CO5	Analyzing the governance of enterprises
CO6	Analysis marketing strategies of companies

## Sem II

### 201 Marketing Management

CO1	To introduce marketing as a business function and a philosophy
CO2	To emphasize importance of understanding external environment in marketing
CO3	To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for various needs and for
CO4	To make students aware of recent market trends.
CO5	To understand various Marketing Strategies so that they can be efficient marketers.
CO6	To enrich and equip students with competitive advantage skills.

### 202 Financial Management

CO1	To understand financial information of organisation
CO2	to evaluate organise and interpreset financial information and analyse
CO3	To predict and judge octcomes of future income and cmpare recent performace
CO4	Determine financial drivers of Free Cash Flow.
CO5	Calculate the cost of debt, cost of equity and the Cost of Capital
CO6	Demonstrate the importance of working capital management and the tools to manage

### 203 Human Resource Management

CO1	understand the role of HRM in an organization
CO2	learn to gain competitive advantage through people
CO3	learn to study and design HRM system
CO4	Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals
CO5	Evaluate the developing role of human resources in the global arena
CO6	Analyze the key issues related to administering the human elements such as
CO7	Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs
CO8	Relate employee relations concept with real world situations

### 204 Decision Science

CO1	Maximize the profit and minimize the cost of trasporation of the organisation
CO2	Interpret the importance of the personality traits suitable to workplace
CO3	Evaluate the different aspects of decision making and select the best alternatives
CO4	Determining the strategy to overcome the operational cost
CO5	Developing the model for optimum use of avaiable resources
CO6	Provide Solution to optimum allocation of assignments

### 205 Operations and Supply Chain Management

CO1	Examin the importance of Operations & SCM and how it can provide a competitive advantage in the market place
CO2	Analyse the importance of Quality in manufacturing of a product
CO3	Analyse the various production process and understand service system design matrix
CO4	Evaluate the production planning techniques and production control methods
CO5	Examin the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources
CO6	Examin the issues related to designing and managing Operations & SCM

### 206 Management Information System

CO1	Analyse the functioning of various Information Systems in the business growth
CO2	Design and Analyse the System Development Life Cycle
CO3	Data analysis using WEKA to strengthen management decision making capabilities
CO4	Examine the Legal aspects of business in terms of information security issues,
CO5	Develop framework for industry specific application to enhance business capabilities

### 207 EI & Managerial effec Lab

CO1	Get Equiped with individual and group learning methods
CO2	Understand intelligence and develop emotional competence
CO3	Develop understanding and competence for personal and managerial effectiveness.
CO4	Become emotinally strong to tackle any situation.
CO5	Inculcating intuitive skills to comprehend the situaion with wisdom
CO6	Refining and polishing interpersonal and intrapersonal skills

### 211 Geopolitics & The World Economic System

CO1	Compare relationship between political power and geographic space amidst world
CO2	Analyse various facets of international political economy & national system political
CO3	Evaluate the interrelationship between the trading system, international financial
CO4	Analyse Trade blocs such as SAARC, ASEAN, NAFTA - Threats to Open Trading System

### 213 Computer Aided Personal Productivity Tools Lab

CO1	Construct a standard letter using Mail merge
CO2	Organize and format PowerPoint slides
CO3	Creating a data file in SPSS
CO4	Data analysis using SPSS
CO5	Using Review function in MS Word to track changes
CO6	Take Surveys using google forms

### 215 Industry Analysis - Desk Research

CO 1	Analyse the dynamics of a specific industry
CO 2	Acquaint students with various issues particular to an industry
CO 3	Analyse the cross-functional perspective of the functioning of a business enterprise and an industry
CO 4	Analyse the financial aspect relating to selected company
CO 5	Evaluate the external environment of company
CO 6	Analysing management strategies

## Sem III

### 301 Strategic Management

CO 1	Develop the skills of various perspective and concepts in strategic Management
CO 2	Develop the skills for applying the concepts for solving business problems
CO 3	Use analytical tools of strategic Management
CO 4	Participants would understand the practical knowledge of strategic development and business policies

