COURSE OUTCOMES MBA SEMESTER I

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**  |
| Course Short Title | MOB |
| Course Code | 101 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Comprehensive understanding of management principles  |
| CO 2 | Understanding of organizational functions in their respective settings |
| CO 3 | Gain insights into individual, inter-personal and group actions in organizations. |
| CO 4 | Demonstrate improved decision making skills  |
| CO 5 | Develop and sustain winning organizations |
| CO 6 | Help deal effectively with people resourcing and talent |

COURSE OUTCOMES MBA SEMESTER I

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **ACCONTING FOR MANAGEMENT**  |
| Course Short Title | AFM |
| Course Code | MB102 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To compute Journal, Ledger, Trial Balance and Final Accounts  |
| CO 2 | Evaluate performance of companies using Ratio Analysis  |
| CO 3 | Analyze Cash Flow position of companies and its applications  |
| CO 4 | Make use of funds in assessing long term financial decisions  |
| CO 5 | Choose optimum inventory valuation method as per requirements  |

COURSE OUTCOMES MBA SEMESTER I

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **MARKETING MANAGEMENT**  |
| Course Short Title | MM |
| Course Code | MB103 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Equip students with marketing and selling skills of modern environment.  |
| CO 2 | Understand that buyer behavior and perceptions are key for success of businesses  |
| CO 3 | To decide if Channel Dynamics involved in marketing can be assessed for better control  |
| CO 4 | Develop an understanding of core concepts and theories of marketing  |
| CO 5 | Use various tools and techniques to gather and interpret data  |
| CO 6 | To analyze and summarize market entry strategies  |

COURSE OUTCOMES MBA SEMESTER I

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **STATISTICS FOR MANAGEMENT**  |
| Course Short Title | SFM |
| Course Code | MB104 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 |  Gain a clear understanding of fundamental statistical concepts  |
| CO 2 | Apply various statistical techniques to analyze data sets  |
| CO 3 |  Equip learners with quantitative tools and techniques  |
| CO 4 |  Enable learners to calculate and interpret descriptive statistics  |
| CO 5 | Understand the significance of correlation and regression tools  |
| CO 6 | Provide a clear idea of sampling theory  |

COURSE OUTCOMES MBA SEMESTER I

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **ECONOMICS FOR MANAGEMENT**  |
| Course Short Title | EFM |
| Course Code | MB105 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Students can learn micro factors of economic behavior of consumers  |
| CO 2 | Assess opportunities and threats faced by a business  |
| CO 3 | Better understand the nature of products and demand conditions that can be used in decision making.  |
| CO 4 | Apply economics to real world business for making informed decisions  |
| CO 5 | Develop skills in forecasting techniques  |
| CO 6 |  Enhance critical thinking to identify economic challenges  |

COURSE OUTCOMES MBA SEMESTER I

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **I.T APPLICATTIONS FOR MANAGEMENT**  |
| Course Short Title | ITAM |
| Course Code | MB106 |
| Semester | I |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 |  Students can work in IT field to make positive contribution to the organization.  |
| CO 2 | Students can take professional responsibilities and make informed judgments in the organization.  |
| CO 3 |  Students can streamline work processes and improve business process in the organization.  |
| CO 4 | Enhance decision making to cater to the field of IT and management  |
| CO 5 | Manage organizational change related to IT initiatives  |
| CO 6 | Helps develop Key Performance Indicators in the field of IT  |

COURSE OUTCOMES MBA SEMESTER II

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **HUMAN RESOURCE MANAGEMENT**  |
| Course Short Title | HRM |
| Course Code | MB201 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Developing individuals into valuable Human Resources.  |
| CO 2 |  Cultivating globally competent HR managers.  |
| CO 3 | Fostering agility in the workforce to drive innovation.  |
| CO 4 |  Enhancing HR leadership skills with a global perspective.  |
| CO 5 | Promoting innovation within business organizations.  |
| CO 6 | Transforming individuals into strategic assets for organizations  |

