

## **COURSE OUTCOMES OF MBA**

### **SEMESTER- I**

#### **MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB101	Management and Organizational Behavior	Core	4+1	4

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

1. Understand various managerial skills, roles, functions and levels
2. Realise that individuals are different and the various factors that shape personality
3. Identify and overcome perceptual errors
4. Understand how various elements help in shape organizational culture
5. Identifying various motivators through the knowledge of theories of motivation
6. Identifying various leadership styles and their suitability to the situation.

#### **ACCOUNTING FOR MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB102	Accounting For Management	Core	4+1	4

After completing the course, students will be able to:

1. Understand the accounting process from initial entries to final statements.
2. Gain knowledge of various accounting standards from different regulatory bodies.
3. Differentiate between tax planning, tax avoidance, and tax evasion.
4. Apply analytical tools such as ratio analysis, cash flow, and funds flow statements to evaluate financial performance.
5. Use managerial decision tools in business scenarios like make-or-buy decisions, key factor analysis, and sales mix optimization.

## MARKETING MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB103	Marketing Management	Core	4+1	4

**After completing the course, students will be able to:**

1. Analyze the impact of global, political, economic, and social systems on marketing strategy development.
2. Examine consumer behavior using various theories and models to understand their role in purchasing decisions.
3. Develop strategic and tactical plans for organizations.
4. Collaborate effectively in multidisciplinary and diverse environments.
5. Apply creative, critical, and reflective thinking to address organizational challenges.

## STATISTICS FOR MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB104	Statistics for Management	Core	4+1	4

**After completing the course, students will be able to:**

1. Understand fundamental statistical concepts.
2. Apply statistical techniques to analyze data.
3. Use quantitative tools and techniques effectively.
4. Calculate and interpret descriptive statistics.
5. Understand the significance of correlation, regression, and sampling theory.

## ECONOMICS FOR MANAGERS

Course Code	Course Title	Course Type	HPW	Credits
MB105	Economics for Managers	core	4+1	4

### After completing the course, students will be able to:

1. Understand the nature of managerial economics and its role in optimal decision-making.
2. Apply key concepts of managerial economics in various decision-making situations.
3. Analyze demand, estimate it, and use elasticity to make informed pricing decisions.
4. Understand cost concepts, production behavior, and their implications on cost efficiency.
5. Evaluate how firms make output and pricing decisions in different market structures to maximize profits.

## IT Applications for Management

Course Code	Course Title	Course Type	HPW	Credits
MB105	IT Applications for Management	core	4+1	4

### After completing the course, students will be able to:

1. Identify various types of information systems used in business.
2. Understand information technology infrastructure and databases.
3. Apply information systems in business scenarios.
4. Learn about e-commerce, e-payments, and their applications.
5. Understand emerging trends in computing and the need for computer security mechanisms.

## **SEMESTER- II**

### **HUMAN RESOURCE MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB201	Human Resource Management	Core	4+1	4

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

1. Demonstrate knowledge of employee benefits, administrative considerations, and governing regulations.
2. Understand and apply HRM practices in staffing, training, and compensation.
3. Evaluate recruitment methods and analyze their effectiveness.
4. Understand the role of HR in organizations and manage HR functions effectively.
5. Analyze conflict resolution strategies, employee relations, and relevant legal issues.

### **FINANCIAL MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB202	Financial Management	Core	4+1	4

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

1. Understand the role of the financial manager in firm growth, considering agency relationships.
2. Apply the time value of money in personal finance management.
3. Use capital budgeting techniques in both riskless and risky investment decisions.
4. Develop optimal capital structures for financing decisions.
5. Understand corporate restructuring methods and principles of good governance

## **OPERATIONS RESEARCH**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB203	Operations Research	Core	4+1	4

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

1. Apply operations research tools to support decision-making in organizational scenarios.
2. Formulate real-world organizational problems in quantitative terms.
3. Develop strategies for optimal resource utilization.
4. Analyze and optimize resource allocation in various organizational contexts.
5. Create and run simulations to model and understand complex processes.

