

Department of Management Studies  
Nesamony Memorial Christian College, Marthandam  
**M.B.A.**  
**Course Outcome**

<b>Semester – I M.B.A.</b>					
<b>Part</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Credit</b>	<b>Hours</b>	<b>Course Outcome</b>
Part - A	Core Course -1: <b>Management Principles and Business Ethics</b>	VBAC11	4	4	On completion of this course, students will; <b>CO1</b> Possess the knowledge on the basic concepts of management and understand how an organization functions. <b>CO2</b> Possess knowledge on planning & decision making. <b>CO3</b> Have insights on organizing, managing change and Innovation <b>CO4</b> Learn leadership, communication and controlling skills. <b>CO5</b> Have better understanding on business ethics and social responsibility.
	Core Course -2: <b>Quantitative Techniques and Research Methods in Business</b>	VBAC12	4	4	On completion of this course, students will; Program <b>CO1</b> Be able to develop problem-solving techniques needed to accurately calculate probabilities. <b>CO2</b> Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry. <b>CO3</b> Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis. <b>CO4</b> Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions. <b>CO5</b> Be able to present orally their research or a summary of another's research in an organized, coherent, and compelling fashion.
	Core Course -3: <b>Managing Organizational Behaviour</b>	VBAC13	4	4	On completion of this course, students will; <b>CO1</b> Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how men behave in an organization <b>CO2</b> Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation <b>CO3</b> Have insights on Group Dynamics and Interpersonal Communication <b>CO4</b> Learn Leadership, Politics, Conflicts and Negotiation.

					<b>CO5</b> Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organization.
	Core Course -4: <b>Accounting for Managers</b>	VBAC14	4	4	On completion of this course, students will; <b>CO1</b> Be able to understand the fundamentals of principles of financial, cost and management accounting <b>CO2</b> Be able to prepare, analyze and interpret financial statements <b>CO3</b> Be able to use the tools and techniques of financial analysis. <b>CO4</b> Be able to take decisions using management accounting tools. <b>CO5</b> Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.
	Core Course -5: <b>Managerial Economics</b>	VBAC15	4	4	On completion of this course, students will; <b>CO1</b> Be able to understand the basic concepts of managerial economics that helps the firm in decision making process. <b>CO2</b> Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants <b>CO3</b> Have better idea and understanding about production function and market structure <b>CO4</b> Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning <b>CO5</b> Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.
	Core Course -6: <b>Legal Systems in Business</b>	VBAC16	4	4	On completion of this course, students will; <b>CO1</b> Have knowledge on understandings on law of contract. <b>CO2</b> Know the sale of Goods & Negotiable instrument act. <b>CO3</b> Have understandings on partnership and company law <b>CO4</b> Have familiarize with various labour laws. <b>CO5</b> Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property
	Extra Disciplinary:- <b>Entrepreneurship Development</b>		3	3	On completion of this course, students will; Program <b>CO1</b> Be able to know about growth of entrepreneurship in India <b>CO2</b> Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing <b>CO3</b> Obtain knowledge on new venture creation <b>CO4</b> Be able to prepare a business plan <b>CO5</b> Gain knowledge on various types of financing available for new ventures.
	Soft Skills :- <b>Executive Communication</b>		2		On completion of this course, students will; <b>CO1</b> Understanding of theories and concepts, types and various modes of communication in organizations <b>CO2</b> Development of skills on developing Business Correspondence <b>CO3</b> Development of skills on preparing Business Reports and Proposals