### 302 Enterprise Performance Management

CO1	Acquaint the students with a perspective of different facets of management of an enterprise
CO2	Provide inputs with reference to the Investment Decisions along with the techniques for those decisions
CO3	Inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
CO4	Develop the knowledge of the concept of auditing and its applicability as performance management tool
CO5	Estimate Transfer Prices for different divisions
CO6	Identify Performance Evaluation Parameters for Banks

### 303 Startup and New Venture Management

CO1	Developing Entrepreneurial Development programme for students
CO2	Assess the feasibility study for hypothetical product
CO3	Examine the role of DIC (District Industries Centre) in promoting Entrepreneurship
CO4	Propose a project report for generating capital for new venture.
CO5	Choosing appropriate Entry Strategies for New Ventures
CO6	Understanding the importance of intellectual property rights in protecting entrepreneurs' interest
CO7	Analyzing cases of successful and unsuccessful Entrepreneurs.

### 304 Summer Internship Project

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experiences needed to constitute a professional identity.
CO2	Immerse students in actual supervised professional experiences
CO3	Insight into the real working of organizations.
CO4	Deeper understanding in specific functional areas.
CO5	Observe the linkages among different functions and departments
CO6	Exploring career opportunities in their areas of interest.

### 305 FIN Direct Tax

CO 1	Analyze and understand taxation rules
CO 2	Foster Analytical and critical thinking abilities for data-based decision making in taxation matters
CO 3	Ability to evaluate and understand tax computation and process norms
CO 4	Ability to understand, analyze and communicate policies and impact of Direct Taxation
CO 5	Ability to develop solutions to various taxation matters in preview of Direct Taxation Codes
CO 6	Inculcate habits of effective tax planning.
CO 7	Foster to implement and reciprocate application in functioning of finance manager
CO 8	Educate and advice about taxation laws in operation and decision making for various process

### **306 FIN Financial System of India, Markets and Services**

CO1	Analyzing role of Financial Market in economic development
CO2	Evaluating the of RBI and SEBI as regulators of financial system
CO3	Analysing PFRDA (Public Fund Regulatory and Development Authority) function and structure
CO4	Evaluating the role of Capital market, Stock exchange
CO5	Analysing the working of Financial Services like Merchant Banking, Venture Capital and Mutual Fund
CO6	Analysing the role of financial Institutions of India

### **307 FIN Strategic Cost Management**

CO 1	Express the place and role of cost accounting in the modern economic environment,
CO 2	Select the costs according to their impact on business,
CO 3	Differentiate methods of schedule costs per unit of production,
CO 4	Differentiate methods of calculating stock consumption,
CO 5	Interpret the impact of the selected costs method,
CO 6	Identify the specifics of different costing methods,
CO 7	Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies.
CO 8	Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.
CO 9	Use accounting methods of cost calculation.

### **308 FIN Corporate & International Financial Reporting**

CO 1	Acquaint the students with the framework of financial reporting and emerging trends.
CO 2	Make students familiar with the analytical tools used for financial analysis
CO 3	Acquainted with the concept of IFRS
CO 4	knowledge of convergence of Indian Accounting Standards with IFRS
CO 5	Understand comparative analysis of Indian GAAP and IFRS
CO 6	Understand the accounting aspects

### 311 FIN Equity Research. Credit Analysis & Appraisal

CO 1	Analyze the importance of equity research
CO 2	Determine how excel can be leveraged for better analysis of a company
CO 3	Analyze fundamental and technical analysis
CO 4	Analyzing how to Write Equity Research Report
CO 5	Determining the principles of credit management principals
CO 6	Analyzing the importance of documentation

