

Course Outcome of Masters in Business Administration

Branch	Management		
Program	MBA	Year	I
Subject	PRINCIPLES AND PRACTICES OF MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT101.1	Apply management theories in managerial decision-making to achieve organizational goals.		
MBT101.2	Develop logical plans to drive a team towards organizational goals.		
MBT101.3	Employ principles of organizing to maintain effectiveness in business decisions.		
MBT101.4	Analyze complexities of Human Resource Management in organizational contexts for team building.		
MBT101.5	Apply motivation theories to develop leaders for promoting team environment.		

Branch	Management		
Program	MBA	Year	I
Subject	FINANCIAL ACCOUNTING		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT102.1	Apply accounting concepts and conventions to support business decisions for economic development.		
MBT102.2	Analyze financial transactions using the concept of accounting equation for achieving organizational objectives.		
MBT102.3	Apply computerized accounting to rectify accounting errors and ensure legal compliance.		
MBT102.4	Evaluate the financial performance of an organization by applying financial statement analysis for effective economic decisions.		

Vision

- To emerge as an academic centre producing world class professionals promoting innovation and research.

Mission:

- Promote intellectual and skilled human capital generation employment and entrepreneurship.
- Be educational centre of excellence of multi ethnicity and diversity.
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MBT102.5

Employ reporting standards of corporate accounting to address global, legal and economic business issues.

Branch	Management		
Program	MBA	Year	I
Subject	QUANTITATIVE TECHNIQUE AND OPERATION RESEARCH		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT103.1	Apply statistical knowledge to have better insights of data related to various aspects of business.		
MBT103.2	Employ descriptive statistics on data for solving complex business problems.		
MBT103.3	Analyze implicit and explicit relations among key variables to forecast business results.		
MBT103.4	Apply theory of chances to make effective decisions for real life business problems.		
MBT103.5	Evaluate existing business decisions by using optimization techniques for achieving optimality.		

Branch	Management		
Program	MBA	Year	I
Subject	MANAGERIAL ECONOMICS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT104.1	Develop a basic framework for managerial decisions on economic problems.		
MBT104.2	Analyze demand and supply forces to take economic decisions in a global context.		
MBT104.3	Apply production models to achieve cost optimization in business operations.		
MBT104.4	Evaluate market structures to take effective decisions on pricing.		

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MBT104.5	Apply macro-economic theories to take global business decisions.
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Branch	Management		
Program	MBA	Year	I
Subject	BUSINESS ENVIRONMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT105.1	Apply techniques of business environment analysis to forecast both internal and external business environments effectively.		
MBT105.2	Evaluate the economic environment by analyzing economic policies for setting organizational goals.		
MBT105.3	Examine the political and legal environment for formulating business strategies.		
MBT105.4	Analyze technological and socio cultural environment for problem solving and decision making.		
MBT105.5	Articulate trade regulations for solving global and ethical business issues.		

Branch	Management		
Program	MBA	Year	I
Subject	BUSINESS LAWS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT106.1	Articulate the principle of laws of contract to business scenarios.		
MBT106.2	Apply the legal framework related to the sale of goods in business transactions to ensure compliance.		
MBT106.3	Examine the provisions of negotiable instruments and its influence on business transactions.		
MBT106.4	Evaluate the implications of laws related to consumer protection and information technology on business operations.		
MBT106.5	Analyze various legal aspects related to the establishment, operation, and winding up of a company.		

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Branch	Management		
Program	MBA	Year	I
Subject	PROFESSIONAL BUSINESS COMMUNICATION		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT107.1	Apply effective business communication techniques to overcome communication barriers in diverse organizational settings.		
MBT107.2	Apply effective communication techniques, both verbal and nonverbal, in diverse professional settings.		
MBT107.3	Employ effective written communication techniques in a business context.		
MBT107.4	Develop employment correspondence to enhance proficiency in drafting employment-related documents.		
MBT107.5	Apply appropriate workplace etiquette aligned with organizational culture for professional effectiveness.		

