

Department of Management Studies

MBA-SEMESTER I

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	
			CO	CO Statement
1	BA-2101	Principles of Management and Organizational Behavior	CO1	To ensure the proper understanding of management, its levels & functions and roles, skills and functions of managers
			CO2	To ensure clear understanding of managerial functions like planning, Organizing, staffing, directing and controlling.
			CO3	To ensure effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
			CO4	To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
			CO5	To ensure right understanding about the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
2	BA-2102	Marketing Management	CO1	Understand the marketing and its core concepts and develop/analyse basic marketing strategy in the context of prevailing marketing Environment
			CO2	Understand basics of marketing research and demand forecasting and undertake/evaluate basic marketing research including demand forecasting taking into account relevant consumer/industrial behaviour
			CO3	Understand principles of Segmenting, targeting, positioning and product development and incorporate this to develop/evaluate advanced marketing strategies.
			CO4	Understand Pricing, promotional and distributional concepts and apply these to develop/evaluate advanced market strategies.
			CO5	Understand marketing department organization and monitoring concepts and evaluate marketing performances including international and Internet marketing.
3	BA-2103	Accounting for Managers	CO1	Understand the basic concepts in financial accounting, maintaining of books of accounts and preparation of financial statements.

Department of Management Studies

			CO2	Calculate various ratios for assessing company position
			CO3	Analyse the financial performance of the company by using various financial techniques.
			CO4	Analysis the various types of cost, preparation of cost sheet and its interpretations.
			CO5	Develop critical thinking to value projects using DCF method and utilize the same in decision making process of the business.
4	BA-2104	Business Economics	CO1	To enable the students of business management to understand the relevance of concepts and techniques in micro-economics to the decision making of business firms
			CO2	To provide understanding of the subject's relationship with other functional areas of business management such as marketing, finance and production
			CO3	To be able to forecast demand of a product
			CO4	To be able to calculate price, breakeven point, profit and cost of production
			CO5	To be able to use the economic techniques in practical business life.
5	BA-2105	Business Communication	CO1	To acquaint the students with the knowledge of the communication written as well as oral required in the corporate world in its day-to-day functioning.
			CO2	To enable the students to understand the complexity of communication in an organization
			CO3	To enable the students to write standard business letter and business report
			CO4	To enable the students to write Press Release and Advertising Copy for an organization
			CO5	To enable the students to write a perfect Curriculum Vitae with a good cover letter
6	BA-2106	Computer Applications in Management	CO1	Students will learn the uses of computers in business and various functionality of computer and how it is useful in communication technology.
			CO2	Students will learn about the hardware and software components of computer and various application area of computer in business.
			CO3	Students will learn about the various features of programming languages and how to data get stores and retrieved through database for future uses.
			CO4	Students will learn about the computer network and how it useful in business.
			CO5	
7			CO1	Explain the basic elements of forming an enforceable contract and agreement.

Department of Management Studies

	BA-2108	Legal Aspects of Business	CO2	The students will have a better understanding of the legal consequences of the business transactions entered on behalf of the Employer by the Employee.
CO3			The Student will understand the cautions to be exercised while signing any contracts and understand the legal consequences arising out of such contracts,e.g.Loan Contracts and Insurance Contracts.	
CO4			While selling and purchasing goods the student will keep in mind the provisions of the Sale of Goods Act and Consumer Protection Act.	
CO5			Acquire problem solving techniques and to be able to present coherent, concise legal argument	
8	BA-2161	Managerial Skills and Personality Development-LAB	CO1	To Enhance their public speaking and platform skills.
			CO2	To make students under their personality types and traits and develop attitude which support their success in industry.
			CO3	Development of basic managerial skills and understanding of tools to be effective in modern organizations
			CO4	To be able to creative and develop interpersonal skills to manage self and teams as a leader in modern organizations.
			CO5	To be able to handle critical conditions and learn to address them in real life situation
9	BA-2162	MS-Office - LAB	CO1	To enhance MS office proficiency
			CO2	To develop skills to create professional-looking documents, presentations, and spreadsheets.
			CO3	To understand how to work with some advanced Office functions, including Mail Merge (Word) and formulas (Excel).
			CO4	To understand how to use Word, Excel, and PowerPoint in a variety of professional, educational, and personal situations.
			CO5	To understand which tasks each of the major Office programs can perform.

