

MBA – I,II,III & IV Semesters

Code	Course Name	Course Outcomes
MBA – I Semester		
PMST11	Management Process and Business Models	<p>CO1:Define the basic principles and practices of management.</p> <p>CO2:Evaluate the evolution of management thought</p> <p>CO3:Describe the managerial functions.</p> <p>CO4:Apply business model innovation to real life situations.</p> <p>CO5:Critically comment on new perspectives in management</p>
PMST12	Managerial Economics	<p>CO1:Explain foundational concepts in managerial economics</p> <p>CO2:Discuss concepts related to demand and supply</p> <p>CO3:Describe the managerial functions.</p> <p>CO4:Describe market structure and its implications</p> <p>CO5:Critically comment on key aspects of national income</p>
PMST13	Organisational Behaviour	<p>CO1:Describe the core concepts of organisationalbehaviour.</p> <p>CO2:Explain the foundations of individual behaviour.</p> <p>CO3:Discuss foundations of group behaviour</p> <p>CO4:Critically discuss the key aspects of organisational dynamics.</p> <p>CO5:Evaluate the impact of stress and change and suggest suitable strategies to deal with them</p>
PMST14	Accounting For Management	<p>CO1:Explain the basic accounting concepts and principles and prepare final accounts – Trading Account, Profit and Loss Account and Balance Sheet of an organisation.</p> <p>CO2:Analyse and interpret the financial statements by application of tools – Common Size and Comparative Statements,</p>

		<p>CO3:Examine the financial performance of the organisation by applying various sets of ratios on entire financial aspects.</p> <p>CO4:Able to compute marginal cost; fix the Break-Even Point, and solve problems on Material, Labour and Overhead Variances.</p> <p>CO5:Demonstrate their knowledge, understanding and application of basic accounting skills and managerial accounting theories to business organisation.</p>
PMST15	Business Law	<p>CO1:List out the laws which have an impact on the business</p> <p>CO2:Describe Sale of Goods Act and Companies Act</p> <p>CO3:Understand the Negotiable Instruments Act</p> <p>CO4:Analyse the recent Acts applicable to business</p> <p>CO5:Discuss the amendments to Companies Act, 2013</p>
PMSE11	Business Ethics (Allied Paper)	<p>CO1:To know the ethical business functioning</p> <p>CO2:Elaborate environmental ethics and its impact on the business</p> <p>CO3:Critically evaluate the recent regulations of corporate governance</p> <p>CO4:Describe the importance of corporate social responsibility for sustainable development</p>
PMSA11	Communication Skills (Skill based Paper- Practical)	<p>CO1:Understand the communication process and barriers</p> <p>CO2:Develop written communication in business</p> <p>CO3:Apply technology in communication</p>

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MBA – II Semester		
PMST21	Operations	CO1: Explain the importance of the production and operation

	Management	<p>function</p> <p>CO2:Present a broad overview of capacity planning</p> <p>CO3:Analyze pertinent aspects of process planning</p> <p>CO4:Discuss the importance of layouts, and PPC</p> <p>CO5:Critically discuss material requirement planning and control</p>
PMST22	Marketing Management	<p>CO1:Better focus on marketing concepts, planning and environment and forecast the market for healthier segmentation for targeting and positioning. Also Identify opportunities, threats and changes in the competitive environment and respond quickly with best marketing mix.</p> <p>CO2:Understand the pulses of the consumer to build customer relationship and market share and segment the market for devising strategies.</p> <p>CO3:Develop the need based products, fix the price based on various methods, design the distribution channels, promote the products by proper advertising, sales promotion and manage the sales force for efficient marketing and predict the future of direct and online marketing.</p> <p>CO4:Examine the application of Consumer Protection Act and the modus operandi of the Act to solve the problems of consumers on marketing activities by the organisations</p> <p>CO5:Students would demonstrate professional written and interpersonal communication skills that will enable them to collaboratively interact with customers, employees and suppliers</p>
PMST23	Financial Management	<p>CO1:Describe the functions and goals of financial management, and application of time value of money under compounding and discounting methods</p> <p>CO2:Review the merits and demerits of various financial instruments, its application in the business</p> <p>CO3:Analyse the capital structure and working capital</p>