### 313 FIN Banking & Operation -I

CO1	Apply acquired knowledge related to valuation and investment banking topics,
CO2	Thoroughly Read And Interpret Financial Statements And Other Financial Reports
CO3	Apply Business Valuation Techniques To Firms With Different Corporate Structures
CO4	Manage Operations Consisting Of Issuing Debt Securities And Equities In Primary Markets, And Structured Finance Operations
CO5	Apply Suitable Quantitative Methods And Tools To Evaluate A vast Range Of
CO6	Apply techniques Of Probabilistic Modeling And Directional Analysis To Make
CO7	Apply Risk Measurement techniques, Commonly Used By Banks And Insurance Companies, And Identify Appropriate Risk Management Actions, Assess Credit

### 305 HR Labour & Social Security Laws

CO1	understand rationale behind labour laws
CO2	equip students with important provisions of various labour laws
CO3	give insight into the implementation of labour laws
CO4	evaluate the contributions of employer and employee accoring to Provident Fund Act
CO5	construct bonus amounts according to The bonus Act based on Basic + DA amounts
CO6	Elaborate on the latest amendments of The Maternity Benefit Act 1961
CO7	Differentiate between The Payment of Wages Act 1936 and The Minimum Wages Act 1948

### 306 HR Human Resource Accounting & Comensation Management

CO1	Explaining human resource accounting & compensation management.
CO2	Explaining measures of human Capital
CO3	Evaluating Recruiting and Training Cost
CO4	Designing HR Accounting Process
CO5	Establishing Pay variables & wage boards- group & individual incentives, executive compensation in MNC's
CO6	Examining Issues Related to Compensation

### 307 HR Employee Health, Safety & Welfare

CO1	explain the concept of Safety Planning, Safety policies
CO2	Analyse Occupational health , Occupational Safety , Occupational Disease
CO3	apply Reasons, Prevention and Types of Fire in daily activities
CO4	distinguish between statutory & Non statutory welfare facilities
CO5	distinguish between different types of pollution
CO6	explain different rules to regulate environmental pollution

### 309 HR Audit

CO1	Evaluating Elements of Good Human Resource Development
CO2	Explaining HRD Competencies
CO3	Examining HRD Audit Methodology
CO4	Understanding Effectiveness of HRD Audit as an Intervention

### 311 HR Outsourcing of HR

CO1	explain the concept of Outsourcing, Factors Driving the Need to Outsource
CO2	decide Skills Needed to Manage Outsourcing Efforts
CO3	identify Four Elements of Strategic Assessment
CO4	identify the Process of Vendor Assessment, Common Errors while Choosing Vendors
CO5	understand the concept of Negotiation management, Contract Management
CO6	Explain the Outsourcing Management Maturity Model (OMMM)

### 312 HR Public Relation and Corporate Communications

CO1	Understanding Corporate communication
CO2	Developing methodologies for successful practice of media relations
CO3	Evaluating PR activities of any organizations
CO4	Managing an Event



### 305 MKTG Contemporary Marketing Research

CO1	Preparing Marketing Research Proposal
CO2	Formulation of Hypotheses through Literature Review
CO3	Designing Questionnaires for studying consumer behaviour
CO4	Reliability Testing using Chronbach's Alpha in SPSS.
CO5	Designing any type of Experimental Research for hypothetical study
CO6	Testing Hypotheses using Chi-Square test and One way ANOVA.

### 306 MKTG Consumer Behaviour

CO1	Students should get the understanding of Influences on Consumer Behaviour
CO2	Students should get the understanding of individual determinants of Consumer Behaviour
CO3	Participants should get insights into consumer Decision Making Process
CO4	Participants would understand the consumer models and indian consumer's perception
CO5	To make them aware of current market trends and requirements of customers
CO6	To enhance the ability of evaluate the marketing strategies and its implementations

### 309 MKTG Strategic Brand Management

CO1	Analyze brand equity models
CO2	Build a brand through four steps of brand building
CO3	Compare Brand Positioning
CO4	Choosing brand elements to build brand equity
CO5	Criticize celebrity endorsement in brand building
CO6	Determine customer mind set through quantitative research techniques
CO7	Assessing brand failures