Branch	Management.		
Program	MBA	Year	I
Subject	INFORMATION SYSTEM FOR MANAGERS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT108.1	Apply the concepts of information systems in addressing business problems for improving business processes.		
MBT108.2	Analyze the strategic impact of information systems on different functional areas of business for enhanced decision-making.		
MBT108.3	Apply office tool interventions for effective decision-making and problem solving.		
MBT108.4	Evaluate the role of MIS on global business decisions to gain a competitive advantage in business.		
MBT108.5	Apply Business Expert System in complex business decisions.		

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Branch	Management		
Program	MBA	Year	I
Subject	ORGANIZATIONAL BEHAVIOUR		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT201.1	Apply models & approaches of Organizational behaviour to make value based decisions for achieving organizational goals.		
MBT201.2	Analyze human behavior by applying perception and learning theories for effective decision-making and problem-solving in a team environment.		
MBT201.3	Evaluate the role of personality traits and leadership styles in promoting organizational effectiveness.		
MBT201.4	Analyze group behavior and interpersonal relationships by applying theories of behavioral science to foster a culture of collaboration.		
MBT201.5	Develop effective intervention strategies to navigate issues related to organizational power & politics in order to foster a better organizational culture.		

Branch	Management		
Program	MBA	Year	I
Subject	MANAGEMENT ACCOUNTING		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT202.1	Apply key concepts of management and cost accounting to take optimized economic decisions.		
MBT202.2	Employ budgetary techniques in long term business decisions.		
MBT202.3	Analyze organizational performance by using techniques of CVP analysis.		
MBT202.4	Evaluate competitive position by applying theories of marginal costing.		

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MBT202.5	Articulate approaches of responsibility accounting in decision making to achieve market leadership.
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Branch	Management		
Program	MBA	Year	I
Subject	MARKETING MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT203.1	Apply the concepts of marketing management on marketing decisions.		
MBT203.2	Apply the buying behavior process in different market segments to tailor marketing strategies.		
MBT203.3	Analyze product life cycle and apply product decisions accordingly to optimize marketing outcomes.		
MBT203.4	Evaluate and implement pricing strategies for distribution channels to enhance marketing effectiveness.		
MBT203.5	Employ promotion decisions considering economic, legal and ethical aspects of business.		

Branch	Management		
Program	MBA	Year	I
Subject	FINANCIAL MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT204.1	Apply the concept of time value of money to effectively tradeoff between risk and return.		
MBT204.2	Analyze capital structure and employ leverage decisions to maximize the firm's value.		
MBT204.3	Evaluate investment decisions by using discounted and non-discounted capital budgeting techniques.		
MBT204.4	Appraise dividend policy with the help of relevance and irrelevance theories and estimate working capital to maintain financial health of the organization.		

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MBT204.5	Apply concepts of corporate restructuring to promote merger and acquisition decisions.
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Branch	Management		
Program	MBA	Year	I
Subject	HUMAN RESOURCE MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBt205.1	Apply the system approach to HRM for achieving organizational goal through team building.		
MBT205.2	Analyze the Human Resource Planning Process and techniques for acquiring human capitals within an organization.		
MBt205.3	Implement training and development programs for fostering value based leadership.		
MBt205.4	Evaluate team performance by applying a performance appraisal system for sustainable growth.		
MBt205.5	Apply techniques for motivation to drive human resources towards organizational goal.		

Branch	Management		
Program	MBA	Year	I
Subject	PRODUCTION AND OPERATION MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT206.1	Apply the principles of production management to optimize resource utilization.		
MBT206.2	Evaluate the production system to make informed decisions and generate innovative ideas for organizational growth.		
MBT206.3	Apply scheduling and measuring techniques to promote production efficiency.		
MBT206.4	Evaluate inventory decisions by applying inventory models for effective resource management.		
MBT206.5	Employ quality management frameworks to attain market leadership.		

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Branch	Management		
Program	MBA	Year	I
Subject	BUSINESS RESEARCH METHODS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT207.1	Apply fundamental research methodologies to analyze business problems.		
MBT207.2	Analyze research designs to conduct effective business research.		
MBT207.3	Develop a survey tool by applying the principle of designing questionnaire for addressing specific research problems.		
MBT207.4	Evaluate and apply sampling techniques to suit appropriate research context.		
MBT207.5	Analyze hypotheses related to business settings with the help of inferential statistical techniques.		

