

MBA MM I COURSE OUTCOME
MM 101 FUNDAMENTALS OF MANAGEMENT
CO1: Students will be able to define management and describe its different principles.
CO2: Students will be able to define principles and classify the types of planning required for the organization.
CO3: Students will be able to explain and design objectives of management.
CO4: Students will be able to classify and formulate policies, select strategies for smooth functioning of organization.
CO5: Students will be able to define span of management, construct bases of delegation and select method of Decentralization.
CO6: Students will be able to design control system for different process in an organization.
MM 102 BUSINESS COMMUNICATION
CO1: Student will able to Define Business communication and explain Knowledge about basics of communication.
CO2: Student will able to Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships.
CO3: Student will able to Demonstrate skills related with personality development as per the requirement of the corporate world.
CO4: Student will able to Design and Construct formal written and oral content in real life work situations.
CO5: Student will able to Demonstrate fundamental and advanced writing skills and techniques that today's technology demands, including anticipating audience reaction.
CO6: Student will able to design different employment messages and formulate appliaction Letter.
CO7: Student will able to Construct Reports and Proposals in the actual Business world.
MM 103 ORANIZATIONAL BEHAVIOUR
CO1: Students will be able to state foundations of Individual Behaviour.
CO2: Students will be able to explain meaning of motivation and identify the theories of
CO3: Students will to describe foundations of Group Behaviour.
CO4: Students will be able to recognise leadership traits and explain leadership theories.
CO5: Students will be able to interpret explain the concept of conflict and negotiation process.
CO6: Student will be able to recognise change and stress management and to solve consequences
CO7: Student will be able to define and create a sustainable organization culture.

MM 104 PRINCIPLES OF MARKETING MANAGEMENT

CO1: Students will be able to understand basic concept of marketing and define marketing.

CO2: Students will be able to define marketing segmentation and Evaluate the segment on the basis of various factors.

CO3: Students will be able to understand product classification and product life cycle and able to define product line of an organization.

CO4: Students will be able to understand pricing and able to use various pricing methods.

CO5: Students will be able to understand distribution channel and able to design distribution channel.

CO6: Students will be able to understand communication process and able to develop promotion of organization.

CO7: Students will be able to understand emerging trend in marketing and able to assess its impact on organization

MM 105 FINANCIAL ACCOUNTING

CO1: Student will be able to memorise and define the purpose of accounting system properly.

CO2: Students are able to classify and recognize transactions to determine which accounts are involved and the subsequent effects on the basic accounting equation and Prepare ledger accounts using double entry bookkeeping and record journal entries accordingly

CO3: Student will be able to understand and solve the problem of depreciation and its concept as per the standards in accounting

CO4: Students will be able to execute and solve how basic business economic events affect accounts and financial statements and Interpret and analyze financial statements to aid in decision making.

CO5: Enabling the students to compare and distinguish the concept of Shares and Debentures

CO6: Student will be able to calculate value of shares and investigate how company raise money from issue of share for their internal reconstruction with practical exposure

CO7: Students will be able to evaluate how company forfeit the shares to restrict the loss of the company.

CO8: student will be able to judge the value of redemption of Debenture at right prices or not.

MM 106 COMPUTER APPLICATION

CO1: Students will be able to define computer fundamentals and basics of programming languages.

CO2: Students will be able to classify between different operating system and their features.

CO3: Student will be able to perform operations in Ms Office Automation Tools from basic to intermediate level.

CO4: Student will be able to describe Internet basics, requirements and applications.

CO5: Students will explain knowledge about information technology and its impact on business organization.

MBA MM II Course Outcomes

MM 201 Human Resource Management

CO1: Students will be able to define HRM and state the change of workforce from personnel to HRM

CO2: Students will be able to explain the Human Resource Planning process in organisations. They will be able to classify Job analysis, job Design, Team Jobs and job reengineering. They will be able to recognise terms like Recruitment, Promotion and Transfer

CO3: Students will be able to interpret and execute administrative, Operational and Strategic Role

CO4: Students will be able to compare and examine the various HR policies in Organisation

CO5: Students will be able to appraise the Training and development and Performance appraisal system. Students will be able to weigh the career and succession planning process in organisation

CO6: Students will be able to evaluate the wage and salary and Compensation structures in the organisation. The students will also be able to justify the relevance of Grievance Handling Procedure in Organisation.

CO7: Student will be able to investigate the separation process like Turnover, Layoff, Retrenchment, Discharge in the organisation

CO8: Student will be able to formulate mechanisms for enhancing organisation performance and expanding Human Capital. Students will also be able to formulate specific HR knowledge and Expertise.

