

I.T.S Engineering College Greater Noida
Department of MBA

Session	Course Name	Course Outcomes
1	KMBN101MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR	CO 1: Developing understanding of managerial practices and their perspectives. CO2: Understanding and Applying the concepts of organizational behavior. CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations CO 4: Comprehend and practice contemporary issues in management. CO 5: Applying managerial and leadership skills among students
2	KMBN102MANAGERIAL ECONOMICS	CO1: Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty. CO2: The students would be able to understand the law of demand & supply & their elasticities , evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources. CO3: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.
3	KMBN103FINANCIAL ACCOUNTING AND AN	CO1.Understand and apply accounting concepts, principles and conventions for their routine monetary transaction. CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements. CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements. CO5. Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes
4	KMBN104BUSINESS STATISTICS & ANALYTICS	CO1. Gaining Knowledge of basic concept / fundamentals of business statistics. CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance. CO3. Evaluating basic concepts of probability and perform probability theoretical distributions. CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.
5	KMBN105MARKETING MANAGEMENT	CO1. Remember and Comprehend basic marketing concepts. CO2. Understand marketing Insights on application of basic marketing concepts. CO3. Able to Apply and develop Marketing Strategies and Plans. CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting CO5. Develop skills to understand the current global and digital aspect of marketing.
6	KMBN106DESIGN THINKING	CO1. Gain in depth knowledge about creative thinking and design thinking in every stage of problem CO2. Applying design thinking to your real life problems / situations in order to evolve an innovative and workable solutions. CO3. Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions
7	KMBN107BUSINESS COMMUNICATION	CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations. CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication. CO3. Develop an understanding of appropriate organizational formats and channels used in business communications CO4. Gaining an understanding of emerging electronic modes of communication. CO5. Developing effective verbal and non verbal communication skills.

8	KMBN151IT SKILLS LAB-1	CO1. Gain in depth knowledge about the functioning of computers and its uses for managers. CO2. Learn to use Internet and its applications. CO3. Understand and implement Word processing software. CO4. Learn applications on Spread sheet softwares. CO5. Analyse and learn Presentation software
9	KMBN152MINI PROJECT -1	CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report. CO2. To apply innovative idea, its feasibilities and detail descriptions.
10	KMB201Business Environment & Legal Aspect of Business	CO1 Develop understanding and fundamental knowledge about business environment CO2 Develop understanding on the concepts of Business Environment and international business environment. CO3 Develop basic understanding of law of contract CO4 understanding of provisions of Companies Act concerning incorporation and regulation of business Organizations CO5 Able to analyze case laws in arriving at conclusions facilitating business decisions.
11	KMB202HUMAN RESOURCE MANAGEMENT	CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. CO4.Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining. CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.
12	KMB203BUSINESS RESEARCH METHODS	CO1. Knowledge of concept / fundamentals for different types of research. CO2. Applying relevant research techniques. CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling Techniques CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research. CO5.Evaluating statistical analysis which includes ANOVA technique and prepare research report.
13	KMB204FINANCIAL MANAGEMENT AND CORPORATE FINANCE	CO1 Understand the different basic concept / Models of Corporate Finance and Governance CO2 Understand the practical application of time value of money and evaluating long term investment Decisions CO3 Develop analytical skills to select the best source of capital, structure and leverage. CO4 Understand the use and application of different models for firm's optimum dividend pay-out. CO5 Understand the recent trends of mergers and acquisition and its valuation CO1 Understand the different basic concept / Models of Corporate Finance and Governance CO2 Understand the practical application of time value of money and evaluating long term investment Decisions CO3 Develop analytical skills to select the best source of capital, structure and leverage. CO4 Understand the use and application of different models for firm's optimum dividend pay-out. CO5 Understand the recent trends of mergers and acquisition and its valuation