Branch	Management		
Program	MBA	Year	I
Subject	STATE OF THE ART SEMINAR		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT208.1	Explain the importance of seminars and presentations in business management and their role in knowledge dissemination.		
MBT208.2	Demonstrate an understanding of analytical and critical thinking skills through structured seminar presentations.		
MBT208.3	Apply leadership and communication skills by delivering effective presentations on business management topics.		
MBT208.4	Analyze contemporary global, economic, legal, and ethical issues in business through seminar discussions and case studies.		
MBT208.5	Evaluate and present business management concepts effectively using research-based insights and real-world applications.		

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Branch	Management		
Program	MBA	Year	II
Subject	STRATEGIC MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT301.1	Apply principles and processes of strategic management in decision making to combat competition.		
MBT301.2	Develop effective corporate strategies to achieve long term organizational goals.		
MBT301.3	Employ techniques of environmental appraisal to gain competitive advantage.		
MBT301.4	Analyze organizational strategies by applying frameworks of strategy analysis to become market leader.		
MBT301.5	Evaluate effectiveness of strategy implementation process by applying models of strategic implementation.		

Branch	Management		
Program	MBA	Year	II
Subject	INTERNATIONAL BUSINESS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT302.1	Analyze the process of business expansion from domestic to transnational markets and assess various modes of entry into international markets.		
MBT302.2	Apply international trade theories to formulate ethical and global business strategies.		
MBT302.3	Analyze the role of International marketing and international human resource in the context of global business.		
MBT302.4	Apply foreign exchange determination system in strengthening financial decisions globally.		
MBT302.5	Evaluate the importance of international institutions in sustaining global business.		

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Branch	Management		
Program	MBA	Year	II
Subject	UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT303.1	Apply principles of self-exploration to incorporate human aspirations and ethical responsibilities in business decision making..		
MBT303.2	Evaluate the value of self-regulation (Sanyam) and health (Swasthya) in promoting personal ethical leadership behavior.		
MBT303.3	Apply principles of human relationships in fostering collaborative teamwork that support organizational goals.		
MBT303.4	Develop strategies for mutually fulfilling participation following principles of harmony in achieving organizational goal.		
MBT303.5	Analyze human-centric and eco-friendly management models, promoting social responsibility, ethical leadership in organizational decision-making.		

Branch	Management		
Program	MBA	Year	II
Subject	TOTAL QUALITY MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT304.1	Apply fundamental principles of Total Quality Management (TQM) to address the quality improvement objective of an organization.		
MBT304.2	Develop strategic intervention to human aspects to TQM for achieving organizational goals		
MBT304.3	Analyze human aspects in Total Quality Management (TQM) to recognize their impact on organizational success.		
MBT304.4	Employ various TQM practices and techniques to demonstrate process improvement and support organizational goals		

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MBT304.5	Analyze quality management standards in business operations to communicate global economic, legal, and ethical aspects of business.
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Branch	Management		
Program	MBA	Year	II
Subject	INTEGRATED MARKETING COMMUNICATION		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(M1) .1	Apply the concept of integrated marketing communication (IMC) to strengthen the IMC planning process in business organizations.		
MBT305(M1) .2	Assess the effectiveness of marketing communication planning in influencing consumer behavior for object-driven decision-making.		
MBT305(M1) .3	Evaluate the communications effects and results of an IMC campaign to determine its success for brands.		
MBT305(M1) .4	Apply an Integrated Marketing Communication (IMC) approach to develop a comprehensive advertising and promotional plan for a business organization.		
MBT305(M1) .5	Recommend marketing communication campaigns for business organizations using creativity, critical thinking, and analytical skills.		

Branch	Management		
Program	MBA	Year	II
Subject	DIGITAL MARKETING		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(M3) .1	Apply digital and social media marketing practices in a business organization to achieve optimum profitability.		
MBT305(M3) .2	Discover social media platforms that are beneficial for business organizations to achieve optimum market reach.		
MBT305(M3) .3	Utilize search engine marketing (SEO) to acquire and engage consumers online.		

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MBT305(M3) .4	Compare organizational competency of digital marketing and cost considerations for output-driven decision-making.
MBT305(M3) .5	Evaluate the effectiveness of an organization's social media marketing strategies for better engagement and performance.

