

Program Outcomes of M.B.A (SMS) Program

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and practical knowledge for data-based decision making.
3. Develop action plan to implement change in global, economic, legal and ethical aspects.
4. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
5. Ability to develop value based leadership.
6. Equipped with professional skills for Employment, Entrepreneurship and Higher Education.



R-20

VISION

To Establish an Institutional Culture for Education, Research and Innovation to achieve Sustainable Impact on Society

MISSION

- Impart Quality Management Education through Innovation in Teaching and Learning.
- Promote Research and Development and Consultancy in different areas of Specialization.
- To develop a strong Moral Compass for Ethical Conduct that enables Value based Management Education.
- Equip the Management Students with Skills related to Leadership, Social, Communication, Analytical and Decision making.
- Collaborate with Global and Indian, Industry and Eminent Institutions.

For TSP



Program Educational Objectives

PEO	PEO Statements
PEO 1:	To equip the students with fundamentals of management theory and its application in organizational process.
PEO 2:	To enhance conceptual and practical knowledge of students in the field of Business Management.
PEO 3:	To adapt to a rapidly changing business environment with new skills and competencies.
PEO 4:	To inculcate a strong team spirit with positive bent of mind and high level of enthusiasm and commitment to meet the challenges in organization.
PEO 5:	To train and develop students with strong ethical values capable of occupying a significant role in the society.
PEO 6:	To nurture student's capabilities and skills to enable them to be job providers and job seekers.

For TSP



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PEO 6:	To nurture student's capabilities and skills to enable them to be job providers and job seekers.



Program Educational Objectives of M.B.A(SMS) Programme

To introduce the students the fundamental aspects of Organisations like
PEO1 Management, behavior of individuals, operations, research, marketing, financial, data analytics and other related concepts

PEO2 To prepare the students to establish their own enterprises thereby enhancing the growth and development of self and the nation as well.

Program Outcomes of M.B.A(SMS) Programme

- 1. Management Knowledge:** Management during the decision making process at work.
Apply the knowledge of principles in
- 2. Understand the behavior of individuals:** Study and understand the various behavioral aspects of individuals and deal smoothly with individuals at the Organizations.
- 3. Knowledge of Finance:** Gain the knowledge of fundamentals and practical applications of finance and implement in daily job activities
- 4. Deal with Human Resources:** Understand the importance of Human Resources and skillfully apply various human resource management strategies
- 5. Marketing strategies:** Apply the knowledge and experience gained in marketing concepts on par with recent trends and changes
- 6. Application of other sciences:** Understand and apply practically the knowledge acquired in research, statistics, Operations, Data Analytics and others
- 7. Entrepreneurial Career** The students will be motivated to opt for a career in Entrepreneurship because of the knowledge wealth gained in entrepreneurship and the process



Department Vision

- TO BECOME AND STAY AS THE PACE SETTER
- LEADING PROVIDER OF MANAGEMENT EDUCATION

Department Mission

- TO INCULCATE A CULTURE OF LONG LEARNING BY IMPARTING HIGH QUALITY EDUCATION, TRAINING, RESEARCH AND INDUSTRY INTERACTION

THROUGH THEIR ACADEMIC COURSE ALONG WITH VALUES AND WORK ETHICS TO ATTAIN SELF CONFIDENCE

SWAYAM TEJASWIN BHAVA

AND SERVE THE SOCIETY

For TSP



CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
(Autonomous)

Gandipet, Hyderabad -75

Department of School of Management Studies
Course Outcomes Statements for PG-SMS (R-20)

No	Course		Course Outcomes Statements
	Code	Name	
1.	20MBC101	Management and Organization Behaviour	<ol style="list-style-type: none"> 1. Practice the process of Management's functions and understand how Management Evolution affects future Managers. 2. Analyze the need of Planning and Decision Making and also assess the elements of Organizational structure and evaluate their impact on Employees. 3. Evaluate Motivational strategies. Leadership styles, Communication and Controlling processes used in a variety of Organizational settings. 4. Apply Organization Behaviour Concepts to real-world problems faced by Managers. 5. Evaluate how the Power and Politics help an organization, Sources of Conflict in an Organizational setting and execute the Negotiation process to manage Conflicts and resolve disputes.
2.	20MBC102	Managerial Economics	<ol style="list-style-type: none"> 1.. Comprehend and apply the basic Concepts and Economic principles in Decision-making. 2. Calculate Demand Elasticity from Demand Equations. 3. Analyze and Select the Least Cost combination of inputs through Production Function. 4. Examine the different Cost concepts and predict breakeven point. 5. Compare and Contrast the market structures and also Apply Pricing decisions across Industries.
3.	20MBC103	Financial Accounting for Management	<ol style="list-style-type: none"> 1. Understand the basic concepts and principles of accounting and maintain the books of accounts. 2. Analyze and prepare the financial statements and understand the accounting standards. 3. Apply the different methods of depreciation and techniques of valuation of assets. 4. Analyze and interpret financial statements through ratio analysis and cash flow statements. 5. Handle Real life situations involving Taxation and equip themselves with techniques for taking Tax- Sensitive Decisions
4.	20MBC104	Marketing Management	<ol style="list-style-type: none"> 1. Know the various Philosophies of Marketing, and apply them in different Business Scenarios.

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			<p>2.Understand various Segmentation, Targeting and Positioning strategies to make their Products as Market leaders.</p> <p>3.Effectively design the Marketing Mix effectively in order to achieve the Organizational goals and objectives.</p> <p>4.Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective.</p> <p>5.To understand the Contemporary issues and develop Marketing Strategies to sustain in this Competitive World.</p>
5.	20MBC105	Statistics for Management	<p>1.Understanding the concepts of statistics for business applications.</p> <p>2.Analyze probability concepts with a view to ascertain the status of business position.</p> <p>3.Apply the sampling theory in order to study the whole system.</p> <p>4.Evaluate the statistic and parameter under various sampling conditions.</p> <p>5.Apply the statistical concepts to forecast the trends in business outcomes.</p>
6.	20MBC106	Digital Technology	<p>1.Enhance competence in various Verticals of Business with Digital Transformation.</p> <p>2.Compare and contrast the effective Business application in various Sectors with digital transformation.</p> <p>3.Demonstrate the ability to effectively understand the Digital Enterprise from Company Leader's Perspective.</p> <p>4.Familiarize with the Autonomous functioning of IT systems in various Business activities.</p> <p>5.Familiarize with the concepts of Enterprise IOT.</p>
7.	20MBC107	Business Communication Lab	<p>1.Display Competence in various Business Communication patterns.</p> <p>2.Construct effective written messages in various Formats to Audience.</p> <p>3.Demonstrate the Ability to effectively deliver Formal presentations before a variety of Audiences.</p> <p>3.Communicate competently in Groups and Organizations and demonstrate Appropriate and Professional Ethical behaviour.</p> <p>4.Build Strong Relationships and promote positive Atmosphere at Workplace.</p>
8.	20MBC108	Statistics Lab	<p>1.Apply the methods of descriptive statistics and analyze the data by using MS Excel.</p> <p>2.Foster the practical understanding of parametric test and to reveal the right inferences about the population.</p> <p>3.Analyze one variable experiment by using one Way ANOVA.</p> <p>4.Calculate Correlation coefficient and Simple</p>

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			Regression to interpret the Outcomes. 5. Examine Time Series model and extract meaningful insights about the Data.
9.		Open Elective	
	20MBO101	Business Environment	<ol style="list-style-type: none"> 1. Understand the various environmental factors that influence the domestic and international business activities. 2. Evaluate and Implement appropriate decisions with the help of industrial policy and regulation. 3. Analyze the Fiscal policy and Monetary Policy and its impact on business operations. 4. Analyze the changes in various economic growth factors that have impact on business activities. 5. Adapt trade, EXIM policies and FEMA Act for organization stability and sustainability.
	20MBO102	Corporate Social Responsibility	<ol style="list-style-type: none"> 1. To describe the basic terms and concepts related to CSR and Corporate Governance. 2. To apply the models and theories to suggest the organizations the essential CSR initiatives. 3. To examine the potential public responsibilities of corporations within the global community. 4. To observe the extent to which Business can meet the Challenges of Sustainable Development. 5. To evaluate how CSR is being practiced in various Organisations.
	20MBO103	Business Law and Ethics	<ol style="list-style-type: none"> 1. Apply Legal aspects of Business law to the problems associated with business and its transactions 2. Critically review the special contracts and reflect them on the current Legal issues 3. Understand various provisions of Companies Act. 4. Claim the rights as a consumer by recalling the Redressal Mechanism available 5. Exhibit the skills required to identify and resolve the ethical issues in the Business environment.