## **ENTREPRENEURSHIP DEVELOPMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB204	Entrepreneurship development	Core	4+1	4

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

1. Identify the cues and motives behind entrepreneurial ventures.
2. Explain different types of enterprises and their growth trajectories.
3. Develop an entrepreneurial mindset through focused education.
4. Analyze the problems and perspectives associated with entrepreneurship.
5. Recognize opportunities and challenges within the entrepreneurial landscape.

## **BUSINESS RESEARCH METHODS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB205	<b>Business research methods</b>	Core	4+1	4

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

1. Understand various research designs and methods.
2. Formulate research problems and develop appropriate analytical approaches.
3. Differentiate between qualitative and quantitative research to analyze market behavior.
4. Master data collection and analysis techniques in research.
5. Critically assess research contributions in the field of management.

## **BUSINESS LAW AND ETHICS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB206	<b>Business law and ethics</b>	Core	4+1	4

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

1. Understand the comprehensive scope of business law.
2. Identify legal and ethical considerations to ensure business integrity.
3. Analyze provincial and international business law in evolving scenarios.
4. Master the core principles of business law.
5. Apply legal concepts to real-world business situations.

**MBA Year-II Semester –III**

## **OPERATIONS MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB301	Operations Management	Core	4+1	4

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

1. Apply operations management concepts in both manufacturing and service sectors, and implement production and service-related decisions.
2. Plan production schedules and allocate resources (material and machine) required for efficient production.
3. Design maintenance schedules, select appropriate material handling equipment, and implement industrial safety protocols in manufacturing.
4. Apply purchase, stores, and inventory management concepts, and evaluate material requirement decisions.
5. Measure productivity performance and conduct basic industrial engineering studies on workforce and machinery.

## **E-Global Business**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
MB302	E-Global Business	Core	4+1	4

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

1. Identify and explain key concepts and principles of e-global business.
2. Evaluate the impact of e-commerce on global business operations.
3. Analyze and develop strategies for conducting business in a digital environment.
4. Apply critical thinking to solve problems and make informed decisions in e-global



business contexts.

## **TOTAL QUALITY MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB303</b>	TOTAL QUALITY MANAGEMENT	Core	4+1	4

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

1. Understand basic terminologies and metrics used in quality management.
2. Explain quality standards like ISO and various quality awards.
3. Identify key metrics that govern quality in different sectors.
4. Elucidate the role and importance of Six Sigma as a quality measurement tool.
5. Identify techniques for establishing quality in manufacturing, services, and IT sectors.

## DISCIPLINE SPECIFIC ELECTIVES

### INVESTMENT MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB 304 – F - I	Investment management	DSE –I Finance	4+1	4

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

1. Differentiate between various investment avenues based on risk and return.
2. Gain basic knowledge of analyzing stocks.
3. Perform valuations of equity, debt, and portfolio instruments.
4. Understand mutual funds, including their performance evaluation and regulation.

### FINANCIAL SYSTEM AND SERVICES

Course Code	Course Title	Course Type	HPW	Credits
MB 304 – F - II	Financial system and services	DSE –II Finance	4+1	4

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

1. Explain the importance and functions of the financial system and financial services.

2. Understand the concept of merchant banking and its functions.
3. Learn the various venture capital financing modes used to raise funds.
4. Understand factoring, bill discounting, and credit rating services essential for businesses.

### MARKETING ENGINEERING

Course Code	Course Title	Course Type	HPW	Credits
MB 304 – M - I	Marketing engineering	DSE –I Marketing	4+1	4

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

1. Understand the relevance of modeling in marketing for logical decision-making.
2. Appreciate the business and economic lifetime value of marketing engineering.
3. Become well-versed in various qualitative and quantitative models used in marketing engineering.
4. Recognize the importance of modeling in marketing as a decision-making tool.
5. Learn the strategic value of marketing engineering as an analysis tool in marketing.

### ADVERTISEMENT AND RETAIL MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB 304 – M - II	Advertisement and retail management	DSE –II Marketing	4+1	4

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

1. Understand the importance of advertising in the marketing mix.
2. Establish the significance of creativity in advertising campaigns.

