

Department of MBA

Course Outcome Statement

Course:	Course Code:18MBA11 Course Name MANAGEMENT AND ORGANIGATIONAL BEHAVIOR	Faculty: Dr. Richa Das	Academic Year: 2019 – 20
Statement			
Course 101.1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.		
Course 101.2	Understand the overview of management, theory of management and practical applications of the same.		
Course 101.3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals		
Course 101.4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.		
Course 101.5	Understand and demonstrate their exposure on recent trends in management.		

Course Outcome Statement

Course:	Course Code:18MBA12 Course Name: MANAGERIAL ECONOMICS	Faculty: Dr. Perini Praveena Sri	Academic Year: 2019 – 20
Statement			
Course 102.1	The student will understand the application of Economic Principles in Management decision making.		
Course 102.2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.		
Course 102.3	The Student will be able to understand, assess and forecast Demand.		
Course 102.4	The student will apply the concepts of production and cost for optimization of production.		
Course 102.5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.		
Course 102.6	The student will be able to identify, assess profits and apply BEP for decision making.		

Course Outcome Statement

Course:	Course Code:18MBA13 Course Name: ACCOUNTING FOR MANAGERS	Faculty: Prof. Rajimol KP	Academic Year: 2019 – 20
Statement			
Course 103.1	Demonstrate theoretical knowledge and its application in real time accounting.		
Course 103.2	Demonstrate knowledge regarding accounting principles and its application.		
Course 103.3	Capable of preparing financial statement of sole trading concerns and companies.		
Course 103.4	Independently undertake financial statement analysis and take decisions.		
Course 103.5	Comprehend emerging trends in accounting and taxation.		

Course Outcome Statement

Course:	Course Code:18MBA14 Course Name: BUSINESS STATISTICS & ANALYTICS	Faculty: Dr. Perini Praveens Sri, Prof. Rajimol KP, Prof. Kshama Jain, Prof. Bhavya	Academic Year: 2019 – 20
Statement			
Course 104.1	Facilitate objective solutions in business decision making under subjective conditions.		
Course 104.2	Demonstrate different statistical techniques in business/real-life situations.		
Course 104.3	Understand the importance of probability in decision making.		
Course 104.4	Understand the need and application of analytics.		
Course 104.5	Understand and apply various data analysis functions for business problems.		

Course Outcome Statement

Course:	Course Code:18MBA15 Course Name: MARKETING MANAGEMENT	Faculty: Proj. Purnajit Chatterjee & Prof. Archana R Motta	Academic Year: 2019 – 20
Statement			
Course 105.1	Develop an ability to assess the impact of the environment on marketing function.		
Course 105.2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.		
Course 105.3	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the marketplace.		
Course 105.4	Build marketing strategies based on product, price, place and promotion objectives.		
Course 105.5	Synthesize ideas into a viable marketing plan.		

Course Outcome Statement

Course:	Course Code:18MBA16 Course Name: MANAGERIAL COMMUNICATION	Faculty: Prof. Devaki S	Academic Year: 2019 – 20
Statement			
Course 106.1	The students will be aware of their communication skills and know their potential to become successful managers.		
Course 106.2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.		
Course 106.3	The students will be introduced to the managerial communication practices in business those are in vogue.		
Course 106.4	Students will get trained in the art of business communication with emphasis on analyzing business situations.		
Course 106.5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.		

Course Outcome Statement

Course:	Course Code:18MBA21 Course Name: HUMAN RESOURCE MANAGEMENT	Faculty: Dr. Richa Das	Academic Year: 2019 – 20
Statement			
Course 201.1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.		
Course 201.2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.		
Course 201.3	Identify the various training methods and design a training program.		
Course 201.4	Understand the concept of performance appraisal process in an organization.		
Course 201.5	List out the regulations governing employee benefit practices		

Course Outcome Statement

Course:	Course Code:18MBA22 Course Name: FINANCIAL MANAGEMENT	Faculty: Prof. Madhushree PR	Academic Year: 2019 – 20
Statement			

Course 202.1	Understand the basic financial concepts.
Course 202.2	Apply time value of money.
Course 202.3	Evaluate the investment decisions.
Course 202.4	Analyze the capital structure and dividend decisions
Course 202.5	Estimate working capital requirements.

Course Outcome Statement	
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Course:	Course Code:18MBA23 Course Name: RESEARCH METHODOLOGY	Faculty: Dr. Perini Praveens Sri	Academic Year: 2019 – 20
	Statement		
Course 203.1	Understand various research approaches, techniques and strategies in the appropriate in business.		
Course 203.2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.		
Course 203.3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.		
Course 203.4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.		

Course Outcome Statement	
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Course:	Course Code:18MBA24 Course Name: LEGAL AND BUSINESS ENVIRONMENT	Faculty: Dr. Perini Praveena Sri & Prof. Devaki S	Academic Year: 2019 – 20
	Statement		
Course 204.1	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.		
Course 204.2	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.		
Course 204.3	To give the students an insight on Winding up of the companies , Mode of winding up of the companies.		
Course 204.4	To student will have an understanding of the macro environment of Business and various macroeconomic concepts.		
Course 204.5	The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.		
Course 204.6	The student will be exposed to various economic policies of the country and the state of economy.		

