



## DEPARTMENT OF MANAGEMENT STUDIES

### Course Outcomes:

**R 2017**

#### I Semester

#### BA 5101 Economic Analysis for Business

Course Code	Course Outcomes
Co1	To understand the basic concepts of Economics
Co2	To explore the consumer and supplier behavior
Co3	To acquire knowledge about the product market and factor market
Co4	To understand the performance of the macro economics
Co5	To explore the aggregate supply and role of money
Co6	To understand the micro macro economic environment of business.

#### BA 5102 Principles of Management

Course Code	Course Outcomes
Co1	To understand the management of an organization
Co2	To explore the planning activities of an organization
Co3	To understand organizational structures and functioning
Co4	To explore the various issues of people management
Co5	To understand the process of budget and controlling
Co6	To expose the students to the basic concepts of management in order to aid in understanding how an organization functions

#### BA 5103 Accounting for Management

Course Code	Course Outcomes
Co1	To acquire a reasonable knowledge in accounts
Co2	To explore the planning activities and the maintenance of accounts
Co3	To understand and analyze the various framing of financial statements
Co4	To explore the various pros and cons in the area of costs associated with production
Co5	To understand the accounts in an computerized environment
Co6	To expose the students to the basic concepts of accounts and to possess a managerial outlook at accounts



## DEPARTMENT OF MANAGEMENT STUDIES

### BA5104 Legal aspects of Business

Course Code	Course Outcomes
Co1	To understand the commercial act and sale of good act
Co2	To explore the company law
Co3	To understand the industrial laws
Co4	To explore income tax and sales tax laws
Co5	To understand the consumer protection and cyber laws
Co6	Legal insight will be established in the business practices according to the situation of changing environment.

### BA 5105 Organizational Behavior

Course Code	Course Outcomes
Co1	To develop need, nature and framework of Organisational behaviour
Co2	To understand human behavior and work behaviour
Co3	To understand group behavior and interpersonal relationship
Co4	To determine the importance of leadership and power
Co5	To determine the dynamics of organizational behaviour
Co6	A better understanding of human behaviour, framework for managing individual and group performance in organization

### BA5106 Statistics for Management

Course Code	Course Outcomes
Co1	To understand the basics concepts of statistics
Co2	To explore the sampling techniques and estimation
Co3	To understand the parametric tests
Co4	To explore the non-parametric tests
Co5	To understand correlation and time series analysis
Co6	To facilitate objective solutions in business decision making under subjective conditions

### BA5107 Total Quality Management

Course Code	Course Outcomes
Co1	To understand the customer perception of quality
Co2	To explore the principles of quality management
Co3	To understand the statistical process control
Co4	To explore the tools and techniques of Quality management
Co5	To understand quality system management and implementation
Co6	To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight



## DEPARTMENT OF MANAGEMENT STUDIES

### BA5111 Spoken and Written Communication

Course Code	Course Outcomes
Co1	Understanding Electrical and Electronics components and using different methods find out the numeric value of the components
Co2	Understanding various measuring instruments
Co3	To design the rectifier circuit and find the DC content
Co4	To generate square wave using IC
Co5	To implement various digital logic circuits and Understand the soldering process
Co6	Design a simple circuit in PCB

## II SEMESTER

### BA5201 Applied Operations Research

Course Code	Course Outcomes
Co1	To understand linear programming techniques
Co2	To explore the extension of linear programming techniques
Co3	To understand the integer programming
Co4	To explore the decision theory
Co5	To understand the queuing theory
Co6	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.

### BA5202 Business Research Methods

Course Code	Course Outcomes
Co1	To understand the basics of business research methods
Co2	To explore the research design and measurement
Co3	To understand the data collection methods
Co4	To explore the data preparation and analysis
Co5	To understand the report design and writing
Co6	To become acquainted with the scientific methodology in business domain.

### BA5203 Financial management

Course Code	Course Outcomes
Co1	To understand the basics of financial methods
Co2	To understand the operational nuances of a finance manager
Co3	To comprehend the technique of making decisions related to finance function
Co4	To explore the working capital determinants
Co5	To understand the various long term sources of finance
Co6	To possess the technique of managing finance in an organization.



## DEPARTMENT OF MANAGEMENT STUDIES

### BA5204 Human Resources Management

Course Code	Course Outcomes
Co1	To understand the perspective of human resources management
Co2	To explore the best fit of employees
Co3	To understand the training and executive development
Co4	To explore the sustaining employee interest
Co5	To understand the performance evaluation and control process
Co6	To gain knowledge and skills needed for success as a human resources professional

### BA5205 Information Management

Course Code	Course Outcomes
Co1	To understand the importance of information in business
Co2	To understand system analysis and design
Co3	To understand the database management system
Co4	To explore the security control and reporting
Co5	To understand the new IT initiatives
Co6	To Gains knowledge on effective applications of information systems in business

### BA5206 Operations Management

Course Code	Course Outcomes
Co1	To understand the basics of operations management
Co2	To understand forecasting, capacity and facility management
Co3	To understand the design product and work systems
Co4	To explore the materials management
Co5	To understand the scheduling and project management
Co6	To understanding of the strategic and operational decisions in managing manufacturing and service organizations

### BA 5207 Marketing Management

Course Code	Course Outcomes
Co1	To develop on understanding of ideas & nuance of modern marketing
Co2	To describe the process to formulate & mange the B2B marketing strategies including all key components
Co3	To analyze the techniques to conduct marketing analysis including marketing segmentation & targeting
Co4	To compare & contrast different perception that characteristic the study of consumer behavior
Co5	To determine the role of IMC in the overall marketing program
Co6	To determine the analytic skills in solving marketing related problems