Branch	Management		
Program	MBA	Year	II
Subject	CONSUMER BEHAVIOUR		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(M4) .1	Apply consumer behavior principles in a business organization for the preparation of an optimum business plan.		
MBT305(M4) .2	Examine consumer insights to develop value-based marketing strategies that effectively address customer needs and preferences.		
MBT305(M4) .3	Analyze marketing communication (IMC) strategies in terms of influencing consumer behavior and meeting organizational goals.		
MBT305(M4) .4	Measure factors that influence buying behavior for the preparation of an effective marketing mix in a business organization.		
MBT305(M4) .5	Assess the role of advertising and promotional strategies in shaping consumer purchasing decisions for effective business leadership.		

Branch	Management		
Program	MBA	Year	II
Subject	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(F1). 1	Apply investment decision-making processes and analyze various investment avenues to solve business problems and support data-based decision-making.		

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MBT305(F1). 2	Evaluate the functioning of capital markets and employ techniques for securities trading considering global, economic, legal, and ethical aspects of business.
MBT305(F1). 3	Assess market efficiency by applying fundamental and technical analysis in alignment with organizational goals and data-driven decision-making.
MBT305(F1). 4	Analyze risk-return trade-offs and demonstrate portfolio selection using financial models to enhance strategic financial decisions and solve business problems.
MBT305(F1). 5	Employ portfolio revision techniques and evaluate performance using Sharpe and Treynor measures to achieve organizational goals and ensure effective financial decision-making.

Branch	Management		
Program	MBA	Year	II
Subject	WORKING CAPITAL MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(F2). 1	Apply working capital concepts to analyze liquidity, profitability, and influencing factors to address business challenges and improve financial performance.		
MBT305(F2). 2	Develop working capital estimation and employ inventory management techniques like EOQ to meet organizational goals through effective financial planning.		
MBT305(F2). 3	Analyze receivables and payables management through credit policies and maturity matching while considering global, economic, legal, and ethical aspects of business.		
MBT305(F2). 4	Demonstrate cash management using inflow acceleration, control models, and cash budgeting to resolve financial challenges and ensure efficient financial operations.		
MBT305(F2). 5	Analyze working capital financing sources and optimal fund mix strategies to align with organizational goals and strengthen financial stability.		

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Branch	Management		
Program	MBA	Year	II
Subject	FINANCIAL MARKETS AND INSTITUTIONS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(F4). 1	Examine the globalization of financial markets and analyze its influence on domestic financial systems to understand financial market dynamics.		
MBT305(F4). 2	Develop an understanding of commercial bank management by analyzing prudential norms, capital adequacy requirements, and risk assessment techniques for effective decision-making.		
MBT305(F4). 3	Employ techniques to assess financial intermediation risks, including interest rate risk, market risk, credit risk, and liquidity risk, to communicate global economic, legal, and ethical aspects of business.		
MBT305(F4). 4	Evaluate risk management strategies in financial institutions by demonstrating techniques to mitigate credit, liquidity, and operational risks through asset sales and securitization to achieve organizational goals.		
MBT305(F4). 5	Analyze the management of non-banking financial institutions and depositories by demonstrating the functions and objectives of development financial institutions in India to enhance financial sector understanding.		

Branch	Management		
Program	MBA	Year	II
Subject	INDUSTRIAL RELATIONS AND LABOUR LAWS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(HR) 1.1	Apply industrial relations frameworks to resolve workplace conflicts and enhance employer-employee relations.		
MBT305(HR) 1.2	Assess the functions and responsibilities of trade unions in collective bargaining and industrial relations to ensure workplace harmony.		

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MBT305(HR 1).3	Analyze labor problems to develop solutions for industrial harmony and ensure wage compliance.
MBT305(HR 1).4	Evaluate labor laws to ensure workers' rights, regulatory compliance, and Statutory practices.
MBT305(HR 1).5	Apply trade union dynamics to understand worker behavior for promote ethical leadership.

Branch	Management		
Program	MBA	Year	II
Subject	TRAINING AND DEVELOPMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(HR 2).1	Apply training and learning strategies to enhance workforce skills and solve business challenges.		
MBT305(HR 2).2	Analyze training design principles to create effective programs that enhance employee motivation.		
MBT305(HR 2).3	Evaluate training implementation strategies to improve job role clarity and develop essential problem-solving skills.		
MBT305(HR 2).4	Evaluate training models to enhance coordination and improve organizational efficiency.		
MBT305(HR 2).5	Apply training and learning strategies to foster a better team environment and holistic employee development.		

