

SL.NO	SUBJECT CODE	SUBJECT/LAB	CO	DESCRIPTION OF COURSE OUTCOMES
1	18MBA207	Fundamentals of IT & ERP	CO-1	Student will able to learn basic of it
		Fundamentals of IT & ERP	CO-2	Student will able to implement IT knowledge regarding business and management
		Fundamentals of IT & ERP	CO-3	Students will make basic use of Enterprise software, and its role in integrating business functions
		Fundamentals of IT & ERP	CO-4	Analyzing the strategic options for ERP identification and adoption.
		Fundamentals of IT & ERP	CO-5	Student will able to design the ERP implementation strategies.
		Fundamentals of IT & ERP	CO-6	Create re-engineered business processes for successful ERP implementation.
2	18MBA105	Decision Science	CO-1	Gain basic knowledge about data ,variables and pictorial presenations
		Decision Science	CO-2	Apply different tools and techniques of statistics to derive inference from the data or generalize the Information.
		Decision Science	CO-3	To understand the process of decision problem formulation
		Decision Science	CO-4	Adopt quantitative techniques in management decision making.
		Decision Science	CO-5	Understand role of quantitative techniques and various applied statistics in managerial setting.
3	18MBA302B	Fainancil Derivatives	CO-1	Gain knowledge on Financial Derivatives and its uses.
		Fainancil Derivatives	CO-2	Gain knowledge on forward contracts.
		Fainancil Derivatives	CO-3	Gain knowledge on the Futures Market and hedging strategy.
		Fainancil Derivatives	CO-4	Gain knowledge on Options market
		Fainancil Derivatives	CO-5	Gain an understanding of SWAP
4	18MBA104	Management Princilples	CO-1	Define various concepts of management and gain knowledge on various managerial skills, roles, functions and levels.
		Management Princilples	CO-2	Gain knowledge of different schools of management.
		Management Princilples	CO-3	Distinguish between traditional and contemporary organizational structures.
		Management Princilples	CO-4	Should be able to understand the various elements in organizational culture.
		Management Princilples	CO-5	Identify the different types of planning in organizations and interpret different types of control processes.
5	18MBA102	Marrketing Management	CO-1	Explain the core concept of marketing
		Marrketing Management	CO-2	Analyzing the marketing environment
		Marrketing Management	CO-3	Designing Segmentation, Target market and Positioning
		Marrketing Management	CO-4	Explain the role of consumers behavior and consumer buying process.
		Marrketing Management	CO-5	Able to develop marketing strategies based on product, price, place and promotion objectives

6	18MBA109	Business Environment & Ethics	CO-1	understand the importance and application of the Business Environment in Business organization and society at large.
		Business Environment & Ethics	CO-2	study the environmental and social issues of the different situations in business growth.
		Business Environment & Ethics	CO-3	understand the pollution issues caused due to Industrialization and its waste.
		Business Environment & Ethics	CO-4	study contemporary social issues affecting the business environment and growth.
		Business Environment & Ethics	CO-5	make the students understand the initiatives taken by business corporates for the betterment of the society.
7	18MBA304B	Project Appraisal and Financing	CO-1	Gain knowledge on identification of projects.
		Project Appraisal and Financing	CO-2	Gain knowledge on project formulation
		Project Appraisal and Financing	CO-3	Gain knowledge on cost estimation of projects
		Project Appraisal and Financing	CO-4	Acquire knowledge on different sources of project financing
		Project Appraisal and Financing	CO-5	Gain knowledge on risk analysis of projects
8	18MBA302A	Sales & Distribution Management	CO-1	Explain objective, functions of sales management and sales process
		Sales & Distribution Management	CO-2	Explain sales force recruitment, selection, training, compensation, motivation to sales force.
		Sales & Distribution Management	CO-3	Explain sales forecasting, sales budget, sales quota and territory designing
		Sales & Distribution Management	CO-4	Define significance and role of channels, VMS and HMS
		Sales & Distribution Management	CO-5	Explain Logistic management.
9	18MBA107	Financial Accounting and Analysis	CO-1	Understand accounting principles with processes, systems & mechanisms.
		Financial Accounting and Analysis	CO-2	Appreciate the accounting standards and ethical issues in accounting
		Financial Accounting and Analysis	CO-3	Prepare and interpret financial statements
		Financial Accounting and Analysis	CO-4	Should be able to understand different types of corporate accounts.
		Financial Accounting and Analysis	CO-5	Analyze and interpret Financial Statements in general and those in the Annual Reports in particular.

