

<b>Master of Business Administration (MBA)</b>	
<b>MBA-1 Semester</b>	
<b>Course Name:-Foundations of Management(MBA 101-18)</b>	
CO1	Illustrate the concept of Consumer Behaviour and its research process
CO2	Explain market segmentation along with emerging trends in context of consumer behaviour
CO3	Outline the individual determinants of consumer behaviour.
CO4	Identify the external influences on consumer behaviour.
CO5	Explain the various consumer decision making and models
CO6	Analyze the effect of personal influence and opinion leadership on diffusion of innovation.
<b>Course Name:-Managerial Economics (MBA 102-18)</b>	
CO1	Illustrate the concept of Managerial Economics in context of decision making.
CO2	Analyse the determinants of demand, demand elasticity and demand forecasting.
CO3	Contrast the functional relationship between production, cost and revenue.
CO4	Analyse the parameters of market structures for equilibrium.
CO5	Examine the areas of pricing practices for optimum outputs.
CO6	Assess the features of Macro Economics for National Income measurement.
<b>Course Name:-Quantitative Techniques (MBA-103-18)</b>	
CO1	Illustrate the statistical tools.
CO2	Apply the correlation and regression analysis for data computation.
CO3	Analyze theory of probability and distribution functions.
CO4	Apply the Linear Programming Problem System for effective managerial decisions.
CO5	Make use of transportation and assignment techniques for optimum decision.
CO6	Analyze the project planning and scheduling by PERT and CPM.
<b>Course Name:-Accounting for Management and Reporting (MBA 104-18)</b>	
CO1	Make use of formats of financial statements for public limited, banking and insurance companies
CO2	Apply the accounting system at various levels in an organization.
CO3	Examine various intricacies for cost sheet preparation
CO4	Analyze the managerial decisions to cost-volume-profit statements.
CO5	Assess the measuring tools for financial position of business setups
CO6	Analyze the contemporary developments in accounting and financial reporting
<b>Course Name:-Business Environment and Indian Economy(MBA 105-18)</b>	
CO1	Explain the operational concepts of Business and Economic environment.
CO2	Analyze the impact of Legal, Consumer and Ecological Framework on Business.
CO3	Examine the concepts of Public sectors in India
CO4	Relate the Significance of Environment on Technological and International Affairs.
CO5	Identify the nature of Indian Economy and its impact on Business environment.
CO6	Examine the various Modes of Development Strategies of India.
<b>Course Name:-Business Ethics and CSR (MBA 106-18)</b>	

CO1	Identify contemporary Ethics and Corporate Governance issues in business context.
CO2	Apply Ethics and Ethical theories in contemporary business practices.
CO3	Identify major perspectives of CSR with their application.
CO4	Make use of Corporate Social Responsibility and examine its sustainability practices in different companies.
CO5	Analyze the decision making in the ethical dilemma resolution process.
<b>Course Name:-Business Communication for Managerial Effectiveness (MBA 107-18)</b>	
CO1	Apply the process of communication in business organizations.
CO2	Build listening skills and comprehend the value of business etiquettes
CO3	Apply non-verbal communication skills for effective communication
CO4	Choose various approaches for resume writing
CO5	Build presentation skills by using audio-visual aids
CO6	Develop interview skills for effective communication
<b>MBA-II Semester</b>	
<b>Course Name:-Business Analytics for Decision Making (MBA-201-21)</b>	
CO1	Explain fundamental concepts of data collection, classification and tabulation.
CO2	Outline the concepts of sampling and sampling distribution
CO3	Apply statistical methods for Hypothesis Testing.
CO4	Illustrate the concept of multiple correlation and multiple regression in business forecasting
CO5	Make use of Index Number method in managerial decision making.
CO6	Apply the time series method to predict the future of sales in a concern.
<b>Course Name:-Legal Environment for Business(MBA 202-18)</b>	
CO1	Explain the legal and regulatory framework of business environment.
CO2	Outline the fundamental legal principles behind contractual agreements.
CO3	Illustrate the legal provisions of sales of goods.
CO4	Explain the legal rules governing admission, retirement and death of partner and dissolution of partnership firm.
CO5	Outline the legal framework in regard to the negotiable instruments.
CO6	Illustrate the legal framework relating to the process of incorporation of Joint Stock Company
<b>Course Name:-Marketing Management (MBA 203-18)</b>	
CO1	Explain basic concepts of marketing.
CO2	Outline different components of the marketing environment and marketing information systems.
CO3	Identify different market segmentation, targeting and positioning methods.
CO4	Explain various components of new product development process.
CO5	Identify different methods of product promotion and pricing
CO6	Explain emerging trends in marketing and pyramid marketing.
<b>Course Name:-Human Resource Management (MBA 204-18)</b>	
CO1	Outline the conceptual framework of HRM and its environment.
CO2	Explain the basics of Strategies adopted in HRM.
CO3	Identify the various functions of HRM that facilitate employee hiring viz. human