		<p>requirements of an organization.</p> <p>CO4:Discuss the dividend theories and policies of organisations</p> <p>CO5:Evaluate the profitable capital investments and projects for the organization</p>
PMST24	Human Resource Management	<p>CO1:Explain the evolution and development of the human resource management function.</p> <p>CO2:Discuss the impact of environment on human resource management and the human resource management process</p> <p>CO3:Describe recruitment, selection, induction, promotion, transfer, separation functions</p> <p>CO4:Examine the HRD Techniques, Appraisal and Compensation</p> <p>CO5:Explain important aspects of industrial relations</p>
PMST25	Operations Research	<p>CO1:Describe the mathematical techniques in business</p> <p>CO2:Choose the correct technique at the type of problem arising in business</p> <p>CO3:Prioritize better decisions using mathematical techniques</p> <p>CO4:Assess the objectives of the company with regard to competition and cost</p> <p>CO5:Critically evaluate the mathematical techniques</p>
PMSE21	E-Business (Allied)	<p>CO1:Know how to apply e-Business strategy</p> <p>CO2:Discover the correct technique in e-Business</p> <p>CO3:Make use of digital e-Business services</p>
PMSE21	Computer Skills (Skill Based Paper-Practical)	<p>CO1:Understand and use office automation</p> <p>CO2:Make use of Tally in business</p>

		CO3: Explain the process of building computer networks
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Code	Course Name	Course Outcomes
MBA – III Semester		
PMST31	Strategic Management	<p>CO1: Know the environment the company is operating in</p> <p>CO2: Application of techniques to be followed when the business is not profitable</p> <p>CO3: Assess the type of internal dynamics that are best suited for business</p> <p>CO4: Examine the ethical issues pertaining to business</p> <p>CO5: Discuss the issues in strategic implementation</p>
PMST32	Business Research Methods	<p>CO1: Identify contemporary research problems and apply appropriate research design.</p> <p>CO2: Construct the research methodology, and develop and test the research instruments for the research.</p> <p>CO3: Compose data from respective sources, by fixing appropriate sampling techniques.</p> <p>CO4: Interpret the raw data into analytical format and assess the data by applying appropriate statistical tools and interpret the results.</p> <p>CO5: Discuss the outcomes of the results in the prescribed format of Research Report</p>
PMSE31	Women Entrepreneurship (Allied Paper)	<p>CO1: Understand the role of women in entrepreneurship</p> <p>CO2: Appreciate the importance of HRM system in the context of entrepreneurship</p> <p>CO3: Comprehend the role of strategic management in entrepreneurship</p> <p>CO4: Explain the importance of leadership in entrepreneurial organisations</p> <p>CO5: Discuss cases on women entrepreneurship and learn</p>

		key lessons from them
PMSA31	Managerial Skills (Soft Skill-Practical)	CO1: Develop different types of managerial skills CO2: Describe techniques to analyse problems CO3: Build problem solving ability and conflict management
PMSI31	Internship	CO1: Describe the structure of organisations CO2: Examine the functions of business in various sectors

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MBA – III Semester		
PMST31	Management Information System	CO1: Understand the types and structure of information system CO2: Organise database, data warehousing and telecommunication networks CO3: Develop IT solutions for business CO4: Analyse artificial intelligence technology in business CO5: Discuss security measures and ethical challenges in business and technology
PMST32	International Business	CO1: Outline the concepts of international business CO2: Evaluate the determinants of economic development CO3: Examine the impact on foreign direct investment CO4: Describe the export import financing CO5: Develop suitable international business strategies
PMSTF31	Financial Services And Institutions	CO1: Name the financial services and institutions in India CO2: Explain the role of financial services in the development