					<p><b>CO4</b> Draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.</p> <p><b>CO5</b> Demonstrate his/her verbal and non-verbal communication ability through presentations.</p>
<b>Semester – II M.B.A.</b>					
Part - A	Core Course -7: <b>Applied Operations Research</b>	VBAC21	4	4	<p>On completion of this course, students will; Program Outcomes</p> <p><b>CO1</b> Obtain insight on the origin and nature of OR and also the application of various models of OR.</p> <p><b>CO2</b> Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem.</p> <p><b>CO3</b> Be well versed with the concept of transportation and Assignments models</p> <p><b>CO4</b> Have better understanding on inventory models, replacement models, job sequencing, networking model and Queuing model</p> <p><b>CO5</b> Be imparted knowledge on the various methods of game model Reading List</p>
	Core Course -8: <b>Human Resource Management</b>	VBAC22	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Gain an understanding of HRM policies and importance.</p> <p><b>CO2</b> Implement appropriate HRP in workplace.</p> <p><b>CO3</b> Apply feasible Training method and manage career progressions.</p> <p><b>CO4</b> Demonstrate managing performance of human resources.</p> <p><b>CO5</b> Design and justify compensation framework.</p>
	Core Course -9: <b>Marketing Management</b>	VBAC23	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Understand the fundamental principles of marketing, marketing concepts and ideas.</p> <p><b>CO2</b> Understand the organization's marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques.</p> <p><b>CO3</b> Understand the buyer behavior and market segmentation and competitive marketing strategies.</p> <p><b>CO4</b> Think strategically about branding, pricing and marketing issues.</p> <p><b>CO5</b> Familiar with Promotion decisions along with awareness on Consumer Rights in the Market Place.</p>
	Core Course -10: <b>Operations Management</b>	VBAC24	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Understand the concepts of production and its design, capacity planning and make or buy decisions.</p> <p><b>CO2</b> Be cognizant of the complexity involved in plant location decisions and utilization of plant layout.</p> <p><b>CO3</b> Understand the Inventory models and the importance of maintenance techniques.</p> <p><b>CO4</b> Be aware of work-study procedures and the importance on quality control tools</p> <p><b>CO5</b> Have insight on service operations, service delivery and waiting line analysis.</p>
	Core Course -11: <b>Financial Management</b>	VBAC25	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Be aware of the basic concepts of financial management and understand the various sources of finance.</p>

					<p><b>CO2</b> Possess knowledge on investment decision making.</p> <p><b>CO3</b> Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital.</p> <p><b>CO4</b> Have learnt the concept of capital structure and dividend</p> <p><b>CO5</b> Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.</p>
	Core Course -12: <b>Strategic Management</b>	VBAC26	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Be able to frame vision and mission statements.</p> <p><b>CO2</b> Be social and ethically responsible.</p> <p><b>CO3</b> Possess insights on making environmental analysis.</p> <p><b>CO4</b> Possess knowledge on learning strategic formulation &amp; strategy choice.</p> <p><b>CO5</b> Understanding strategic implementation and control</p>
	Extra Disciplinary:- <b>International Business</b>		3	3	<p>On completion of this course, students will;</p> <p><b>CO1</b> Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances.</p> <p><b>CO2</b> Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.</p> <p><b>CO3</b> Know the various international trade theories and the management of business functional operations in an international context.</p> <p><b>CO4</b> Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.</p> <p><b>CO5</b> Have better understanding on regional economic integration and contemporary issues in international business.</p>
	Soft Skills -II : <b>Business Etiquette</b>		2		<p>On completion of this course, students will;</p> <p><b>CO1</b> Learn using business etiquette at work place</p> <p><b>CO2</b> Be able to acquire knowledge about the Principles of exceptional work behaviour</p> <p><b>CO3</b> Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels.</p> <p><b>CO4</b> Get familiarized with the Successful handling of Multi-cultural challenge</p> <p><b>CO5</b> Become sensitive to new and emerging issues in etiquette</p>
	Soft Skills -III : <b>Computing Skills</b>		2		<p>On completion of this course, students will;</p> <p><b>CO1</b> Have awareness and understanding on the basic functions of MS Excel</p> <p><b>CO2</b> Know the advanced functions of MS Excel</p>