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Subject	COUNSELLING SKILLS FOR MANAGERS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(HR 4).1	Apply counseling techniques to improve team dynamics, workplace environment and negotiation skills.		
MBT305(HR 4).2	Analyze counselling strategies to resolve workplace problems and promote ethical leadership in organizations.		
MBT305(HR 4).3	Analyze negotiation strategies to promote effective communication and employee retention.		
MBT305(HR 4).4	Analyze negotiation dynamics to build trust, bridge cultural differences to drive organizational growth.		
MBT305(HR 4).5	Analyze counselling and negotiation skills to enhance managerial effectiveness and holistic employee development.		

Branch	Management		
Program	MBA	Year	II
Subject	IMPORT EXPORT MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(IB1).1	Apply knowledge of import-export management to analyze foreign trade frameworks and trade policies for efficient documentation and compliance.		
MBT305(IB1).2	Develop strategies to navigate international marketing challenges by evaluating environmental and tariff barriers and employing trade policies effectively to support organizational goals.		
MBT305(IB1).3	Employ techniques for export and import financing procedures by demonstrating expertise in documentation and transaction processes to ensure efficient trade operations.		
MBT305(IB1).4	Analyze export assistance measures in India and evaluate government policies to enhance international trade competitiveness		

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	to communicate global economic legal and ethical aspects of business.
MBT305(IB1).5	Demonstrate an understanding of India's export-import policies by assessing risk management and business continuity strategies for sustainable global operations.

Branch	Management		
Program	MBA	Year	II
Subject	INTERNATIONAL BUSINESS LAWS AND TREATIES		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(IB2).1	Analyze international business contracts, sales agreements and code of laws to navigate global business environments.		
MBT305(IB2).2	Evaluate the regulatory framework of the WTO and analyze its implications on trade, preferential treatments, and dispute resolution mechanisms to support effective decision-making.		
MBT305(IB2).3	Employ techniques to assess the impact of treaties and agreements on licensing, franchising, and technology transfer while considering global economic, legal, and ethical aspects of business		
MBT305(IB2).4	Analyze international taxation frameworks, online financial transactions, and legal safeguards governing cross-border e-commerce to enhance business operations.		
MBT305(IB2).5	Assess Indian legal frameworks for international business transactions and develop strategies for compliance with FEMA, taxation laws, and foreign investment regulations to ensure regulatory adherence.		

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Subject	CROSS CULTURAL BUSINESS MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305(IB4).1	Analyze the factors and impact of globalization on cultural exchange to manage cross-cultural dynamics in organization.		
MBT305(IB4).2	Demonstrate an understanding of cultural dimensions, variables, and their influence on behavior using frameworks like Hofstede's, Trompenaars, and the GLOBE Project to manage multicultural environments.		
MBT305(IB4).3	Apply effective cross-cultural communication techniques and negotiation strategies by analyzing cultural differences and their impact on communication styles and negotiation processes.		
MBT305(IB4).4	Analyze international HRM practices and employ techniques for managing multicultural teams and leadership challenges to solve business problems and support data-based decision making		
MBT305(IB4).5	Develop an understanding of comparative management styles and demonstrate awareness of cultural influences on management practices to communicate global economic legal and ethical aspects of business and achieve organizational goals		

Branch	Management		
Program	MBA	Year	II
Subject	DESIGNING AND MANAGING SUPPLY CHAIN		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT305.SC4.1	Apply logistics and supply chain management principles to optimize business operations effectively to solve business problems and achieve organizational goals.		
MBT305.SC4.2	Develop an understanding of transportation operations for efficient logistics management through data-based decision making.		

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MBT305.SC4 .3	Employ containerization techniques and evaluate the role of Inland Container Depots (ICD) in international trade logistics to communicate global economic legal and ethical aspects of business.
MBT305.SC4 .4	Analyse packing and packaging strategies to enhance product protection and supply chain efficiency to solve business problems and achieve organizational goals.
MBT305.SC4 .5	Demonstrate expertise in export and import logistics processes distribution strategies through data-based decision making and to communicate global economic legal and ethical aspects of business.