## DEPARTMENT OF MANAGEMENT STUDIES

### III SEMESTER

#### BA5301 International Business Management

Course Code	Course Outcomes
Co1	To understand the international business basics
Co2	To understand the international trade and investment
Co3	To understand the international strategic management
Co4	To understand the global business
Co5	To understand the conflict management
Co6	To expose the students to the basic concepts of international business management

#### BA5302 Strategic Management

Course Code	Course Outcomes
Co1	To understand the basics of strategic and process
Co2	To understand the competitive advantage
Co3	To understand the different strategies
Co4	To understand the strategy implementation
Co5	To understand the other strategic issues
Co6	To obtain knowledge and understanding of management concepts principles and skills from a people

### PROFESSIONAL ELECTIVES STREAM

#### STREAM/SPECIALISATION: MARKETING MANAGEMENT

#### BA 5004 Integrated Marketing Communication

Course Code	Course Outcomes
Co1	To understand the scope and objectives of Marketing
Co2	To explore the range and reach of various media
Co3	To understand the scope and objectives of sales promotion
Co4	To understand the importance of PR and its tools
Co5	To explore the scope of publicity through social media
Co6	To access the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.



## DEPARTMENT OF MANAGEMENT STUDIES

### BA 5005 Retail Management

Course Code	Course Outcomes
Co1	To understand about the importance of retail industry in India
Co2	To differentiate the different types of retail formats
Co3	To develop the decision making capability in Retail Management
Co4	To understand the retail internal management system
Co5	To analyse the decision making process of the customer
Co6	To manage the retail chains and understand the retail customer's behavior

### BA5006 Services Marketing

Course Code	Course Outcomes
Co1	To understand the service economy
Co2	To understand the service marketing opportunities
Co3	To understand the service design and development
Co4	To explore the materials marketing
Co5	To understand the service strategies
Co6	To be able to apply the concepts of services marketing in promoting services

## STREAM/SPECIALISATION: FINANCIAL MANAGEMENT

### BA5008 Banking and Financial services

Course Code	Course Outcomes
Co1	To understand the concept of Indian banking system
Co2	To analyze the sources how they Raise their incomes and how they deploy it and its risks
Co3	To understand the aspects of credit monitoring and the risk management
Co4	To explore the risks and the threats related to e- banking
Co5	To understand the other fund based financial services rendered by the banks
Co6	To analyze the types of loans by the bank with risk profiles and to evaluate the performance of the banks

### BA5011 Merchant Banking and Financial Services

Course Code	Course Outcomes
Co1	To understand the concept of merchant banking
Co2	To understand the issue management
Co3	To understand the other fee based services
Co4	To explore the fund based financial services
Co5	To understand the other fund based financial services
Co6	To acquire Good knowledge on merchant banking activities



## DEPARTMENT OF MANAGEMENT STUDIES

### BA5012 Security Analysis and Portfolio management

Course Code	Course Outcomes
Co1	To understand the nuances of stock market operations
Co2	To estimate the segments and the participants in the financial market
Co3	To analyze the techniques involved in deciding upon purchase or sale of securities
Co4	To explore the various market indicators and its benefits
Co5	To understand the portfolio selection and the mutual funds
Co6	Aims at becoming a good and skilled investment analyst.

### STREAM/SPECIALISATION: HUMAN RESOURCE MANAGEMENT

#### BA5016 Labour Legislations

Course Code	Course Outcomes
Co1	To understand factory act
Co2	To understand the payment of wages act
Co3	To understand the industrial dispute act
Co4	To understand workmen compensation act
Co5	To understand the child labour prevention act
Co6	To appreciate the application of labour laws

#### BA5018 Organizational theory, design and development

Course Code	Course Outcomes
Co1	To understand the organization and its environment
Co2	To understand the organizational design
Co3	To understand the organizational culture
Co4	To explore organization changes
Co5	To understand the organization evolution and sustenance
Co6	To be able to analyze organizations more accurately and deeply by applying organization theory.

#### BA5019 Strategic Human resources management

Course Code	Course Outcomes
Co1	To understand basics of human resources development
Co2	To understand the E-hrm
Co3	To understand the cross culture hrm
Co4	To explore career competency development
Co5	To understand the employee coaching and counseling
Co6	To have a better understanding of the tools and techniques used by organizations to meet current challenges.



## DEPARTMENT OF MANAGEMENT STUDIES STREAM/SPECIALISATION: OPERATIONS MANAGEMENT

### BA 5025 Logistics Management

Course Code	Course Outcomes
Co1	To understand the need and the importance of logistics in the product flow
Co2	To analyze the design of distribution channels and the various outsourcing methods
Co3	To understand the various transportation management and the packing process
Co4	To explore the performance management measurement and the costs related to it.
Co5	To understand the various technological developments made in the logistics field
Co6	To enable an efficient method of moving the products with optimization of time and the costs.

### BA 5028 Project Management

Course Code	Course Outcomes
Co1	To learn the concepts of managing projects
Co2	To design the layout of planning and the budgeting for the work process
Co3	To understand the different scheduling and resource allocations for framing the path to market place.
Co4	To explore the different service facilities given for recording the reports, data collection and the project evaluation
Co5	To analyze the project organization and the conflict management
Co6	To apply project management principles in business situations to optimize resources utilization and time optimization

### BA5030 Supply chain management

Course Code	Course Outcomes
Co1	To understand business logistics and supply chain
Co2	To understand the managing flows
Co3	To understand the inventory and warehousing
Co4	To understand transporting and packing
Co5	To understand the organization and control
Co6	To gains knowledge on effective management of the logistics and supply chain