

MBA is a most sought-after programme for students aspiring for a good career. The programme objectives are compatible with their aspirations, and the ultimate programme outcome is always positive towards the career goals of the students. The programme outcomes and course-specific outcome are intimated to all concerned in writing.

PROGRAMME OUTCOMES FOR MBA

PO1. Business Environment and Domain Knowledge (BEDK): Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.

PO2. Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analysing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.

PO3. Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding.

PO4. Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.

PO5. Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PO6. Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

UNIVERSITY CURRICULUM

BIITM is affiliated to Biju Patnaik University of Technology (BPUT), Odisha and follows the courses of study prescribed by the university. The 2-year MBA programme is divided to 4 semesters. The first 2 semesters aim at giving a broad exposure of the students to the core areas of business studies, and the students pursue major & minor specializations during the 3rd & 4th Semesters along with a few core subjects. The Subjects of specializations are:

- Marketing
- Finance
- HR
- Operation
- IT

The university curriculum requires students to have hands on experience in the form of **SIP (Summer Internship Programme)** at the end of 2nd semester and to do a **Seminar Presentation** during the 4th semester. The details of course structure areas follows.

1ST SEMESTER MBA

Sl No.	Sub.Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1.	18MBA101	Managerial Economics	3	100	50	150
2.	18MBA102	Marketing Management	3	100	50	150
3.	18MBA103	Organizational Behaviour	3	100	50	150
4.	18MBA104	Management Principles	3	100	50	150
5.	18MBA105	Decision Science	3	100	50	150
6.	18MBA106	Business Communication	3	100	50	150
7.	18MBA107	Financial Accounting and Analysis	3	100	50	150
8.	18MBA108	Business Law	3	100	50	150
9.	18MBA109	Business Environment & Ethics	3	100	50	150

2NDSEMESTER MBA

Sl No.	Sub.Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1.	18MBA201	Corporate Finance	3	100	50	150
2.	18MBA202	Indian Financial Systems and Services	3	100	50	150
3.	18MBA203	Human Resources Management	3	100	50	150
4.	18MBA204	Business Research	3	100	50	150
5.	18MBA205	Operations Management	3	100	50	150
6.	18MBA206	International Business	3	100	50	150
7.	18MBA207	Fundamentals of IT & ERP	3	100	50	150
8.	18MBA208	Corporate Strategy	3	100	50	150
9.	18MBA209	Entrepreneurship Development	3	100	50	150

3RDSEMESTER MBA

Sl No.	Sub. Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1.	18MBA301A	Consumer Behaviour	3	100	50	150
2.	18MBA302A	Sales & Distribution Management	3	100	50	150
3.	18MBA303A	Digital Marketing	3	100	50	150
4.	18MBA304A	Service Marketing	3	100	50	150
5.	18MBA 301B	Security Analysis & Portfolio Management	3	100	50	150
6.	18MBA 302B	Financial Derivatives	3	100	50	150
7.	18MBA 303B	Advanced Management Accounting	3	100	50	150
8.	18MBA 304B	Project Appraisal and Financing	3	100	50	150
9.	18MBA 301C	Manpower Planning	3	100	50	150
10.	18MBA 302C	Employee Relations	3	100	50	150
11.	18MBA 303C	Compensation and Benefit Management	3	100	50	150

12.	18MBA 304C	Performance Management System	3	100	50	150
13.	18MBA 301D	Supply Chain Management & Logistics	3	100	50	150
14.	18MBA 302D	Pricing & Revenue Management	3	100	50	150
15.	18MBA 303D	Operations Strategy	3	100	50	150
16.	18MBA 304D	Sales & Operation Planning	3	100	50	150
17.	18MBA 305	Internship	4	0	100	100

