

**H.K.E Society's S. L. N College of Engineering,  
Course Outcomes of Department of Management Studies**

**I st semester**

Course Name:-**MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**  
Course Code:-20MBA11

- CO1 Gain practical experience in the field of Management and Organization Behaviour
- CO2 Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour.
- CO3 Apply managerial and behaviour knowledge in real world situations.
- CO4 Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behaviour, attitude, perception and personality.
- CO5 Understand and demonstrate their exposure on recent trends in management.

Course Name Managerial Economics  
Course Code 20MBA12

- CO1 The student will understand the application of Economic Principles in Management decision making.
- CO2 The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
- CO3 The Student will be able to understand, assess and forecast Demand.
- CO4 The student will apply the concepts of production and cost for optimization of production.
- CO5 The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure
- CO6 The student will be able to understand macroeconomic concepts

Course Name **ACCOUNTING FOR MANAGERS**  
Course Code 20MBA13

- CO1 Demonstrate theoretical knowledge and its application in real time accounting
- CO2 Capable of preparing financial statement of sole trading concerns and companies.
- CO3 Independently undertake financial statement analysis and take decisions
- CO4 Comprehend emerging trends in accounting and computerization of Accounting systems

Course Name **BUSINESS STATISTICS & ANALYTICS**  
Course Code 20MBA14

- CO1 Facilitate objective solutions in business decision making under subjective conditions
- CO2 Demonstrate different statistical techniques in business/real-life situations
- CO3 Understand the importance of probability in decision making
- CO4 Understand the need and application of analytics
- CO5 Understand and apply various data analysis functions for business problems.

Course Name **MARKETING MANAGEMENT**  
Course Code **20MBA15**

- CO1 Develop an ability to assess the impact of the environment on marketing function
- CO2 To formulate marketing strategies that incorporate psychological and sociological factors which influence buying
- CO3 Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning.
- CO4 Identifying techniques of sales promotion, significance of marketing research.
- CO5 Synthesize ideas into a viable marketing plan for various modes of marketing

Course Name **MANAGERIAL COMMUNICATION**  
Course Code **20MBA16**

- CO1 The students will be aware of their communication skills and know their potential to become successful managers
- CO2 The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively
- CO3 Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
- CO4 The students will be introduced to the managerial communication practices in business those are in vogue
- CO5 Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations

Course Name **HUMAN RESOURCE MANAGEMENT**  
Course Code **20MBA21**

- CO1 Gain practical experience in the field of Human Resource Concepts, functions and theories.
- CO2 Acquire the conceptual insight of Human Resource and various functions of HR.
- CO3 Apply personnel, managerial and welfare aspects of HR.
- CO4 Develop a greater understanding about HR practices, analyze the trends in the field of HR.

Course Name **FINANCIAL MANAGEMENT**  
Course Code **20MBA22**

- CO1 Understand the basic financial concepts
- CO2 Apply time value of money
- CO3 Evaluate the investment decisions
- CO4 Estimate working capital requirements
- CO5 Analyze the capital structure and dividend decisions

Course Name **RESEARCH METHODOLOGY**  
Course Code **20MB23**

- CO1 Understand various research approaches, techniques and strategies in the appropriate in business
- CO2 Apply a range of quantitative / qualitative research techniques to business and day to day management problems

CO3 Demonstrate knowledge and understanding of data analysis, interpretation and report writing  
CO4 Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular

Course Name **OPERATIONS RESEARCH**  
Course Code 20MB24

CO1 Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases  
CO2 Use appropriate quantitative techniques to get feasible and optimal solutions  
CO3 Understand the usage of game theory, Queuing Theory and Simulation for Solving Business Problems  
CO4 Understand and apply the network diagram for project completion

Course Name **STRATEGIC MANAGEMENT**  
Course Code 20MB25

CO1 Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose  
CO2 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  
CO3 To give the students an insight on strategy at different levels of an organization to gain competitive advantage  
CO4 To help students understand the strategic drive in multinational firms and their decisions in different markets  
CO5 To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making

Course Name **ENTREPRENEURSHIP DEVELOPMENT**  
Course Code 20MB26

CO1 Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.  
CO2 To know about the various business models and B-Plans across Business sectors.  
CO3 Able to understand the importance of marketing and different forms of businesses.  
CO4 Become aware about various sources of funding and institutions supporting entrepreneurs.  
CO5 Awareness about legal aspects and ways to protect the ideas.  
CO6 To understand the ways of starting a company and to know how to protect their ideas.

