

## **COURSE OUTCOMES OF MBA**

### **SEMESTER- I**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB101	Management and Organizational Behaviour	Core	5	5

#### **At the end of the course the students are able to:**

- Understand various managerial skills, roles, functions and levels
- Realise that individuals are different and the various factors that shape personality
- Understand the characteristics of perciever and percieved that influence perception
- Identify and overcome perceptual errors
- Gain knowledge of traditional and contemporay structural designs
- Understand how various elements help in shape organisational culture
- Identifying various motivators through the knowledge of theories of motivation
- Identifying various leadership styles and their suitability to the situation.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB102	Accounting For Management	Core	5	5

#### **After the completion of this course the student will be able to:**

- Know the process of accounting from the primary entry to the final statement
- Gain the knowledge on different accounting standards which were given by the different bodies
- Differentiate the tax planning, tax avoidance and the tax evasion.
- Understand the application of different analytical tools like ratio analysis, cash flow statement, funds flow statement, etc.,. On final statements for further judgment of the business financial performance.
- Understand the importance of the Balance score card in today's business environment.
- Know the application of managerial decision tools in different situations in the business like make or buy decision, key factor analysis, sales mix etc.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB103	Marketing Management	Core	5	5

**At the end of the course the students are able to:**

- Understand the impact of changing global, Political, Economic, Competitive, Environmental, Cultural and Social Systems on marketing strategy development.
- Understand the dynamic of the global business environment from a competitive and economic perspective.
- Knowledge of society, culture and skills.
- Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.
- Develop comprehensive strategic and tactical plans for an organization.
- Work independently and collaboratively in inter and multidisciplinary and diverse environments.
- Use creative, critical and reflective thinking to address organisational opportunities and challenge.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB104	Business Law and Ethics	Open elective-I	4	4

**After the completion of this course the student will be able to:**

- To comprehensively understand and be conversant with the legal framework on Business Laws; and Awareness of legal framework and its orientation for efficient and effective discharge of duties as managers in a competitive environment ; and to ensure compliance of legal formalities with values and ethics in the process of Business administration, Governance and corporate social responsibility.
- To be conversant with the requisites to be complied with in framing a valid contract and understanding the elements which are essential for framing an Agreement and elements which are essential for enforceability of an agreement to make an agreement a valid contract.
- To be familiar with provisions with regard to performance of a contract and also to be conversant with circumstances which lead to Breach of contract and remedies in the event of breach of a contract.

- To be familiar with basic legal framework on special contracts; and conversant with rights, duties and obligations of the parties concerned under each of the Special Contracts.
- To comprehensively understand with basic legal formalities for incorporation of a company and different types companies that exist ; and to be conversant with the basics of Memorandum of Association and Articles of Association to know scope and limitations of the company.
- To be familiar with Legal and Institutional framework and its implications with regards to Company administration, Constitution and powers of Board of Directors, Shareholders, Secretarial Practice with regards to company law.
- To understand from practical perspective how awareness of Consumers rights for getting protection from defects of goods and deficiencies from services is brought out in the society and community; and the functioning of Redressal Mechanism for protecting the consumers from their rights with simple legal formalities.
- To understand how Value system and ethics need to be internalised and institutionalized in Management and Business Administration for development and growth of Business entity and its implications on corporate social responsibility and sustainable development.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB104	Managerial Economics	Open Elective-I	4	4

**After completion of this course, students should be able to take optimal managerial decisions by applying economic reasoning and analytical tools in various functional areas such as marketing, fiancé and general management:**

- Students are expected to know the nature of managerial economics and how it would it enable a decision maker to take optimal decisions.
- Besides knowing basic concepts of managerial economics and how they are applied in different decisional situations.
- Students are expected to know the different demand situations and critical variables determining the demand and how to estimate the demand and finally how elasticity of demand can be applied in taking the pricing decisions.
- Students are expected to understand different cost concepts and behavior of the production in relation to inputs and its implications on costs.
- Students should be able to know how production efficiency can be optimized.
- Students should be able to understand how output and price decisions are taken by a firm in different market structure in order to maximize the profits beside different price tactics adopted by firm.