		<p>of economy</p> <p>CO3:Analyze the problems faced by the banks and take necessary steps</p> <p>CO4:Evaluate the performance of factoring and bills discounting in India</p> <p>CO5:Improve the wealth of the investors by investing in the right scheme of mutual funds</p>
PMSTF32	Security Analysis And Portfolio Management	<p>CO1:Describe the process of investing in shares and bonds</p> <p>CO2:Evaluate the risk and return associated with investment in shares and bonds</p> <p>CO3:Determine fundamental and technical analysis for investments</p> <p>CO4:Analyse investment avenues</p> <p>CO5:Create a portfolio that will maximize the profit for the investors</p>
PMSTF33	Strategic Financial Management	<p>CO1:Define the techniques of financial forecasting</p> <p>CO2:Choose the best investment strategies</p> <p>CO3:Assess capital structure to increase customer value</p> <p>CO4:Examine the optimum method of capital structure</p> <p>CO5:Critically evaluate the method restructuring of business</p>
PMSTF34	International Finance	<p>CO1:List out the theories of foreign exchange</p> <p>CO2:Describe the role of financial institutions and banks in foreign exchange management</p> <p>CO3:Assess the returns associated with risk</p> <p>CO4:Develop a portfolio for foreign investors</p> <p>CO5:Evaluate the cost of capital for foreign currencies.</p>
PMSTH31	Human Resource Development	<p>CO1:Explain role of human resource development in successful organisations</p>

		<p>CO2:Identify the importance of performance appraisals and development</p> <p>CO3:Describe the key aspects of potential appraisal and career development</p> <p>CO4:Importance of organizational effectiveness and climate</p> <p>CO5:Critically evaluate the recent trends in HRD</p>
PMSTH32	Counseling in the Workplace	<p>CO1:Describe the role and importance of counseling at the workplace</p> <p>CO2:Explain the roles of counselors</p> <p>CO3:Outline the key aspects of preparation for counselling</p> <p>CO4:Examine the usefulness of evaluation</p> <p>CO5:Develop the training methods for counsellors.</p>
PMSTH33	Industrial Relations and Labour Legislations	<p>CO1:Explain the concepts and systems of industrial relations.</p> <p>CO2:Discuss the concepts and practices related to industrial disputes</p> <p>CO3:Describe the concept of collective bargaining and its implications</p> <p>CO4:Importance of Labour Legislations- Factories Act, Industrial Disputes Act, Industrial Employment Act</p> <p>CO5:Examine the provisions of Payment of Wages Act, Minimum Wages Act and Workman’s Compensation Act</p>
PMSTH34	Organisational Culture and Development	<p>CO1:Explain the characteristics and dimensions of organisational culture.</p> <p>CO2:Examine the key features of organizational change</p> <p>CO3:Identify the significant aspects of organizational development.</p> <p>CO4:Analyse O.D. interventions</p> <p>CO5:Discuss the key issues in the implementation and assessment of O.D.</p>

PMSTM31	Integrated Marketing Communication	<p>CO1:Describe and explain Integrated Marketing Communication (IMC) guiding principles</p> <p>CO2:Identify organizational challenges to IMC campaigns and device strategic communications plan.</p> <p>CO3:Create different kinds of advertisement appeals and styles to attract potential consumers</p> <p>CO4:Develop media strategy, media scheduling, prepare budget for effective ads</p> <p>CO5:Determine integrated marketing communications plan based on research and analysis of a brand, its competitors, and consumer behaviour, using appropriate IMC tools and strategies.</p>
PMSTM32	Digital Marketing	<p>CO1:Identify the factors contributing to the digital market</p> <p>CO2:Describe digital market segments and develop market entry strategies</p> <p>CO3:Apply ethical decision making and consumer behaviour in digital markets</p> <p>CO4:Design and implement a digital marketing plan to market the products in the global market</p> <p>CO5:Analyse the challenges faced in digital marketing</p>
PMSTM33	Retail Management	<p>CO1:Understanding retailing concepts, functions, theories and types.</p> <p>CO2:Discuss various Retail Formats, their operations and management of Retail Stores.</p> <p>CO3:Organise merchandise planning, stores layout, aesthetics of retail outlets.</p> <p>CO4:Analyse retail pricing and recruitment and training of retail personnel.</p> <p>CO5:Develop effective communication and use technology effectively for customer service.</p>
PMSTM34	Rural Marketing	<p>CO1:Define and classify the rural markets.</p>