### 310 MKTG Personal Selling Lab

CO1	Learning Decision making
CO2	Plan marketing strategies through executive planning
CO3	Compare operational activities and implement change
CO4	Practically learn selling process

### 312 Customer Relationship Management

CO1	To introduce the core concepts of CRM paradigm
CO2	To emphasize CRM as a business strategy
CO3	To highlight the role of appropriate business process and technology management capabilities in managing customer relationships
CO4	To help the students understand the organizational context of CRM.
CO5	To enhance their interpersonal skills

### 317 MKTG Agricultural Marketing

CO1	Understanding Agricultural Markets
CO2	Examining e-chaupal model
CO3	Marketing of Agricultural Inputs
CO4	Marketing of Agri-produce
CO5	Evaluating Pricing Mechanism of Agricultural Commodities

## **Sem IV**

### **401 Managing for Sustainability**

CO1	Formulation of corporate social responsibility
CO2	Critically distinguish sustainable development and green development
CO3	Distinguish between Governance and Management
CO4	Elaborate the role of regulators (SEBI, IRDA, RBI, ED)
CO5	Elaborate the role of Auditors and Audit Committee
CO6	Discuss Case Studies on Corporate Governance
CO7	Assess the relationship between Law and Ethics

### **402 Dissertation**

CO1	Reviewing existing Literature Review
CO2	Formulating appropriate research methodology
CO3	Experiencing challenges in data collection
CO4	Analysing data for business decisions
CO5	Interpreting results of data analysis
CO6	Drafting recommendations for practitioners

### **403 FIN Indirect Taxation**

CO1	To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices
CO2	To give an understanding of the relevant provisions of Indirect Tax Code
CO3	To introduce practical aspects of tax planning as an important managerial decision-making process.
CO4	Expose the participants to real life situations involving taxation and to equip them with techniques for taking tax-sensitive decisions.
CO5	Compute the assessable value of transactions related to goods and services for levy and determination of duty liability
CO6	Identify and analyze the procedural aspects under different applicable statutes related to indirect taxation

### **403 HR Employment Relations**

CO1	Evaluation of employment relations
CO2	Describing Constitutional & Legal framework of Industrial Relations
CO3	Explain The Industrial Disputes Act 1947:
CO4	Explain Industrial Employment (Standing Orders) Act 1946
CO5	Amendments thereof
CO6	Examining trends in employment relations

#### **403 MKTG Services Marketing**

CO1	To emphasize the significance of services marketing in the global economy.
CO2	To make the students understand the deeper aspects of successful services marketing.
CO3	To provide insights to the challenges and opportunities in services marketing.
CO4	To make students aware about the recent trends prevalent in service industry
CO5	To develop analytical skills of marketing field
CO6	To enrich them with elaborative knowledge of service industry

#### **404 FIN International Finance**

CO1	Analyze the functions of International institutions and to make students familiar with the Issues in overseas Funding
CO2	Elaborate students with complexities of managing finance of multinational firm.
CO3	Evaluate different theories of foreign exchange rate fixation
CO4	financial transactions can take place, with special reference to India.
CO5	Analyse Indian Bond Markets and understand the Bond Issue process
CO6	standard.

#### **404 HR Strategic Human Resource Management**

CO1	Appraising Life cycle of organizations
CO2	Examining competency mapping of an organization
CO3	Explaining Employee Engagement Strategy
CO4	Evaluating compensation management
CO5	Discovering Performance Management issues

#### **404 MKTG Sales & Distribution Management**

CO1	Designing the Market Channel system
CO2	Assessing Channel Performance
CO3	Evaluating the Sales Force
CO4	Estimate Sales Forecast
CO5	Create a Mobile Marketing Strategy
CO6	Design Process of appointment of Franchisee