- Students can also expose how to leverage game theory in taking strategic moves in oligopoly market structure.
- The students are expected to gain the knowledge of macro economics such as national income and its determinants besides implications of inflation, trade cycle on the business prospects of the firm.

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Course Code	Course Title	Course Type	HPW	Credits
MB105	Business Communication	Open Elective II	4	4

**After the completion of this course the student will be able to:**

- It gives an understanding of the “Process of Communication in an organization”
- It will help them to identify the ‘Barriers of Communication’
- It will help them to enhance their presentations skills
- It will enable the students to augment their report writing skills
- It will enable them to ‘Draft a Resume’
- It gives an understanding of the “Framework for Managing Investor Relations, & ways and means of Managing Power”.

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Course Code	Course Title	Course Type	HPW	Credits
MB105	IT Applications for Management	Open Elective II	4	4

**After completion of this course, students should be able to:**

- Identify various types of Information System for Business
- Understand Information Technology Infrastructure
- Define databases & identify types of Databases
- Apply Information Systems in business
- Learn about E-Commerce & its Applications
- Understand the Process of E-payments
- Learn emerging trends in Computing
- Understand the need for Computer Security & Security Mechanisms

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## SEMESTER- II

Course Code	Course Title	Course Type	HPW	Credits
MB201	Human Resource Management	Core	5	5

**After the completion of this course the student will be able to:**

- Demonstrate knowledge of employee benefit concepts, administrative considerations and regular governing employee benefit practices.
- Understand and apply the policies and practices of the primary areas of HRM including staffing, training and compensation.
- Synthesize information regarding the effectiveness of recruitment methods.
- Understand the importance of HR's and their effective Management in Organizations.
- Record governmental regulations affecting employees and employers.
- Understand cost benefit analysis of training.
- Outline the nature and sources of conflict and explain the different strategies and approaches used in the resolution of conflict.
- State the significance of employee benefits to both employers and employees. and
  - Analyze core issues, policies and surrounding employee relations and legal issues.

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Course Code	Course Title	Course Type	HPW	Credits
MB202	Financial Management	Core	5	5

**At the end of the course the students should be able to:**

- Understand the role of the financial manager in growth of the firm by considering the agency relationship.
- Apply the time value of money for personal finance management
- Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.
- Build the optimum capital structure to take the optimum financing decisions.
- Gain the knowledge on the different concepts of cost of capital.
- Gain the knowledge on application of relevance and irrelevance theories to take dividend decision.
- Understand the different methods of corporate restructuring and the principles of good governance.

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Course Code	Course Title	Course Type	HPW	Credits
MB204	Business Process Reengineering	Open Elective III	4	4

**After the completion of this course the student will be able to:**

- Understand the Concept of Reengineering & its relationship with functional areas of business
- Know the ‘Reengineering Framework’
- Identify the ‘Business Process Flows’
- Illustrate Little’s Law
- Understand the Business Process Map & Simulation Model
- Determine the Key Performance Indicators for growth

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Course Code	Course Title	Course Type	HPW	Credits
MB204	International Business	Open Elective	4	4

**After the completion of this course the student will be able to:**

- Identify the stages in International Business.
- Understanding cultural and political environment in the light of International trade theories.
- What is the rationale for government intervention in the forms of trade regulation?
- Understanding major trading blocks: EU, NAFTA, ASEAN, SAARC.
- To gain knowledge of structure and functions of TRIPS, TRIMS, WTO.
- Differentiate the various global market entry strategies- Exporting, Licensing, Franchising etc.
- Electronic processing of International trade documents.
- International human resources management in global context.

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Course Code	Course Title	Course Type	HPW	Credits
MB204	Financial markets and services	Open elective	4	4

**After the completion of this course the student will be able to:**

- Know about the financial market structure and participants in the markets.
- Gain knowledge on the different financial services which are available in India.
- Know the role of merchant bankers in providing the financial and non financial services.

- Understand the Hire purchase and Lease assistance to micro small, small, medium and large scale business units.
- Understand the importance of insurance for the business.
- Understand the different financial services like factoring, credit rating methods.