	resource planning, job analysis recruitment and selection
CO4	Contrast the role of training, development, career planning and performance appraisal functions in human resource development.
CO5	Examine the provisions of Compensation Management, and Quality of work life.
CO6	Analyse the concept and framework of industrial relations.
<b>Course Name:-Production and Operations Management (MBA 205-18)</b>	
CO1	Illustrate the significance of Operations Management.
CO2	Outline the Product Design and Development Process for Corporate Profitability and Competitiveness
CO3	Apply the principles of Facility layout Production Planning and control (PPC) and capacity planning in the organizational productivity.
CO4	Make use of different Quality Control methods for quality measurement.
CO5	Interpret the features of JIT and Inventory Management on production functions.
CO6	Summarize the concepts of Purchase Management
<b>Course Name:-Corporate Finance and Indian Financial System (MBA 206-18)</b>	
CO1	Interpret the concepts of financial management in corporates.
CO2	Illustrate the valuation of monetary values and securities.
CO3	Relate the different theories of capital structure for decision making.
CO4	Outline the different capital budgeting and dividend decision.
CO5	Explain the approaches of working capital management.
CO6	Summarize the evolution and role of financial system in India.
<b>Course Name:-Entrepreneurship and Project Management (MBA 207-18)</b>	
CO1	Explain the characteristics, functions and traits of an entrepreneur.
CO2	Outline the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship
CO3	Identify entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.
CO4	Explain the legal framework with reference to Entrepreneurship.
CO5	Make use of an effective business plan to start a new venture.
CO6	Outline the basic concepts of project management for its successful implementation.
<b>Course Name:-Computer Applications for Business (MBAGE 201-18)</b>	
CO1	Develop understanding of computer fundamentals, functions and their classifications
CO2	Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system
CO3	Demonstrate proficiency in Microsoft word & Excel.
CO4	Apply formatting and editing features to enhance worksheets
CO5	Use styles, themes, and conditional formats to customize worksheets.
CO6	Apply the concepts of data base and Access for editing Data; managing reports and labels.
<b>MBA-III Semester</b>	
<b>Course Name:-Organizational Behaviour &amp; Design (MBA 301-18)</b>	

CO1	Illustrate the scope of organization behavior with reference to environment.
CO2	Explain the impact of individual behavior & factors in organizations.
CO3	Build leadership competencies for improving team effectiveness.
CO4	Analyze techniques of culture & dynamics of group for better management..
CO5	Contrast the process of organization design & structure.
CO6	Analyze the effect of political climate on human behavior
<b>Course Name:-Marketing Research (MBA 302-18)</b>	
CO1	Apply the process of marketing research in managerial decision making.
CO2	Identify various sources of data for marketing research.
CO3	Explain the scale of research design in marketing research.
CO4	Analyze different research design for research proposal.
CO5	Develop an effective questionnaire for reliability and validity of the scales measurement.
CO6	Make use of methods for data preparation and analysis.
<b>Course Name:-Human Values, De-addiction and Traffic Rules (HVPE101-18)</b>	
CO1	Illustrate the various basis of value education
CO2	Explain the harmony in “i” in relation with the “body”
CO3	Extend harmony in human to human relationship
CO4	Develop harmony in family, society and world family
CO5	Interpret importance of nature for human being in achieving sustainable development
CO6	Examine the significance of holistic development in relation to professional ethics
<b>Specialization 1 : Marketing</b>	
<b>Course Name:-Consumer Behaviour (MBA 921-18)</b>	
CO1	Illustrate the concept of Consumer Behaviour and its research process.
CO2	Explain market segmentation along with emerging trends in context of consumer behaviour.
CO3	Outline the individual determinants of consumer behaviour.
CO4	Identify the external influences on consumer behaviour.
CO5	Explain the various consumer decision making and models.
CO6	Analyze the effect of personal influence and opinion leadership on diffusion of innovation.
<b>Course Name:-Services Marketing (MBA 922-18)</b>	
CO1	Apply the scope & quality of services in Marketing
CO2	Identify the challenges of service development & design for the effective service
CO3	Examine the delivering & performing service through employees & customers
CO4	Analyze integrated service marketing communications & service marketing triangle
CO5	Categorize various pricing strategies & pricing approaches in service sectors
CO6	Choose the optimum service marketing applications in different service sectors
<b>Specialization 2 : Finance</b>	
<b>Course Name:-Investment Analysis and Portfolio Management (MBA 911-18)</b>	