4TH SEMESTER MBA

SI No.	Sub.Code	Subject	Credit	University Marks	Internal Marks	Total Marks
1.	18MBA 401A	Retail Marketing	3	100	50	150
2.	18MBA 402A	Product & Branding Management	3	100	50	150
3.	18MBA 403A	B2B Marketing	3	100	50	150
4.	18MBA 401B	Business Taxation	3	100	50	150
5.	18MBA 402B	Behavioural Finance	3	100	50	150
6.	18MBA 403B	Mergers and Corporate Restructuring	3	100	50	150
7.	18MBA 401C	Team Dynamis at Work	3	100	50	150
8.	18MBA 402C	Strategic HRM	3	100	50	150
9.	18MBA 403C	Industrial Legislations	3	100	50	150
10.	18MBA 401D	Management of Manufacturing System	3	100	50	150
11.	18MBA 402D	Sourcing Management	3	100	50	150
12.	18MBA403D	Operations Research Applications	3	100	50	150
13.	18MBA 404	Seminar Presentation	2	100	0	100

COURSE OUTCOME OF 1ST SEMESTER MBA & MBA (BA) COURSES

SL. NO.	SEM.	SUBJECT	SUBJECT CODE	AT THE END OF THE COURSE, THE STUDENT WILL BE ABLE TO:
1	1 ST	Managerial Economics	18MBA101	<p>CO1: Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.</p> <p>CO2: Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.</p> <p>CO3: Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.</p> <p>CO4: Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle</p>
2	1 ST	Marketing Management	18MBA102	<p>CO1: Identify the key analytical frameworks and tools used in marketing.</p> <p>CO2: Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.</p> <p>CO3: Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings.</p> <p>CO4: Analyse 4 Ps of marketing and its application across industries.</p>

3	1 ST	Organizational Behaviour	18MBA103	<p>CO1: Explain & interpret various concepts organizational Behaviour.</p> <p>CO2: Apply different tools and techniques to make the students interpret the contemporary behavioural aspect of Individual as well as of group in an organization.</p> <p>CO3: Analyse, identify problems and develop skill to deal with situation implementing right behavioural trait.</p> <p>CO4: Integrate & implement important behavioural skill to empower the students to appreciate the requirement of behavioural code of conduct in the world of business.</p>
4	1 ST	Management Principles	18MBA104	<p>CO1: Interpret various concepts, approaches and practices of Management.</p> <p>CO2: Demonstrate and explain the various tools, techniques & approaches of management principles and practices.</p> <p>CO3: Effectively apply the concepts, various techniques and methods of managing the organizational situations.</p> <p>CO4: Develop the model for addressing the various Organizational challenges out of the learning Process.</p>
5	1 ST	Decision Science	18MBA105	<p>CO1: Demonstrate proficiency with statistical analysis of data. To lay adequate theoretical foundation to study various applied fields in statistics. To know how global business decisions depends on the statistical analysis of data and specific relationship between two or more variables.</p> <p>CO2: Develop the ability to build and assess data-based models. Quantitative analysis of data, problem solving approach and use of mathematical techniques.</p> <p>CO3: Recognize the importance and value of Operations Research and linear programming</p>

				<p>in solving practical problems in real business world. Interpret the transportation models' solutions and infer solutions to the real-world problems. Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.</p> <p>CO4: Recognize and solve game theory and Marko's chain. Know when simulation and dynamic programming can be applied in real world problems.</p> <p>CO5: Learn the context around which decisions must be taken, evaluate all factors involved developing possibilities, how to assess each possibility against set criteria to identify the best option and then how to develop that into a successful decision. Develop leadership quality to handle projects in real situation by using scientific tools, and implement suitable quality control measures.</p>
6	1 ST	Business Communication	18MBA106	<p>CO1. Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.</p> <p>CO2. Develop awareness of Techniques of active Listening and fluent speaking.</p> <p>CO3. Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.</p> <p>CO4. Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity. CO5. Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.</p>

7	1 ST	Financial Accounting and Analysis	18MBA107	<p>CO1: Explain the role of accounting as a language for financial communication of businesses, and meet the needs of both external and internal users using accounting principles.</p> <p>CO2: Illustrate the complete accounting process, including journalizing transactions, posting them to ledger, maintaining subsidiary books, preparing trial balance and drawing the financial statements for sole traders.</p> <p>CO3: Demonstrate a comprehensive understanding of corporate accounts, including the concepts of shares, share capital, the issuance of shares, instalment payments, share buybacks, and the use of debentures and bonds in corporate financing.</p> <p>CO4: Analyse corporate financial statements using techniques like Common Size Statement, Trend Analysis, Ratio Analysis, and Cash Flow Analysis as per AS – 3 (Revised).</p>
8	1 ST	Business Law	18MBA108	<p>CO1: Appreciate the relevance of business law to individuals, commercial entities and the role of business law in an economic and social context.</p> <p>CO2: Apply basic legal knowledge to business transactions.</p> <p>CO3: Interpret the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer or employee.</p>
9	1 ST	Business Environment & Ethics	18MBA109	<p>CO1: Gain deep insight into the various forces which significantly impact the business environment.</p> <p>CO2: Demonstrate an understanding of evaluating businesses holistically given changes in technology, governance and globalization</p>