MM 202 Statistical Methods For Business Decisions

CO1: Students will be able to define Role and Limitations of Statistics in Managerial decisions.

CO2: Students will be able to explain conditional probability and distributions.

CO3: Students will be able to execute Time Series and measurement of variations.

CO4: Students will be able to test Correlation and Regression.

CO5: Students will be able to formulate the Hypothesis of various tests.

MM 203 PURCHASING AND MATERIALS MANAGEMENT

CO1: student will be able to define material and integrated material management.

CO2: student will be able to understand material planning and budgeting.

CO3: student will be able to code the material and classify the material

CO4: student will be able to interpret purchasing procedures of material.

CO5: student will be able to examine purchase and value analysis

CO6: student will be able to evaluate vendors and seller relations.

CO7: student will be able to formulate inventory and demand shortages.

MM 204 Quantitative Technique

After completion of the course students will be able to:

CO1: Understand the meaning and scope of quantitative techniques and operations research.

CO2: Describe the concept of linear programming and solve linear programming problems.

CO3: Understand and design assignments model and transportation model for managerial decision making.

CO4: Understand and apply replacement models in day to day managerial decision making.

CO5: Understand and application of game theory in managerial problems.

CO6: Understand the meaning and application of Markov chain analysis in managerial problems.

CO7: Understand the meaning of Simulation and its application for solving complex business and industrial problems.

MM 205 Marketing Strategies

CO1: Students will be able to understand meaning of marketing strategies, strategic business unit strategies, mission vision, objectives and strategic decision making process for organization.

CO2: Students will be able to define strategic role of marketing, strategic planning and be able to formulate marketing strategy.

CO3: Students will be able to apply hierarchy of strategies and characteristics of effective planning system.

~~**CO4:** Students will be able to analyse marketing opportunity and customer analysis and the control~~

~~**CO5:** Students will be able to evaluate strategic business unit, ways of allocating resources and different~~

CO6: Students will be able to judge the different marketing strategies such as new market, mass market, niche market, skimming etc.

CO7: Students will be able to appraise the marketing strategies for market leaders, challenger and followers.

~~**CO8:** Students will be able to investigate the control process of marketing and discuss the mechanism of control~~

MM 206 Marketing Research

CO1: Students will be able to define marketing research and able to understand process of marketing research and its various applications

CO2: Students will be able to classify research problem and able to create a good research design from various types of research design like exploratory, descriptive etc.

CO3: Students will be able to execute primary and secondary data and able to design various sampling techniques for data collection and also remove various sampling errors.

CO4: Students will be able to analyse measuring scales and able to design various scales and tools for data and also classify and test data.

CO5: Students will be able to collect data and able to organize and present in useful formats and can use various statistical tools like factor analysis, multiple regression and conjoint analysis.

CO6: Students will be able to interpret data and able to write report for the presentation to the management.

CO7: Students will be able to apply marketing research to various problems like distribution, customer satisfaction and CRM etc.

MBA MM III COURSE OUTCOME
MM 301 INFORMATION TECHNOLOGY
CO1: Students will be able to define concepts of Information system.
CO2: Students will be able to classify information system for various scenarios.
CO3: Students will be able to interpret system approach to problem solving.
CO4: Students will be able to examine various information system.
CO5: Students will be able to examine the process of import and export.
CO6: Students will be able to evaluate various decision making analysis.
CO7: Students will be able to design various system for organisation.
MM 302 SUPPLY CHAIN MANAGEMENT
CO1: Student will able to understand the distribution of goods and services by logistics Management.
CO2: Student will able to demonstrate the complexity of inter-firm and intra-firm coordination.
CO3: Student will be able to understand decisions involving the investment in productive resources configuration of processes, product design and development of partnership with suppliers and channels of distribution.
CO4: Student will able to use analytical tools and to make decisions in supply chain context as well as better understanding of major strategic issues and tradeoff that arise in supply chain management.
CO5: Students will be able to formulate the strategies for the logistics for the future demand.
MM 303 INTERNATIONAL MARKETING
CO1: Students will be able to define International Trade and its theories.
CO2: Students will be able to explain various factors of International environment.
CO3: Students will be able to interpret factors affecting international trade.
CO4: Students will be able to explain features of Exim policy.
CO5: Students will be able to examine the process of import and export.
CO6: Students will be able to examine the planning of product presentation in new market.
CO7: Students will be able to select the methods of pricing in International market.
CO8: Students will be able to develop the understanding of International market channels.
CO9: Students will be able to design their strategies to enter in International market.