COURSE OUTCOMES MBA SEMESTER II

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **FINANCIAL MANAGEMENT** |
| Course Short Title | FM |
| Course Code | MB202 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Gain an understanding of the concepts of financial management  |
| CO 2 | To obtain insight into corporate practices related to inventory and dividend policies.  |
| CO 3 | To study the impact of corporate events, including mergers, acquisitions, alliances, and their implications. |
| CO 4 | To develop proficiency in optimizing cash flows through project appraisal techniques. |
| CO 5 | To apply corporate policies effectively, particularly in the areas of inventory and dividends. |
| CO 6 | To analyze and strategize corporate growth by considering various financial management techniques |

COURSE OUTCOMES MBA SEMESTER II

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **OPERATIONS RESEARCH**  |
| Course Short Title | HRM |
| Course Code | MB203 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To provide an overview of Optimization Techniques for problem solving and decision making.  |
| CO 2 | To introduce Linear Programming problem (LPP) for business planning.  |
| CO 3 | To explore network concepts and techniques including PERT and CPM.  |
| CO 4 | To examine quantitative competitive strategy models such as game theory, simulation, and queuing theory.  |
| CO 5 | To equip students with problem-solving skills using various optimization methods.  |
| CO 6 | To enhance decision-making abilities in diverse business scenarios through optimization techniques and competitive models. |

COURSE OUTCOMES MBA SEMESTER II

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **ENTREPRENUERSHIP DEVELOPMENT** |
| Course Short Title | HRM |
| Course Code | MB204 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To enable students to discern the cues and motives behind entrepreneurship.  |
| CO 2 | To provide students with knowledge about different types of enterprises and their growth patterns.  |
| CO 3 | To prepare students with an entrepreneurial mindset through entrepreneurship education.  |
| CO 4 | To facilitate an understanding of the problems and perspectives associated with entrepreneurship.  |
| CO 5 | To equip students to identify opportunities and challenges in entrepreneurship.  |
| CO 6 | To foster a comprehensive understanding of the entrepreneurial landscape.  |

COURSE OUTCOMES MBA SEMESTER II

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINESS RESEARCH METHODS** |
| Course Short Title | BRM |
| Course Code | MB205 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To understand various kinds of research designs and methods.  |
| CO 2 | To enable learners to formulate the research problem and analytical approaches.  |
| CO 3 | To acquire knowledge of qualitative and quantitative research for understanding changing market behavior.  |
| CO 4 | To master research techniques for data collection and analysis.  |
| CO 5 | To apply research skills effectively in practical scenarios.  |
| CO 6 | To make a critical assessment of research contributions in the field of management  |

COURSE OUTCOMES MBA SEMESTER II

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINESS LAW AND ETHICS** |
| Course Short Title | BLE |
| Course Code | MB206 |
| Semester | II |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To achieve a comprehensive understanding of business law.  |
| CO 2 | To create knowledge of legal and ethical considerations for business integrity.  |
| CO 3 | To enable learners to gain awareness of provincial and international business law in a changing scenario.  |
| CO 4 | To master the principles of business law  |
| CO 5 | To apply legal concepts to real-world business situations.  |
| CO 6 | To adapt to changing legal and ethical landscapes in business environments.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **OPERATION MANAGEMENT**  |
| Course Short Title | OM |
| Course Code | MB301 |
| Semester | III |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | 1. To provide understanding of the concepts of production and operations management in an organization and analytical methods. |
| CO 2 | 2. To explain to students the steps in new product design and analysis. |
| CO 3 | 3. To provide an understanding of plant location and layout. |
| CO 4 | 4.To help understand the Process and factors that influence scheduling. |
| CO 5 | 5. To impart knowledge of various aspects of materials management viz. e-Procurement, Green Purchasing. |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **E-GLOBAL BUSINESS** |
| Course Short Title | E-GB |
| Course Code | MB302 |
| Semester | III |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | 1. Identify and explain the key concepts and principles of e-global business.  |
| CO 2 | 2. Evaluate the impact of e-commerce on global business operations.  |
| CO 3 | 3. Analyse and develop strategies for conducting business in a digital environment.  |
| CO 4 | 4. Apply critical thinking skills to solve problems and make informed decisions related to e-global business.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **TOTAL QUALITY MANAGEMENT** |
| Course Short Title | TQM |
| Course Code | MB303 |
| Semester | III |
| Specialization | NA |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Understand the basic terminologies and metrics that are used to govern quality management  |
| CO 2 | Get a better perspective on quality standards like ISO and quality awards  |
| CO 3 | Be able to identify the various metrics that govern quality  |
| CO 4 | Elucidate the role and importance of six sigma as a quality measurement tool  |
| CO 5 | Identify the various means and techniques for establishing quality in manufacturing, services and IT sector.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **INVESTMENT MANAGEMENT** |
| Course Short Title | IM |
| Course Code | MB304 |
| Semester | III |
| Specialization | FINANCE |
| Core/Elective | ELECTIVE- I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Differentiate various avenues of investment on the basis of risk and return  |
| CO 2 | Gain basic knowledge of analysing stocks  |
| CO 3 | Make valuation of equity, debt and portfolio instruments  |
| CO 4 | Gain an understanding of mutual funds, their performance evaluation and regulation.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **FINANCIAL SYSTEM AND SERVICE** |
| Course Short Title | FSS |
| Course Code | MB303 |
| Semester | III |
| Specialization | FINANCE |
| Core/Elective | ELECTIVE- II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To explain the importance ,functions of financial system and financial services  |
| CO 2 | To understand the concept of merchant banking and its functions  |
| CO 3 | To learn the venture capital financing modes used to raise finance  |
| CO 4 | To understand factoring ,bill discounting and credit rating services needed for businesses  |