Department of Management Studies

MBA-SEMESTER II

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	
			CO	CO Statement
1	MA-2209	Quantitative Methods in Management	CO1	Provide basic knowledge of data collection and data visualization.
			CO2	Use various mathematical techniques in the field of business.
			CO3	Give basic knowledge on basic probability and probability distributions.
			CO4	Frame linear programming models and use Markov Process.
			CO5	Provide basic knowledge of queuing theory.
2	BA-2201	Human Resource Management	CO1	To sensitize students to various policies and practices of human resource management.
			CO2	To under the concepts and perspectives and functions of HRM
			CO3	Development of basic skills and tools for managing human resource in modern organizations
			CO4	To be able to apply the fundamental of HRM concepts and knowledge in managing employees in modern organizations.
			CO5	To be able to develop job description, skill inventory, offer letter, replacement chart, induction plan, incentive decisions, performance appraisal method for specific jobs.
3	BA-2202	Financial Management	CO1	Given a situation of mordern corporate scenerio students will be sensitized and analysed on task of modern finance executive
			CO2	Given companies annual report, students will be sensitized and evaluated on financial statement analysis
			CO3	Given modern market conditions students will be educated on time value of money and will be evaluated on successful computation.
			CO4	Given modern market conditions students will be educated on Cost of capital, Capital Budgeting, Capital Structure & Dividend Decision and evaluated on critical analysis.
			CO5	Given modern market conditions students will be educated on Tax concepts influencing financial decisions and Advanced concepts on Financial Management and evaluated on critical analysis.

Department of Management Studies

4	BA-2203	Productions and Operations Management	CO1	Understand basic concepts of operations management and technology and learn to determine technological requirements in given state of product demand.
			CO2	Develop concepts of plant location and plant layout and learn to determine optimal location and layouts.
			CO3	Understand principles of production planning and control and determine optimal planning and control for various production situations
			CO4	Understand basics of inventory management and store keeping and learn techniques for optimal inventory management
			CO5	Understand fundamentals of work study, Value analysis and quality assurance and learn techniques accomplish these.
5	MA-2210	Research Methodology	CO1	Induce a sense of scientific outlook towards information collection and related issues covering different aspects of research.
			CO2	Use the phases of research methodology in social and managerial problems.
			CO3	Provide the concepts of sampling techniques to collect the information properly from the field.
			CO4	Use of estimation of parameters by point estimation and interval estimation to identify the factors of social problems.
			CO5	Use knowledge to ANOVA to carry out advance decision making in social problems.
6	BA-2204	Global Economic Environment and Policy	CO1	To enable students to evaluate business and its environment and dynamics of business and environment, various types of business environment and its analysis.
			CO2	To enable students to understand business and society
			CO3	To enable students to examine how different factors and trends in the external environment are likely to impact business.
			CO4	To help the students to know the different environment like, political, technological, legal and economic environment in the business.
			CO5	The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.

Department of Management Studies

7	BA-2205	Management Information Systems	CO1	Recognize contemporary MIS theory and how information systems support business strategy, business processes.
			CO2	Understand how Managers exercise an MIS based applications in an organization to increase the effectiveness.
			CO3	Express the proven value of, and relationship between business data, data management, and business intelligence.
			CO4	
			CO5	
8	BA-2261	SPSS - LAB	CO1	Understand SPSS operating environment and hypotheses testing concepts and apply them in various situations
			CO2	Understand and create graphs determine/ Frequencies, Bar Charts, Histograms Percentiles
			CO3	To understand concepts of non-parametric tests and undertake hypotheses testing
			CO4	To understand concepts of bi-variate-parametric tests and undertake hypotheses testing
			CO5	To understand concepts of correlation and regression and undertake hypotheses testing and build regression models.