MM 304 CONSUMER BEHAVIOUR

CO1: Student will be able to understand the concept of Consumer Behavior to understand the market.

CO2: Student will be able to examine consumer behavior in order to develop appropriate objectives and strategies.

CO3: Student will be able to Design Consumer purchase decision process for product and Service.

CO4: Students will be able to Design and implement the marketing strategies after understanding the consumer behavior.

MM 305 ADVERTISING, SALES PROMOTION AND PUBLIC RELATION

CO1: Students will be able to define Advertising, advertising agency and its functioning.

CO2: Students will be able to Formulate advertising objective and campaign planning.

CO3: Students will be able to select media and design scheduling by using various media.

CO4: Students will be able to define various appeals and understand copy writing.

CO5: Students will be able to define sales promotion and design sales promotion activities under various factors.

CO6: Students will be able to test message and copy testing of advertising by using various pre and post testing techniques.

CO7: Students will be able to understand importance of public relation for organization and able to apply for benefit for organization.

CO8: Students will be able to create public relation campaign for organization.

MM 306 SALES MANAGEMENT AND MERCHANDIZING

CO1: Students will be able to define Personal Selling and its implications in market.

CO2: Students will be able to understand buyer-seller buying process and the process of influencing others to buy.

CO3: Students will be able to understand how various structures work in organization and how sales forecasting and budgeting helps in executing sales planning.

CO4: Students will be able to learn the process of recruitment, selection, Training and motivation of sales force.

CO5: Students will know the various marketing channels, their coordination, conflicts and marketing system.

CO6: Students will be able to learn wholesale and Retail Marketing concepts in detail and their practical implementation.

CO7: Students will be able to understand the inventory management and the process between manufacturer and consumer and involvement of IT in order processing.

MBA MM IV COURSE OUTCOME
MM 401 PRODUCT AND BRAND MANAGEMENT
CO1 Students will be able to define product and Product management and learn managing competition for products in Market.
CO2 Students will be able to understand functions, role and responsibilities of product manager
CO3 Students will be able to define product life cycle and able to formulate marketing strategies for any product during its life cycle stages.
CO4 Students will be able to define new product development and design process of a new product
CO5 Students will be able to define Brand and able to understand branding elements, its decision and able to design brand portfolio.
CO6 Students will be able to define elements of brand equity and learn brand management by loyalty and measuring brand equity by various techniques.
CO7 Students will be able to evaluate brands and its perceived quality and able to design brand positioning and repositioning and brand extensions for various products.
MM 402 RURAL MARKETING
CO1: Student will be able to define concepts of rural market and infrastructure of rural areas.
CO2: Student will be able to describe the behaviour of rural consumers.
CO3: Student will be able to analyze rural channels and their deciding factors.
CO4: Student will be able to create promotional strategies to be used in Rural market.
MM 403 Industrial Marketing
CO1: Students will be able to define concepts of Industrial Marketing and Consumer Marketing.
CO2: Students will be able to understand Industrial Products and Organizational Procurement.
CO3: Students will be able to discuss on Industrial Marketing Environment.
CO4: Students will be able to identify Models of Organizational Buying Behaviour.
CO5: Students will be able to execute Interpersonal Dynamics of industrial Buying Behaviour.
CO6: Students will be able to analyse Strategic Planning Process in Industrial Marketing.
CO7: Students will be able to select Industrial Market Segmentation.
CO8: Students will be able to judge Industrial Market Segmentation.
CO9: Students will be able to investigate business pricing, price determinants, pricing decisions. .
MM 404 Services Marketing
CO1: Students will be able to understand Service sector growth and its contribution in economic growth.
CO2: Students will be able to Describe the factors that act as differentiator of services and the impression that customer form about services
CO3: Students will be able to differentiate essential elements that are associated and affect the service
CO4: Students will be able to analyse major marketing strategies followed by service sector
CO5: Students will be able to critique how to achieve the desired quality in services through various models
CO6: Student will be able to formulate the marketing practices to be followed in different service sectors.
MM 405 Direct and Event Marketing
CO1: Students will be able to understand event management and their types.
CO2: Students will be able to interpret structure and management of events and able to use various techniques of event management.
CO3: Students will be able to select sponsorship of events and their evaluation and able to plan sponsorship of events and evaluate events success
CO4: Students will be able to develop concept of direct marketing and able to plan for event for products of a company.