CO1	Illustrate the basic concepts of different investment market avenues.
CO2	Explain the operation of primary as well as secondary markets.
CO3	Identify the impact of various environmental factors on investment valuation.
CO4	Examine the Technical analysis of daily price movements in portfolio mgt
CO5	Interpret the Techniques of portfolio construction, evaluation and its revision.
CO6	Analyze financial derivatives and computation of their expected payoff.
<b>Course Name:-Management of Financial Services (MBA 912-18)</b>	
CO1	Outline the management of financial services and its future challenges.
CO2	Illustrate the E-services and Governance related to mutual funds.
CO3	Examine the performance of financial institutions through credit rating framework.
CO4	Explain the scope of merchant banking services including leasing, venture capital and factoring.
CO5	Explain the conceptual framework of Debt Securitization and Plastic money in India.
CO6	Illustrate the prospective of Asset Liability Management in Corporate financial institutions.
<b>Specialization 3 : Human Resource Management</b>	
<b>Course Name:-Organizational Change and Development (MBA 931-18)</b>	
CO1	Explain organization theories of planned change.
CO2	Demonstrate the conceptual framework of Organizational development.
CO3	Identify the action research approach in organization for continuous improvement.
CO4	Apply the concept of diagnostic model to facilitate organizational change.
CO5	Analyze the significance of intervention strategies in organizational development.
CO6	Categorize the issues of client and consultant relations.
<b>Course Name:-Employee Relations (MBA 932-18)</b>	
CO1	Understand establishing & maintaining a sound relationship between the worker & the employer.
CO2	Understand the significance & functioning of Trade Unions.
CO3	Identify the simmering issues which might take the form of a dispute in the workplace.
CO4	Examine various provisions laid down by laws to settle disputes in the organizations
CO5	Assess the importance of various Acts in Industrial Relations.
CO6	Comprehend the concept and classification of labour welfare.
<b>Specialization 4 : Management Information System</b>	
<b>Course Name:-Data Mining for Business Decisions (MBA 941-18)</b>	
CO1	To understand the opportunities, techniques and critical challenges in using data mining and predictive modelling in a business setting.
CO2	Use research-based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems
CO3	To understand and translate business challenges into data mining problems. CTo