Course Name **EMERGING EXPONENTIAL TECHNOLOGIES**  
Course Code 20MBA301

CO1 Identify different emerging technologies  
CO2 Select appropriate technology and tools for a given task  
CO3 Identify necessary inputs for application of emerging technologies  
CO4 Understand the latest developments in the area of technology to support business

Course Name **Technology & Operational Strategy**

**Course Code 20MBA302**

- CO1 Acquire the knowledge about the concepts of production and operation management
- CO2 Demonstrate the basic concepts of process mapping
- CO3 Evaluate the importance of Lean Manufacturing
- CO4 Develop strategies of Total quality management
- CO5 Understand the roles of ISO standards and production system

**MARKETING SPECIALISATION COURSES**

**Course Name SERVICES MARKETING**

**Course Code 20MBAMM303**

- CO1 Develop an understanding about the various concepts and importance of Services Marketing
- CO2 Enhance knowledge about emerging issues and trends in the service sector
- CO3 Learn to implement service strategies to meet new challenges

**Course Name MARKETING RESEARCH & ANALYTICS**

**Course Code 20MBAMM304**

- CO1 Comprehend the objectives of Market research & its application in solving marketing problems.
- CO2 Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
- CO3 Generalize and interpret the data with the help of various measurement techniques.
- CO4 To understand the emergence of new trends in research.

**Course Name CONSUMER BEHAVIOR**

**Course Code 20MBAMM305**

- CO1 Explain the background and concepts vital for understanding Consumer Behaviour
- CO2 Identify the role of variables that determines Consumer Behaviour in Social & cultural domain
- CO3 Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

**Course Name RETAIL MANAGEMENT**

**Course Code 20MBAMM306**

- CO1 Career development in the field of sales
- CO2 Management of sales
- CO3 Find out the contemporary retail management, issues, and strategies.
- CO4 Evaluate the recent trends in retailing and its impact in the success of modern business.
- CO5 Relate store management and visual merchandising practices for effective retailing

**FINANCE SPECIALISATION COURSES**

**Course Name INVESTMENT MANAGEMENT**

**Course Code 20MBAFM303**

- CO1 The student will understand the capital market and various Instruments for Investment.
- CO2 The learner will be able to assess the risk and return associated with investments and methods to value securities.
- CO3 The student will be able to analyze the Economy, Industry and Company framework for Investment Management.
- CO4 The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management

**Course Name DIRECT TAXATION**  
**Course Code 20MBAFM304**

- CO1 Understand the basics of taxation and process of computing residential status.
- CO2 Calculate taxable income under different heads.
- CO3 Understand deductions and calculation of tax liability of Individuals.
- CO4 Know the corporate tax system.

**Course Name BANKING & FINANCIAL SERVICES**  
**Course Code 20MBAFM305**

- CO1 The Student will be acquainted to various Banking and Non-Banking financial services in India.
- CO2 The Student will understand the activities of Merchant Banking and credit rating.
- CO3 The Student will be equipped to understand micro financing and other financial services in India.
- CO4 The Student will understand how to evaluate and compare leasing & hire purchase

**Course Name ADVANCED FINANCIAL MANAGEMENT**  
**Course Code 20MBAFM306**

- CO1 Get an overview of capital structure theories.
- CO2 Understand and assess the dividend policy of the firm.
- CO3 Realize the importance of management of working capital in an organization.
- CO4 Be aware of the techniques of cash, inventory and receivables management

## **HUMAN RESOURCE SPECIALISATION COURSES**

**Course Name RECRUITMENT AND SELECTION**  
**Course Code 20MBAHR303**

- CO1 Gain the practical insight of various principles and practices of recruitment and selection.
- CO2 Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries
- CO3 Illustrate the application of recruitment and selection tools and techniques in various sectors.
- CO4 Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries

**Course Name HUMAN RESOURCE ANALYTICS**  
**Course Code 20MBAHR304**

CO1 Gain practical insight of HR Processes, HR analytics and predictive modeling used in HR functions.  
CO2 Acquire conceptual knowledge of HRA frameworks models and approaches.  
CO3 Illustrate the application of ratification of HR, predictive analytics tools and techniques.  
CO4 Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context

**Course Name INDUSTRIAL RELATIONS AND LABOUR LAWS**  
**Course Code 20MBAHR305**

CO1 Gain practical experience related to labour legislations in India across various sectors.  
CO2 Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.  
CO3 Develop the greater understanding of IR concepts and its application in solving various issues in IR.  
CO4 Apply the IR and labour laws concepts in various industries in India.

**Course Name COMPENSATION MANAGEMENT AND REWARD SYSTEM**  
**Course Code 20MBAHR306**

CO1 Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.  
CO2 Determine the performance based compensation system for business excellence and solves various cases.  
CO3 Designing the compensation strategies for attraction, motivation and retaining high quality workforce.  
CO4 Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

## **MARKETING SPECIALISATION COURSES**

**Course Name B2B MARKETING MANAGEMENT**  
**Course Code 20MBAMM401**

CO1 Understand significance of B2B marketing.  
CO2 Ability to create an integrated marketing communications plan which includes promotional strategies.  
CO3 Effectively use marketing communication for customer acquisition  
CO4 Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.

**Course Name LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**Course Code 20MBAMM402**

CO1 Demonstrate knowledge of the functions of logistics and supply chain management.  
CO2 To relate concepts and activities of the supply chain to actual organizations.  
CO3 Highlight the role of technology in logistics and supply chain management.  
CO4 Evaluate cases for effective supply chain management and its implementation

**Course Name DIGITAL MARKETING MANAGEMENT**

Course Code 20MBAMM403

- CO1 Recognize appropriate e-marketing objectives.
- CO2 Appreciate the e-commerce framework and technology.
- CO3 Illustrate the use of search engine marketing, online advertising and marketing strategies.
- CO4 Develop social media strategy's to solve business problems.

