

**Master of Business Administration (MBA) – Revised Syllabus 2019**

**Course Outcomes (CO'S)**

**SEMESTER - I (Generic Core)**

<b>Course No.</b>	<b>Course Code</b>	<b>Course Name</b>		<b>COGNITIVE ABILITIES</b>	<b>Course Outcomes</b>
101	GC-01	Managerial Accounting	1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
			2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
			3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
			4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
			5	EVALUATING	EVALUATE the financial impact of the decision.
102	GC-02	Organizational Behaviour	1	REMEMBERING	DESCRIBE the key concepts of organizational behavior
			2	UNDERSTANDING	UNDERSTAND theories about how managers should behave to motivate and control employees.
			3	UNDERSTANDING	ARTICULATE aspects of organizational culture and interpret cultural diversity
			4	APPLYING	BUILD people and leadership skills essential for managerial success
			5	ANALYSING	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
			6	EVALUATING	EXPLAIN group and teams dynamics leading to organizational effectiveness
103	GC-03	Economic Analysis for Business Decisions	1	REMEMBERING	DEFINE the key terms in economics.
			2	UNDERSTANDING	EXPLAIN the reasons for existence of firms and their decision making goals
			3	APPLYING	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants

			4	ANALYSING	ANALYSE cost function and the difference between short-run and long-run cost function and establish the RELATIONSHIP between production function and cost function.
			5	ANALYSING	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
			6	EVALUATING	DESIGN competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.
104	GC-04	Business Research Methods	1	REMEMBERING	Enumerate and define various concepts & terms associated with scientific business research.
			2	UNDERSTANDING	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research
			3	APPLYING	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems
			4	ANALYSING	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective
			5	EVALUATING	Construct different types of testable hypotheses and interpret the statistical test outcomes.
			6	CREATING	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design
105	GC-05	Basics of Marketing	1	REMEMBERING	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
			2	UNDERSTANDING	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
			3	APPLYING	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)

			4	ANALYSING	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			5	EVALUATING	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
			6	CREATING	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
106	GC-06	Digital Business	1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce
			2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
			3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
			4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world
			5	ANALYSING	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
			6	EVALUATING	EXPLAIN the various applications of Digital Business in the present day world
<b>SEMESTER - I (Generic Elective University Level)</b>					
<b>Course No.</b>	<b>Course Code</b>	<b>Course Name</b>		<b>COGNITIVE ABILITIES</b>	<b>Course Outcomes</b>
107	GE-UL-01	Management Fundamentals	1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management

			2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
			3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
			4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
			5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
			6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.
111	GE-UL-05	Legal Aspects of Business	1	REMEMBERING	DESCRIBE the key terms involved in each Act
			2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
			3	APPLYING	ILLUSTRATE the use of the Acts in common business situations
			4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
112	GE-UL-06	Demand Analysis and Forecasting	1	REMEMBERING	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
			2	UNDERSTANDING	SUMMARIZE the use of demand forecasting in various functions of management.
			3	APPLYING	IDENTIFY the pros and cons of various forecasting methods
			4	ANALYSING	DECONSTRUCT a forecast into its various components
			5	EVALUATING	BUILD a forecast for common products and services using time-series data.
<b>SEMESTER - I (Generic Elective Institute Level)</b>					
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113	GE-IL-01	Verbal Communication Lab	1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.

			2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
			3	APPLYING	DEMONSTRATE appropriate use of body language
			4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
			5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
			6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
115	GE-IL-03	Selling & Negotiations Skills Lab	1	REMEMBERING	DESCRIBE the various selling situations and selling types.
			2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
			3	APPLYING	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
			4	ANALYSING	FORMULATE a sales script for a real world sales call for a product/ service / eproduct / e-service.
			5	EVALUATING	DECONSTRUCT the pros and cons of sample real world sales calls for a product/service / e-product / e-service
			6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.
116	GE-IL-04	MS Excel	1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
			2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets
			3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
			4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
			5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions

			6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.
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