COURSE OUTCOMES MBA SEMESTER III

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **MARKETING ENGINEERING** |
| Course Short Title | ME |
| Course Code | MB304 M-I |
| Semester | III |
| Specialization | MARKETING  |
| Core/Elective | ELECTIVE- I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Understand the relevance of modeling in marketing for logical judgment  |
| CO 2 | Appreciate the business and economic lifetime value of marketing engineering  |
| CO 3 | Be well versed with the various models, both qualitative and quantitative in marketing engineering  |
| CO 4 | Understand the relevance of using modeling in marketing as a decision making tool  |
| CO 5 | Learn the importance of marketing engineering as a strategic marketing analysis tool  |

COURSE OUTCOMES MBA SEMESTER III

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | ADVERTISEMENT AND RETAIL MANAGEMENT |
| Course Short Title | ARM |
| Course Code | MB304 M-II |
| Semester | III |
| Specialization | MARKETING  |
| Core/Elective | ELECTIVE- II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Understand the importance of advertising in the marketing mix  |
| CO 2 | Establish the importance of creativity in an ad campaign  |
| CO 3 | Determine the comparative importance of organized retailing sector vis-a- vis unorganized sector  |
| CO 4 | Compare the functions and performance of organized retail sector to others  |
| CO 5 | Determine the role of other functional areas of marketing as key drivers to the retail sector  |

COURSE OUTCOMES MBA SEMESTER III

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | COMPENSATION MANAGEMENT |
| Course Short Title | CM |
| Course Code | MB304 HR -I |
| Semester | III |
| Specialization | HUMAN RESOURCE |
| Core/Elective | ELECTIVE- I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Understand the fundamental concepts and theories of compensation.  |
| CO 2 | Recognize the importance of compensation strategy.  |
| CO 3 | Analyse, integrate, and apply the knowledge of administering wages in different sectors according to the different wage laws.  |
| CO 4 | Comprehend the employee benefits and services  |
| CO 5 | Appreciate the advancements in managing compensation at global level.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **INDUSTRIAL RELATIONS AND LABOUR LAWS** |
| Course Short Title | IRLL |
| Course Code | MB304 HR -II |
| Semester | III |
| Specialization | HUMAN RESOURCE |
| Core/Elective | ELECTIVE- II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Gain a comprehensive understanding of Industrial relations in the wake of economic reforms.  |
| CO 2 |  Gain knowledge of industrial disputes and a framework for analysis and resolution of such disputes.  |
| CO 3 | Understand the role of trade unions and generate alternate decision making.  |
| CO 4 | Appreciate Labour laws related to labour welfare, social security and other protective laws towards women labour, migrant labour and contract labour  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINESS FEASIBILITY AND ANALYSIS** |
| Course Short Title | BFA |
| Course Code | MB304 ED -I |
| Semester | III |
| Specialization | ENTREPRENEURSHIP |
| Core/Elective | ELECTIVE- I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Forecast of cash flows  |
| CO 2 | Preparation of Business plan with all inputs  |
| CO 3 | Application of network techniques of project management  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **INNOVATION AND DESIGN THINKING** |
| Course Short Title | IDT |
| Course Code | MB304 ED -II |
| Semester | III |
| Specialization | ENTREPRENEURSHIP |
| Core/Elective | ELECTIVE- II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To inculcate the concepts of creative thinking, design thinking and innovation.  |
| CO 2 | Develop the students as a good designer by imparting creativity and problem-solving ability  |
| CO 3 | Implement creative and design thinking to come up with an effective innovation.  |
| CO4 | Being able to identify problems and apply design thinking to come up with solutions.  |
| CO5 | Use design thinking to develop innovative products that bring business impact.  |