No	Course		Course Outcomes Statements
	Code	Name	
1.	20MBC201	Human Resource Management	<ol style="list-style-type: none"> 1. Understand and apply the knowledge of basic Concepts of Human Resource Management in Practical settings of an Organization. 2. Follow innovative practices in Recruitment and Selection. 3. Implement systematic Performance Management System in an Organisation. 4. Implement harmonious Industrial Relations and

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			<p>apply latest amended Labour Acts in an organization.</p> <p>5. Execute new trends in Human Resource Management practices.</p>
2.	20MBC202	Financial Management	<p>1. Understand the Concept of Finance function and judge the Time Value of money in terms Annuity and Present Values.</p> <p>2. Assess the feasibility of Projects using Capital Budgeting Techniques.</p> <p>3. Apply the Capital Structure Theories to construct the best Capital mix for better Market Value of the Firm.</p> <p>4. Implement the Dividend decisions in the interest of the Stakeholders.</p> <p>5. Assess Working Capital requirements and apply the Tools to manage it.</p>
3.	20MBC203	Business Research Methods	<p>1. Understand Business Research problems and will critically evaluate research papers considering Ethics in Research.</p> <p>2. Compare and Contrast various Research Designs.</p> <p>3. Analyze the similarities and differences between various Sampling Designs and Measurement Scales and make a Decision about how best to employ them in research studies.</p> <p>4. Apply and interpret the Quantitative and Qualitative data and different types of Non-Parametric Statistical Tests.</p> <p>5. Classify and select Multivariate Techniques so as to render appropriate solutions to the Business problems for attaining the Organizational Goals and effectively formulate a Research Proposal and communicate Research findings by preparing a Quality Research Report.</p>
4.	20MBC204	Operations Research	<p>1. Develop mathematical model and solve the real life system with limited constraints by applying LPP.</p> <p>2. Formulate and solve transportation and assignment concepts to implement Supply chain management.</p> <p>3. Evaluate alternatives using decision making under risk and uncertainty and game theory.</p> <p>4. Apply PERT and CPM techniques to plan, schedule and control project.</p> <p>5. Apply simulation process in queuing theory to evaluate the system.</p>
5.	20MBC205	Operations Management	<p>1. Apply knowledge of basic Concepts of Operations Management for developing processes and improving Operational Performance.</p> <p>2. To develop aggregate capacity plans and Mater Production Schedule in operation environments and enabling the importance of facility location, layout and line balancing.</p> <p>3. To identify and eliminate nonessential operations and develop feasible method of performing a job by applying work study techniques.</p>



			<p>4.To calculate inventory levels and order quantities to make use of various inventory classification models.</p> <p>5.To advance cognizance on Total Quality Management and to efficaciously implement the contemporary Quality techniques in an Organisation.</p>
6.	20MBC206	Business Analytics	<p>1.Understand the basic Concepts of Business Analytics in an Organization.</p> <p>2.Establish the Data Warehousing Mechanism.</p> <p>3.Experiment various methods of Visualization and Data mining methods.</p> <p>4.Compare and contrast among Descriptive, Predictive and Prescriptive Analytics.</p> <p>5.Practice the application of Business Analytics in different domains.</p>
7.	20MBC207	Logistics and Supply Chain Management	<p>1.Understand the History, Evaluation and various Concepts of Logistics and Supply Chain Management.</p> <p>2.Classify and compare Various Processes and Technology used in Logistics and Supply Chain Management.</p> <p>3.Analyse and differentiate various strategies in Transportation and Warehousing in Logistics and Supply Chain Management.</p> <p>4.Analyse Various Strategic issues and Manufacturing Techniques in relation to Logistics and supply chain management.</p> <p>5.Develop best Network Design, Planning and Operations in Logistics and Supply Chain management.</p>
8.	20MBC208	Comprehensive Viva Voce- I	
9.	20MBSD201	Personality Development and Career Guidance	<p>1.Identify their personality style, while recalling the importance of Personality Development for better employment and entrepreneurship</p> <p>2.Develop right attitude and exhibit appropriate leadership style to achieve self and Organizational goals.</p> <p>3.Demonstrate the soft skills that are required for effective functioning of an Organization</p> <p>4.Exhibit good employability skills that are expected from the Industry.</p> <p>5.Devise and Implement a Proper Career Planning and development Strategy.</p>
10		Open Elective	
	20MBO201	E-Business	<p>1.Understand various concepts and developments of Physical, E-Commerce and M-Commerce.</p> <p>2.Develop various models of E-commerce to gain Competitive Advantage.</p> <p>3.Design and use appropriate Electronic Payment Systems.</p> <p>4.Apply appropriate Network Security and Firewalls in E-Business activities.</p> <p>5.Understand various types of e-services and Legal,</p>

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			Ethical and privacy issues associated with E-Business.
	20MBO202	Banking Management	<ol style="list-style-type: none"> 1. Understand Banking system and get insight on overview of Banking. 2. Acquire Knowledge on Banks monetary Policy – Implication and Analyze Financial Statements. 3. Develop a clear understanding and knowledge about the Lending functioning of bank. 4. Analyse the importance of Credit Delivery and monitoring as well as how a bank manages Credit Risk. 5. Explain on banking Regulatory system and Evaluate new innovations in banking products and services.
	20MBO203	Customer Relationship Management	<ol style="list-style-type: none"> 1. Understand and Analyze the Relationship theory from the perspective of the Customer and the Organization. 2. Develop and evaluate Strategic CRM decisions. 3. Analyze and Devise Operational CRM Decisions. 4. Appraise Analytical CRM Decisions. 5. Evaluate CRM Implementation Strategies.

No	Course		Course Outcomes Statements
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1.	20MBC301	Strategic Management	<ol style="list-style-type: none"> 1. Investigate and understand the Business scenarios nationally and internationally. 2. Appraise and analyze the contemporary issues and challenges faced in Business 3. Craft and formulate the Strategies for real-time Business problems. 4. Integrate and apply the learned skills to implement Strategies from holistic and multi-functional perspectives. 5. Analyze and Evaluate real life situations for Self, Organizational and Societal sustainability.
2.	20MBC302	Internship	
3.	20MBE301	Investment Management	<ol style="list-style-type: none"> 1. Classify various investment options with risk and return calculations. 2. Evaluate the bonds and strategies to manage them. 3. Choose the investment option with the help of fundamental and technical analysis. 4. Measure the value of common stocks by applying various approaches. 5. Construct the portfolio using various models.
4.	20MBE302	Financial Markets and Services	<ol style="list-style-type: none"> 1. Have a comprehensive overview on Financial Markets and Instruments. 2. Understand the Trading and Settlement activities. 3. Acquire Knowledge on various Financial Services and the Regulatory Framework. 4. Enhance knowledge on various types of Insurance Services. 5. Gain insights on Claims Management Procedures.



5.	20MBE303	Performance and Compensation Management	<ol style="list-style-type: none"> 1. Effectively design the process of Performance Management system. 2. Efficiently identify an appropriate Performance Appraisal method at their workplace as an HR Professional. 3. Decide the standard performance benchmarks to influence the Performance of Organizational members. 4. Influence the Stakeholders of Compensation and also integrate compensation with other HR initiatives in line with Organizational realities. 5. Formulate new set of Compensation system and manage the various Employee Benefits in the Organisations.
6.	20MBE304	Training and Development	<ol style="list-style-type: none"> 1. Get familiarized with how to do Training and Development Programmes and recall its importance. 2. Efficiently conduct Needs Assessment and design the Training Programme as per the demands of the Industry requirements 3. Make use of an appropriate Training and Developments method so as to contribute to the Organizational Success. 4. Identify the suitable mechanism for the implementation of the Training and Development Programmes. 5. Choose right mechanism to evaluate the Training and Development methods initiated and understand the emerging Training and Development trends in the Organizations.
7.	20MBE305	Product and Brand Management	<ol style="list-style-type: none"> 1. Easily comprehend New Product Development Process and its Models, and learn to create actionable focus to successfully manage the Product. 2. Design the Product Portfolio Strategies for a conglomerate, manage and amplify existing products. 3. Analyze the Branding Strategies, Brand Purpose Managing Brand reputation. 4. Understand and conduct the measurement of Brand Equity and Brand Performance, design Brand Architecture Strategies in real life situation. 4. Learn the Contemporary Issues and analyze Future Trends.
8.	20MBE306	Integrated Marketing Communications and Digital Marketing	<ol style="list-style-type: none"> 1. Understand the process of creating valuable Brand and how to engage Consumers via Integrated Marketing Communications. 2. Analyze the important issues when planning and evaluating Marketing Communications Strategies and Executions. 3. Develop an effective Integrated Marketing Communication Process. 4. Evaluate the knowledge in Marketing Communication which ensures that they make the correct decision in Communications, Advertising and Digital Marketing in real scenario. 5. Examine the applications of Digital and Social Media Marketing in the Globalized market.