					<p><b>CO3</b> Possess knowledge on MS Access and its application in database management</p> <p><b>CO4</b> Understand and possess knowledge on the functions and usage of various cloud based apps like Google Drive, Google Sheets and Google Docs</p> <p><b>CO5</b> Understand and be aware of the functions and usage of Cloud based apps like Google Forms, Google Slides and Google Cloud Printing.</p>
<b>Semester – III M.B.A</b>					
Part - A	Core Course -13: <b>Business Environment and Law</b>	WBAM31	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Evaluate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.</p> <p><b>CO2</b> Examine how businesses can be held liable in tort for the actions of their employees.</p> <p><b>CO3</b> Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.</p> <p><b>CO4</b> Acquire problem-solving techniques and to be able to present coherent, concise legal argument</p> <p><b>CO5</b> Identify the fundamental legal principles behind contractual agreements.</p>
	Core Course -14 : <b>Research Methods in Management</b>	WBAM32	4	4	<p>On completion of this course, students will;</p> <p><b>CO1</b> Demonstrate proficiency in applying research methodologies in management studies.</p> <p><b>CO2</b> Exhibit competence in utilizing various data collection methods and techniques.</p> <p><b>CO3</b> Interpret research findings effectively using statistical and qualitative analysis techniques.</p> <p><b>CO4</b> Integrate quantitative and qualitative approaches for comprehensive management research.</p> <p><b>CO5</b> Apply ethical principles in all stages of the research process in management studies.</p>
	Core Course -IX: <b>Online Business – Lab</b>	WBAM33	2	2	<p>On completion of this course, students will</p> <p><b>CO1</b> Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.</p> <p><b>CO2</b> Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.</p> <p><b>CO3</b> Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.</p> <p><b>CO4</b> Make use of Search Engine Optimization</p> <p><b>CO5</b> Make use of social media marketing</p>
	Elective <b>Elective -1: A:- security Analysis and</b>	WBAE31	3	3	<p>On completion of this course, students will;</p> <p><b>CO1</b> Understand the meaning of investment and the characteristic features of various investment Instruments and to Understand the different types of risks and its impact in valuation of securities</p> <p><b>CO2</b> Analyse the macro-economic factors influencing the value of any business</p>

	<p><b>Portfolio management</b></p> <p><b>B:- Human Resource Information system</b></p> <p><b>C:-Supply Chain and Logistics Management</b></p>	<p>WBAE36</p> <p>WBAE3A</p>	<p>3</p> <p>3</p>	<p>3</p> <p>3</p>	<p><b>CO3</b> Construct the options and its strategies formulation.  <b>CO4</b> Apply quantitative tools in best investment alternatives in designing and re-designing the portfolio.  <b>CO5</b> Comprehend the capital market theories and apply to formulate the optimal portfolio based on the investor constraints.</p> <p>On completion of this course, students will;  <b>CO1</b> Understand different software packages of HRIS  <b>CO2</b> Understand the concepts and importance of data management for HRIS and its functioning.  <b>CO3</b> Explore the use of different HRIS modules  <b>CO4</b> Examine the different management process that deals with HRIS  <b>CO5</b> Analyse the data &amp; operations of HRIS and opportunities for combination of HRM and ITES personnel.</p> <p>On completion of this course, students will;  <b>CO1</b> Understand of supply chain fundamentals  <b>CO2</b> Design supply chain networks to enhance supply chain performance  <b>CO3</b> Plan and manage inventory and transportation in supply chain  <b>CO4</b> Implement information technology in supply chain management and Categorize the applications of information technology in both manufacturing and service industry to develop a strong supply chain.  <b>CO5</b> Construct a network design and virtual integration that will help in coordinating and analysing the performance of the supply chain.</p>
	<p>Elective- II:  <b>A:- Insurance And Financial Services</b></p> <p><b>B:- Performance Management</b></p>	<p>WABE33</p> <p>WBAE35</p>	<p>3</p> <p>3</p>	<p>3</p> <p>3</p>	<p>On completion of this course, students will;  <b>CO1</b> Understand insurance and IRDA  <b>CO2</b> Explain the various insurance products to the client.  <b>CO3</b> Understand and interpret the general insurance and its claim and recovery procedures  <b>CO4</b> Analyse the insurance surveyor ship  <b>CO5</b> Understand and advice the insurance institutions to the clients</p> <p>On completion of this course, students will  <b>CO1</b> Understand the current trend in performance management.  <b>CO2</b> compare and evaluate the different the performance management system and appreciate the best practices in performance management.  <b>CO3</b> Carry out performance management surveys and Performance review meetings.</p>