10	18MBA303A	Digital Marketing	CO-1	understand the importance and application of online consumer behaviour and use of Digital Marketing as a trusted media.
		Digital Marketing	CO-2	study the use of AdWords and technological advantages of SEO & SEM in different situation of business growth.
		Digital Marketing	CO-3	understand the use of Affiliate Marketing and strategic partnership with the help of Digital Marketing.
		Digital Marketing	CO-4	study the contemporary social media building for CRM in business environment and growth.
		Digital Marketing	CO-5	make the students to understand the best use of mobile marketing for the betterment of the consumer and society.
11	18MBA304C	Performance Management System	CO-1	Understand the concepts of Performance Management and the processes required to measure them.
		Performance Management System	CO-2	Understand & apply different performance appraisal systems to different organizations.
		Performance Management System	CO-3	Understand and define performance measures suitable to different organizations.
		Performance Management System	CO-4	Gain knowledge of and design Performance Management linked reward systems.
		Performance Management System	CO-5	Gain knowledge of Performance Management in manufacturing & service sector and analyse its problems & give solutions
12	18MBA304A	Service Marketing	CO-1	Understand the importance and significance of marketing the services in the global economy
		Service Marketing	CO-2	Design marketing strategies for services by analyzing the opportunity and challenges
		Service Marketing	CO-3	Understand the nature and scope of service marketing
		Service Marketing	CO-4	Analyze the expectations of customers and transform this knowledge into genuine value for customers
		Service Marketing	CO-5	Understand current research trends in services marketing and management
13	18MBA301E	Data Mining for Business Decisions	CO-1	To have a good grasp of the basic theoretical elements of Data mining and their application in business
		Data Mining for Business Decisions	CO-2	To understand the practical elements of Data mining and their applications in business .
		Data Mining for Business Decisions	CO-3	To gain knowledge on analyzing business problem by applying suitable model
		Data Mining for Business Decisions	CO-4	To develop skills to apply the model for predictive analytical solution
		Data Mining for Business Decisions	CO-5	To Learn the decision-making constituencies in a business with the help of Data Mining

14	18MBA303C	Compensation and Benefit Management	CO-1	Understand the basic concepts of Compensation and its different components and theories.
		Compensation and Benefit Management	CO-2	Gain knowledge on different concepts and principles of wage and salary administration and appreciate the wage policy.
		Compensation and Benefit Management	CO-3	Gain knowledge on executive compensation system and how its components.
		Compensation and Benefit Management	CO-4	Understand various factors required to design a Compensation & Benefits Structure.
		Compensation and Benefit Management	CO-5	Gain knowledge of various incentive schemes that are available.
15	18MBA106	Business Communication	CO-1	Understand the fundamentals of communication and help them to transform their communication abilities
		Business Communication	CO-2	Be aware of necessary skills to handle day-to-day business conversation and conferencing etiquettes
		Business Communication	CO-3	Improve reading ability and writing business reports
		Business Communication	CO-4	Make a good business presentation in different platforms
		Business Communication	CO-5	Understand the rules of participating in a group discussion
16	18MBA303E	E-Commerce and Digital Markets	CO-1	The students will learn about foundations of E-Commerce
		E-Commerce and Digital Markets	CO-2	The students will be able to E-Business plan and address E-Commerce related issues
		E-Commerce and Digital Markets	CO-3	The students will insights on Business incubators
		E-Commerce and Digital Markets	CO-4	The students will learn about the E-marketing strategies and digital payment systems
		E-Commerce and Digital Markets	CO-5	The students will learn about E-marketing tools and E-Business entrepreneurship
17	18MBA302C	Employee Relations	CO-1	Understand the employee relation tools and the core issues
		Employee Relations	CO-2	Get acquainted with the different strategy levels in organization.
		Employee Relations	CO-3	Acknowledge the Industrial relations approaches and the concept of trade union.
		Employee Relations	CO-4	Understand the structure of ILO and the concept of SLC, ILC & Tripartism.
		Employee Relations	CO-5	Understand the process of Collective Bargaining.