Branch	Management		
Program	MBA	Year	II
Subject	SUMMER INTERNSHIP PROJECT REPORT AND VIVA-VOCE		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT306.1	Experience real-world career alternatives and evaluate potential career paths before completing the MBA program.		
MBT306.2	Integrate theoretical knowledge with practical applications to enhance decision-making and problem-solving skills.		
MBT306.3	Assess personal strengths and preferences to make an informed decision regarding the choice of specialization in management.		
MBT306.4	Analyze and appreciate the role of work and its function within the broader economic context.		
MBT306.5	Develop and demonstrate work habits and attitudes essential for achieving job success.		

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Branch	Management		
Program	MBA	Year	II
Subject	BUSINESS ETHICS AND CORPORATE GOVERNANCE		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT401.1	Construct ethical principles and moral values to develop responsible business decision-making strategies.		
MBT401.2	Take part in the formulation of ethical business policies that determine responsible leadership capabilities.		
MBT401.3	Evaluate responsible business strategies across the departments of a business organization to prioritize sustainable growth.		
MBT401.4	Support moral philosophies to build a strong ethical foundation for managerial decision-making in a business organization.		
MBT401.5	Recommend corporate governance frameworks to ensure transparency and accountability in business operations.		

Branch	Management		
Program	MBA	Year	II
Subject	PROJECT MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT402.1	Apply project planning techniques to conduct feasibility studies, risk management, and strategic alignment of projects to support decision making..		
MBT402.2	Analyze various project organizational structures, assess the roles and responsibilities of project managers to apply effective contract management strategies in global economic legal and ethical context of business		
MBT402.3	Develop cost strategies and manage financial constraints to achieve organizational goals		

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MBT402.4	Use scheduling monitoring and resource allocation to support data-based decision-making.
MBT402.5	Implement control mechanisms and evaluation frameworks to communicate global economic legal and ethical aspects of business and achieve organizational goals

Branch	Management		
Program	MBA	Year	II
Subject	ENTREPRENEURSHIP DEVELOPMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT403.1	Analyse the factors influencing entrepreneurial decisions and career choices. to promote entrepreneurial objectives		
MBT403.2	Evaluate the impact of sociocultural political and economic factors on entrepreneurship development and analyze the success and failure of entrepreneurs for decision making		
MBT403.3	Develop a comprehensive business plan by employing techniques in market analysis financial planning and risk assessment to achieve organizational goal		
MBT403.4	Analyze the technical, financial, marketing, and managerial feasibility of entrepreneurial projects, and explore financing options provided by financial institutions in global economic legal and ethical context of business		
MBT403.5	Employ government schemes subsidies and incentives to develop and support entrepreneurial ventures for inclusive growth to solve business problems		

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Branch	Management		
Program	MBA	Year	II
Subject	PRODUCT AND BRAND MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(M1).1	Utilize product management concepts for the competitive attractiveness of brands.		
MBT404(M1).2	Examine competitor strategies to evaluate market potential for preparing an effective brand promotion strategy.		
MBT404(M1).3	Develop product strategies by evaluating the product life cycle for new product development.		
MBT404(M1).4	Implement strategic branding techniques for sustainable brand equity.		
MBT404(M1).5	Classify market segmentation to strengthen brand positioning.		

Branch	Management		
Program	MBA	Year	II
Subject	RURAL MARKETING		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(M3).1	Analyze the demographic, physical and economic factors influencing rural demand and buying behavior to develop strategies to attain competitive advantage.		
MBT404(M3).2	Evaluate the characteristics of rural consumers by analyzing their behavior, decision-making process, and predict its impact on cultural, social, technological, economic, and political factors		
MBT404(M3).3	Evaluate the components of the marketing mix to utilize them in developing effective rural marketing strategies to attain organizational goals.		
MBT404(M3).4	Analyze the significance of innovation and the role of IT in rural markets, and evaluate the emergence of organized retail models and their operational strategies in rural India.		