	<b>C:- Multimodal Transportation</b>	WBAE3C	3	3	<p><b>CO4</b> Implement the process of performance management.  <b>CO5</b> Deal with poor performance and developing the best alternative</p> <p>On completion of this course, students will;  <b>CO1</b> Understand the basic concepts of Multimodal Transportation.  <b>CO2</b> Apply containerisation in logistical operations.  <b>CO3</b> Evaluate suitable Transportation modes for distribution channel providers.  <b>CO4</b> Create logistics documentation process for various Intermodal transports.  <b>CO5</b> Understand the legal framework governing Multimodal transport in India and International conventions and practices.</p>
Part - B	Core Summer Project / Internship		6		
<b>Semester – IV M.B.A.</b>					
Part - A	Core Course –XI: <b>Artificial Intelligence in Management</b>	WBAM41	4	4	<p>On completion of this course, students will;  <b>CO1</b> Comprehend the Fundamentals, Evolution and Economics of Artificial intelligence (AI)  <b>CO2</b> Identify appropriate analytical techniques to solve business scenarios using SPSS  <b>CO3</b> Identify potential applications suitable for RPA based on domain knowledge  <b>CO4</b> Comprehend Deep Learning techniques and its application  <b>CO5</b> Review the ethical perspective while developing AI applications</p>
	Core Course -XII: <b>Emerging Technologies in Management</b>	WBAM42	4	4	<p>On completion of this course, students will;  <b>CO1</b> Understand how emerging technologies are changing management.  <b>CO3</b> Recognize where and how to use new technologies in management.  <b>CO4</b> Know how new tech affects business strategies and operations.  <b>CO5</b> Decide if and how to use new tech in management.  <b>CO6</b> Consider the ethical and social impact of new tech in management.</p>
	Core Course:- <b>Computer Application in Management using SAP – Lab</b>	WBAL41 -	2		<p>On completion of this course, students will;  <b>CO1</b> Proficiency in navigating the SAP user interface and accessing its functionalities.  <b>CO2</b> Apply SAP modules to simulate real-world business scenarios and processes.  <b>CO3</b> Develop skills in data entry, processing, and analysis within the SAP environment.  <b>CO4</b> Learn to generate reports, extract data, and interpret results using SAP applications.  <b>CO5</b> Understanding of how different SAP modules integrate and their roles in enterprise resource planning (ERP).</p>

	Elective – 3: <b>A:-Project Finance</b>	WBAE41	3	3	On completion of this course, students will; <b>CO1</b> Understand the basic concepts in project management. <b>CO2</b> Plan and effectively manage the project planning and project completion. <b>CO3</b> Evaluate the projects under certainty and uncertainty risk situations. <b>CO4</b> Analyze the international project appraisal process. <b>CO5</b> Apply the project implementation and controlling techniques in the project.
	<b>B:- Human Resource Analytics</b>	WBAE46	3	3	On completion of this course, students will; <b>CO1</b> Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits, Training and Human Capital development etc. <b>CO2</b> Demonstrate HR functions in adding value in business terms. <b>CO3</b> Identify and use human resource data in organizations for decision making <b>CO4</b> Design a Metrics and Analyze index for recruitment, performance and or a training and development context <b>CO5</b> Predict the issues using the available HR data and formulate the best strategies
	<b>C:- Customs Laws And Procedure</b>	WBAE4B	3	3	On completion of this course, students will; <b>CO1</b> Understand the basic principles governing levy of customs duty and types of various duties. <b>CO2</b> Classify the documents required for Export customs clearance and Import customs clearance <b>CO3</b> Understand the provisions regarding conveyance, stores, warehousing, and prohibitions on import and export. <b>CO4</b> Understand the duties and appointments of customs authorities. <b>CO5</b> Understand the legal aspects of Service tax Act.
Part - B	Elective -4: <b>A:- Behavioural Finance</b>	WBAE43	3	3	On completion of this course, students will; <b>CO1</b> Understand the behavioural finance <b>CO2</b> Analyse and take decision under risk and uncertainty <b>CO3</b> Evaluate and effectively manage the financial market <b>CO4</b> Identify the effective organizational structure and dividend policy . <b>CO5</b> Assume the common emotional biases in different domains.
	<b>B:- Warehouse Management</b>	WBAE44	3	3	On completion of this course, students will; <b>CO1</b> Understand challenges, objectives, and functions of warehousing. <b>CO2</b> Categorize materials using Inventory management techniques.



	<b>C:- Compensation And Reward Management</b>	WABE45	3	3	<p><b>CO3</b> Select suitable storage material handling systems for better material management.</p> <p><b>CO4</b> Improve supervisory skills and deal more effectively with warehouse staff issues Adapt suitable software tools for improved warehouse operations.</p> <p>On completion of this course, students will;</p> <p><b>CO1</b> Understand the basics of Compensation Management, Theories and strategies</p> <p><b>CO2</b> Understand Wages and salary administration in organisations.</p> <p><b>CO3</b> Analyse Employee benefits and rewards.</p> <p><b>CO4</b> Evaluate incentives plans</p> <p><b>CO5</b> Execute Compensation Plan and packages.</p>
	<b>Main Project</b>		6		