Department of Management Studies

MBA-SEMESTER III

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	
			CO	CO Statement
1	BA-2301	Project Management	CO1	Understand basics of Project management and apply NPV, IRR.
			CO2	Comprehend the concepts of project planning and prepare budget, network diagrams
			CO3	Understand and apply CPM and crashing
			CO4	Understand the concept of different monitoring, control system and apply them
			CO5	Comprehend auditing and prepare report
2	BA-2302	Business Strategy	CO1	To facilitate the students to understand the fundamentals of business environment in a wide perspective.
			CO2	To acquaint the students with issues of strategic management.
			CO3	To acquaint the students with concepts of competitive strategy and competitive advantage.
			CO4	Student should be able to analyze cases using SWOT, TWOS and other tools.
			CO5	Student should be able to implement corporate and business level strategies based on case studies
3	BA-2375	Summer Project #(10 weeks)	CO1	construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
			CO2	Assess the Strengths, Weaknesses, Opportunities and Threats (SWOT) of the concerned company
			CO3	Determine the challenges and future potential for his / her internship organization in particular and the sector in general.
			CO4	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
			CO5	analyze the functioning of internship organization and recommend changes for improvement in processes.
4	BA-2303	Consumer Behaviour and	CO1	To enable the students, understand significance of consumer behavior, consumer decision-making process under various situations.

Department of Management Studies

		Advertisement and Brand Management	CO2	To enable the students, create a market segment for a real product and also understand the significance of market segmentation.
			CO3	To acquaint the students about different dimensions of Advertising and Brand Management policies, methods, and strategies.
			CO4	To enable students to design creative advertisements of brands to be used for print, broadcast, and electronic media.
			CO5	To enable students, understand and research on the latest trend in the world of advertising and branding.
5	BA-2304	Retail and Distribution Management and Supply Chain Management	CO1	Gain a holistic understanding of the basic fundamentals of retailing, distribution and supply chain management
			CO2	Understand how retail business objectives influence the process of retail pricing and sales strategies.
			CO3	Identify and analyze complex issues and problems in channel design and management and propose appropriate and well justified solutions.
			CO4	Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.
			CO5	To explore their application in practical fields.
6	BA-2331	Security Analysis and Portfolio Management and Derivative Market	CO1	Equipped with the basic fundamentals of share market and security analysis
			CO2	Apply the concept of portfolio evaluation and revision for the better investment
			CO3	Outlines a sound conceptual understanding of derivative market that includes various instruments like forward, futures, options, swaps and convertibles.
			CO4	Understand the valuation of forward and future prices of investment assets
			CO5	To integrate the understanding of shares and derivative products and their performance in Indian and Global Markets
7	BA-2332	Direct and Indirect Taxation	CO1	Acquire conceptual knowledge of direct and indirect taxation principles and policies
			CO2	Identify and calculate the residential status of an assessee
			CO3	Compute the income under the five heads of incomes under the Income Tax Act, 1961
			CO4	Develop the skill of recording difference between direct and indirect tax

Department of Management Studies

			CO5	Enunciate the concepts of GST and compliances related to documentation under the Indirect tax regime.
8	BA-2333	Industrial Relations	CO1	Students should able to elaborate the concept of Industrial Relations.
			CO2	Students should able to outline the important causes & impact of industrial disputes.
			CO3	Students should able to elaborate Industrial Dispute settlement procedures.
			CO4	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965
			CO5	Student should able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.
9	BA-2334	Competency Mapping and Performance Management	CO1	Students have fundamental understanding of Competency and importance of Competency Mapping
			CO2	To acquaint the students about-Performance Management system in an organization, Potential Appraisal,role of performance appraisal in an organization, Errors of appraisal.
			CO3	To understand role of mentoring and Counseling in an outstanding performance
			CO4	To understand the concept of Balance Score card and HR Scorecard
			CO5	Enable the students to apply the knowledge of CM & PMS in practical lif
10	BA-2361	MS Project Management and Tally - LAB	CO1	To enhance MS Project proficiency
			CO2	To develop skills to create Gantt Chart, Critical path.
			CO3	Given a practical condition students will be provided hands on training with the knowledge of Creation/ Setting up of Company, Setting up Account Heads using Tally prime and evaluated on it suceful creation.
			CO4	Given Original vouchers students will be provided hands on training of Creating Stock Group, Stock Category, Units of Measure, Stock Item, GST classification using Tally Prime and evaluated on successful filing