	become familiar with the processes needed to develop, report and analyze business data.
CO4	To become familiar with the processes needed to develop, report and analyze business data.
CO5	To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
<b>Course Name:-E-Commerce and Digital Markets (MBA942-18)</b>	
CO1	To understand of various applications and scope of ecommerce.
CO2	To understand the different e-commerce models and IT tools
CO3	To know the working of various payment modes used in ecommerce today.
CO4	Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy, Developing effective digital and social media strategies
CO5	Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
CO6	Students will be able to understand the latest digital ad technologies
<b>Specialization 5 : Operation Management</b>	
<b>Course Name:-Operations Strategy (MBA 951-18)</b>	
CO1	Summarize the strategic role of operations management in business scenario.
CO2	Outline the scope and implications of Enterprise resource planning.
CO3	Explain the concepts of development strategies and inventory management.
CO4	Explain the vertical integration, outsourcing, and importance of IT in Operations.
CO5	Make use of maintenance strategies in organisation.
CO6	Illustrate a managerial point of view for global business operations.
<b>Course Name:-Operation Research Applications (MBA 952-18)</b>	
CO1	Explain the characteristics of different types of decision making and tools to be used in OR for solving Industrial problem
CO2	Apply the linear Programming Problem system for effective managerial decisions
CO3	Make use of transportation and assignment techniques for optimum decision
CO4	Construct the dynamic programming and Queuing theory applications that are used in solving business decision problems
CO5	Analyze the project planning and scheduling by PERT and CPM
CO6	Develop simple models like Non linear programming models to improve decision making and develop critical thinking and objective analysis of decision problems
<b>Specialization 5 : Business Analytics</b>	
<b>Course Name:-Marketing Analytics (MBA 961-18)</b>	
CO1	Examine the market conditions of an organization by using MS Excel Tools.
CO2	Analyze the various customer and product analysis methods using Analytical Tools.
CO3	Make use of statistical tools to conduct price, sales and distribution analysis on marketing data metrics.
CO4	Classify the marketing analytics techniques for analysis of social media and

	advertising.
CO5	Outline the role of E-marketing tools to compare E-business performance.
CO6	Choose an effective E-marketing plan to select appropriate marketing objectives.
<b>Course Name:-Data Science Using R –Business Analytics(MBA 962-21)</b>	
CO1	Explain the concepts and techniques of big data Analytics,
CO2	Illustrate the elements of R software and its Functions
CO3	Apply the probability distribution and linear regression with R
CO4	Make use of algorithms for data analysis using Ensemble methods
CO5	Analyze the statistical Significance of data mining
CO6	Examine the scalable machine learning, big data related techniques, mining stream data, and social network

<b>MBA-1V Semester</b>	
<b>Course Name:-</b>	
Corporate Strategy ( <b>MBA 401-18</b> )	
CO1	Demonstrate the levels of strategic management and decision making process.
CO2	Analyze the Framework of business in internal and external environment
CO3	Identify the various levels of business level strategies
CO4	Extend the conceptual scope of corporate level strategy.
CO5	Analyze the various functional plans for strategy implementation
CO6	Evaluate the techniques of strategic evaluation and control of the organizational systems.
<b>Course Name:-</b>	
<b>Workshop on Indian Ethos (MBA-403-21)</b>	
CO1	Comprehend and practice Indian Ethos and values system.
CO2	Applying value based management and ethical practices in business.
CO3	To gain the knowledge of management principles from Vedas and other holy books and explain the application of Indian heritage in business.
CO4	To comprehend various stress management techniques and their applications in organizations.
CO5	To describe salient features and advantages of ancient Indian system of learning.
CO6	To describe various laws of Karma and explain the concept of corporate karma.
<b>Specialization I: Marketing</b>	
<b>Course Name:- International and Social Media Marketing (MBA 925-18)</b>	
CO1	Identify the challenges and strategies of international marketing.
CO2	Analyze the methods to international marketing environment and international economic environment; international trade barriers and regional blocks.
CO3	Outline the scope of International Trade Barriers and regional blocks.
CO4	Apply the product, pricing and communication policy for distribution system.
CO5	Illustrate the evolutionary features of social media marketing alongwith strategies and applications.
CO6	Examine the various portals of social media marketing campaign for the promotion of enterprise.

<b>Course Name:- Product and Brand Management (MBA 926-18)</b>	
CO1	Illustrate the fundamental concepts of Product Management.
CO2	Evaluate the techniques for product planning and development in business.
CO3	Identify the significant factors of a brand.
CO4	Explain the basic requirement for branding research.
CO5	Analyze the strategic concepts of brand loyalty and brand equity management.
CO6	Dissect the process of brand development through rejuvenation and re-launch.
<b>Specialization II: Finance Course Name: Mergers, Acquisition and Corporate Restructuring (MBA 914-18)</b>	
CO1	Explain the concept of Mergers, Acquisitions & Corporate Restructuring.
CO2	Examine the Mergers, Acquisition & Corporate Restructuring as a Strategic Tool.
CO3	Explain the concepts of Demerger, Reverse Merger, LBO and Buyback of Shares.
CO4	Illustrate the performance measurement of sick companies and Valuation Basics.
CO5	Apply the accounting & Financing aspect of Mergers and acquisitions.
CO6	Outline the regulatory aspects of mergers, acquisitions and corporate restructuring.
<b>Course Name: International Finance and Financial Derivatives (MBA 915-18)</b>	
CO1	Illustrate the framework of international finance, monetary system and foreign exchange market.
CO2	Analyze the conceptual theories of international finance and currency forecasting.
CO3	Examine the international finance sources for the growth of market.
CO4	Analyze the types of derivatives and its contractual strategies.
CO5	Examine the different contractual approaches for option trading strategies.
CO6	Dissect the operational concepts of foreign exchange risk management.
<b>Specialization III: Human Resource Management Course Name: Strategic HRM (MBA 934-18)</b>	
CO1	Explain the basic concepts of HR strategy
CO2	Summarize the process of strategic HRM.