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9.	20MBE307	Business Data Mining	<ol style="list-style-type: none"> 1. Understand the concepts of Data Mining and Data Preprocessing. 2. Extract and represent the knowledge from data by Preprocessing and Visualization 3. Establish the Association among frequently purchased items and categorize the dataset into different clusters. 4. Understand the concept of classification problems and their applications across different sectors. 5. Apply sentiment analytics to various real time business applications.
10	20MBE308	Python Programming	<ol style="list-style-type: none"> 1. Understand the basics of Python and extend the functionality using add-on packages. 2. Identify and apply different ways of storing information. 3. Extract data from dataset and apply loop and control statements. 4. Analyze data using various data manipulation tasks on the dataset. 5. Compare and contrast the data and its variations with visualization techniques.
11	20MBE309	Transport Management	<ol style="list-style-type: none"> 1. Understand various concepts of Transport management. 2. Classify different modes in Transport management. 3. Apply their knowledge in various processes of Transport management. 4. Analyze different types of freight preparations in Transport management. 5. Plan and organize various systems and procedures in Fleet management.
	20MBE310	Distribution and Warehouse Management	<ol style="list-style-type: none"> 1. Apply their knowledge on Warehousing location, design, and operations. 2. Understand of various Inventory management systems and control. 3. Analyze different techniques to manage warehouse efficiency. 4. Make use of various techniques for optimum capacity utilization of shipping and packing. Plan and select appropriate warehouse facilities management



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	Code	Name	
1.	20MBC401	Entrepreneurship Development	<p>1.Understand the concept of entrepreneurship and its close relationship with Economic Development of a Country.</p> <p>2.Identify the business opportunities and procedures to comply with.</p> <p>3.Formulate, Execute and Evaluate Feasible project design.</p> <p>4.Make use of the support rendered by Institutional Finance.</p> <p>5.Identify the appropriate agencies for Venture Capital funding.</p>
2.	20MBC402	Project Work	
3.	20MBC403	Comprehensive Viva Voce- II	
4.	20MBE401	Financial Risk Management	<p>1.Understand the measures and differentiate between different types of Risks that an Organization faces.</p> <p>2.Have a comprehensive view about types of Derivatives and their Trading and Settlement.</p> <p>3.Evaluate Forwards and Futures Contracts and Hedging Strategies.</p> <p>4.Comprehend the computational aspects of Swaps and the associated Risk.</p> <p>5.Evaluate various Option Trading Strategies and select the suitable one for the given situation.</p>
5.	20MBE402	Project Appraisal and Financing	<p>1.Have a comprehensive view on project Planning and analysis along with ideas for generation and screening of the projects.</p> <p>2.Understand the important facets of Market, Demand and Financial Analysis of the projects.</p> <p>3.Understand the Feasibility Analysis and Find out the cash flows of the project.</p> <p>4.Incorporate Risk Sensitivity, Scenario Analysis and Simulation Analysis for Managing Risk in the project appraisal decision.</p> <p>5.Analyze projects in the Public Domain with special reference to Social Cost Benefit Analysis and understanding Corporate Governance in India.</p>
6.	20MBE403	Industrial Relations and Labour Laws	<p>1.Apply the knowledge of basics and approaches of industrial relations in real time situations.</p> <p>2.Understand the dynamics of trade unions and their recognition for successful negotiations.</p> <p>3.Appraise the process of labor administration and labour policy in the Digital Era.</p> <p>4.Develop Strategies to deal with various parties involved in Industrial Relations.</p> <p>5.Interpret and Implement various updated provisions related to Labour Laws.</p>
7.	20MBE404	Strategic Human Resource Management	<p>1.Analyse strategic role of Human Resources management in an Organization.</p> <p>2.Assess various environmental factors that affect SHRM Practices.</p> <p>3.Appreciate and manage the managerial issues in</p>



			SHRM. 4.Draft an efficient Human Resources Plan that contributes to effective management of resources. 5.Design required HR functional strategies to support SHRM practices in the organization and effectively evaluate SHRM practices by adopting an appropriate approach depending on the nature of strategy adopted.
8.	20MBE405	Consumer Behaviour	1.Understand the concepts to be applied to Marketing strategy. 2.Analyze the environmental factors affecting Consumer Buying Behaviour and learn the impact of socio-cultural settings on the consumption behaviour. 3.Develop the Marketing Strategies by applying the dynamics that influence consumers in taking decisions. 4.Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective. 5.Evaluate the dynamics of Human behaviour and the basic factors that influence the Consumer Decision Process.
9.	20MBE406	Services and Retail Marketing	1.Understand overview of services and retail and its significance. 2.Understand concepts of service, challenges in delivering quality services and retail industry trends. 3.Apply suitable marketing mix for various services and develop strategies to deal with characteristics of services. 4.Design unique retail formats considering the need of the customers. 5.Analyze consumer evaluations of retail offerings and apply retail concepts to real situations and formulate retail marketing strategies for the success of retail industry.
10	20MBE407	Machine Learning and Artificial Intelligence	1.Understand complexity of Machine Learning algorithms. 2.Apply common Machine Learning algorithms in solving the business problems. 3.Differentiate various Machine Learning solutions 4.Understand the fundamental principles of intelligent systems. 5.Evaluate the various search mechanisms and design a Chatbot.
11	20MBE408	Cloud Computing	1.Understand the characteristics and models in Cloud computing. 2.Asses Cloud services applications and the challenges associated with Cloud Computing. 3.Apply various cloud services and deployment models and virtualization techniques for business. 4.Analyze the concepts of cloud storage and demonstrate their use. 5.Evaluate various cloud programming models and apply them in virtual office management.
	20MBE409	E-Commerce Logistics	1.Understand E-commerce and E-commerce



			<p>logistics and its terminologies.</p> <p>2. Understand and choose appropriate fulfillment centre for e-commerce logistics.</p> <p>3. Applying various techniques in e-commerce logistics warehousing and consignment movement process.</p> <p>4. Build suitable warehouse network design and application of automated technologies in handling of consignment.</p> <p>5. Utilizing various technologies associated with E-commerce logistics.</p>
	20MBE410	International Logistics	<p>1. Understand various terminologies of global logistics.</p> <p>2. Analyze various shipping methods in Air and Ocean transport.</p> <p>3. Apply knowledge in various systems and procedures of international trade.</p> <p>4. Choose appropriate international insurance and packing methods.</p> <p>5. Categorize freight structure in international logistics.</p>

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CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
(Autonomous)

Gandipet, Hyderabad -75

Department of School of Management Studies
Course Outcomes Statements for PG-SMS (R-19)