		<p>CO2:Classify rural market segments and apply proper marketing mix.</p> <p>CO3:Analyse the role and functions of financial/ cooperative institutions in promotion of products/ services in rural markets.</p> <p>CO4:Select rural market by fixing appropriate price and distribution channels.</p> <p>CO5:Propose different marketing strategies to market various sectoral products and services to increase rural market share.</p>
PMSTS31	Business Analytics	<p>CO1:Explain the concepts of Business Analytics</p> <p>CO2:Study the nuances of data management</p> <p>CO3:Elaborate on the process of Marketing and strategic analytics</p> <p>CO4:Utilize analytics in different business areas</p> <p>CO5:Analyse the future of analytics</p>
PMSTS32	Enterprise Resource Planning	<p>CO1:Explain the development of ERP software</p> <p>CO2:Make use of the modules of the ERP package</p> <p>CO3:Compare the related technology like Supply Chain Management, Procurement etc with ERP</p> <p>CO4:Develop a ERP package</p> <p>CO5:Assess and procure the ERP software.</p>
PMSTS33	Data Mining And Data Warehousing	<p>CO1:Understand the concepts of data mining and data warehousing</p> <p>CO2:Examine the issues in the creation of data warehouse</p> <p>CO3:Outline the details of online analytical programming</p> <p>CO4:Analyse the issues on data warehousing</p> <p>CO5:Design a data warehouse</p>

PMSTS34	Software Project Management	<p>CO1:List down the project management techniques</p> <p>CO2:Explain the metrics of software development</p> <p>CO3:Analyse the quality issues</p> <p>CO4:Compare the risk associated with projects and to manage the risk</p> <p>CO5:Estimate skills of multiple project management</p>
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Code	Course Name	Course Outcomes
MBA – IV Semester		
PMSTF41	Corporate Taxation	<p>CO1:Define the concepts related to taxation</p> <p>CO2:Examine the purpose of collecting taxes and the utilization methods</p> <p>CO3:Compile the tax for companies in such a way that it is beneficial for the company and the country</p> <p>CO4:Evaluate the taxation for levies for excise duty and customs duty</p> <p>CO5:Develop as a tax consultant</p>
PMSTF42	Derivatives	<p>CO1:Explain the functioning of the derivatives segment</p> <p>CO2:Compare the performance of derivatives both financial and commodity</p> <p>CO3:Analyse the trade in the derivatives exchange, on behalf of the client</p> <p>CO4:Estimate the trade in such a way that the profit is maximized and risk is minimized.</p> <p>CO5:Develop new product in derivatives segment</p>
PMSTF43	Behavioural Finance	<p>CO1:Compare between traditional finance and behavioural finance</p>

		<p>CO2:Assess the behaviour of investors during stock market trading</p> <p>CO3:Identify the bias of investors during trading</p> <p>CO4:Classify the type of bias the investor has</p> <p>CO5:Explain the reason for investor behaviour using neuro economics</p>
PMSTF44	Insurance Administration	<p>CO1:Define the basic concepts of life insurance</p> <p>CO2:Describe the methods of underwriting</p> <p>CO3:Formulate the balance sheet of the insurance companies</p> <p>CO4:Examine the risk management techniques</p> <p>CO5:Asses the requirements for Insurance Agent job</p>
PMSTH4 1	Advanced Behavioural Science	<p>CO1:Explain the importance of behavioral science and its contribution to organisational life.</p> <p>CO2:Apply transactional analysis to work situations.</p> <p>CO3:Appraise performance reviews</p> <p>CO4:Analyse the principles and practices of behaviour modification</p> <p>CO5:Examine the principles and practices of managerial counselling.</p>
PMSTH4 2	Strategic Human Resource Management	<p>CO1:Explain the importance and role of strategic HRM.</p> <p>CO2:Design strategic human resource systems</p> <p>CO3:Formulate compensation and development systems</p> <p>CO4:Appraise performance management systems.</p> <p>CO5:Apply key aspects of strategic downsizing and strategic HRIS.</p>
PMSTH4 3	International Human Resource	<p>CO1:Explain the various approaches to IHRM.</p> <p>CO2:Assess the impact of culture on human resources</p>