COURSE OUTCOMES MBA SEMESTER III

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| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **DATA BASE MANAGEMENT SYSTEM**  |
| Course Short Title | DBMS |
| Course Code | MB304 S -I |
| Semester | III |
| Specialization | SYSTEM  |
| Core/Elective | ELECTIVE- I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Students can apply the basic concepts of Database Systems and Applications  |
| CO 2 | Design a commercial relational database system (Oracle, MySQL) by writing SQL using the system.  |
| CO 3 | Students can get to facilitate students in Database design and also to familiarize issues of concurrency control and transaction management in DBMS  |

COURSE OUTCOMES MBA SEMESTER III

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINESS ANALYTICS**  |
| Course Short Title | BA |
| Course Code | MB304 S -II |
| Semester | III |
| Specialization | SYSTEM  |
| Core/Elective | ELECTIVE- II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Students can use data as tool for business analysis  |
| CO 2 | The basic statistics provides a road map to learners  |
| CO 3 | Micro metrics makes the students to identify data gaps  |
| CO4 | The business models may help in better decision making  |

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINESS PROCESS REENGINEERING** |
| Course Short Title | BPR |
| Course Code | MB 401 |
| Semester | IV |
| Specialization | N/A |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Learners will be enabled with holistic perspective of BPR in the contemporary context  |
| CO 2 | Learners will be able to understand the current trends and methodology of BPR  |
| CO 3 | Learners will be able to understand the dynamics of BPR in Industry 4.0 scenario  |