				<p>CO3: Appreciate and gain deeper understanding of climate change causes and consequences and steps being taken by governments globally</p> <p>CO4: Interpret and practice business ethics and its importance in a rules based world order.</p>
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COURSE OUTCOME OF 2ND SEMESTER MBA & MBA (BA) COURSES

SL. NO.	SEM.	SUBJECT	SUBJECT CODE	AT THE END OF THE COURSE, THE STUDENT WILL BE ABLE TO:
10	2 ND	Corporate Finance	18MBA201	<p>CO1: Explain the foundational concepts including finance functions, financial goals, agency problems, time value of money, risk and return concepts, and various sources of funds.</p> <p>CO2: Interpret the concepts of cost of capital and apply various capital budgeting techniques to evaluate investment proposals.</p> <p>CO3: Describe the capital structure and its theories, analyse the impact of leverage on financing decisions, and apply dividend theories for effective dividend policies.</p> <p>CO4: Identify strategies for effective current assets management including cash, receivables, and inventory to take working capital decisions.</p>
11	2 ND	Indian Financial Systems and Services	18MBA202	<p>CO1: Analyse the structure, functions, and recent trends in the Indian banking system and describe the role of different types of banks in providing various banking services and products, including deposit and loan products.</p>

				<p>CO2: Analyse the principles and types of insurance, and explain the applicability of different insurance products in the Indian market.</p> <p>CO3: Outline the functioning of money market and capital market, including the role and functions of various players, instruments, and institutions, as well as the trading mechanisms and regulations in place for primary and secondary markets.</p> <p>CO4: Illustrate and differentiate between different investment options available in the financial market, including mutual funds, stock market investments, venture capital, leasing, and hire purchase, and evaluate their suitability for different types of investors.</p>
12	2 ND	Human Resources Management	18MBA203	<p>CO1: Explain & interpret different concepts, Functions & Processes of HRM.</p> <p>CO2: Apply different tools and techniques for managing human resources in an organization.</p> <p>CO3: Analyze, identify problems and develop skill sets in managing human resources in an organizational context.</p> <p>CO4: Integrate the knowledge of HR concepts to Plan and design human resource intervention & strategies for an organization.</p>
13	2 ND	Business Research	18MBA204	<p>CO1: Learn Foundations of Research Methodology and application of Research in Business Decision-Making</p> <p>CO2: Develop Proficiency in Research Design and Data Collection</p> <p>CO3: Apply Advanced Statistical Analysis in Business Research</p> <p>CO4: Effectively Communicate the Research Findings</p>

14	2ND	Operations Management	18MBA205	<p>CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>CO2: Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments</p> <p>CO3: Develop aggregate capacity plans and MPS in operation environments.</p> <p>CO4: Plan and implement suitable quality control measures in Quality Circles to TQM.</p>
15	2ND	International Business	18MBA206	<p>CO1: Evaluate advanced knowledge of economics and business administration and specialized insight into International business.</p> <p>CO2: Acquire in-depth knowledge of scientific theories and methods that is relevant to the subjects of International Business.</p> <p>CO3: Explore comprehensive, independent reports and have a complete command of the technical terms of global business</p> <p>CO4: Indicate problem issues within international business and/or innovation and entrepreneurship, analyse these issues, draw conclusions, and disseminate findings in international business strategies.</p>
16	2ND	Fundamentals of IT & ERP	18MBA207	<p>CO1: Interpret and apply the fundamental concepts of information systems.</p> <p>CO2: Develop the knowledge about management of information systems</p> <p>CO3: Make basic use of Enterprise software, and its role in integrating business function</p> <p>CO4: Interpret and recommend the use information technology to solve business problems.</p>