Department of Management Studies

			CO5	Given Original vouchers students will be provided hands on training on voucher entries, Evaluation of ledger, Rectification of entries, generation of reports, GST filing and evaluated on successful completion filing.
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Department of Management Studies

MBA-SEMESTER IV

Sl.No	Subject Code	SUBJECTS	Course Outcome (CO)	CO Statement
1	BA-2401	Banking and Insurance Management	CO1	To educate students about basics of Indian financial systems and its components, types of bank account, role of banking.
			CO2	To educate students to categorize and analyze banker – customer relationship, methods of granting loans and advances and charges on securities
			CO3	Understand the provisions relating to capital, reserve, liquidity norms i.e. Capital Reserve Ratio and Statutory Liquidity Ratio.
			CO4	Have a practical understanding of various types of Insurance and understand insurance operations both in life as well as general insurance.
			CO5	Enable students to understand documentations & processing of life insurance proposal forms, claim settlement and surrender of life insurance policy
2	81	Recent Trends in Management (Grand Viva-Voce)	CO1	Understand current issues and trends in the field of management
			CO2	Assess the Strengths, Weaknesses, Opportunities and Threats (SWOT) in the selceted field
			CO3	Determine the challenges and future potential in the selected sector.
			CO4	Analyze the current senario and recommend changes for improvement in the processes.
3	BA-2403	Market Research	CO1	Understand concept of marketing research and learn to define marketing problem in its environmental context.
			CO2	Understand marketing research design and learn to develop exploratory and conclusive research designs
			CO3	Understand concepts of measurement and scaling and lean to develop/evaluate questionnaires and form designs.
			CO4	Understand and undertake sampling design and procedures including sampling size and prepare for fieldwork.
			CO5	Understand and undertake data analysis for hypotheses testing and prepare final report.

Department of Management Studies

4	BA-2404	Service Marketing and Global Marketing	CO1	To enable students to comprehensively understand what services are and challenges faced by managers in marketing of the same.
			CO2	To enable students to practically learn GAPs model taking a real service place
			CO3	Understand expectations and perceptions of customers and the role of relationship marketing
			CO4	To enable students to develop a thorough understanding of international differences in consumer behavior and framework associated with international and global marketing strategies.
			CO5	To understand the many options of entry into the global market and the obstacles associated with each.
5	BA-2431	Multinational Finance and Risk Exposure Management	CO1	Understand the structure and operations of foreign exchange market.
			CO2	Determine exchange rates and forecast exchange rate
			CO3	Measure and manage foreign exchange exposure
			CO4	Analyse the complexities of managing financial challenges faced by multinational firms in a global setting.
			CO5	Apply critical thinking skills in identifying and evaluating international financial issues and information.
6	BA-2432	Marketing of Financial Services and Mergers and Acquisitions	CO1	To deliver an overview of Financial System in India
			CO2	Evaluate the roles played by employees and customers during service delivery of financial services
			CO3	Calculate and analyse concept of risk and return associated with various investements avenues
			CO4	Understand the form of different kinds of mergers and acquisitions (M&A) deals, M&A strategies and the challenges encountered in implementing the same.
			CO5	Apply critical thinking skills in identifying and evaluating financial issues and to create a post transaction balance sheet
7	BA-2433	Organization Development and Human	CO1	To be able to understand and gain a thorough understanding of Concept of Organizational Development and its Interventions
			CO2	To be able to apply different OD Interventions according to the requirements of the situation.

Department of Management Studies

		and Human Resource Development	CO2	To be able to apply different OD Interventions according to the requirements of the situation.
			CO3	To be able to have thorough understanding of the concept of HRD and HRD Mechanisms.
			CO4	To be able to contribute in development of human resource in modern organizations.
			CO5	To be able to enhance the current functioning of organizations and its ability to achieve goals and contribute in enhancing organizational effectiveness and efficiency.
3	BA-2434	Compensation Management and International Human Resource Management	CO1	Recognize how pay decisions help the organization achieve a competitive advantage.
			CO2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
			CO3	Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues.
			CO4	Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs
			CO5	From the literature form an opinion and express a logically argued view regarding the adequacy of HR systems in international organisations



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