14	KMB205OPERATIONS MANAGEMENT	<p>CO1-Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.</p> <p>CO2-Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.</p> <p>CO3-Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.</p> <p>CO4-Analyze / understand the trends and challenges of Operations Management in the current business environment.</p> <p>CO5-Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices</p>
15	KMB206QUANTITATIVE TECHNIQUES FOR M	<p>CO 1-Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.</p> <p>CO2- To formulate linear programming problem and to find optimal solution by graphical simplex method.</p> <p>CO3- Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.</p> <p>CO4- To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.</p> <p>CO5- To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.</p>
16	KMB207DIGITALMARKETING AND E COMMERCE COURSE	<p>CO1- Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.</p> <p>CO2- To able to create and maintain a good website and blog posts.</p> <p>CO3- Be able to understand and apply SEO and Email Marketing in today's modern world</p> <p>CO4- To apply the Social Media Marketing techniques via various platforms</p> <p>CO5- To implement various Analytics tools of online marketing</p>
17	KMB208MANAGEMENT INFORMATION SYSTEMS	<p>CO1- Be able to understand the importance of information management in business and management.</p> <p>CO2- To understand and formulate different types of information systems in business</p> <p>CO3- Be able to apply the theory and concepts in practical with help of software</p> <p>CO4- To apply various security and ethical issues with Information Systems</p> <p>CO5- To synthesize applications on Spread sheet and database software</p>
18	KMBN251IT SKILLS LAB-2	<p>CO1. To gain knowledge of pivot table and understand the validating & auditing techniques</p> <p>CO2. Learn to use different charting techniques in MS Excel</p> <p>CO3. Learn to use different formatting techniques in MS Excel</p>
19	KMBN252MINI PROJECT -2	<p>CO1. To gain knowledge of issues challenge of the industry</p> <p>CO2. Learn to prepare report on the application of emerging technologies in the selected industry</p>
20	KMB301STRATEGIC MANAGEMENT	<p>CO1. Formulate organizational vision, mission, goals, and values.</p> <p>CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals.</p> <p>CO3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.</p> <p>CO4. Evaluate and revise programs and procedures in order to achieve organizational goals;</p> <p>CO5. Consider the ethical dimensions of the strategic management process</p>
21	KMB302INTERNATIONAL BUSINESS MANAGEMENT	<p>CO 1: To get an overview of the key issues and concepts of International Business. Knowledge</p> <p>CO 2: Understand how and why the world's countries differ.</p> <p>CO 3: Understand the monetary framework in which international business transactions are conducted .</p> <p>CO 4: Understand the role of International Organizations and Regional Trade blocks</p> <p>CO 5: Implement the decisions for international operations in a superior manner</p>
22	KMBHR01TALENT MANAGEMENT	<p>CO 1: Knowledge of Talent Management Processes</p> <p>CO 2: Understanding for analysis of the impacts of Talent management in the organization</p> <p>CO 3: Competency to implement Talent Management practices</p> <p>CO 4: Competency to develop leadership qualities among subordinate</p> <p>CO 5: Knowledge about the reward system to support Talent management</p>