17	2ND	Corporate Strategy	18MBA208	<p>CO1: Interpret the concept of corporate strategy.</p> <p>CO2: Analyse the inter-linkages between the strategy of the organization and the structure of the organization.</p> <p>CO3: Identify the different levels of corporate strategy and able to chart strategies for the organisation that derive from both the external and internal analyses performed.</p> <p>CO4: Examine the reasons for developing Strategies and analyze the resources and capabilities of the organization.</p>
18	2ND	Entrepreneurship Development	18MBA209	<p>CO1: Rationalise for studying Entrepreneurship Development and realizing that entrepreneurs are wealth creators in our society</p> <p>CO2: Demonstrate a fundamental comprehension of business opportunities and implementing them practically.</p> <p>CO3: Discuss unique start-up or entrepreneurial ideas in groups and present a business plan that articulates and applies financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.</p> <p>CO4: Demonstrate an in-depth understanding of the Start-up ecosystem in India and become conversant with sources of new finances, use of technology, customer acquisition concepts, etc. The focus will be on creating sustainable businesses.</p>

COURSE OUTCOME OF 3RD SEMESTER MBA & MBA (BA) COURSES

SL. NO.	SEM.	SUBJECT	SUBJECT CODE	AT THE END OF THE COURSE, THE STUDENT WILL BE ABLE TO:
MARKETING SPECIALISATION				
19	3 RD	Consumer Behaviour	18MBA301A	<p>CO1: Rationalise for studying consumer behaviour and understanding its significance.</p> <p>CO2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.</p> <p>CO3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.</p> <p>CO4: Build the capability in understanding decision making processes, consumer behaviour models and Omni channel behaviour.</p>
20	3 RD	Sales & Distribution Management	18MBA302A	<p>CO1: Develop effective sales strategies: Gain the knowledge and skills to develop comprehensive sales strategies that align with business objectives, market conditions, and customer needs, resulting in increased sales revenue and market share.</p> <p>CO2: Optimize distribution channels: Learn to evaluate and select appropriate distribution channels, including direct and indirect channels, to ensure efficient product delivery, maximize market reach, and minimize costs.</p> <p>CO3: Build and manage sales teams: Acquire the ability to recruit, train, motivate, and manage sales teams, enabling them to effectively engage with customers, meet sales targets, and contribute to the overall success of the organization.</p>

				CO4: Analyze logistics operations, identify areas for improvement, and propose effective solutions that enhance overall supply chain performance. Develop an effective online marketing strategy to drive customer engagement, increase brand visibility, and optimize logistics operations within an e-commerce environment.
21	3 RD	Digital Marketing	161MN303A	CO1: Gain knowledge about the designing, developing and promoting through Blogs, Website, Social Networks CO2: Utilise the search engines for better visibility in the online world CO3: Create and implement different strategies in the social networking sites CO4: Design e-mail marketing, Affiliate Marketing, Content Marketing, Display Advertising and Mobile marketing campaigns for promotional activities. CO5: Implement google analytics for identifying, filtering and tracking the day today business activities in the organisation
22	3 RD	Service Marketing	18MBA304A	CO1: Interpret the Concept of Services and intangible products CO2: Discuss the relevance of the services Industry to Industry CO3: Examine the characteristics of the services industry and the modus operandi CO4: Analyse and evaluate the role and relevance of Quality in Services

FINANCE SPECIALISATION

23	3 RD	Security Analysis & Portfolio Management	18MBA301B	<p>CO1: Describe basic understanding of investment and its constituents.</p> <p>CO2: Design Optimal portfolio and evaluate them using models.</p> <p>CO3: Outline and examine precise models to securities performance and forecasting</p> <p>CO4: Apply precise models to securities performance and forecasting</p>
24	3 RD	Financial Derivatives	18MBA302B	<p>CO1: Describe about basics of financial derivative products, history, growth, uses and traders etc. of financial derivatives.</p> <p>CO2: Analyse different concept and technicalities of forward and future contracts and evaluating the value of the contracts.</p> <p>CO3: Apply different concept and technicalities of Options contracts and determining the pricing of options using Binomial and Black Scholes model.</p> <p>CO4: Describe different concept and technicalities of Swap contracts.</p>
25	3 RD	Advanced Management Accounting	18MBA303B	<p>CO1: Acquire, describe and explain fundamental knowledge of cost accounting concepts and identify the various elements to calculate the total cost and unit cost of a product or service.</p> <p>CO2: Evaluate and interpret different methods costing to ascertain and control the costs in manufacturing and service industries.</p> <p>CO3: Use costing techniques for short-term decision-making and product cost analysis.</p> <p>CO4: Illustrate and utilize advanced management tools for budgeting, standard setting, locating variances and evaluation of performance.</p>