No	Course		Course Outcomes Statements
	Code	Name	
1.	19MBC101	Management and Organization Behaviour	<ol style="list-style-type: none"> 1. Practice the process of Management's functions and understand how Management Evolution affects future Managers. 2. Analyze the need of Planning and Decision Making and also assess the elements of Organizational structure and evaluate their impact on Employees. 3. Evaluate Motivational strategies, Leadership styles, Communication and Controlling processes used in a variety of Organizational settings. 4. Apply Organization Behaviour Concepts to real-world problems faced by Managers. 5. Evaluate how the Power and Politics help an organization, Sources of Conflict in an Organizational setting and execute the Negotiation process to manage Conflicts and resolve disputes.
2.	19MBC 102	Managerial Economics	<ol style="list-style-type: none"> 1. Comprehend and apply the basic Concepts and Economic principles in Decision-making. 2. Calculate Demand Elasticity from Demand Equations. 3. Analyze and Select the Least Cost combination of inputs through Production Function. 4. Examine the different Cost concepts and predict breakeven point. 5. Compare and Contrast the market structures and also Apply Pricing decisions across Industries.
3.	19MBC103	Financial Accounting for Management	<ol style="list-style-type: none"> 1. Understand the basic concepts and principles of accounting and maintain the books of accounts. 2. Analyze and prepare the financial statements and understand the accounting standards. 3. Apply the different methods of depreciation and techniques of valuation of assets. 4. Analyze and interpret financial statements through ratio analysis and cash flow statements. 5. Handle Real life situations involving Taxation and equip themselves with techniques for taking Tax- Sensitive Decisions
4.	19MBC104	Marketing Management	<ol style="list-style-type: none"> 1. Know the various Philosophies of Marketing, and apply them in different Business Scenarios. 2. Understand various Segmentation, Targeting and Positioning strategies to make their Products as Market leaders. 3. Effectively design the Marketing Mix effectively in order to achieve the Organizational goals and objectives. 4. Analyze the challenges that might influence the



			formulation of effective Marketing Strategies from a Consumer Behaviour perspective. 5, To understand the Contemporary issues and develop Marketing Strategies to sustain in this Competitive World.
5.	19MBC105	Statistics for Management	1. Understanding the concepts of statistics for business applications. 2. Analyze probability concepts with a view to ascertain the status of business position. 3. Apply the sampling theory in order to study the whole system. 4. Evaluate the statistic and parameter under various sampling conditions. 5. Apply the statistical concepts to forecast the trends in business outcomes.
6.	19MBC106	Digital Technology	1. Enhance competence in various Verticals of Business with Digital Transformation. 2. Compare and contrast the effective Business application in various Sectors with digital transformation. 3. Demonstrate the ability to effectively understand the Digital Enterprise from Company Leader's Perspective. 4. Familiarize with the Autonomous functioning of IT systems in various Business activities. 5. Familiarize with the concepts of Enterprise IOT.
7.	19MBC107	Business Communication Lab	1. Display Competence in various Business Communication patterns. 2. Construct effective written messages in various Formats to Audience. 3. Demonstrate the Ability to effectively deliver Formal presentations before a variety of Audiences. 4. Communicate competently in Groups and Organizations and demonstrate Appropriate and Professional Ethical behaviour. 5. Build Strong Relationships and promote positive Atmosphere at Workplace.
8.	19MBC108	Statistics Lab	1. Apply the methods of descriptive statistics and analyze the data by using MS Excel. 2. Foster the practical understanding of parametric test and to reveal the right inferences about the population. 3. Analyze one variable experiment by using one Way ANOVA. 4. Calculate Correlation coefficient and Simple Regression to interpret the Outcomes. 5. Examine Time Series model and extract meaningful insights about the Data.
9.		Open Elective	
	19MBO101	Business Environment	1. Understand the various environmental factors that influence the domestic and international business activities. 2. Evaluate and Implement appropriate decisions with the help of industrial policy and regulation. 3. Analyze the Fiscal policy and Monetary Policy and its



			<p>impact on business operations.</p> <p>4. Analyze the changes in various economic growth factors that have impact on business activities.</p> <p>5. Adapt trade, EXIM policies and FEMA Act for organization stability and sustainability.</p>
	19MBO102	Corporate Social Responsibility	<p>1. To describe the basic terms and concepts related to CSR and Corporate Governance.</p> <p>2. To apply the models and theories to suggest the organizations the essential CSR initiatives.</p> <p>3. To examine the potential public responsibilities of corporations within the global community.</p> <p>4. To observe the extent to which Business can meet the Challenges of Sustainable Development.</p> <p>5. To evaluate how CSR is being practiced in various Organisations.</p>
	19MBO103	Business Law and Ethics	<p>1. Apply Legal aspects of Business law to the problems associated with business and its transactions</p> <p>2. Critically review the special contracts and reflect them on the current Legal issues</p> <p>3. Understand various provisions of Companies Act.</p> <p>4. Claim the rights as a consumer by recalling the Redressal Mechanism available</p> <p>5. Exhibit the skills required to identify and resolve the ethical issues in the Business environment.</p>



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No	Course		Course Outcomes Statements
	Code	Name	
1.	19MBC109	Human Resource Management	<p>1.Understand and apply the knowledge of basic Concepts of Human Resource Management in Practical settings of an Organization.</p> <p>2.Follow innovative practices in Recruitment and Selection.</p> <p>3.Implement systematic Performance Management System in an Organisation.</p> <p>4.Implement harmonious Industrial Relations and apply latest amended Labour Acts in an organization.</p> <p>5.Execute new trends in Human Resource Management practices.</p>
2.	19MBC110	Financial Management	<p>1.Understand the Concept of Finance function and judge the Time Value of money in terms Annuity and Present Values.</p> <p>2.Assess the feasibility of Projects using Capital Budgeting Techniques.</p> <p>3.Apply the Capital Structure Theories to construct the best Capital mix for better Market Value of the Firm.</p> <p>4. Implement the Dividend decisions in the interest of the Stakeholders.</p> <p>5.Assess Working Capital requirements and apply the Tools to manage it.</p>
3.	19MBC111	Business Research Methods	<p>1.Understand Business Research problems and will critically evaluate research papers considering Ethics in Research.</p> <p>2.Compare and Contrast various Research Designs.</p> <p>3.Analyze the similarities and differences between various Sampling Designs and Measurement Scales and make a Decision about how best to employ them in research studies.</p> <p>4.Apply and interpret the Quantitative and Qualitative data and different types of Non-Parametric Statistical Tests.</p> <p>5.Classify and select Multivariate Techniques so as to render appropriate solutions to the Business problems for attaining the Organizational Goals and effectively formulate a Research Proposal and communicate Research findings by preparing a Quality Research Report.</p>
4.	19MBC112	Operations Research	<p>1.Develop mathematical model and solve the real life system with limited constraints by applying LPP.</p> <p>2.Formulate and solve transportation and assignment concepts to implement Supply chain management.</p> <p>3.Evaluate alternatives using decision making under risk and uncertainty and game theory.</p> <p>4.Apply PERT and CPM techniques to plan, schedule and control project.</p> <p>5.Apply simulation process in queuing theory to evaluate the system.</p>
5.	19MBC113	Operations Management	<p>1.Apply knowledge of basic Concepts of Operations Management for developing processes and improving</p>



			Operational Performance. 2.To develop aggregate capacity plans and Mater Production Schedule in operation environments and enabling the importance of facility location. layout and line balancing. 3.To identify and eliminate nonessential operations and develop feasible method of performing a jobby applying work study techniques. 4.To calculate inventory levels and order quantities to make use of various inventory classification models. 5.To advance cognizance on Total Quality Management and to efficaciously implement the contemporary Quality techniques in an Organisation.
6.	19MBC114	Business Analytics	1.Understand the basic Concepts of Business Analytics in an Organization. 2.Establish the Data Warehousing Mechanism. 3.Experiment various methods of Visualization and Data mining methods. 4.Compare and contrast among Descriptive, Predictive and Prescriptive Analytics. 5.Practice the application of Business Analytics in different domains.
7.	19MBC115	Logistics and Supply Chain Management	1.Understand the History, Evaluation and various Concepts of Logistics and Supply Chain Management. 2.Classify and compare Various Processes and Technology used in Logistics and Supply Chain Management. 3.Analyse and differentiate various strategies in Transportation and Warehousing in Logistics and Supply Chain Management. 4.Analyse Various Strategic issues and Manufacturing Techniques in relation to Logistics and supply chain management. 5.Develop best Network Design, Planning and Operations in Logistics and Supply Chain management.
8.	19MBC116	Comprehensive Viva Voce- I	
9.			
10		Open Elective	
	19MBO104	E-Business	1.Understand various concepts and developments of Physical, E-Commerce and M-Commerce. 2.Develop various models of E-commerce to gain Competitive Advantage. 3.Design and use appropriate Electronic Payment Systems. 4.Apply appropriate Network Security and Firewalls in E-Business activities. 5.Understand various types of e-services and Legal, Ethical and privacy issues associated with E-Business.
	19MBO105	Banking Management	1.Understand Banking system and get insight on overview of Banking. 2.Acquire Knowledge on Banks monetary Policy – Implication and Analyze Financial Statements.