Course Outcome Statement	
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Course:	Course Code:18MBA25 Course Name: STRATEGIC MANAGEMENT	Faculty: Prof. Purnajit Chatterjee	Academic Year: 2019 – 20
	Statement		
Course 205.1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose		
Course 205.2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.		
Course 205.3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.		
Course 205.4	To help students understand the strategic drive in multinational firms and their decisions in different markets.		
Course 205.5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.		

Course Outcome Statement	
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Course:	Course Code:18MBA26 Course Name: ENTREPRENEURSHIP DEVELOPMENT	Faculty: Prof. Archana R Motta	Academic Year: 2019 – 20
	Statement		
Course 206.1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.		
Course 206.2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan.		
Course 206.3	Become aware about various sources of funding and institutions supporting entrepreneurs.		
Course 206.4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.		

Course Outcome Statement	
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Course:	Course Code:18MBAMM301 Course Name: CONSUMER BEHAVIOR	Faculty:Prof. Archana R Motta	Academic Year: 2019 – 20
Marketing	Statement		
Course 301.1	Explain the background and concepts vital for understanding Consumer Behaviour.		
Course 301.2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.		
Course 301.3	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.		

Course Outcome Statement	
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Course:	Course Code:18MBAMM302 Course Name: RETAIL MANAGEMENT	Faculty:Prof. Archana R Motta	Academic Year: 2019 – 20
Marketing	Statement		
Course 302.1	Find out the contemporary retail management, issues, and strategies.		
Course 302.2	Evaluate the recent trends in retailing and its impact in the success of modern business.		
Course 302.3	Relate store management and visual merchandising practices for effective retailing.		

Course Outcome Statement	
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Course:	Course Code: 18MBAMM303 Course Name: SERVICES MARKETING	Faculty:Prof. Purnajit Chatterjee	Academic Year: 2019 – 20
Marketing	Statement		
Course 303.1	Develop an understanding about the various concepts and importance of Services Marketing.		
Course 303.2	Enhance knowledge about emerging issues and trends in the service sector.		
Course 303.3	Learn to implement service strategies to meet new challenges		

Course Outcome Statement	
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Course:	Course Code:18MBAFM301 Course Name: BANKING & FINANCIAL SERVICES	Faculty:Dr. Perini Praveena Sri & Prof. P. R. Madhu Shree	Academic Year: 2019 – 20
Finance	Statement		
Course 301.1	The Student will be acquainted to various Banking and Non-Banking financial services in India.		
Course 301.2	The Student will understand the activities of Merchant Banking and credit rating.		
Course 301.3	The Student will be equipped to understand micro financing and other financial services in India.		
Course 301.4	The Student will understand how to evaluate and compare leasing & hire purchase.		

Course Outcome Statement	
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Course:	Course Code:18MBAFM302 Course Name: INVESTMENT MANAGEMENT	Faculty: Mr. Sanjay Shukla, Prof. P. R. Madhu Shree & Prof. Rajimol K P	Academic Year: 2019 – 20
Finance	Statement		

Course 302.1	The student will understand the capital market and various Instruments for Investment.
Course 302.2	The learner will be able to assess the risk and return associated with investments and methods to value securities.
Course 302.3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
Course 302.4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management
Course 302.5	The student will understand the capital market and various Instruments for Investment.

Course Outcome Statement			
Course:	Course Code:18MBAFM303	Faculty: Prof. P. R. Madhu Shree	Academic Year: 2019 – 20
	Course Name: DIRECT TAXATION		
Finance	Statement		
Course 303.1	Understand the basics of taxation and process of computing residential status.		
Course 303.2	Calculate taxable income under different heads.		
Course 303.3	Understand deductions and calculation of tax liability of Individuals.		
Course 303.4	Know the corporate tax system.		

Course Outcome Statement			
Course:	Course Code:18MBAHR301	Faculty: Dr. Richa Das	Academic Year: 2019 – 20
	Course Name: Recruitment & Selection		
HR	Statement		
Course 301.1	Gain the insights of various principles and practices of recruitment and selection in an industry.		
Course 301.2	Equip students with various selection procedure practiced in industry.		
Course 301.3	Develop students with latest selection tools in the corporate sector.		
Course 301.4	Develop students with various testing of job recruitment and selection		

Course Outcome Statement			
Course:	Course Code:18MBAHR302	Faculty:Dr. Rashmi Singh Roy	Academic Year: 2019 – 20
	Course Name: HR Analytics		
HR	Statement		
Course 302.1	Have an understanding of How HR function adds value and demonstrates the value in business terms		
Course 302.2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.		
Course 302.3	Convert soft factors in a people management context into measurable variables across various domains.		
Course 302.4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization		

Course Outcome Statement			
Course:	Course Code:18MBAHR303	Faculty: Prof. Devaki S	Academic Year: 2019 – 20
	Course Name: Compensation & Reward System		
HR	Statement		
Course 306.1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.		
Course 306.2	Determine the performance based compensation system for business excellence and solve various cases.		
Course 306.3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce		
Course 306.4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus		
Course 306.5			

Course Outcome Statement			
Course:	Course Code:18MBAMM401	Faculty:Prof. Purnajit Chatterjee	Academic Year: 2019 – 20
	Course Name: SALES MANAGEMENT		
Marketing	Statement		
Course 401.1	Understand the apply the selling techniques in an organisation.		
Course 401.2	Develop a plan for organising, staffing & training sales force.		
Course 401.3	Organise sales territories to maximize selling effectiveness.		
Course 401.4	Evaluate sales management strategies.		