**Course Name STRATEGIC BRAND MANAGEMENT**

Course Code 20MBAMM404

- CO1 Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
- CO2 Understand the overview of management, theory of management and practical applications of the same.
- CO3 Effectively use their skills for self-grooming, working in groups and to achieve organizational goals
- CO4 Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
- CO5 Understand and demonstrate their exposure on recent trends in management

**Course Name AGRI BUSINESS MARKETING**

Course Code 20MBAMM405

- CO1 Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.
- CO2 Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
- CO3 Emphasize the different strategies adopted by Indian companies for rural markets.
- CO4 Apply the strategies to be adopted for influencing the rural consumers

**Course Name INTERNATIONAL MARKETING MANAGEMENT**

Course Code 20MBAMM406

- CO1 Understand the differences between domestic marketing and international marketing.
- CO2 Understand the concept of international pricing and distribution decision.
- CO3 Acquire the knowledge of import export documentation

**FINANCE SPECIALISATION COURSES**

**Course Name RISK MANAGEMENT AND INSURANCE**

Course Code 20MBAFM401

- CO1 Understand various types of risks.
- CO2 Assess the process of identifying and measuring the risk.
- CO3 Acquaint with the functioning of life Insurance in risk management.
- CO4 Understand general insurance contract.

**Course Name FINANCIAL DERIVATIVES**

Course Code 20MBAFM402

- CO1 Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
- CO2 Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
- CO3 Application of financial derivatives in risk management.
- CO4 Critically evaluate various financial derivatives.

Course Name **INDIRECT TAXATION**  
 Course Code 20MBAFM403

- CO1 Have clarity about GST system in India
- CO2 Understanding of levy and collection of GST in India
- CO3 Have an overview of customs duty in India
- CO4 Understanding of valuation for customs duty

Course Name **MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING**  
 Course Code 20MBAFM404

- CO1 Understand M&A with its different classifications, strategies, theories, synergy etc.
- CO2 Conduct financial evaluation of M&A
- CO3 Analyze the results after evaluation
- CO4 Critically evaluate different types of M&A, takeover and antitakeover strategies

Course Name **CORPORATE VALUATION**  
 Course Code 20MBAFM405

- CO1 Understand corporate valuation and valuation process
- CO2 Familiarize with the standard techniques of corporate valuation
- CO3 Develop analytical skills relevant for corporate valuation and value based management
- CO4 Critically evaluate IPOs, M&As, Bankruptcy cases

Course Name **INTERNATIONAL FINANCIAL MANAGEMENT**  
 Course Code 20MBAFM406

- CO1 The student will have an understanding of the International Financial Environment.
- CO2 The student will learn about the foreign exchange market, participants and transactions.
- CO3 The student will be able to use derivatives in foreign exchange risk management.
- CO4 The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.

### **HUMAN RESOURCE SPECIALISATION COURSES**

Course Name **ORGANISATIONAL LEADERSHIP**  
 Course Code 20MBAHR401

- CO1 Understand the fundamental concepts and principles, theories of Organizational Leadership.
- CO2 Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.
- CO3 Developing better insight in understanding the leadership traits that influence them to work effectively in group.



CO4 Demonstrate their ability to apply of their knowledge in organizational leadership.

Course Name PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS  
Course Code 20MBAHR402

CO1 Have in-depth understands the various personality traits which promotes personal growth.  
CO2 Analyze the concepts of human personality, behavior and functioning of mind  
CO3 Learn and apply the psychometrics tests in understanding the personality traits.  
CO4 Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.

Course Name INTERNATIONAL HUMAN RESOURCES MANAGEMENT  
Course Code 20MBAHR403

CO1 Gain conceptual knowledge and practical experience in understanding the HR concepts globally.  
CO2 Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's.  
CO3 Develop knowledge and apply the concepts of HR in global perspective  
CO4 Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally

Course Name ORGANISATIONAL CHANGE AND DEVELOPMENT  
Course Code 20MBAHR404

CO1 Gain conceptual insight of change management models, OD processes and interventions.  
CO2 Develop the understanding of OD to apply OD aspects in private and public sectors in India.  
CO3 Analyze the tools and techniques available to implement changes in the organization environment  
CO4 Handle the OD interventions by analysing the role of OD consultant

Course Name HUMAN RECURSE AUDIT  
Course Code 20MBAHR405

CO1 Gain conceptual knowledge and practical experience in understanding the HR Audit.  
CO2 Comprehend and correlate the strategic approaches to HR Audit aspects  
CO3 Develop knowledge and apply the concepts of HR Audit in the organization  
CO4 Have a better insight of HR Audit concepts, policies and practices by critically analyzing the impact of contemporary issues in the organization.

Course Name MANAGEMENT CONSULTING FOR BUSINESS EXCELLENCE  
Course Code 20MBAHR406

CO1 Gain the practical insight of various principles and practices of Consultant and Consultancy  
CO2 Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors  
CO3 Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.  
CO4 Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.