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			<p>3. Develop a clear understanding and knowledge about the Lending functioning of bank.</p> <p>4. Analyse the importance of Credit Delivery and monitoring as well as how a bank manages Credit Risk.</p> <p>5. Explain on banking Regulatory system and Evaluate new innovations in banking products and services.</p>
	19MBO106	Customer Relationship Management	<p>1. Understand and Analyze the Relationship theory from the perspective of the Customer and the Organization.</p> <p>2. Develop and evaluate Strategic CRM decisions.</p> <p>3. Analyze and Devise Operational CRM Decisions.</p> <p>4. Appraise Analytical CRM Decisions.</p> <p>5. Evaluate CRM Implementation Strategies.</p>
	19MBSD101	Personality Development	

No	Course		Course Outcomes Statements
	Code	Name	
1.	19MBC117	Strategic Management	<p>1. Investigate and understand the Business scenarios nationally and internationally.</p> <p>2. Appraise and analyze the contemporary issues and challenges faced in Business</p> <p>3. Craft and formulate the Strategies for real-time Business problems.</p> <p>4. Integrate and apply the learned skills to implement Strategies from holistic and multi-functional perspectives.</p> <p>5. Analyze and Evaluate real life situations for Self, Organizational and Societal sustainability.</p>
2.	19MBE101	Investment Management	<p>1. Classify various investment options with risk and return calculations.</p> <p>2. Evaluate the bonds and strategies to manage them.</p> <p>3. Choose the investment option with the help of fundamental and technical analysis.</p> <p>4. Measure the value of common stocks by applying various approaches.</p> <p>5. Construct the portfolio using various models.</p>
4.	19MBE102	Financial Markets and Services	<p>1. Have a comprehensive overview on Financial Markets and Instruments.</p> <p>2. Understand the Trading and Settlement activities.</p> <p>3. Acquire Knowledge on various Financial Services and the Regulatory Framework.</p> <p>4. Enhance knowledge on various types of Insurance Services.</p> <p>5. Gain insights on Claims Management Procedures.</p>
5.	19MBE103	Performance and Compensation Management	<p>1. Effectively design the process of Performance Management system.</p> <p>2. Efficiently identify an appropriate Performance Appraisal method at their workplace as an HR Professional.</p> <p>3. Decide the standard performance benchmarks to</p>

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			<p>influence the Performance of Organizational members.</p> <p>4. Influence the Stakeholders of Compensation and also integrate compensation with other HR initiatives in line with Organizational realities.</p> <p>5. Formulate new set of Compensation system and manage the various Employee Benefits in the Organisations.</p>
6.	19MBE104	Training and Development	<p>1. Get familiarized with how to do Training and Development Programmes and recall its importance.</p> <p>2. Efficiently conduct Needs Assessment and design the Training Programme as per the demands of the Industry requirements</p> <p>3. Make use of an appropriate Training and Developments method so as to contribute to the Organizational Success.</p> <p>4. Identify the suitable mechanism for the implementation of the Training and Development Programmes.</p> <p>5. Choose right mechanism to evaluate the Training and Development methods initiated and understand the emerging Training and Development trends in the Organizations.</p>
7.	19MBE105	Product and Brand Management	<p>1. Easily comprehend New Product Development Process and its Models, and learn to create actionable focus to successfully manage the Product.</p> <p>2. Design the Product Portfolio Strategies for a conglomerate, manage and amplify existing products.</p> <p>3. Analyze the Branding Strategies, Brand Purpose Managing Brand reputation .</p> <p>4. Understand and conduct the measurement of Brand Equity and Brand Performance, design Brand Architecture Strategies in real life situation.</p> <p>5. Learn the Contemporary Issues and analyze Future Trends.</p>
8.	19MBE106	Integrated Marketing Communications and Digital Marketing	<p>1. Understand the process of creating valuable Brand and how to engage Consumers via Integrated Marketing Communications.</p> <p>2. Analyze the important issues when planning and evaluating Marketing Communications Strategies and Executions.</p> <p>3. Develop an effective Integrated Marketing Communication Process.</p> <p>4. Evaluate the knowledge in Marketing Communication which ensures that they make the correct decision in Communications, Advertising and Digital Marketing in real scenario.</p> <p>5. Examine the applications of Digital and Social Media Marketing in the Globalized market.</p>
9.	19MBE107	Business Data Mining	<p>1. Understand the concepts of Data Mining and Data Preprocessing.</p> <p>2. Extract and represent the knowledge from data by Preprocessing and Visualization</p> <p>3. Establish the Association among</p>



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			frequently purchased items and categorize the dataset into different clusters. 4. Understand the concept of classification problems and their applications across different sectors. 5. Apply sentiment analytics to various real time business applications.
10	19MBE108	R Programming	1. Understand the basics of R and extend the functionality using add-on packages 2. Identify and apply different ways of storing information and visualization 3. Extract data from dataset and apply loop and control statements 4. Analyze data using various data manipulation tasks on the dataset. 5. Apply the knowledge of R for data Analytics on real life applications.
11	19MBE109	Transport Management	1. Understand various concepts of Transport management. 2. Classify different modes in Transport management. 3. Apply their knowledge in various processes of Transport management. 4. Analyze different types of freight preparations in Transport management. 5. Plan and organize various systems and procedures in Fleet management.
	19MBE110	Distribution and Warehouse Management	1. Apply their knowledge on Warehousing location, design, and operations. 2. Understand of various Inventory management systems and control. 3. Analyze different techniques to manage warehouse efficiency. 4. Make use of various techniques for optimum capacity utilization of shipping and packing. Plan and select appropriate warehouse facilities management
	19MBSD102	CAREER GUIDANCE	1. Decide on a career goal and draft a feasible plan to achieve it. 2. Demonstrate the soft skills that are required for effective functioning of an Organization. 3. Exhibit good employability skills that are expected from the Industry. 4. Design a Proper Career development Strategy that helps to achieve individual and Organizational goals. 5. Manage Career with required professionalism and work ethics.



No	Course		Course Outcomes Statements
	Code	Name	
1.	19MBC119	Entrepreneurship Development	<p>1.Understand the concept of entrepreneurship and its close relationship with Economic Development of a Country.</p> <p>2.Identify the business opportunities and procedures to comply with.</p> <p>3.Formulate, Execute and Evaluate Feasible project design.</p> <p>4.Make use of the support rendered by Institutional Finance.</p> <p>5.Identify the appropriate agencies for Venture Capital funding.</p>
2.	19MBE111	Financial Risk Management	<p>1.Understand the measures and differentiate between different types of Risks that an Organization faces.</p> <p>2.Have a comprehensive view about types of Derivatives and their Trading and Settlement.</p> <p>3.Evaluate Forwards and Futures Contracts and Hedging Strategies.</p> <p>4.Comprehend the computational aspects of Swaps and the associated Risk.</p> <p>5.Evaluate various Option Trading Strategies and select the suitable one for the given situation.</p>
3.	19MBE112	Project Appraisal and Financing	<p>1.Have a comprehensive view on project Planning and analysis along with ideas for generation and screening of the projects.</p> <p>2.Understand the important facets of Market, Demand and Financial Analysis of the projects.</p> <p>3.Understand the Feasibility Analysis and Find out the cash flows of the project.</p> <p>4.Incorporate Risk Sensitivity, Scenario Analysis and Simulation Analysis for Managing Risk in the project appraisal decision.</p> <p>5.Analyze projects in the Public Domain with special reference to Social Cost Benefit Analysis and understanding Corporate Governance in India.</p>
4.	19MBE113	Leadership and Team Management	<p>Display expertise and other qualities of an effective leader.</p> <p>2. Appreciate the importance of being a capable and an ethical leader.</p> <p>3. Facilitate decision making as a team member and as a leader.</p> <p>4. Understand the basic concepts and importance of Team Dynamics.</p> <p>5. Display knowledge in the Process of Managing Teams.</p>
5.	19MBE114	International Human Resource Management	<p>1.Describe the basic concepts of International HRM.</p> <p>2. Identify the importance of HRM transfer across the Globe.</p>