CO3	Outline the strategic role of HR system.
CO4	Identify various human aspects of strategy implementation.
CO5	Explain basic concepts of Global HRM
CO6	Illustrate the various dimensions of Global HRM.
<b>Course Name:</b>	
<b>Performance and Compensation Management (MBA 936-18)</b>	
CO1	Explain process of performance Management system.
CO2	Identify different methods of reviewing and managing performance.
CO3	Apply different methods of compensation management and its benefit.
CO4	Outline different laws related to compensation and wages in India.
CO5	Identify recent trends in wages and salaries in industry and service sector in India.
CO6	Explain the benefits of Executive compensation.
<b>Specialization IV: Management Information Systems</b>	
<b>Course Name:</b>	
<b>Managing Digital Information and Transformation (MBA 944-18)</b>	
CO1	Identify how Digital Transformation impacts corporate strategies
CO2	Understand the role of social media and digital media in the business
CO3	Understand Security Issues in Digital Transformations
CO4	Understand the risk associated with evolving international clients and environment
CO5	To learn Security Issues, Methods & Laws
CO6	Understanding cloud computing
<b>Course Name:-Strategic Management of IT (MBA 946-18)</b>	
CO1	To develop an understanding of strategic management concepts and techniques and acquire the ability to apply the same in business situations
CO2	Learning how to use IT as a tool to implement business strategies and gain competitive advantage, not merely to support business operations.
CO3	In addition to familiarizing students with new technological changes in management, students are expected to integrate and apply their prior learning to strategic decision making in organizations
CO4	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
CO5	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.
<b>Specialization V: Operations Management Course Name:</b>	
<b>Supply Chain &amp; Logistic Management (MBA 953-18)</b>	
CO1	Illustrate the significance of logistics and supply chain management.
CO2	Summarize the concepts of designing Supply Chain Network
CO3	Apply the concept of Supply Chain Network design and facility location models

CO4	Interpret the inventory management in supply chain
CO5	Outline the role of Transportation and Products Pricing
CO6	Make use of technological use in supply chain
<b>Course Name: Quality Toolkit For Managers (MBA954-18)</b>	
CO1	Illustrate the significance of quality Management.
CO2	Make use of inspection and different Quality Control methods for quality improvement.
CO3	Apply the concept of control charts for effective quality management
CO4	Summarize the concepts of acceptance sampling
CO5	Outline the principles and method of quality assurance for Corporate Profitability and Competitiveness
CO6	Interpret the features of ISO and TQM, on production functions.
<b>Specialization VI: Business Analytics Course Name: Data Visualization for Managers (MBA 963-18)</b>	
CO1	Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data.
CO2	Use Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar data.
CO3	Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole.
CO4	Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others.
CO5	To understand the Design Fundamentals and creating good data set for analysis analysis.
CO6	Use data visualizations, dashboards and Tableau Stories to support relevant communication for diverse audiences.
<b>Course Name:-Business Forecasting (MBA 964-18)</b>	
CO1	Understand the importance of forecasting in making accurate decisions in economic and business environments
CO2	Understand the basics in regression analysis, time series analysis and their applications in forecasting
CO3	Understand how to handle the trend, seasonal and cyclical issues in forecasting analysis.
CO4	Construct forecasting reports to higher level management for vital decision-making process.
CO5	Use the software packages for developing forecasting models.
CO6	Be prepared for more advanced study of economic and business forecasting