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Course Code	Course Title	Course Type	HPW	Credits
MB205	Start Up Management	Open Elective IV	4	4

**By the end of this course, Student will be able to understand the:**

- Concept of Entrepreneur & Entrepreneurship
- Recent trends of ‘Women Entrepreneurship’
- Need, Problems & Development of Rural Entrepreneurship
- Factors affecting Entrepreneurial growth
- Entrepreneurial Development Programmes
- Small Enterprises their Characteristics, Rationale, Objectives & Scope
- Steps of Project Identification, Selection, Appraisal & Ownership Structures
- Institutional Finance assistance available to Entrepreneurs for setting up an enterprise and Concept of Venture Capital and Various Evaluation Methods

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Course Code	Course Title	Course Type	HPW	Credits
MB-205	Retail Management	Open elective	5	5

**By the end of this course, Student will be able to understand:**

- The role and relevance of retail Management
- Types and trends of retailing
- The difference between the organized and unorganized retail sector
- The role and importance of international retailing
- Retail pricing strategies
- Retail segmentation and relationship marketing
- About Merchandise management
- CRM Process in retailing and legal compliances

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB205	Strategic Management Accounting	Open Elective	4	4

**By the end of this course, Student will be able to:**

- Differentiate the behavior of fixed and variable costs.
- Apply CVP analysis in product mix, make or buy, capacity utilization, plant shut down decisions.
- Understand the role of budgetary control in the strategic planning and control.
- Appreciate importance and relevance of performance budgeting, zero based budgeting.
- Identify the different responsibility centres.
- Understand behavioral aspects of various responsibility centres and performance evaluation of segments.
- Differentiate traditional costing techniques with activity based costing techniques.
- To develop pricing and evaluation criteria for products at different stages of PLC.

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### **SEMESTER- III**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB301	Operations management	core	5	5

**By the end of this course, Student will be able to**

- Understand the difference between production and operations management
- Understand the different process technologies
- Gain knowledge of different types of sequencing
- Identify similarities and differences between products and services and basic manufacturing process.
- Understand the importance and role of maintenance management
- Acquire the knowledge of work study and techniques of method analysis and work measurement
- Understand the need and importance of materials management
- Understand the importance of stores management and different techniques of inventory control.

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Course Code	Course Title	Course Type	HPW	Credits
MB 302	E – BUSINESS	Core	5	5

**By the end of this course, Student will be able:**

- To provide an understanding of e-business applications in today’s organizations
- To understand various E business models
- Understand Online payment methods
- To learn various E Marketing strategies.
- Understand the legal and ethical issues related to protection of IPR in Online business
- Understand the mobile commerce and its relevance for business.
- Understand M-commerce framework and Mobile business models
- Understand mobile communication systems and standards
- Learn about various M banking technologies and Mobile payment systems

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Course Code	Course Title	Course Type	HPW	Credits
MB402	Operations Research	Core	5	5

**By the end of this course, Student will be able to:**

- Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
- Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
- Understand Network analysis to determine total project completion time, probability that a project will be completed by a certain date, least cost way of shortening total project completion time etc.
- Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
- Use Assignment problem to deal in allocating the various resources or items to various activities on a one to one basis in such a way that the time or cost involved is minimised.
- Assign the jobs to the people in which the criterion involved is optimized.
- Apply Transportation problem to deal with the transportation of a product from number of sources, with limited supplies to a number of destinations with specified demands.
- Make Decisions under the conditions of risk and uncertainty.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB304	Financial Risk Management	Discipline Specific Elective	4	4

**After the completion of this course the student will be able to:**

- Identify the different sources of risk affecting the companies.
- To state the different risk management approaches.
- Integrated approach to corporate risk management.
- The types of players in derivatives markets.
- Understanding of Different types of products available in derivatives market.
- Valuation of futures & forward contract.
- Design the swaps for a particular situation( Interest rate swaps / Currency swaps)
- Application of Binomial valuation model and black and scholes option valuation models.
- Measuring value at risk and cash at risk.