COURSE OUTCOMES MBA SEMESTER IV

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **LOGISTICS AND SUPPLY CHAIN MANAGEMENT** |
| Course Short Title | LSCM |
| Course Code | MB 402  |
| Semester | IV |
| Specialization | N/A |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Gain a holistic understanding of logistics and supply chain management and the role of Logistics management in SCM |
| CO 2 | Understand the basic drivers that lead to the performance of LSM in effective manner. |
| CO 3 | Gain an insight into the role of Information Technology and recent trends in making supply chains more efficient. |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUSINES INTELLIGENCE** |
| Course Short Title |  BI |
| Course Code | MB 403 |
| Semester | IV |
| Specialization | N/A |
| Core/Elective | Core |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | By taking this course the learner would be able to understand the importance of BI as good decision support system in an organization  |
| CO 2 | Enable the learner to get a holistic perspective of BI tools  |
| CO 3 | Provide a theoretical framework for the understanding of data warehousing and data mining  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BANKING AND INSURANCE** |
| Course Short Title |  B & I |
| Course Code | MB 404 F III |
| Semester | IV |
| Specialization | FINANCE |
| Core/Elective | ELECTIVE I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Learn about the performance of banks in India  |
| CO 2 | Learn about the sources and uses of bank funds  |
| CO 3 | Understand the role and importance of insurance, its types, principles, and regulation  |
| CO4 | Understand the latest innovations in banking system  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **INTERNATIONAL FINANCE**  |
| Course Short Title |  IF  |
| Course Code | MB 404 F IV |
| Semester | IV |
| Specialization | FINANCE |
| Core/Elective | ELECTIVE II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Learn about the performance of banks in India  |
| CO 2 | Learn about the sources and uses of bank funds  |
| CO 3 | Understand the role and importance of insurance, its types, principles, and regulation  |
| CO4 | Understand the latest innovations in banking system  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **BUYER BEHAVIOUR** |
| Course Short Title |  B & I |
| Course Code | MB 404 M III |
| Semester | IV |
| Specialization | MARKETING |
| Core/Elective | ELECTIVE I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Students can examine and identify the major influences in buyer behavior  |
| CO 2 | Students can develop an understanding between different consumer behavior influences and their relationships.  |
| CO 3 | To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **SERVICES AND DIGITAL MARKETING** |
| Course Short Title |  SDM |
| Course Code | MB 404 M IV |
| Semester | IV |
| Specialization | MARKETING |
| Core/Elective | ELECTIVE II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Students can examine the nature of services, and distinguish between products And services |
| CO 2 | Students can develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.  |
| CO 3 | Students can get appraised about the nature and development of a services marketing strategy.  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **LEADERSHIP AND CHANGE MANAGEMENT** |
| Course Short Title |  LCM |
| Course Code | MB 404 HR III |
| Semester | IV |
| Specialization | HUMAN RESOURCE |
| Core/Elective | ELECTIVE I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Gain knowledge and understanding of different leadership styles and models.  |
| CO 2 | Familiarize with the drivers, methods and model of change.  |
| CO 3 | Develop cultural competence in the context of Global organizations and diverse teams  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **PERFORMANCE MANAGEMENT** |
| Course Short Title |  PM |
| Course Code | MB 404 HR IV |
| Semester | IV |
| Specialization | HUMAN RESOURCE |
| Core/Elective | ELECTIVE II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | To produce Competent Executives  |
| CO 2 | To transform Performance Appraisals, Performance Management  |
| CO 3 | To build pivotal performance  |
| CO4 | To establish leading Human Capital  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **TECHNOLOGY FOR ENTREPRENEURS** |
| Course Short Title | TFE |
| Course Code | MB 404 E III |
| Semester | IV |
| Specialization | **ENTREPRENEURSHIP** |
| Core/Elective | ELECTIVE I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Understand the role of technology in shaping entrepreneurial opportunities.  |
| CO 2 |  Identify and evaluate emerging technologies with the potential for entrepreneurship  |
| CO 3 | Develop the necessary technological skills to create and manage entrepreneurial Startups.  |
| CO4 | Analyze Real-world Case Studies of Successful and Failed entrepreneurial ventures.  |
| CO5 | Formulate effective strategies for integrating technology into entrepreneurship |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **SOCIAL ENTREPRENEURSHIP** |
| Course Short Title | SE |
| Course Code | MB 404 E IV |
| Semester | IV |
| Specialization | **ENTREPRENEURSHIP** |
| Core/Elective | ELECTIVE II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | After studying this paper the students will gain insights into the nature of social entrepreneurship  |
| CO 2 | Students will understand the role of innovation and social entrepreneurship  |
| CO 3 | Students will know the need for social entrepreneurship in the societal context  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **DATA VISUALIZATION** |
| Course Short Title | DV |
| Course Code | MB 404 S III |
| Semester | IV |
| Specialization | SYSTEM |
| Core/Elective | ELECTIVE I |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Enables students to understand importance of Data -Visualization for Decision- making.  |
| CO 2 | Helps students to get practical experience of Data Visualization on Microsoft Power BI.  |

COURSE OUTCOMES MBA SEMESTER IV

|  |  |
| --- | --- |
| Programme | **MBA** |
| **Course Full Title** | **DATA MINING FOR BUSINESS** |
| Course Short Title | DM |
| Course Code | MB 404 S IV |
| Semester | IV |
| Specialization | SYSTEM |
| Core/Elective | ELECTIVE II |
| Course Outcomes(CO)/Learning OutcomesOn successful completion of this course, the learner will be able to |
| CO 1 | Enables students to understand the role of data mining in business and decision-making process. |
| CO 2 | Give students a practical overview of data mining  |
| C03 | Facilitate students with the latest concepts in data mining  |