#### **405 MKTG Retail Marketing**

CO1	Compare Traditional Retail Classifications & Non Traditional Retail Classifications
CO2	Compile differentiation strategies deployed by various retail companies for same category of goods.
CO3	Recommend retail location and site selection
CO4	planning merchandise assortment
CO5	Evaluating pricing strategies in retail
CO6	Designing the retail communication programme

#### **406 FIN Financial Modeling Using Excel**

CO1	analyse financial modeling practise and principels
CO2	analyse the data management in excel
CO3	coding
CO4	Develop the ability to utilize the core functionality of excel in decision framework to solve managerial problems in the finance functions of the business

#### **407 FIN Financial Risk Management**

CO1	Apply the insurance mechanism in risk management
CO2	Be able to analyse credit risk on a stand-alone basis
CO3	Applying a number of different approaches and ways to manage credit risk
CO4	Be able to analyses operational risk using the standardized approach
CO5	Develop a general risk management strategy for a financial institution
CO6	Identify and categories the various risks face by an organization
CO7	Explain the various risk control measures available
CO8	Suggest ways to finance risk

#### **407 HR Employee Reward Management**

CO1	Appraise factors affecting reward system
CO2	Developing grade and pay structures
CO3	Evaluating reward management for special groups:
CO4	Examining impact of Trade Union on reward determination
CO5	Experiencing reward management system practiced by organizations

#### **408 MKTG International Marketing**

CO1	Explain foreign market entry modes.
CO2	Compare International Market Segmentation and Positioning strategies
CO3	Choose between Product Standardization Vs. Adaptation
CO4	Determine factors Affecting International Price
CO5	Explain the structure of international distribution systems
CO6	Discuss challenges of international advertising

#### **409 FIN Banking Operations – II**

CO1	Describe the context of banking: the financial system.
CO2	Explain the principles of banking.
CO3	Elucidate the broad functions of banks.
CO4	Analyse and explain the basic raison d'etre for banks.
CO5	Describe the components of the balance sheets of banks.
CO6	Elucidate the liability and asset portfolio management "problem" of banks.
CO7	understand contribution and role of banking in economy

#### **409 HR Conflict & Negotiation Management**

CO1	Explain dimensions of Negotiation
CO2	Application of ethics in negotiation,
CO3	Explain relationship between conflict & performance in team
CO4	Appraising technique to resolve team conflict
CO5	Analysing third party conflict resolution, negotiation

#### **410 FIN Wealth & Portfolio Management**

CO1	analyse the concept of Wealth Management
CO2	analyse the concept of Portfolio Management.
CO3	examine the various tools and methods of evaluating the portfolio.
CO4	analyse the various portfolio theories

#### **410 MKTG Marketing Strategy**

CO1	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment.
CO2	To understand and apply the STP of marketing (segmentation, targeting, positioning).
CO3	To understand and appreciate the concept of marketing strategy formulation and implementation.
CO4	To expose participants to various perspectives and concepts in the field of Strategic
CO5	To help participants develop skills for applying these concepts to the solution of
CO6	To help students master the analytical tools of strategic management.

#### **412 HR LAB in Legal Compliances**

CO1	Drafting Annual return form under the Factories Act
CO2	Drafting Accident details form no 16 and 14
CO3	Generating ESIC Payment and return
CO4	Drafting a form Payment of Bonus return
CO5	Drafting PF payment and return

#### **414 HR Emerging Trends in HR**

CO1	Examining CSR activities of organizations
CO2	Investigating Employee Engagement
CO3	Evaluating need of vocational skills in manufacturing Sector
CO4	Learning emerging trends in HR

#### **414 MKTG Marketing to Emerging Markets & BoP**

CO1	To understand difference between emerging & developed markets
CO2	To understand opportunities & challenges in Emerging Markets in general & Bottom Of the Pyramid (BOP) segment in particular
CO3	To provide a framework for marketing to BOP markets
CO4	To make students understand about the varied Marketing skills
CO5	To inhibit the skills of an effective marketer and Customers perspective
CO6	To upgrade students to next level so that they be employable in Marketing field.