18	18MBA301B	Security Analysis & Portfolio Management	CO-1	Understanding basics of investment and various forms of investment possible
		Security Analysis & Portfolio Management	CO-2	Understanding financial securities, basic parameters like risk and return and how to buy and sell
		Security Analysis & Portfolio Management	CO-3	Process of security analysis using fundamental and technical analysis
		Security Analysis & Portfolio Management	CO-4	Understanding portfolio and managing its performance
		Security Analysis & Portfolio Management	CO-5	Investment decision making using security analysis and portfolio theory
19	18MBA303B	Advanced Management Accounting	CO-1	Gross Idea of cost, costing . Diff between Fin. Accounting & management Accounting. Determining the cost in total and per unit. Elements of cost and different costing methods adopted by diff, industry
		Advanced Management Accounting	CO-2	Determination of cost in job oriented ,contract based and service sector industries
		Advanced Management Accounting	CO-3	Uses and applications of Marginal costing techniques for determination of BEP, margin of Safety level and its application in short term decision making
		Advanced Management Accounting	CO-4	Techniques for Preparation of budgets and its application for cost control and other controlling purposes
		Advanced Management Accounting	CO-5	Variance analysis for diff element of cost for cost control purposes
		Advanced Management Accounting	CO-6	For sustained growth of business the importance of Balance Score Card & EVA,
20	18MBA301C	Manpower Planning	CO-1	STUDENT GOT A BRIEF IDEA ABOUT THE DEMAND AND SUPPLY FORECASTING WITH THE DIFFERENT TECHNIQUES
		Manpower Planning	CO-2	ABLE TO KNOW THE RELATIONSHIP THE JOB ANALYSIS, JOB DESCRIPTION WITH THE MANPOWER FORECASTING REQUIREMENTS
		Manpower Planning	CO-3	FIND THE COMPETENCY MAPPING STEPS AND THE METHODS FOR DATA COLLECTION TO KNOW THE HIDDEN QUALITIES OF AN EMPLOYEE
		Manpower Planning	CO-4	ACQUAINTED WITH THE MATHEMATICAL MODE LIKE COHORT ANALYSIS, CENSUS ANALYSIS AND MARKOV MODELS
		Manpower Planning	CO-5	ABLE IN TO KNOW THE METHODS, TOOLS AND STEPS STRATEGIC MANPOWER PLANNING

21	18MBA203	Human Resources Management	CO-1	Understand the role and importance of HRM in organizations and different aspect of HRM including SHRM
		Human Resources Management	CO-2	Understand HRP, job analysis, and recruitment processes.
		Human Resources Management	CO-3	Develop an understanding of various HR functions such as performance appraisal, compensation system, wage theories and legal laws related to wages.
		Human Resources Management	CO-4	Understand the different concepts of career, career planning process
		Human Resources Management	CO-5	Develop an understanding on concept of promotion, OCB, HRIS, and competency mapping.
22	18MBA401A	Retail Management	CO-1	Explain the emergence of Retailing in India, various retail formats
		Retail Management	CO-2	Explain Retail consumer behavior, Retail marketing strategy and Technology in retail.
		Retail Management	CO-3	Explain Retail location. Merchandise management
		Retail Management	CO-4	Explain store layout and Retail aesthetics.
		Retail Management	CO-5	Explain retail communication mix, retail pricing strategy, branding strategy in retail
23	18MBA201	Corporate Finance	CO-1	Understand the various concepts, tools and techniques used in Financial Management.
		Corporate Finance	CO-2	Understand the concept of valuation.
		Corporate Finance	CO-3	Understand the various investment and financing decisions available to a corporate.
		Corporate Finance	CO-4	Understand the different types of dividend policies which aid in making dividend decisions.
		Corporate Finance	CO-5	Gain knowledge on the concepts of Working Capital management.
24	18MBA403A	B2B Marketing	CO-1	Understand the importance of Business Marketing and Consumer Marketing by identifying types of Business Customers and their organizational buying behaviour.
		B2B Marketing	CO-2	Understand the process of segmentation with respect to company characteristics by targeting with value creation referring marketing mixes for Industrial goods.
		B2B Marketing	CO-3	Understand the need for developing relationships with stakeholders for high performance.
		B2B Marketing	CO-4	study the role of in B2B Marketing and to design the types of Business channels for B2B.
		B2B Marketing	CO-5	study the process to organize and manage all the functions of supply chain management and cost control in S.C.M and Reverse Logistics in B2B.