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
304	Compensation Management		5	

**After the completion of this course the student will be able to:**

- Gain knowledge of different components of compensation
- Understand different monetary and non-monetary benefits of compensation
- Identify international components of compensation
- Understand various factors required to design compensation
- Acquire the knowledge of different work schedules
- Understand the different factors of expatriate and repatriate compensation elements
- Differentiate between legally required and discretionary benefits
- Gain the knowledge about executive compensation system

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<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB305	Organisation Development	Discipline Specific Elective	4	4

**At the end of the course the students are able to:**

- Understand planned change through models of change
- Understand various interventions and gain knowledge of planning, choosing and implementation of OD intervention
- Know values beliefs and assumptions and OD values

- Use certain team interventions
- Gain knowledge of the conditions for optimal success of OD and the issues in Client consultant relationship
- Understand the importance of participation and empowerment, functioning of teams and team work.

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Course Code	Course Title	Course Type	HPW	Credits
MB306	International Finance	Discipline specific elective	4	4

**After the completion of this course the student will be able to:**

- Know the international financial system and framework
- Under the foreign exchange market transactions and role of the participants in the international market.
- Gain the knowledge on exchange rate determination and the techniques of risk management.
- Observe the MNCs' behavior in the global markets.
- Understand the international tax environment.

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Course Code	Course Title	Course Type	HPW	Credits
MB303	Innovation Management	Interdisciplinary Courses	5	5

**By the end of this course, Student will be able to understand the:**

- Classification of R&D and the Operations that make up R&D
- Strategic Pressures on R&D; Technology Leverage and R&D Strategies
- Method of allocation of R&D Projects
- Various Forms of External R&D
- Way of Managing Scientific Freedom & its link with Product Innovation Process
- Process of Evaluating R&D Progress and Evaluation Criteria
- Innovation as a Management Process

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB401</b>	<b>Strategic Management</b>	<b>Core</b>	<b>5</b>	<b>5</b>

At the end of the semester the student will be able to

- Understand as to the Strategic Management Process and various tasks of Strategic Management and to comprehend the procedure for formulating and implementing strategies with case studies. Accordingly should be able to prepare a hypothetical case study based on assumptions.
- Be familiar in formulating the Vision, Mission, Goals and Strategies for a Corporate entity with the help of a case study and also should be able to prepare Strategic Plan for a corporate Entity based on the assumptions of SWOT analysis etc.
- Understand the conceptual framework on Core Competences , Competitive Advantage and Value Chain analysis ; and should be able to map Generic Strategies of a corporate entity on value chain template based on a case study and come out with suggestions for strategic options.
- Be familiar with the conceptual framework on different levels of Levels of Strategies and should be able to apply the framework in respect f a case study.
- Comprehensively understand the conceptual framework on Tailoring of strategies with reference to different industries and should be able to craft the strategies wth reference to different industries viz: Emerging Industries, Maturing Industries, Fragmented Industries, Turbulent and High Velocity market, Declining Industries etc.
- Comprehensively focus on understanding of Strategy alternatives and apply the understanding to craft appropriate strategies for diversification, outsourcing etc., with a help of a hypothetical case study.
- Understand the conceptual framework on Corporate Governance, Corporate Social Responsibility and Ethics; and should be familiar corporate culture conducive for good governance.
- Understand the conceptual framework on Redesigning the Organisation structure and control, Strategic Leadership and ethical standards in the changing environment; and should be able to map the same for good governance with the help of a hypothetical case study.

<b>Course Code</b>	<b>Course Title</b>	<b>Course type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB-402</b>	<b>Business Intelligence</b>	<b>Core</b>	<b>5</b>	<b>5</b>

At the end of the course students are able to:

- Understand Business intelligence evolution and its benefits
- Understand framework of Data Warehouse and various techniques of data mining
- Analyse various business Performance Measures
- Understand various tools and techniques of business analytics
- Understand data visualization and its application
- Understand the issues related to business intelligence implementation
- Understand the emerging trends in Business intelligence implementation.