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			<p>3. Demonstrate Expertise in Staffing and HRD in International Perspective.</p> <p>4. Examine the dynamics of careers and mobility in Global Assignments.</p> <p>5. Develop knowledge in compensation and Emerging Issues of International HRM.</p>
6.	19MBE115	Consumer Behaviour	<p>1. Understand the concepts to be applied to Marketing strategy.</p> <p>2. Analyze the environmental factors affecting Consumer Buying Behaviour and learn the impact of socio-cultural settings on the consumption behaviour.</p> <p>3. Develop the Marketing Strategies by applying the dynamics that influence consumers in taking decisions.</p> <p>4. Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective.</p> <p>5. Evaluate the dynamics of Human behaviour and the basic factors that influence the Consumer Decision Process.</p>
7.	19MBE116	Services and Retail Marketing	<p>1. Understand overview of services and retail and its significance.</p> <p>2. Understand concepts of service, challenges in delivering quality services and retail industry trends.</p> <p>3. Apply suitable marketing mix for various services and develop strategies to deal with characteristics of services.</p> <p>4. Design unique retail formats considering the need of the customers.</p> <p>5. Analyze consumer evaluations of retail offerings and apply retail concepts to real situations and formulate retail marketing strategies for the success of retail industry.</p>
8.	19MBE117	Machine Learning and Artificial Intelligence	<p>1. Understand complexity of Machine Learning algorithms.</p> <p>2. Apply common Machine Learning algorithms in solving the business problems.</p> <p>3. Differentiate various Machine Learning solutions</p> <p>4. Understand the fundamental principles of intelligent systems.</p> <p>5. Evaluate the various search mechanisms and design a Chatbot.</p>
9.	19MBE118	Cloud Computing	<p>1. Understand the characteristics and models in Cloud computing.</p> <p>2. Assess Cloud services applications and the challenges associated with Cloud Computing.</p> <p>3. Apply various cloud services and deployment models and virtualization techniques for business.</p> <p>4. Analyze the concepts of cloud storage and demonstrate their use.</p>



			5. Evaluate various cloud programming models them in virtual office management.
10	19MBE119	E-Commerce Logistics	<ol style="list-style-type: none"> 1. Understand E-commerce and E-commerce logistics and its terminologies. 2. Understand and choose appropriate fulfillment centre for e-commerce logistics. 3. Applying various techniques in e-commerce logistics warehousing and consignment movement process. 4. Build suitable warehouse network design and application of automated technologies in handling of consignment. 5. Utilizing various technologies associated with E-commerce logistics.
11	19MBE120	International Logistics	<ol style="list-style-type: none"> 1. Understand various terminologies of global logistics. 2. Analyze various shipping methods in Air and Ocean transport. 3. Apply knowledge in various systems and procedures of international trade. 4. Choose appropriate international insurance and packing methods. 5. Categorize freight structure in international logistics.



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**CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY
(Autonomous)**

Gandipet, Hyderabad -75

Department of School of Management Studies

Course Outcomes Statements for PG-SMS (R-16)

No	Course		Course Outcomes Statements
	Code	Name	
1.	16MB C101	Principles of Management	<ol style="list-style-type: none"> 1. Practice the process of management functions and understand how management evolution affects future managers. 2. Explain why planning is needed in organizations, why objectives are necessary for successful planning and identify essential characteristics of decision-making. 3. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. 4. Differentiate between the various types of organizational structures and patterns, and explain the importance of delegation in organizations. 5. Analyze the requirement of human resource and effective direction. 6. Recognize the link between planning and controlling and understand how to control by comparing performance with objectives.
2.	16MB C102	Managerial Economics	<ol style="list-style-type: none"> 1. Defend the role of basic concepts of managerial economics in decision making. 2. Recommend the demand and supply functions and assess the elasticity of demand. 3. Conclude on the least cost combination of inputs through production analysis. 4. Compare different cost concepts and Predict the breakeven point. 5. Examine pricing decisions under different market conditions. 6. Formulate the Price for a given product or service.
3.	16MB C103	Financial Accounting and Analysis	<ol style="list-style-type: none"> 1. Construct the financial statements. 2. Analyse and interpret financial statements through Ratio Analysis. 3. Critically identify sources and application of funds or cash.

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			<p>4. Apply accounting standards while preparing the financial statements.</p> <p>5. Carryout valuation of human resources of an organisation.</p>
4.	16MB C104	Marketing Management	<p>1. Know the various philosophies of marketing, environment and strategy, and implement best marketing strategies through application of analytical concepts and decision making tools.</p> <p>2. Understand various segmentation, targeting and positioning strategies to make their products as market leaders.</p> <p>3. Design the marketing mix effectively in order to achieve the organizational goals and objectives.</p> <p>4. Know the essential Branding strategies to conquer the market.</p> <p>5. Control unproductive marketing expenditures.</p> <p>6. Understand the contemporary issues and develop marketing strategies to sustain the business.</p>
5.	16MB C105	Statistics for Management	<p>1. Calculate measures of central tendency and measures of dispersion.</p> <p>2. Apply principles of probability and different types of probability distribution.</p> <p>3. Articulate the appropriateness of different types of sampling techniques.</p> <p>4. Formulate hypotheses and test the same using appropriate parametric tools and interpret the results.</p> <p>5. Test the given hypotheses using Chi-square and ANOVA and interpret the results.</p> <p>6. Apply forecasting techniques using correlation, regression or time series analysis and analyse the results.</p>
6.	16MB C106	Business Communication	<p>1. To enhance competence in various Business communication patterns.</p> <p>2. Construct effective written messages in various formats to audience.</p> <p>3. Demonstrate the ability to effectively deliver formal presentations before a variety of audiences.</p> <p>4. Communicate competently in groups and organizations and demonstrate appropriate and professional ethical behavior.</p> <p>5. Build better relations with appropriate messages.</p> <p>6. Communicate effectively leveraging technology in various settings and contexts.</p>
7.	16MB C107	Business Law	<p>1. Identify legal issues and provide potential solutions to legal problems within the business environment.</p> <p>2. Understand the legal principles of business law;</p>



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			<p>apply such principles of law to problems associated with businesses and business transactions.</p> <p>3. Understand special contracts and reflect on current legal issues; and how to use various negotiable instruments for various business transactions.</p> <p>4. Understand the various provisions of Companies Act.</p> <p>5. Claim the rights as a consumer and know the redressal mechanism.</p> <p>6. Understand legal provisions contained in competition Law and Cyber Laws and the process in Intellectual Property Rights and RTI, and legal environmental issues.</p>
8.	16MB C108	Information Technology Applications for Business	<p>1. Understand the features of information systems.</p> <p>2. Demonstrate detailed knowledge of the role of information system and its categories.</p> <p>3. Gain knowledge on information system development.</p> <p>4. Distinguish between the hardware and software systems.</p> <p>5. Analyze various computer security mechanisms.</p> <p>6. Understand applications of information technology for business.</p>
9.	16MB C109	Information Technology (IT) Lab	<p>1. Effectively integrate MS-Office modules in the work environment.</p> <p>2. Analyze the basic concepts of MS-Excel and its computing requirements.</p> <p>3. Apply statistical tools in their projects, research work also in real life situations.</p> <p>4. Demonstrate detailed knowledge on MS- Access.</p> <p>5. Design various presentations with the help of MS-Power Point.</p> <p>6. Engage in continuing professional development with web based tool</p>
10	16EG C103	Soft Skills Lab	<p>1. Be effective communicators and participate in group discussions and case studies with confidence. Also be able to make presentations in a professional context.</p> <p>2. Write resumes, prepare and face interviews confidently.</p> <p>3. Be assertive and set short term and long term goals. Also learn to manage time effectively and deal with stress.</p> <p>4. Make the transition smoothly from campus to corporate. Also use media with etiquette and know what academic ethics are.</p> <p>5. To do a live, mini project by collecting and analyzing data and making oral and written presentation of the same.</p>