Course Outcome Statement			
Course:	Course Code:18MBAMM402	Faculty: Prof. Archana R Motta	Academic Year: 2019 – 20
	Course Name: INTEGRATED MARKETING COMMUNICATION		
Marketing	Statement		
Course 402.1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.		
Course 402.2	Ability to create an integrated marketing communications plan which includes promotional strategies.		
Course 402.3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.		
Course 402.4	Prepare advertising copy and design other basic IMC tools.		

Course Outcome Statement			
Course:	Course Code:18MBAMM403	Faculty: Mr. Sameer Kakkar	Academic Year: 2019 – 20
	Course Name: DIGITAL & SOCIAL MEDIA MARKETING		
Marketing	Statement		
Course 403.1	Recognize appropriate e-marketing objectives.		
Course 403.2	Appreciate the e-commerce framework and technology.		
Course 403.3	Illustrate the use of search engine marketing, online advertising, and marketing strategies.		
Course 403.4	Use social media & create templates.		
Course 403.5	Develop social media strategies to solve business problems		

Course Outcome Statement			
Course:	Course Code:18MBAFM401	Faculty:Prof. Rajimol K P	Academic Year: 2019 – 20
	Course Name: MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING		
Finance	Statement		
Course 401.1	Understand M&A with its different classifications, strategies, theories, synergy etc.		
Course 401.2	Conduct financial evaluation of M&A		
Course 401.3	Analyse the results after evaluation.		
Course 401.4	Critically evaluate different types of M&A, takeover and antitakeover strategies.		

Course Outcome Statement			
Course:	Course Code:18MBAFM402	Faculty:Prof. Rajimol K P	Academic Year: 2019 – 20
	Course Name: RISK MANAGEMENT AND INSURANCE		

Finance	Statement
Course 402.1	Understand various types of risks.
Course 402.2	Assess the process of identifying and measuring the risk.
Course 402.3	Acquaint with the functioning of life Insurance in risk management.
Course 402.4	Understand general insurance contract.

Course Outcome Statement			
Course:	Course Code:18MBAFM403	Faculty: Prof. Madhushree PR	Academic Year: 2019 – 20
Finance	Course Name: INDIRECT TAXATION		
HR	Statement		
Course 403.1	Have clarity about GST system in India.		
Course 403.2	Understanding of levy and collection of GST in India.		
Course 403.3	Have an overview of customs duty in India.		
Course 403.4	Understanding of valuation for customs duty.		

Course Outcome Statement			
Course:	Course Code:18MBAHR401	Faculty: Prof. Devaki S	Academic Year: 2019 – 20
HR	Course Name: PUBLIC RELATIONS		
HR	Statement		
Course 401.1	To demonstrate an understanding of the fundamentals tools of public relations practices.		
Course 401.2	To describe the various emerging trends in the field of public relations		
Course 401.3	To analyze the importance of employee communication and organizational change.		
Course 401.4	To evaluate the importance of community relations.		

Course Outcome Statement			
Course:	Course Code:18MBAHR402	Faculty:Prof. Devaki S	Academic Year: 2019 – 20
HR	Course Name: ORGANIZATIONAL LEADERSHIP		
HR	Statement		
Course 402.1	Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.		
Course 402.2	Understand the overview of leadership behavior and motivation in organization.		
Course 402.3	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.		
Course 402.4	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation.		

Course Outcome Statement			
Course:	Course Code:18MBA HR403	Faculty: Dr. Richa Das	Academic Year: 2019 – 20
HR	Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
HR	Statement		
Course 403.1	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts , policies and practices.		
Course 403.2	Apply concepts and knowledge in deployment, expatriate on international assignments		
Course 403.3	Evaluate the effects of different human resource and international industrial relations		
Course 403.4	Develop students to adopt international industrial relation strategies		

NOTE:

100 series 101...etc First semester subjects including Practicals, Projects etc.,
200series 201...etc Second semester subjects including Practicals, Projects etc.,
300 series 301...etc Third semester subjects including Practicals, Projects etc.,
400 series 401...etc Fourth semester subjects including Practicals, Projects etc.,
500 series 501...etc Fifth semester subjects including Practicals, Projects etc.,
600 series 601...etc Sixth semester subjects including Practicals, Projects etc.,
700 series 701...etc Seventh semester subjects including Practicals, Projects etc.,
800 series 801...etc Eighth semester subjects including Practicals, Projects etc.,