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MBT404(M3) .5	Assess the evolving role of the rural sector in India by examining government initiatives, cooperative and private sector contributions, and emerging trends such as micro financing, female empowerment, and rural tourism
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Branch	Management		
Program	MBA	Year	II
Subject	SALES MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(M4) .1	Analyze the process of sales management to determine its significance in achieving organizational goals.		
MBT404(M4) .2	Identify the roles and responsibilities of a sales manager to illustrate effective sales operations management.		
MBT404(M4) .3	Evaluate the concept of a sales force to assess its role in driving sales performance.		
MBT404(M4) .4	Examine the features of personal selling to apply effective selling techniques in practical scenarios to meet goals		
MBT404(M4) .5	Evaluate the ethical and legal aspects of selling, explore measures to promote sales as an attractive career, and analyze recent trends and innovations in sales management.		

Branch	Management		
Program	MBA	Year	II
Subject	MERGERS AND ACQUISITIONS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(F2). 1	Apply fundamental concepts and theories of mergers to analyze motives types and industry life cycle impact to solve business problems.		
MBT404(F2). 2	Develop understanding of corporate restructuring methods using joint ventures, spin-offs and leveraged buyouts, for a data-based decision making.		

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MBT404(F2). 3	Analyze the integration process of mergers and acquisitions by evaluating organizational, human and managerial challenges to achieve organizational goals.
MBT404(F2). 4	Evaluate mergers using valuation approaches like discounted cash flow relative contribution and financial synergy in global economic legal and ethical aspects of business.
MBT404(F2). 5	Employ advanced defensive techniques against hostile takeovers, using financial and legal measures to solve business problems.

Branch	Management		
Program	MBA	Year	II
Subject	FINANCIAL DERIVATIVES		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(F3). 1	Apply financial derivatives to analyze their uses, types and growth of financial derivatives in India to solve business problems.		
MBT404(F3). 2	Analyze financial futures contract pricing and hedging for data-based decision-making.		
MBT404(F3). 3	Evaluate financial swaps, their types and risk management in global economic legal and ethical aspects of business.		
MBT404(F3). 4	Employ techniques of option valuation models and distinguish options from futures to achieve organizational goals.		
MBT404(F3). 5	Analyze carry trade strategies and speculative derivatives risks and market expectations to solve business problems.		

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Branch	Management		
Program	MBA	Year	II
Subject	FINANCIAL SERVICES		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(F4).1	Apply financial services concepts to real-world banking and investment scenarios to solve business problems		
MBT404(F4).2	Develop strategies for financial intermediaries and non-depository institutions to achieve organizational goals		
MBT404(F4).3	Employ techniques in merchant banking venture capital and capital issue management for data-based decision-making		
MBT404(F4).4	Evaluate the role and significance of leasing factoring and forfeiting in financial markets in global economic legal and ethical context of business		
MBT404(F4).5	Analyse credit rating services and the impact of financial institutions on economic growth to support data-based decision-making		

Branch	Management		
Program	MBA	Year	II
Subject	INTERNATIONAL HUMAN RESOURCE MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(HR 1).1	Apply cross-cultural management strategies to foster a sustainable global business environment and reduce cultural differences.		
MBT404(HR 1).2	Analyze cross-cultural management practices to enhance effective leadership and foster international team spirit.		
MBT404(HR 1).3	Analyse IHRM strategies to strengthen HR planning and manage a diverse workforce for effective decision-making.		

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MBT404(HR 1).4	Evaluate international HRM practices to optimize wage and compensation decisions for enhanced employee satisfaction.
MBT404(HR 1).5	Evaluate international labor standards and develop strategies to address global industrial relations challenges.)

Branch	Management		
Program	MBA	Year	II
Subject	PERFORMANCE MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(HR 2).1	Define the concepts, objectives, scope, and ethical perspectives of performance management systems.		
MBT404(HR 2).2	Explain various methods of measuring performance and identify factors influencing employee performance.		
MBT404(HR 2).3	Apply behavioral concepts and tools like 360-degree feedback and performance-linked rewards to employee development.		
MBT404(HR 2).4	Analyze the need for performance consulting and diagnose non-financial indicators related to organizational success or failure.		
MBT404(HR 2).5	Evaluate modern performance frameworks such as EVA, BSC, and Six Sigma in the context of divisional and managerial performance.		

Branch	Management		
Program	MBA	Year	II
Subject	CORPORATE LEADERSHIP		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(HR 4).1	Apply leadership theories and styles to enhance leadership effectiveness in organizations.		
MBT404(HR 4).2	Apply effective communication strategies to enhance decision-making and organizational success.		