23	KMBHR02PERFORMANCE AND REWARD MANAGEMENT	CO 1: Knowledge of Performance Management and Performance Appraisal CO 2: Competency to understand the importance of importance of Performance Management CO 3: Knowledge about the Compensation and Reward Systems CO 4: Competency to implement the effective reward systems in the organization CO 5: Ability to explain the relevance of competency mapping and understanding its linkage with career development
24	KMBHR03EMPLOYEE RELATIONS AND LABOUR LAWS	CO 1: Knowledge of Industrial Relation framework CO 2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation CO 3: Knowledge about relevant Laws of HR management CO 4: Competency to interpreted and implement the Labour Laws within organization CO 5: Competency to use Collective Bargaining and Grievance redressal Mechanism
25	KMBMK01SALES AND RETAIL MANAGEMEN	CO1: Students will develop knowledge, understanding and skills in Sales force management. CO2: Acquainted with better understanding of implementation of sales management strategies. CO3:Develop analytical skills for effective decision alternatives in sales management problems CO4: Develop the knowledge, understanding and skills in retail management. CO5: Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations
26	KMBMK02Consumer Behaviour & Marketing	CO1. Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded. CO2. Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities CO3. Be able to demonstrate how concepts may be applied to marketing strategy. CO4. Apply an IMC approach in the development of an overall advertising and promotional plan. CO5. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign
27	KMBMK03DIGITAL AND SOCIAL MEDIA	CO1. Students will develop an understanding of digital and social media marketing practices. CO2. Students will develop understanding of the social media platforms CO3. Students will acquire the skill to acquire and engage consumers online CO4. Students will develop understanding of building organizational competency by way of digital marketing practices and cost considerations. CO5. Students will develop understanding of the latest digital practices for marketing and promotion
28	KMBFM01INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	CO 1: Understand about various investment avenues. CO 2: Understand the value of assets and manage investment portfolio. CO 3: Understand various Models of Investment and its application CO 4: Understand and create various investment strategies on the basis of various market conditions. CO 5: Measure riskiness of a stock or a portfolio position.
29	KMBFM02TAX PLANNING & MANAGEMENT	CO 1: Understand about various Tax provisions and Tax planning CO 2: Understand the scope of tax planning concerning various business and managerial and strategic activities can be explored CO 3: Have knowledge about various Tax Dates, Rates and Forms CO 4: Measure Corporate Tax and Taxation in case of business restructuring CO 5: Understand how GST can be calculated & managed
30	KMBFM03FINANCIAL MARKET AND SERVICES	CO1 Recognize the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy. CO2 Interpret the knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreign market. CO3 Classify about the working of micro finance instruments in India as well as foreign market CO4 Interpret the knowledge about the banking industry and demonstrate the various market demand analysis

31	KMBIB01INTERNATIONAL MARKETING	<p>CO1. Identify and analyse opportunities within international marketing environments.</p> <p>CO2. Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies.</p> <p>CO3. Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.</p> <p>CO4. Develop proper product and pricing decisions in a particular target market.</p> <p>CO5. Understand process of international marketing communication strategies and adapting to specific market needs</p>
32	KMBIB02INTERNATIONAL LOGISTICS	<p>CO1 : To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage.</p> <p>CO2: Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .</p> <p>CO3: Develop in the right way the process of setting up and managing warehousing operations.</p> <p>CO4: Able to carry basic assessment of sea and air freight shipments, ports/ infrastructure and work environment.</p> <p>CO5: Understand the use and impact of e-commerce in logistics management</p>
33	KMBIB03Export Import Documentation	<p>CO1 Identify the process of Registration process, Payment terms, Export costing and pricing.</p> <p>CO2 Interpret the process of Shipment procedures, & summarize the various documents used in Shipping.</p> <p>CO3 Classify the concept of various incentives, benefits & risk involved in shipping process</p> <p>CO4 Discuss the various business planning Import procedures & various export promotion schemes</p> <p>CO5 Demonstrate the various export promotion schemes &Types of Export Houses</p>
34	KMB401PROJECT MANAGEMENT	<p>CO 1: Students will be able to understand the characteristics of Project and Project Management</p> <p>CO 2: The students will understand the managerial process along with tools & techniques used in Project management</p> <p>CO 3: Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling</p> <p>CO 4: Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.</p>
35	KMB402ENTREPRENEURSHIP DEVELOPMENT	<p>CO 1: Developing understanding of basic concepts of entrepreneurship.</p> <p>CO2: Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies</p> <p>CO 3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources</p> <p>CO 4: Comprehend and develop skills to Develop a Business Plan.</p> <p>CO 5: Students to have a basic understanding of Launching a New Venture</p>
36	KMBHR04STRATEGIC HUMAN RESOURCES	<p>CO 1: Understanding the dimensions of Strategic HRM</p> <p>CO 2: Apply the learning of SHRM in organizational context</p> <p>CO 3: Able to evaluate the impacts of SHRM on competitive advantages</p> <p>CO 4: Desired level of expertise on organizational knowledge management through SHRM</p> <p>CO 5: Understanding the International culture in SHRM</p>
37	KMBN HR05INTERNATIONAL HUMAN RESOURCES	<p>CO 1: Understanding the Contexts of International HRM</p> <p>CO 2: Knowledge about the HR Processes in International Context</p> <p>CO 3: Able to evaluate the impacts of Globalization on HRM</p> <p>CO 4: Desired level of expertise on organizational</p> <p>CO 5: Understanding the International culture in SHRM</p>
38	KMBMK04MARKETING OF SERVICES	<p>CO1. Understand and explain the nature and scope of services marketing</p> <p>CO2. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence;</p> <p>CO3. Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes</p> <p>CO4. Provide a theoretical and practical basis for assessing service performance using company examples;</p> <p>CO5. Identify and discuss characteristics and challenges of managing service firms in the modern world</p>