No	Course		Course Outcomes Statements
	Code	Name	
1.	16MB C110	Organisation Behaviour	<p>1. Enable the students to practically implement the Organizational Behavior principles and practice in real time situations.</p> <p>2. Analyze the behavior, perception and personality of individuals and groups in organizations in terms of the key factors that influence organizational behavior.</p> <p>3. Acquire knowledge in applying motivational theories to resolve problems of employees and identify various leadership styles and the role of leaders in decision making process.</p> <p>4. To examine various organizational designs and explain concepts of organizational culture, climate and organizational development.</p> <p>5. To explain group dynamics and skills required for working in groups and identify the processes used in developing communication and resolving conflicts.</p> <p>6. Analyze organizational behavioral issues in the context of power, politics, conflict and negotiation issues.</p>
2.	16MB C111	Business Environment and Ethics	<p>1. Gain a deeper understanding of the environmental factors influencing Indian business organizations.</p> <p>2. Understand the issues related to the industrial policy and regulation and their amendments from time to time.</p> <p>3. Understand the Union Budget, fiscal policy, monetary policy and banking.</p> <p>4. To understand the changes in the growth of National Income, concept of Poverty, Unemployment and inflation and its causes and measures to control Inflation in India.</p> <p>5. Take decisions to ensure growth and sustainability of the organizations through the knowledge gained by the students on capital markets, RBI guidelines; trade, EXIM policy and Foreign Exchange Management Act.</p> <p>6. Develop thinking and analytical skills using ethical framework</p>
3.	16MB C112	Human Resource Management	<p>1. Understand and apply the knowledge of basic concepts in working environment.</p> <p>2. Implement good and innovative practices in recruitment and selection.</p> <p>3. Involve in and Implement the process of Performance Appraisal in Organizations.</p> <p>4. Maintain sound and updated Industrial Relations practices at workplace.</p> <p>5. Involve in suggesting and implementing various labour acts as applicable.</p> <p>6. Design and develop new trends in Human Resource Management practices.</p>
4.	16MB C113	Financial Management	<p>1. Judge time value of money in terms of annuity, present value for even and uneven cash flows.</p> <p>2. Assess the feasibility of capital budgeting</p>



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			<p>proposals based on profitability.</p> <p>3. Evaluate the capital structure decisions.</p> <p>4. Compare cost of equity, debt and weighted average cost of capita.</p> <p>5. Argue the dividend decisions and explore their role in financing decisions.</p> <p>6. Assess working capital requirements with particular reference to cash, debtors, inventory management.</p>
5.	16MB C114	Business Research Methods	<p>1. Gain knowledge of the business research methods and able to formulate the research problem. develop research design, analyze the data, draw interpretations and present the research findings.</p> <p>2. Students will understand the research process, gap, and to compare and contrast various research design methods.</p> <p>3. Students will be able to design the sample and assess measurement and scaling options to determine appropriate measures required to address specific research questions.</p> <p>4. Apply and interpret the different type's of non-parametric statistical techniques.</p> <p>5. Students will gain insights on how the methods are developed and gain ability to analyze multivariate data with appropriate methods.</p> <p>6. Effectively communicate research in a written report and presentation.</p>
6.	16MB C115	Operations Research	<p>1. Apply Linear Programming and Simplex method to a given situation with certain constraints.</p> <p>2. Solve the transportation and assignment problems.</p> <p>3. Determine the expected monetary value and decide on expected value of given information in different business situations such as risk and uncertainty.</p> <p>4. Determine a) the probability of completing the project within given time for a given PERT Network and b) the total cost of crashing for a given project.</p> <p>5. Assess the quality of service interms and reduce the idle time using the concepts underlying queing theory.</p> <p>6. Evaluate the simulation models and foromulate the winning strategies using game theory.</p>
7.	16MB C116	Operations Management	<p>1. Apply knowledge of fundamental concepts of operations management for operational performance improvement.</p> <p>2. Identify the operational and administrative processes in organizations and the boundaries of an operations system, and recognize its interfaces with other functional areas within the organisation and with its external environment.</p> <p>3. Develop an integrated framework for strategic thinking and decision making to analyze the enterprise as a whole with a specific focus on the wealth creation processes.</p>

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			<p>4. Emphasize on the work study and measurement of work.</p> <p>5. Give a clear knowledge on how materials and stores management are handled.</p> <p>6. To identify future challenges and directions that relate to operations management to effectively and efficiently respond to market changes.</p>
8.	16MB C117	Business Analytics	<p>1. Have a clear idea about the basic concepts of business analytics in an organisation.</p> <p>2. Demonstrate detailed knowledge about the role of business analytics in decision making.</p> <p>3. Distinguish between descriptive, predictive and prescriptive analytics.</p> <p>4. Gaining knowledge on dataware housing and data mining concepts.</p> <p>5. Understand the usefulness of business analytics in various functional areas of an organisation.</p> <p>6. Understand the future directions for business analytics.</p>
9.	16MB C118	Statistical Software Lab	<p>1. Analyze the data to draw inference for decision making.</p> <p>2. Understand application of statistical measures of central tendency.</p> <p>3. Test given set of hypotheses.</p> <p>4. Understand the applications of parametric and non-parametric test.</p> <p>5. Understand application of ANOVA.</p> <p>6. Forecast unknown variable and analyze trends.</p>

No	Course		Course Outcomes Statements
	Code	Name	
1.	16MB C120	Strategic Management	<p>1. Gain knowledge on Management accounting concepts and its function.</p> <p>2. Utilize a variety of costing techniques in a range of practical business situations.</p> <p>3. Understand the standard setting process and the ability to calculate, interpret and analyse appropriate variances.</p> <p>4. Apply ABC and CAP techniques in planning, control and decision making situations.</p> <p>5. Analyse the implications of lifecycle costing on pricing, performance management and decision-making.</p> <p>6. Analyse the implications of using target costing on pricing and cost control.</p>
2.	16MB C121	International Business	<p>1. Display the insights on stages in international business, approaches to International business and international trade theories.</p> <p>2. Demonstrate the knowledge of global business, national regulation and trade blocks.</p> <p>3. Identify the strengths and bottlenecks in the</p>



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			<p>functioning of WTO.</p> <p>4. Evaluate the global business entry strategies and strategic alliances.</p> <p>5. Craft e-business strategies within the given policy framework.</p> <p>6. Manage multinational corporations with appropriate international HRM practices and other implementation strategies.</p>
3.	16MB C122	Strategic Management	<p>1. Display a knowledge of process of strategic management.</p> <p>2. Appreciate the importance of strategic analysis in formulating strategy.</p> <p>3. Generate and evaluate strategic alternatives at the corporate level.</p> <p>4. Generate and evaluate strategic alternatives at the business level.</p> <p>5. Construct strategy-implementation plans at the corporate level with appropriate controls and governance processes.</p> <p>6. Construct strategy-implementation plans at the functional level with appropriate controls and governance processes</p>
4.	16MB E101	Investment Management	<p>1. Pursue a career in the investment field. the course will prove useful for personal investing as well.</p> <p>2. Have a clear idea about the investment management.</p> <p>3. Gain knowledge on various investment avenues.</p> <p>4. Analyse various techniques and tools in fundamental and technical analysis.</p> <p>5. Allocate investments into stocks and bond portfolio's in accordance with a person's risk preference.</p> <p>6. Understand various portfolio theories and its evaluation.</p>
5.	16MB E102	International Finance	<p>1. Do business in a global setting by understanding the international monetary system.</p> <p>2. Have insights about the structure and operations of foreign exchange markets.</p> <p>3. Find exchange rates of any currency with respect to any other currencies.</p> <p>4. Equip with the concepts of financial decision making in the MNCs.</p> <p>5. Apply various tools for hedging to manage the risks faced in the international scenario.</p> <p>6. Enrich with risk management techniques and tax environment in global environment.</p>
6.	16MB E103	Performance and Compensation Management	<p>1. Involve and in the future lead the process of performance planning.</p> <p>2. Effectively use the existing performance appraisal methods at their workplace as an HR professional.</p> <p>3. Set a standard performance benchmarks to influence the performance of organizational members.</p> <p>4. Influence the stakeholders of compensation and also integrate compensation with other HR initiatives in line with organizational</p>