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MBT404(HR 4).3	Evaluate organizational politics and negotiation strategies to enhance workplace dynamics
MBT404(HR 4).4	Analyze time management techniques and stress management strategies to enhance productivity and well-being in organizations.
MBT404(HR 4).5	Analyze emerging trends in corporate leadership to promote ethical practices and effective crisis management.

Branch	Management		
Program	MBA	Year	II
Subject	INTERNATIONAL MARKETING MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(IB1).1	Analyze international marketing principles and global market environments to develop effective marketing strategies.		
MBT404(IB1).2	Develop and evaluate market entry strategies for successful international expansion.		
MBT404(IB1).3	Analyse the objectives and functions of international institutions to communicate global economic legal and ethical aspects of business		
MBT404(IB1).4	Employ techniques for global branding and product positioning to enhance market presence.		
MBT404(IB1).5	Demonstrate an understanding of international pricing methods and policies to gain competitive advantage.		

Branch	Management		
Program	MBA	Year	II
Subject	GLOBAL FINANCIAL MARKETS AND INSTRUMENTS		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(IB2).1	Apply knowledge of international and European financial markets to evaluate their functions structures and participants to solve business problems.		

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MBT404(IB2).2	Analyse the creation and role of Eurodollars in global currency markets and assess Asian market transactions to support data-based decision making.
MBT404(IB2).3	Evaluate the role and structure of instruments like Euro Bonds, Euro Loans, Euro Issues, and Euro Deposits in cross-border financing.
MBT404(IB2).4	Employ techniques to assess equity debt and emerging market assets, while analyzing financial sector reforms to achieve organizational goals.
MBT404(IB2).5	Develop skills to evaluate foreign portfolio investment strategies and analyse financial innovations to solve business problems.

Branch	Management		
Program	MBA	Year	II
Subject	EXIM FINANCING AND DOCUMENTATION		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(IB4).1	Evaluate foreign exchange regulations, including FEMA and ISO quality certifications, to solve global business problems.		
MBT404(IB4).2	Develop export procedures and employ techniques for export credit finance, duty drawbacks, and shipment handling to achieve organizational goals.		
MBT404(IB4).3	Analyse import procedures including licensing policies under different regulatory frameworks, for data-based decision making.		
MBT404(IB4).4	Evaluate export incentives in documentation and procedures for trading houses and SEZ units to communicate global economic legal and ethical aspects of business.		
MBT404(IB4).5	Analyse the general guidelines governing export and import financing as per banking norms, regulatory bodies, and international trade practices to assess its impact on business.		

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Branch	Management		
Program	MBA	Year	II
Subject	LEAN SUPPLY CHAIN & SUPPLIER RELATIONSHIP MANAGEMENT		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT404(SC4).1	Analyze the Lean supply chain maturity model and interpret value-stream maps to identify and eliminate inefficiencies.		
MBT404(SC4).2	Develop effective Lean demand management plans, target costing, strategies and Lean tools for product and process design to ensure efficient market responsiveness.		
MBT404(SC4).3	Demonstrate the integration of Lean IT elements into BPM tools to support Lean supply chain control and execution for data-based decision making.		
MBT404(SC4).4	Apply concepts of TAKT time, flow, and changeover to optimize production processes.		
MBT404(SC4).5	Demonstrate the application of Kaizen programs, employ Lean simulation techniques, and develop human resource strategies for continuous improvement in Lean SCM for data-based decision making.		

Branch	Management		
Program	MBA	Year	II
Subject	DISERTATION AND VIVA VOCE		
COURSE OUTCOMES (COs) Students will be able to			
CO#	CO STATEMENT		
MBT405.1	Formulate a research problem by reviewing relevant literature and identifying research gaps to define clear research objectives.		
MBT405.2	Apply appropriate research methodologies and data analysis techniques to investigate business, management, or societal issues effectively.		
MBT405.3	Interpret research findings logically to draw meaningful conclusions and make data-driven recommendations for business or policy applications.		
MBT405.4	Demonstrate effective academic writing, report structuring, and adherence to ethical standards in research documentation.		
MBT405.5	Communicate research outcomes confidently through oral presentations and respond to evaluative feedback in a professional manner during viva-voce.		

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