



## **Moodlakatte Institute of Technology**

(A Unit of Moodlakatte Nagarathna Bhujanga Shetty Trust (R.))

(Approved by AICTE, New Delhi & Affiliated to VTU, Belagavi)

Moodlakatte - 576 217, Kundapura Taluk, Udupi District, Karnataka

### Course outcome statements of 2018-2020 Batch

The below table represents the course outcome statements of the courses offered from first semester to fourth semester of MASTER OF BUSINESS ADMINISTRATION 2018-2020 Batch.

## Master of Business Administration

<b>Course Name</b>	<b>Management &amp; Organizational Behavior</b>
<b>Course Code</b>	<b>18MBA11</b>
CO1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
CO2	Understand the overview of management, theory of management and practical applications of the same.
CO3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
CO5	Understand and demonstrate their exposure on recent trends in management.

<b>Course Name</b>	<b>Managerial Economics</b>
<b>Course Code</b>	<b>18MBA12</b>
CO1	The student will understand the application of Economic Principles in Management decision making.
CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
CO3	The student will be able to understand, assess and forecast Demand.
CO4	The student will apply the concepts of production and cost for optimization of production.
CO5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
CO6	The student will be able to identify, assess profits and apply BEP for decision making.

<b>Course Name</b>	<b>Accounting for Managers</b>
<b>Course Code</b>	<b>18MBA13</b>
CO1	Demonstrate theoretical knowledge and its application in real time accounting
CO2	Demonstrate knowledge regarding accounting principles and its application.
CO3	Capable of preparing financial statement of sole trading concerns and companies.
CO4	Independently undertake financial statement analysis and take decisions.
CO5	Comprehend emerging trends in accounting and taxation.

<b>Course Name</b>	<b>Business Statistics &amp; Analytics</b>
<b>Course Code</b>	<b>18MBA14</b>
CO1	Facilitate objective solutions in business decision making under subjective conditions.
CO2	Demonstrate different statistical techniques in business/real-life situations.
CO3	Understand the importance of probability in decision making
CO4	Understand the need and application of analytics.
CO5	Understand and apply various data analysis functions for business problems.

<b>Course Name</b>	<b>Marketing Management</b>
<b>Course Code</b>	<b>18MBA15</b>
CO1	Develop an ability to assess the impact of the environment on marketing function.
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
CO3	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
CO4	Build marketing strategies based on product, price, place and promotion objectives.
CO5	Synthesize ideas into a viable marketing plan.

<b>Course Name</b>	<b>Managerial Communication</b>
<b>Course Code</b>	<b>18MBA16</b>
CO1	The students will be aware of their communication skills and know their potential to become successful managers.
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
CO3	The students will be introduced to the managerial communication practices in business those are in vogue.
CO4	Students will get trained in the art of business communication with emphasis on analysing business situations
CO5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.

<b>Course Name</b>	<b>Human Resource Management</b>
<b>Course Code</b>	<b>18MBA21</b>
CO1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.

CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
CO3	Identify the various training methods and design a training program.
CO4	Understand the concept of performance appraisal process in an organization.
CO5	List out the regulations governing employee benefit practices.

<b>Course Name</b>	<b>Financial Management</b>
<b>Course Code</b>	<b>18MBA22</b>
CO1	Understand the basic financial concepts.
CO2	Apply time value of money
CO3	Evaluate the investment decisions.
CO4	Analyse the capital structure and dividend decisions
CO5	Estimate working capital requirements.

<b>Course Name</b>	<b>Research Methodology</b>
<b>Course Code</b>	<b>18MBA23</b>
CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

<b>Course Name</b>	<b>Legal And Business Environment</b>
<b>Course Code</b>	<b>18MBA24</b>
<b>PART A</b>	
CO1	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
CO2	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
CO3	To give the students an insight on Winding up of the companies, Mode of winding up of the companies.
<b>PART B</b>	
CO1	To student will have an understanding of the macro environment of Business and various

	macroeconomic concepts.
CO2	The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.
CO3	The student will be exposed to various economic policies of the country and the state of economy

<b>Course Name</b>	<b>Strategic Management</b>
<b>Course Code</b>	<b>18MBA25</b>
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
CO4	To help students understand the strategic drive-in multinational firms and their decisions in different markets.
CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

<b>Course Name</b>	<b>Entrepreneurship Development</b>
<b>Course Code</b>	<b>18MBA26</b>
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
CO2	As an entrepreneur learn to think creatively and understand the components in developing a business plan.
CO3	Become aware about various sources of funding and institutions supporting entrepreneurs.
CO4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.

<b>Course Name</b>	<b>Consumer Behaviour</b>
<b>Course Code</b>	<b>18MBAMM301</b>
CO1	Explain the background and concepts vital for understanding Consumer Behaviours
CO2	Identify the role of variables that determines Consumer behaviour in Social & cultural domain
CO3	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer behaviour.

<b>Course Name</b>	<b>Retail Management</b>
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<b>Course Code</b>	<b>18MBAMM302</b>
CO1	Find out the contemporary retail management, issues, and strategies.
CO2	Evaluate the recent trends in retailing and its impact in the success of modern business.
CO3	Relate store management and visual merchandising practices for effective retailing.

<b>Course Name</b>	<b>Services Marketing</b>
<b>Course Code</b>	<b>18MBAMM303</b>
CO1	Develop an understanding about the various concepts and importance of Services Marketing.
CO2	Enhance knowledge about emerging issues and trends in the service sector.
CO3	Learn to implement service strategies to meet new challenges.