26	3 RD	Project Appraisal & Financing	18MBA304B	<p>CO1: Describe the basic features of a project management</p> <p>CO2: Evaluate the project by using various appraisal techniques</p> <p>CO3: Do financial appraisal of a project (Cost Benefit Analysis of a Project)</p> <p>CO4: Identify about various sources of project financing</p> <p>CO5: Analyze about the state of infrastructure project in India</p>
HUMAN RESOURCES SPECIALISATION				
27	3 RD	Manpower Planning	18MBA301C	<p>CO1: Develop, explain and interpret different concept of Manpower Planning.</p> <p>CO2: Apply different tools and techniques such as; demand forecasting, supply forecasting and other manpower planning processes for effective utilization of manpower</p> <p>CO3: Analyze, identify problems and develop a potential workforce through competency mapping and other strategic tools</p> <p>CO4: Integrate the knowledge of HR concepts to map the gap and other business approaches to strategically plan the manpower requirement.</p>
28	3 RD	Employee Relations	18MBA302C	<p>CO1: Describe the importance of employee relations from the organisations point of view.</p> <p>CO2: Associate the approaches of industrial relations in order to bring effectiveness in the organization.</p> <p>CO3: Explain about various industrial legislations those are existing to protect the interest of the employees as well as employers.</p> <p>CO4: Explain the global scenario of industrial relations for broader applicability.</p>

29	3 RD	Compensation and Benefit Management	18MBA303C	<p>CO1: Explain & interpret different concepts, Functions & Processes of HRM.</p> <p>CO2: Apply different tools and techniques for managing human resources in an organization.</p> <p>CO3: Analyze, identify problems and develop skill sets in managing human resources in an organizational context.</p> <p>CO4: Integrate the knowledge of HR concepts to Plan and design human resource intervention & strategies for an organisation.</p>
30	3 RD	Performance Management System	18MBA304C	<p>CO1: Interpret an organization's performance management process that is compliant with law and support organizational mission and strategy.</p> <p>CO2: Identify various organizational performance management programme and best practice and define attributes of effective performance management systems.</p> <p>CO3: Develop and apply job-related performance standard and performance indicators that reflect the employee's range of responsibilities</p> <p>CO4: Integrate the knowledge to implement appropriate actions with employees (e.g. training and development, wage increase, promotion, bounce etc.) based on their performance strengths and weakness.</p>
OPERATIONS MANAGEMENT SPECIALISATION				
31	3 RD	Supply Chain Management & Logistics	18MBA301D	<p>CO1: Estimate and evaluate the concept of operational integration and global supply chain integration, different process of supply chain, role of different drivers and demand forecasting. Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains.</p>

				<p>CO2: Interpret the foundational role of logistics as it relates to transportation and warehousing. How to align the management of a supply chain with corporate goals and strategies. Strengthen integrative management analytical and problem-solving skills.</p> <p>CO3: Learn how logistic and supply chain strategies can create value generation and utilize IT applications. Design and provide a practical approach to support the business' decision-making within the context of supply chain management and the real world.</p> <p>CO4: Analyze performance measures to achieve sustainability in supply chain operations. Evaluate environmental, social, and governance risks in end-to-end supply chains. Interpret reverse logistics, recall and recovery operations and spillover effect.</p>
32	3 RD	Pricing and Revenue Management	18MBA302D	<p>CO1: Translate the knowledge of pricing and revenue management with respect to operations management.</p> <p>CO2: Interpret the impact of different markets and their economics in context of revenue management.</p> <p>CO3: Identify, Evaluate, choose and develop different methods and approaches of network and capacity control in revenue management.</p> <p>CO4: Application of pricing and revenue management in various business industries like airlines, hospitality and railways.</p>
33	3 RD	Operations Strategy	18MBA303 D	<p>CO1: Interpret the students about what is operations strategy and how it's applied in the field of operations management.</p> <p>CO2: Apply operations strategy in terms of business process, capacity, technology and facilities domains.</p> <p>CO3: Analyse the operations strategy in terms of quality and cost perspective.</p> <p>CO4: Use operations strategy in the field of purchasing/sourcing and supply chain management.</p> <p>CO5: Analyse the operations strategy application in real world scenario.</p>