25	18MBA402B	Behavioural Finance	CO-1	Understand the nature, scope and significance of Behavioural Finance.
		Behavioural Finance	CO-2	Understand the market strategies and risk alliances.
		Behavioural Finance	CO-3	Gain knowledge on the Prospect Theory.
		Behavioural Finance	CO-4	Appreciate the external factors that affect financing behavior.
		Behavioural Finance	CO-5	Gain knowledge on Behavioural Corporate Finance.
26	18MBA402E	Managing Digital Innovation and Transformation	CO-1	The students will learn about digital transformations and in the globalization world
		Managing Digital Innovation and Transformation	CO-2	The students will explore social media transformations in the business world
		Managing Digital Innovation and Transformation	CO-3	To develop knowledge on building digital capabilities
		Managing Digital Innovation and Transformation	CO-4	To understand the challenges on using digital platform for different types of business
		Managing Digital Innovation and Transformation	CO-5	The students will learn about digital transformations in the space of cloud computing
27	18MBA401E	Strategic Management of IT	CO-1	To understand the approaches of strategic IT applications
		Strategic Management of IT	CO-2	To analyze the value chain in service Industry
		Strategic Management of IT	CO-3	To Examine the organizational movement around the strategic grid
		Strategic Management of IT	CO-4	Articulate the Important of Drivers behind the Transformation and Implification.
		Strategic Management of IT	CO-5	To Developpe action plan with clear goals with technology evaluate the progress and facilitate the plan.
30	18MBA209	Entrepreneurship Development	CO-1	Explain concept of Entrepreneur, Entrepreneurship and Entrepreneur role, skill, personality
		Entrepreneurship Development	CO-2	Explain the concept of sickness in small industries
		Entrepreneurship Development	CO-3	Explain Entrepreneurial process and Business plan
		Entrepreneurship Development	CO-4	Explain HR, Marketing, Accounting and different organizational support services for small business
		Entrepreneurship Development	CO-5	Explain the concept of Start-up and Business incubation
31	18MBA403B	Mergers and Corporate Restructuring	CO-1	Understand the interface between financial policy and corporate strategy.
		Mergers and Corporate Restructuring	CO-2	Gain knowledge on all aspects of Mergers & Acquisitions
		Mergers and Corporate Restructuring	CO-3	Gain knowledge on the effect of corporate takeovers
		Mergers and Corporate Restructuring	CO-4	Understand the concept of Corporate Restructuring and its broad areas.
		Mergers and Corporate Restructuring	CO-5	Gain knowledge on the process and techniques of Corporate Restructuring.

32	18MBA402C	Strategic HRM	CO-1	Understand the concepts of Strategic HRM.
		Strategic HRM	CO-2	Gain knowledge on the different investment perspectives of HR.
		Strategic HRM	CO-3	Gain knowledge on how to design congruent HR systems and formulate HR strategies.
		Strategic HRM	CO-4	Understand the use of HR strategy in workforce utilization and the different tools of strategic performance management.
		Strategic HRM	CO-5	Understanding HR functions from a global perspective and applying HPWP.
33	18MBA404	Seminar Presentation	CO-1	Demonstrating an understanding of the topic: Students should be able to demonstrate an understanding of the topic they are presenting on, including its key concepts, theories, and empirical evidence.
		Seminar Presentation	CO-2	Analyzing and evaluating information: Students should be able to critically analyze and evaluate the information they have gathered on the topic, and use this analysis to support their arguments and c
		Seminar Presentation	CO-3	Developing effective communication skills: Students should be able to effectively communicate their ideas and arguments to their peers and instructors, using appropriate language, tone, and visual aid
34	18MBA206	International Business	CO-1	Understand the concepts of International Business, its stages, environment and ethical issues.
		International Business	CO-2	Gain knowledge about GATT, WTO and the different rounds of negotiations.
		International Business	CO-3	Appreciate the various theories of international trade & investment
		International Business	CO-4	Distinguish between various global entry strategies and instruments of trade policy.
		International Business	CO-5	Understand the different aspects involved in International Strategic Management from a global perspective including deciding on the 4Ps and Human Resource Management from a global perspective.
35	18MBA402A	Product & Branding Management	CO-1	Understand the concept of product management by formulating product mixes and line decision.
		Product & Branding Management	CO-2	Gain knowledge on the product movement in its life cycle through tactical strategies in competitive marketing environment.
		Product & Branding Management	CO-3	Understand the concept of branding and designing marketing strategies.
		Product & Branding Management	CO-4	Examine the reasons for success and failure of brand.
		Product & Branding Management	CO-5	Understand the concept of social media branding and branding ethics.

36	18MBA108	Business Law	CO-1	Understand the importance and application of Business Law in Business organizations.
		Business Law	CO-2	Know the application of Contract Acts and Sales of Goods Acts in the different situations in Business environments
		Business Law	CO-3	Understand the concept of Agency Acts as a framework of Principal lawful custody.
		Business Law	CO-4	Understand the Consumer Protection Act and understand the Rights of the consumers in communication and redressal machinery.
		Business Law	CO-5	Know the Indian Company Act 2013 and its application in the formation and Management of the Company.
37	18MBA208	Corporate Strategy	CO-1	to learn major initiatives taken by a company's top management
		Corporate Strategy	CO-3	to know the corporate strategy to involve its' resource and performance in business environment
		Corporate Strategy	CO-4	to specify the organisation's mission, vision and objectives to develop policies.
		Corporate Strategy	CO-5	To understand the analysis and implementation of strategy in SBUs.
38	18MBA403E	Managing Software Projects	CO-1	To understand software Project Management and to know the different software development models.
		Managing Software Projects	CO-2	To understand Software Project Evaluation and know how to manage Programmes.
		Managing Software Projects	CO-3	To know how to select projects and to carry out software effort estimation.
		Managing Software Projects	CO-4	To know the Risk Management Process and how to allocate resources for Software Projects
		Managing Software Projects	CO-5	To know how to monitor and control Software Projects.