3. Analyze the comparative importance of the organized retail sector versus the unorganized sector.
4. Compare the functions and performance of the organized retail sector with others.
5. Evaluate the role of other functional areas of marketing as key drivers to the retail sector.

### **COMPENSATION MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 304 – H R - I</b>	<b>COMPENSATION MANAGEMENT</b>	<b>DSE –I HR</b>	4+1	4

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

1. Understand the fundamental concepts and theories of compensation.
2. Recognize the importance of a well-defined compensation strategy.
3. Analyze, integrate, and apply the knowledge of administering wages in different sectors in compliance with wage laws.
4. Comprehend employee benefits and services in various organizational contexts.
5. Appreciate the advancements in managing compensation at a global level.

### **Industrial Relations and Labor Laws**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 304 – H R - II</b>	Industrial Relations and Labor Laws	<b>DSE –II HR</b>	4+1	4

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

1. Gain a comprehensive understanding of industrial relations in the context of economic reforms.
2. Understand industrial disputes and apply a framework for analyzing and resolving such disputes.
3. Comprehend the role of trade unions and generate alternative decision-making approaches.
4. Appreciate labor laws concerning labor welfare, social security, and protections for women, migrant, and contract labor.

### **BUSINESS FEASIBILITY AND ANALYSIS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 304 – E - I</b>	Business feasibility and analysis	<b>DSE –I</b> Entrepreneurship	4+1	4

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

1. Understand the legal compliance required for entrepreneurial ventures.
2. Analyze the entrepreneurial environment and the opportunities within it.
3. Forecast cash flows for business planning and decision-making.
4. Prepare a comprehensive business plan, integrating all necessary inputs.
5. Apply network techniques in project management to optimize project scheduling and resource allocation.

### **INNOVATION AND DESIGN THINKING**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>

<b>MB 304 – E - II</b>	Innovation and design thinking	<b>DSE –II</b> Entrepreneurship	4+1	4
------------------------	--------------------------------	------------------------------------	-----	---

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

1. Inculcate the concepts of creative thinking, design thinking, and innovation.
2. Develop students as good designers by imparting creativity and problem-solving abilities.
3. Implement creative and design thinking to come up with effective innovations.
4. Identify problems and apply design thinking to create solutions.
5. Use design thinking to develop innovative products that lead to business impact.

## **DATA BASE MANAGEMENT SYSTEMS**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>HPW</b>	<b>Credits</b>
<b>MB 304 – S - I</b>	Data Base Management Systems	<b>DSE –I –</b> Systems	4+1	4

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

1. Apply the basic concepts of Database Systems and Applications.
2. Design a commercial relational database system (e.g., Oracle, MySQL) by writing SQL queries.
3. Facilitate students in database design and familiarize them with issues of concurrency control and transaction management in DBMS.
4. Understand the concepts necessary for designing, using, and implementing database systems and applications.

## BUSINESS ANALYTICS

Course Code	Course Title	Course Type	HPW	Credits
MB 304 – S - II	Business Analytics	DSE -II Systems	4+1	4

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

1. Use data as a tool for business analysis.
2. Understand how basic statistics provide a roadmap for learners.
3. Identify data gaps using micro metrics.
4. Apply business models to support better decision-making.

**SEMESTER-IV**



Course Code	Course Title	Course Type	HPW	Credits
MB 401	BUSINESS POLICY AND STRATEGY	Core	4+1	4

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

1. The students develops higher level skills in strategic business areas
2. The student outlook changes towards business environment
3. They are exposed to practical problems of strategy formulation
4. The students attains the knowledge about Industry and market
5. The students critically analyze the internal and external environment of busine

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB402	Logistics and Supply Chain Management	Core	4+1	4

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

1. Gain a holistic understanding of logistics and supply chain management and the role of Logistics management in SCM
2. Understand the basic drivers that lead to the performance of LSCM in effective manner.
3. Able to Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers.
4. Students gain the knowledge of various factors of Global supply chains that impact on the functions of the business.
5. Gain an insight into the role of Information Technology and recent trends in making supply chains more efficient.