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB403</b>	<b>Supply Chain Management</b>	<b>Core</b>	<b>5</b>	<b>5</b>

At the end of the course the students are able to:

- Understand Framework of the Supply Chain Management, Value chain and Value delivery system of Supply chain Management
- Gain knowledge on Integrated Logistics Management
- Know the importance of transportation in Supply chain Management
- Gain knowledge on Retail Supply Chain Management
- Understand Role of IT in Supply Chain Management
- Understand about supply chain Network Design and various Distribution channels of Supply chain Management

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 404 – 1</b>	<b>Investment Management (Finance)</b>	<b>Discipline Specific Elective III</b>	<b>4</b>	<b>4</b>

At the end of the semester the student will be able :

- To enable the students to understand the two main dimensions of the investment namely risk and return.
- To measure the risk and return of various investment avenues.
- To understand the yield, duration of Bonds.
- To understand the various bond theorems and its implication on the price of the bond.
- To understand the features of common stock.
- To understand the significance and calculation of broader indices.
- To be able to calculate intrinsic value of the stock through fundamental analysis.
- To be able to evaluate the performance of the portfolio.

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 404 – 2</b>	<b>CONSUMER BEHAVIOUR (MARKETING)</b>	<b>Discipline Specific Elective -III</b>	<b>4</b>	<b>4</b>

The main objective of this course is to enable the students to understand the consumer behaviour covering the aspects of before, during, and after purchase behaviour including learning processes, consumer satisfaction and influences of culture, social, reference, and family on consumer behaviour.

The other specific objectives are:

- To enable the students understand theories and models of consumer behaviour.
- To make the students understand the consumers' perception, learning, attitude formation and product purchase preferences.
- To make the students understand the impact of reference group on attitude formation, group conformity with product and service preference.
- To make the students understand the role of culture, subculture, and religion on product and service preferences.
- To enable the students understand the process of purchase and factors considered in each stage in the purchase process.
- To enable the students understand the buying behaviour of institutional customers.

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB404-3</b>	<b>Performance Management</b>	<b>Discipline Specific Elective</b>	<b>4</b>	<b>4</b>

At the end of the semester the student will be able to

- Design a performance appraisal report through understanding of performance factors
- Develop Key performance areas for specific role
- Understand and set performance targets for a given performance
- Gain and design Knowledge of performance process and cycle
- Diagnose Review and analyse performance
- Understand benchmarking process types and do benchmark for a particular process
- Understand Impact of arousal on performance
- List competencies and design pay models based performance competence and contribution
- Understand various models of performance management

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 405 – 1</b>	<b>BANKING AND INSURANCE (FINANCE)</b>	<b>Discipline Specific Elective IV</b>	<b>4</b>	<b>4</b>

At the end of the course the students are able to:

- Understand the overview of the structure of banking system in India.
- Identify the various types of products and services available in Banking sector in India
- Understand regulatory changes and innovations in the Banking and Insurance sectors.
- Understand nature and importance of insurance in India
- Understand the legal aspects of Insurance contract
- Understand various forms of life and general insurance.

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 404 – 2</b>	<b>Services and Global Marketing (MKT)</b>	<b>Discipline Specific Elective III</b>	<b>4</b>	<b>4</b>

The main objective of this course is to enable the students understand the methodology and process of marketing of services besides Global marketing.

The other specific objectives the course are:

- To make the students understand the difference between marketing of services and tangible goods.
- To understand the nature and categorisation of services.
- To make the students understand 7 Ps framework of marketing mix for marketing of services.
- To the students distinguish between services expectations, customer satisfaction and service quality.
- To make the students distinguish between internal, external and interactive marketing and the role of Customer Relationship Management for marketing of services.
- To enable the students to develop marketing strategies in light of 7Ps framework.
- To make the students understand Global marketing environment and Global marketing entry strategies.
- To enable the students to make product decisions for Global markets including packaging, branding and product quality levels and to enable the students to distinguish between domestic and Global marketing.



<b>Course Code</b>	<b>Course Title</b>	<b>Course type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB-405</b>	<b>Talent and Knowledge Management</b>	<b>Elective</b>	<b>4</b>	<b>4</b>

At the end of this course students will be able to :

- The importance of talent and Knowledge Management in Organisation
- Understand the Meaning and importance of building and Managing talent reservoir
- Understand the need and importance of developing competencies and role of leaders in the organisations
- Understand various types of knowledge and their location
- Understand various approaches to knowledge management
- Identify how would this knowledge management effect the organisational functioning