<b>Course Name</b>	<b>Banking &amp; Financial Services</b>
<b>Course Code</b>	<b>18MBAFM301</b>
CO1	The student will be acquainted to various Banking and Non-Banking financial services in India.
CO2	The student will understand the activities of Merchant Banking and credit rating.
CO3	The student will be equipped to understand micro financing and other financial services in India.
CO4	The student will understand how to evaluate and compare leasing & hire purchase.

<b>Course Name</b>	<b>Investment Management</b>
<b>Course Code</b>	<b>18MBAFM302</b>
CO1	The student will understand the capital market and various Instruments for Investment.
CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities.
CO3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

<b>Course Name</b>	<b>Direct Taxation</b>
<b>Course Code</b>	<b>18MBAFM303</b>
CO1	Understand the basics of taxation and process of computing residential status.
CO2	Calculate taxable income under different heads.

CO3	Understand deductions and calculation of tax liability of Individuals.
CO4	Know the corporate tax system.

<b>Course Name</b>	<b>Recruitment &amp; Selection</b>
<b>Course Code</b>	<b>18MBAHR301</b>
CO1	Gain the insights of various principles and practices of recruitment and selection in an industry.
CO2	Equip students with various selection procedure practiced in industry.
CO3	Develop students with latest selection tools in the corporate sector.
CO4	Develop students with various testing of job recruitment and selection

<b>Course Name</b>	<b>HR Analytics</b>
<b>Course Code</b>	<b>18MBAHR302</b>
CO1	Have an understanding of How HR function adds value and demonstrates the value in business terms
CO2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
CO3	Convert soft factors in a people management context into measurable variables across various domains.
CO4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization

<b>Course Name</b>	<b>Compensation &amp; Reward System</b>
<b>Course Code</b>	<b>18MBAHR303</b>
CO1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
CO2	Determine the performance-based compensation system for business excellence and solve various cases.
CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

<b>Course Name</b>	<b>Organization Study</b>
<b>Course Code</b>	<b>18MBAOS307</b>
CO1	Understand the working culture of the organization.

CO2	Apply theoretical concepts in real life situations at workplace for various functions of the organization.
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<b>Course Name</b>	<b>Sales Management</b>
<b>Course Code</b>	<b>18MBAMM401</b>
CO1	Understand the apply the selling techniques in an organization.
CO2	Develop a plan for organizing, staffing & training sales force.
CO3	Organize sales territories to maximize selling effectiveness.
CO4	Evaluate sales management strategies.

<b>Course Name</b>	<b>Integrated Marketing Communication</b>
<b>Course Code</b>	<b>18MBAMM402</b>
CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies.
CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
CO4	Prepare advertising copy and design other basic IMC tools.

<b>Course Name</b>	<b>Digital &amp; Social Media Marketing</b>
<b>Course Code</b>	<b>18MBAMM403</b>
CO1	Recognize appropriate e-marketing objectives.
CO2	Appreciate the e-commerce framework and technology.
CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies.
CO4	Use social media & create templates.
CO5	Develop social media strategies to solve business problems

<b>Course Name</b>	<b>Mergers, Acquisitions &amp; Corporate Restructuring</b>
<b>Course Code</b>	<b>18MBAFM401</b>
CO1	Understand M & A with its different classifications, strategies, theories, synergy etc.
CO2	Conduct financial evaluation of M&A
CO3	Analyse the results after evaluation.
CO4	Critically evaluate different types of M&A, takeover and anti-takeover strategies.



<b>Course Name</b>	<b>Risk Management &amp; Insurance</b>
<b>Course Code</b>	<b>18MBAFM402</b>
CO1	Understand various types of risks.
CO2	Assess the process of identifying and measuring the risk.
CO3	Acquaint with the functioning of life Insurance in risk management.
CO4	Understand general insurance contract.

<b>Course Name</b>	<b>Indirect Taxation</b>
<b>Course Code</b>	<b>18MBAFM403</b>
CO1	Have clarity about GSTsystem in India.
CO2	Understanding of levy and collection of GST in India.
CO3	Have an overview of customs duty in India.
CO4	Understanding of valuation for customs duty.

<b>Course Name</b>	<b>Public Relations</b>
<b>Course Code</b>	<b>18MBAHR401</b>
CO1	To demonstrate an understanding of the fundamental's tools of public relations practices.
CO2	To describe the various emerging trends in the field of public relations.
CO3	To analyse the importance of employee communication and organizational change.
CO4	To evaluate the importance of community relations.

<b>Course Name</b>	<b>Organizational Leadership</b>
<b>Course Code</b>	<b>18MBAHR402</b>
CO1	Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.
CO2	Understand the overview of leadership behaviour and motivation in organization.
CO3	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
CO4	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioural concept in real world/situation.

<b>Course Name</b>	<b>International Human Resource Management</b>
<b>Course Code</b>	<b>18MBAHR403</b>

CO1	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices.
CO2	Apply concepts and knowledge in deployment, expatriate on international assignments.
CO3	Evaluate the effects of different human resource and international industrial relations.
CO4	Develop students to adopt international industrial relation strategies

<b>Course Name</b>	<b>Project Work</b>
<b>Course Code</b>	<b>18MBAPR407</b>
CO1	Understand the working of the organization/company/industry
CO2	Perform an in-depth study of an issue/problem in the area of specialization