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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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

|  |  |  |
| --- | --- | --- |
| 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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

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| --- | --- | --- |
| 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 Outcomes  On 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 Outcomes  On 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 Outcomes  On 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

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| --- | --- | --- |
| 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 Outcomes  On 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 | |