34	3 RD	Sales and Operation Planning	18MBA304D	<p>CO1: Relate the relationship between Sales & Operation Planning Define and establish an effective Sales & Operation plan which can improve revenues, decrease costs, and increase customer satisfaction.</p> <p>CO2: Apply strategic planning and its linkage to sales and operation, approaches and the methods (Qualitative and Quantitative) of sales forecasting.</p> <p>CO3: Construct Strategic Capacity planning, aggregate planning. The student will be able to develop aggregate planning by applying aggregate strategies.</p> <p>CO4: Relay Master Production scheduling, EPR in operation planning and control.</p>
35	3 RD	Internship	18MBA305	<p>CO1: Apply core MBA knowledge to solve real-world business problems.</p> <p>CO2: Develop professional communication and interpersonal skills in an organizational setting.</p> <p>CO3: Gain practical experience in a specific industry or functional area.</p> <p>CO4: Reflect on learning experiences and articulate career goals for the future.</p>

COURSE OUTCOME OF 4TH SEMESTER MBA & MBA (BA) COURSES

SL. NO.	SEM.	SUBJECT	SUBJECT CODE	AT THE END OF THE COURSE, THE STUDENT WILL BE ABLE TO:
MARKETING SPECIALISATION				
35	4 TH	Retail Management	18 MBA401A	<p>CO1: Interpret retail industry fundamentals: Gain a solid understanding of the fundamental principles, concepts, and dynamics of the retail industry, including market trends, consumer behavior, and competitive analysis.</p> <p>CO2: Apply effective retail management strategies: Develop the ability to apply strategic thinking and decision-making skills to manage key aspects of retail operations, such as merchandising, inventory control, store layout, and pricing.</p> <p>CO3: Enhance customer service and sales techniques: Acquire the knowledge and skills necessary to provide exceptional customer service and employ effective sales techniques to drive customer satisfaction, loyalty, and maximize sales revenue.</p> <p>CO4: Develop and disseminate a strategic roadmap for building and managing a successful retail brand that drives customer loyalty, increases market share, and enhances the overall brand equity of the retail business.</p>
36	4 TH	Product & Branding Management	18MBA402A	<p>CO1: Interpret the key concepts and theories in product portfolio management.</p> <p>CO2: Interpret the use of branding on products and the relevant psychological branding theories.</p>

				<p>CO3: Develop the ability to appraise brand strategies and make suggestions for improvement.</p> <p>CO4: Develop the ability to recognize and respond to challenges in the management of products and brands.</p>
37	4 TH	B2B Marketing	18MBA403A	<p>CO1:Rationalise for studying B2B Marketing and its importance in India</p> <p>CO2:Demonstrate a fundamental comprehension of B2B Marketing Process</p> <p>CO3:Discuss unique strategies employed by companies for marketing to Business companies</p> <p>CO4:Demonstrate an in-depth understanding of the marketing and buying process</p>
FINANCE SPECIALISATION				
38	4 TH	Business Taxation	18MBA401B	<p>CO1: Describe the provisions of the Indian Income Tax Act and determine the residential status and tax liability for different persons.</p> <p>CO2: Differentiate between various sources of income and calculate the total income and tax liability of individuals from Salary.</p> <p>CO3: Illustrate the total income from house properties, business and profession, capital gains, and other sources and list various exemptions available under the Income Tax Act.</p> <p>CO4: Analyse the concepts of Goods and Services Tax (GST) and Value Added Tax (VAT) and determine the tax liability under GST & VAT.</p>