### BUSINESS INTELLIGENCE

Course Code	Course Title	Course Type	HPW	Credits
-------------	--------------	-------------	-----	---------

<b>MB 403 – S - IV</b>	<b>Business Intelligence</b>	<b>Core</b>	<b>4+1</b>	<b>4</b>
------------------------	------------------------------	-------------	------------	----------

By the end of the course the student will be able to understand the:

1. Describe the importance of BI as a good decision support system in an organization.
2. Relate the learner to get a Holistic perspective of BI tools.
3. Assess Theoretical framework for the understanding of data warehousing and data mining.
4. Demonstrate a complete understanding of BPM architecture.
5. Design and implement critical success factors for BI .

### LEADERSHIP AND CHANGE MANAGEMENT

Course Code	Course Title	Course Type	HPW	Credits
MB404-HR-III	Leadership and Change Management	Elective	4+1	5

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

1. To have conceptual foundation to read change in organizations
2. To understand how culture differences impact leadership and change processes
3. To understand methods for monitoring the progress of change initiatives
4. To assess models of change management
5. To identify concepts of initiating change management

### Financial Risk Management

Course Code	Course Title	Course Type	HPW	Credits

MB404-F-III	Financial Risk Management	Elective	4+1	5
-------------	---------------------------	----------	-----	---

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

1. Understand the fundamental concepts of risk, including its nature, sources, and types, and analyze the need and scope for risk management in financial institutions.
2. Identify and evaluate different types of risks such as product market risk, capital market risk, interest rate risk, liquidity risk, credit risk, and exchange rate risk using appropriate risk indicators and tools.
3. Apply risk measurement techniques such as Value at Risk (VaR) and Cash Flow at Risk (CaR) to quantify potential losses and guide financial decision-making.
4. Demonstrate proficiency in using derivative instruments such as forward contracts, futures contracts, and swaps for effective risk mitigation and financial planning.
5. Analyze and apply options strategies, including the use of Binomial Option Pricing Model (BOPM) and Black-Scholes Option Pricing Model (BSOPM), for valuation and risk management purposes.
6. Evaluate and recommend appropriate risk management approaches and methods, integrating corporate strategies with regulatory requirements and best practices.

### International Finance

Course Code	Course Title	Course Type	HPW	Credits
MB404-F-IV	International Finance	Elective	4+1	5

**By the end of the course the student will be able to understand the:**

1. Differentiate between fixed and floating rates
2. Make calculations relating to foreign exchange rates based on parity theories
3. Assess the financial instruments in international markets
4. Make decisions relating to capital budgeting techniques in an international environment
5. Assess and appraise the international tax environment

### Performance Management

Course Code	Course Title	Course Type	HPW	Credits
MB404-HR-IV	Performance Management	Elective	4+1	5

**By the end of the course the student will be able to understand the:**

1. Identify and develop Competent Executives
2. Transform Performance Appraisals and Performance Management
3. Enumerate and build pivotal performance metrics
4. Establish leading Human Capital
5. Predict performance metrics and models

## BUYER BEHAVIOUR

Course Code	Course Title	Course Type	HPW	Credits
MB 404-M-III	BUYER BEHAVIOUR	Elective	4+1	5

**By the end of the course the student will be able to understand the:**

1. Identify the major influences in buyer behavior
2. Develop an understanding between different consumer behavior influences and their relationships.
3. Design and evaluate the marketing strategies based on fundamentals of consumer buying behavior.
4. Demonstrate a comprehensive understanding of buyer behaviour process
5. Describe models of buyer behaviour

## SERVICES AND DIGITAL MARKETING

Course Code	Course Title	Course Type	HPW	Credits
MB 404-M-IV	SERVICES AND DIGITAL MARKETING	Elective	4+1	5

**By the end of the course the student will be able to understand the:**

1. understand basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services on global markets
2. Identify the major elements needed to improve the marketing of services.
3. Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service
4. Appraise the nature and development of a global marketing strategy.
5. Understand the various aspects of social media marketing