			<p>realities.</p> <p>5. Design a new set of compensation system in the organization.</p> <p>6. Maintain a proper balance of legally and discretionary benefits in the organisations</p>
7.	16MB E104	Organizational Development and Change Management	<p>1. Solve a business problem from an organizational development perspective as an OD practitioner.</p> <p>2. Involve, assist or lead the process of Organization Development.</p> <p>3. implement the existing Organization Development interventions at their workplace.</p> <p>4. Design and implement a new set of Organization Development interventions at their workplaces.</p> <p>5. Successfully deal with change processes using tools like diagnostic models.</p> <p>6. Apply change models and develop newer models in an organization for development</p>
8.	16MB E105	Product and Brand Management	<p>1. Understand new product development process and various theories and models of new product development to generate new products and translate them into new product concepts.</p> <p>2. Design the portfolio strategies of multi business or multiproduct company.</p> <p>3. Know how to develop the new products professionally.</p> <p>4. To understand perceptual maps and various models of preference choice market maps.</p> <p>5. Know the essential Branding strategies to conquer the market.</p> <p>6. Understand and conduct the measurement of brand equity and brand performance.</p>
9.	16MB E106	Promotion and Distribution Management	<p>1. Apply the integrated marketing communication and its application in the challenging marketing environment.</p> <p>2. Choose the right media for effective marketing decision.</p> <p>3. Splendid role of Personal selling and approach in the era of digital marketing.</p> <p>4. Analyse the complexities of the Channel Management and make a right choice among the various channels of distribution.</p> <p>5. Collect, process and analyse consumer information to make informed marketing decisions.</p> <p>6. Understand various E-Business technologies.</p>
10	16MB E107	Total Quality Management	<p>1. Apply the management skills involved in quality assurance.</p> <p>2. Develop the total quality management system in any sector.</p> <p>3. Make use of the quality control tools and techniques.</p> <p>4. Design and implement safety aspects of industrial plants.</p> <p>5. Work in a quality framework that qualifies for quality awards.</p> <p>6. Understand how six sigma systems are implemented in the</p>



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			industries.
11	16MB E108	Technology Management	<ol style="list-style-type: none"> 1. Apply knowledge of business concepts and various functions in an integrated manner. 2. Demonstrate knowledge about technology management. 3. Explain how to formulate technology strategies and link business strategies to them. 4. Illustrate steps in technology forecasting process. 5. Appreciate the issues in transfer of technology. 6. Evaluate and assess the strategies of technology investment.
	16MB E109	RDBMS	<ol style="list-style-type: none"> 1. Differentiate database systems from file systems by the features provided by database systems. 2. Define the features, classification and characteristics embodied in relational database systems. 3. Master sound design principles for logical design of databases, including the E R method. 4. Understand the basic issues related to transaction processing and concurrency control. 5. Master the basics of SQL and construct queries using SQL. 6. Master the basic concepts and appreciate the applications of database systems.
	16MB E110	E-Business	<ol style="list-style-type: none"> 1. Understand the basic concepts and technologies used in the field of management by e-commerce. 2. Analyze the processes of developing and implementing information systems in business. 3. Demonstrate an understanding of the foundations and importance of E-commerce. 4. Analyze the impact of E-commerce on business models and strategy. 5. Be able to understand the concepts of e-business payments and security. 6. Discuss legal issues and privacy in the usage of e-business applications.

No	Course		Course Outcomes Statements
	Code	Name	
1.	16MB C124	Logistics and Supply Chain Management	<ol style="list-style-type: none"> 1. Equipped with the concepts of supply chain management to set their business successfully. 2. Learn the strategic importance of good supply chain design, planning and operation and also able to understand how supply chain can be a competitive advantage of a firm. 3. Understand how to manage the logistics for the success of an organization. 4. relate the importance of managing warehousing and transportation in a good supply chain. 5. Make strategic decision through alliances, collaborations and bench making practices. 6. Integrate various functional areas in order to have



			an effective supply chain.
2.	16MB C124	Entrepreneurial Development	<ol style="list-style-type: none"> 1. Understand the concept of entrepreneurship and its close relationship with enterprise and owner-management. 2. Identify the business opportunities. 3. Learn the concepts of innovation and creativity and the roles that both play in entrepreneurship and business development. 4. Manage the enterprise with a focus on project management. 5. Explore the avenues for institutional finance. 6. Identify the appropriate agencies for venture capital funding.
3.	16MB E111	Financial Risk Management	<ol style="list-style-type: none"> 1. Understand various forms of risk an organization faces. 2. Measure the various risk an organization faces. 3. Employ Forwards as a tool for managing the risks. 4. Apply Futures Contracts concept to manage the risk that an organization faces. 5. Use SWAPS as a technique to manage the risk. 6. Understand Option contracts as a best tool for managing various risks
4.	16MB E112	Banking and Insurance	<ol style="list-style-type: none"> 1. Understand managerial issues in the banking and Insurance industry. 2. Develop a clear understanding and knowledge about the Lending functioning of bank. 3. Better understanding of various activities of banks including Regulation of Bank Capital. 4. Understands of banking system with new innovative products and services. 5. Enrich with knowledge of insurance and develop their specialties in the field of Insurance. 6. Understand the types of Life Insurance contracts, Health and General insurance.
5.	16MB E113	Industrial Relations and Labour Laws	<ol style="list-style-type: none"> 1. Apply the knowledge of basics and approaches of industrial relations in real time situations. 2. Effectively use the dynamics of trade unions and their recognition for successful negotiations. 3. Suggest and involve in the process of labour administration and labour policy. 4. Deal properly with various parties involved in labour administration. 5. Implement and design various employee benefits both legally required and discretionary. 6. Involve in and Implement the provisions related to various wage acts at work places.
6.	16MB E114	Talent and Knowledge Management	<ol style="list-style-type: none"> 1. Understand the importance of talent management and how to apply the theoretical approaches in the analysis of talent in the organization. 2. Understand the essential elements of a typical Talent Management System (TMS) and can learn about best TMSs. 3. Define KM, learning organizations, intellectual



			<p>capital and related terminologies in clear terms and understand the role of knowledge management in organizations.</p> <p>4. Identify and select tools and techniques of KM for the stages of creation, acquisition, transfer and management of knowledge.</p> <p>5. Analyze and evaluate tangible and intangible knowledge assets and understand current KM issues and initiatives.</p> <p>6. Evaluate the impact of technology including telecommunications, networks, and Internet/intranet role in managing knowledge.</p>
7.	16MB E115	Consumer Behaviour	<p>1. Apply theories of consumer behavior to the formulation of effective marketing strategy for better consumption behavior.</p> <p>2. Recognise market trends based on current research related to consumer behavior.</p> <p>3. Analyze the challenges that might influence the formulation of effective Marketing Strategies from a consumer behavior perspective.</p> <p>4. Understand that the impact of socio cultural settings on the consumption behaviour.</p> <p>5. Identify the dynamics of human behaviour and the basic factors that influence the consumers decision process.</p> <p>6. Demonstrate how concepts may be applied to marketing strategy.</p>
8.	16MB E116	Services and Retail Marketing	<p>1. Understand overview of services and retail and its significance.</p> <p>2. Understand concepts of service, challenges in delivering quality services and retail industry trends.</p> <p>3. Apply suitable marketing mix for services depending upon sector.</p> <p>4. Equip with strategies to succeed in dealing with characteristics of services and relationship among the stakeholders.</p> <p>5. Develop retail formats considering the need of the customers.</p> <p>6. Analyse consumer evaluations of retail offerings and apply retail concepts to real situations and formulate retail marketing strategies for the success of retail industry.</p>
9.	16MB E117	Service Operations Management	<p>1. Demonstrate knowledge about the role of services sector in an economy and service strategy of an organization.</p> <p>2. Use and explain the meaning of winning the customers through service strategies.</p> <p>3. Apply the basic principle to design and development of new services.</p> <p>4. Evaluate the design of given services supply chain.</p> <p>5. Illustrate the cases where capacity management issues are well handled.</p> <p>6. Identify the technology related issues in handling risk and security in financial services sector.</p>



10	16MB E118	Enterprise Resource Planning (ERP)	<ol style="list-style-type: none"> 1. acquire in-depth knowledge of ERP as a prime Application software product. 2. comprehend core and extended modules of ERP. 3. demonstrate detailed knowledge of ERP Implementation cycle. 4. understand the usefulness of maintenance post ERP implementation. 5. understand concepts of reengineering and how they relate to ERP implementation. 6. gain knowledge on the future trends in ERP.
11	16MB E119	Cloud Computing and Internet of Things	<ol style="list-style-type: none"> 1. To gain Knowledge of various applications on cloud for efficient business management. 2. To choose the appropriate technologies, algorithms, and approaches for the related issues. 3. To articulate the main concepts, key technologies, strengths, and limitations of cloud computing and the possible applications for state-of-the-art cloud computing. 4. To explain the core issues of internet of things and its technologies. 5. To identify the usage of IOT in different streams. 6. To provide the appropriate cloud computing and internet of things solutions and recommendations according to the applications used.



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