39	4 TH	Behaviour Finance	18MBA402B	<p>CO1: Demonstrate an understanding of how behavioral finance deviates from traditional finance theories. Apply behavioral finance concepts to analyze real-world financial scenarios and decision-making processes.</p> <p>CO2: Compare and contrast traditional finance theories (e.g., Efficient Market Hypothesis) with behavioral finance theories (e.g., Prospect Theory, Behavioral Portfolio Theory). Critically evaluate the contributions and limitations of key behavioral finance theories in explaining market phenomena</p> <p>CO3: Analyze how these biases impact individual and market-wide decision-making processes. Develop strategies to recognize, mitigate, and potentially exploit biases in financial decision-making.</p>
40	4 TH	Mergers & Corporate Restructuring	18MBA403B	<p>CO1: Recall the concept of Financial Policy and Corporate Strategy</p> <p>CO2: Describe type of merger, acquisition and due diligence</p> <p>CO3: Analyze the concept of takeover, cross boarder take over leveraged buyout, divestitures, spin –offs</p> <p>CO4: Explain different technique involve corporate restructuring</p>

HUMAN RESOURCES SPECIALISATION

41	4 TH	Team Dynamics at work	18MBA401C	<p>CO1: Interpret and explain various concepts of a Work Group and Team and Different types of teams in a business context.</p> <p>CO2: Apply different tools and techniques of developing work teams, design team Process.</p> <p>CO3: Analyse situations in organization as to how and why team members cooperate And could become competitive among members.</p> <p>CO4: Develop and design suitable course/plan of action pertaining to conflict Management, team and individual reward practices to motivate a team.</p>
42	4 TH	Strategic HRM	18MBA402C	<p>CO1: Develop and interpret the meaning and nature of SHRM</p> <p>CO2: Apply different HR strategies are related to business strategies</p> <p>CO3: Analyze, identify problems and integrate dynamic nature of global competition and of social and technological trends and their significance for HRM practice.</p>
43	4 TH	Industrial Legislation	18MBA403C	<p>CO1: Interpret different concepts of Industrial legislation</p> <p>CO2: Critically evaluate the effectiveness and limitations of existing industrial legislation in promoting fair and equitable employment practices, as well as propose potential reforms or improvements.</p> <p>CO3: Integrate and apply the knowledge the legal principles to real-world scenarios for understanding of how industrial legislation operates in practice.</p>

OPERATIONS MANAGEMENT SPECIALISATION

44	4 TH	Management of Manufacturing System	18MBA401D	<p>CO1: Gain more insights on the concept of Manufacturing System</p> <p>CO2: Briefly explain insights on cellular manufacturing systems as present day requirement in industry.</p> <p>CO3: Apply in to Just-in-Time conceptual ideas and familiar about the lean philosophy, Kaizen concept and Six Sigma.</p> <p>CO4: Gain knowledge on synchronizing and Flexible manufacturing systems special reference to product industry.</p>
45	4 TH	Sourcing Management	18MBA402D	<p>CO1: Illustrate basic knowledge and understanding on global sourcing principles and practices with recent advances</p> <p>CO2: Inculcate the habit of negotiation, risk analysis, do supplier research and evaluate them as per firm's requirement</p> <p>CO3: Identify, develop and modify different methods of rating and selecting suppliers or vendors</p> <p>CO4: Analysis of supplier performance using various analytical tools</p>
46	4 TH	Operations Research Applications	18MBA403D	<p>CO1: Formulate and solve problems as networks and graphs.</p> <p>CO2: Construct lpp and nlpp models and discuss the solution techniques</p> <p>CO3: Know various scheduling technique</p> <p>CO4: Discussion on bin Packing and Portfolio optimization</p>

47	4 TH	Seminar presentation	18MBA404	<p>CO1: Demonstrate strong presentation skills to effectively communicate complex business concepts to a diverse audience.</p> <p>CO2: Apply critical thinking and analytical skills to respond to questions and engage in discussions related to the chosen seminar topic.</p> <p>CO3: Develop and deliver a well-structured and persuasive presentation on a chosen business topic, adhering to time constraints.</p> <p>CO4: Effectively defend the chosen seminar topic through comprehensive knowledge and clear communication during the viva voce examination.</p>
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