	Management	<p>practices in the international context.</p> <p>CO3:Describe recruitment, selection, training and development in the global context</p> <p>CO4:Appraise the performance management and compensation management in global organisations.</p> <p>CO5:Develop the industrial relations practices of MNCs</p>
PMSTH4 4	Knowledge Management	<p>CO1:Explain the importance of creating organisational knowledge.</p> <p>CO2:Discuss the importance of managing organisational knowledge.</p> <p>CO3:Describe the issues related to the transferring of organisational knowledge.</p> <p>CO4:Analyse the role of technology and leadership</p> <p>CO5:Critically assess the role of intangible assets in knowledge management</p>
PMSTM4 1	Services Marketing	<p>CO1:Define and distinguish services marketing from product marketing and understand the service marketing mix.</p> <p>CO2:Analyse customer expectations and perceptions of service quality and response and manage the service quality gap.</p> <p>CO3:Describe the standards of service needed for building customer relationships.</p> <p>CO4:Critically analyse the internalization in services and appropriate promotional mix for marketing of services.</p> <p>CO5:Develop STP and suitable marketing mix for marketing of different kinds of services.</p>
PMSTM4 2	Customer Relationship Management	<p>CO1:Explain the basic concepts of customer relationship management.</p> <p>CO2:Prepare Relationship Indices by measuring CRM with quantitative and qualitative methods.</p> <p>CO3:Formulate customer relationship survey and produce</p>

		<p>results with recommendations to top management for policy decisions.</p> <p>CO4:Examine relationship management by customers and suppliers partnerships to increase market share and value.</p> <p>CO5:Develop databases of customers to build sustainable customer relationships for the organisation.</p>
PMSTM4 3	Global Marketing	<p>CO1:Analyze the factors contributed the global market and assess the basic marketing functions within the global organisation.</p> <p>CO2:Identify profitable global market segments and develop market entry strategies.</p> <p>CO3:Apply ethical decision making and consumer behaviour in global markets.</p> <p>CO4:Design and implement a global marketing plan to market the products in the global market.</p> <p>CO5:Examine the challenges of global market</p>
PMSTM4 4	Supply Chain Management	<p>CO1:Define the concepts and components of Supply Chain Management (SCM).</p> <p>CO2:Analyse customer focus on demand forecasting, purchase planning and negotiation.</p> <p>CO3:Describe the scheduling, material handling, warehousing and transportation design of SCM.</p> <p>CO4:Examine the role of 3PL and 4PL players in supply chain management.</p> <p>CO5:Utilize technology efficiently to implement SCM in the organisation effectively and increase profits.</p>
PMSTS41	System Analysis And Design	<p>CO1:Define the concept, life cycle, elements and types of systems</p> <p>CO2:Describe flow diagrams and related terms</p> <p>CO3:Create a system design</p>

		<p>CO4:Analyse post implementation issues</p> <p>CO5:Develop a career as a systems analyst</p>
PMSTS42	Data Analytics	<p>CO1:Apply the Nuances of business Analytics</p> <p>CO2:Understand the importance of Data in various sectors</p> <p>CO3:Analyze the data using analytics</p> <p>CO4:Examine the issues in managing Big Data</p> <p>CO5:Describe behavioural analytics</p>
PMSTS43	Decision Support System	<p>CO1:Understand the importance of Decision Support system and technology</p> <p>CO2:Build a Decision Support System</p> <p>CO3:Describe mathematical models for Decision Support System</p> <p>CO4:Analyse the expert system and the technology behind it</p> <p>CO5:Asses the various models of DSS</p>
PMSTS44	Internet And Web Applications	<p>CO1:Study the infrastructure of networks</p> <p>CO2:Apply the Concept of multi media</p> <p>CO3:Analyse the techniques of e-commerce</p> <p>CO4:List the laws related to Cyber security</p> <p>CO5:Design a Corporate Website</p>