39	KMBMK05MARKETING ANALYTICS	CO1. Students will develop the skill in marketing analytics CO2. Students will be acquainted with better understanding of real life marketing data and its analysis CO3.Students will develop analytical skill for effective market decision making in real life environment
40	KMBFM04WORKING CAPITAL MANAGEMENT	CO1Understand the objectives and functioning of WTO CO2 Investigate funds flow cycles and their impact on working capital management objectives. CO3Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm. CO4Formulate appropriate working capital management policies to achieve corporate objectives. CO5-Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.
41	KMBFM05 FINANCIAL DERIVATIVES	CO 1: Understand about various Derivative instruments CO 2: Understand various future and option strategies of hedging risk CO 3: Have knowledge about various Models and techniques and its application CO 4: Apply various swap strategies to reduce risk
42	KMBIB04INTERNATIONAL TRADE LAW	CO1. Understand the objectives and functioning of WTO CO2. Review and apply the various WTO agreements for effective international trade CO3. Analyze the forces that shape the international commercial laws. CO4. Understand and evaluate the export import policy in India. CO5. Analyze the recent challenges in international trade and role of international institutions
43	KMBIB05CROSS CULTURAL MANAGEMENT	CO1. Understand and apply different meanings and dimensions of “culture” CO2. Describe and analyze the impact of culture on business practices CO3. Explain and evaluate the impact of national culture on organizational cultures CO4. Understand the impact of culture on Human Resource Management CO5. Explain how leadership differs across cultures
44	KMBIT04DATABASE MANAGEMENT SYSTEM	CO 1: Knowledge about the DBMS Technology CO 2: Understanding the business application of DBMS CO 3: Application of DBMS for business process CO 4: Knowledge and uses of Data mining techniques CO 5: Working knowledge of DBMS Software ORACLE
45	KMBIT05SYSTEM ANALYSIS & DESIGN	CO 1: Understand the Systems and its characteristics CO 2: Knowledge about the Information Systems CO 3: Knowledge of System Development Life Cycle CO 4: Applying the phases of SDLC in business information system development CO 5: Analysing the impacts of information system on business
46	KMBOM04SOURCING MANAGEMENT	CO 1: Conceptual knowledge about the procurement and sourcing management CO 2: Understanding of the processes of sourcing management CO 3: Competency to vendor selection and rating CO 4: Assess the importance of effective sourcing CO 5: Understanding of laws of Procurements
47	KMBN OM05 MANAGEMENT OF MANUFACT	CO 1: Conceptual knowledge working of Manufacturing unit and complete system CO 2: Understanding of the processes of and activities of Manufacturing CO 3: Competency to implement effective managerial practices in manufacturing CO 4: Understanding of tools for maintenance and capacity planning CO 5: Knowledge about the support systems of manufacturing