

PADMASHREE INSTITUTE OF MANAGEMENT AND SCIENCES

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE OUTCOME

MBA - I Semester

Course Title	Organization Behaviour	
Co. Nos	Course Outcome	PO. Nos
CO1	Demonstrate understanding and application of concepts and principles of organizational behavior, perception, and personality	PO 1
CO2	Improving practical experience in the field of management and organization behavior	PO2
CO3	Develop skills and ability to work in groups to achieve organizational goals.	PO3
CO4	Develop a greater understanding of behavioral aspects to analyze the concepts related to individual behavior, attitude, and personality	PO2
CO5	Design motivational techniques for job design, employee involvement, incentives, rewards & recognition.	PO4

Course Title	Accounting for Managers	
Co.Nos	Course Outcome	PO.Nos
CO1	Conceptual basis for accounting	PO1
CO2	Orientation to financial statement	PO2
CO3	Analysing and interpreting financial statements	PO2
CO4	Orientation to cost accounting	PO3
CO5	Managerial decision making	PO2
CO6	Trends and developments in accounting	PO4

Course Title	Marketing for Customer Value	
Co.Nos	Course Outcome	PO.Nos
CO1	Develop an ability to assess the impact of the environment on marketing function.	PO1
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.	PO2
CO3	Understand concept of branding, development of product and significance of market segmentation, targeting and positioning.	PO1
CO4	Identifying marketing channels and the concept of product distribution.	PO3
CO5	Identifying techniques of sales promotion, significance of marketing research.	PO3
CO6	Importance of marketing and conceptual understanding	PO4

Course Title	Managerial Skills-1	
Co.Nos	Course Outcome	PO.Nos
CO1	Communicate better across teams and clients	PO1
CO2	Demonstrate empathy in negotiations with assertiveness	PO3
CO3	Apply creative thinking to reach a beneficial outcome	PO3
CO4	Know their strengths and build on the essential managerial skills	PO4

Course Title	Legal Aspects And Intellectual Property Rights	
Co.Nos	Course Outcome	PO.Nos
CO1	Find out the key components of intellectual property and their use in business.	PO1

CO2	Compare and contrast the different forms of intellectual property from the perspective of nature and subject matter of legal protection	PO2
CO3	Identify the real-life examples of application of different intellectual property in businesses.	PO2
CO4	Analyze the legal disputes involving companies in relation to intellectual property	PO4
CO5	Explain the integration of intellectual property with businesses with examples	PO3
CO6	Develop an ability to apply for the acquisition of different types of intellectual property	PO4

Course Title	Statistics For Management	
Co.Nos	Course Outcome	PO.Nos
CO1	Acquire knowledge of statistics and its scope and importance in various areas.	PO1
CO2	Achieve statistical literacy and will be able to find ways to move beyond the-what of statistics to the how and why of statistics.	PO2
CO3	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis	PO2
CO4	Critically evaluate the underlying assumptions of analysis tools	PO3
CO5	Identify the type of statistical situation to which different distributions can be applied.	PO2
CO6	Demonstrate understanding of the concepts of time series and its applications in different areas.	PO4

Course Title	Economics For Managers	
Co.Nos	Course Outcome	PO.Nos
CO1	Understand the application of economic principles in management decision making	PO1
CO2	Learn the micro economic concepts and apply them for effective functioning of a firm and industry	PO2, PO3
CO3	Understand, assess and forecast demand	PO2
CO4	Apply the concepts of production and cost for optimization of production	PO3
CO5	Design competitive strategies like pricing, product differentiation etc.	PO4, PO3

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MBA II Semester CO

Course Title	Human Capital Management	
Co.Nos	Course Outcome	PO.Nos
CO1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations.	PO1
CO2	To develop necessary skill set for application of various hr issues.	PO1, PO2
CO3	To analyse the strategic issues and strategies required to select and develop manpower resources.	PO2, PO3
CO4	To analyse the strategic issues and strategies required to select and develop manpower resources.	PO2
CO5	To integrate the knowledge of hr concepts to take correct business decisions	PO4

Course Title	Management Research Method	
Co.Nos	Course Outcome	PO.Nos
CO1	To understand introduction to management research	PO1
CO2	To understand research problem, research hypothesis and research design	PO2
CO3	To understand data collection and measurement concepts	PO2, PO3
CO4	To understand sampling and data preparation	PO2
CO5	To understand data analysis	PO3
CO6	To understand research report writing	PO4

Course Title	Financial Management	
Co.Nos	Course Outcome	PO.Nos
CO1	Identification of financial challenges faced by a business enterprise	PO1
CO2	Tools and techniques for making financial decisions	PO2 PO3

CO3	Financial management practices in corporate sector	PO3, PO4
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Course Title	Entrepreneurship And Ethics	
Co.Nos	Course Outcome	PO.Nos
CO1	Understand of starting a company by the various financial institutions support.	PO1
CO2	Develop new innovative business ideas.	PO2
CO3	Understand the marketing demand in various forms of business.	PO1
CO4	Aware of alternative to jobs and employment which will make them job providers in an ethical manner.	PO3, PO4

Course Title	Quantitative Techniques And Operation Research	
Co.Nos	Course Outcome	PO.Nos
CO1	Operations research for converting real business problems onto mathematical form	PO1
CO2	Building the or model and test for solution	PO2
CO3	Finding optimal solution	PO3
CO4	Analyzing by using tools simulation, excel	PO3, PO4

Course Title	Managerial Skills-2	
Co.Nos	Course Outcome	PO.Nos
CO1	Demonstrate an understanding of work process and employability skills	PO1
CO2	Manage teams and set goals for the teams effectively	PO2
CO3	Undertake root cause analysis for problem solving	PO2
CO4	Exhibit an awareness and importance of professional ethics and manage time and stress effectively	PO3, PO4

Course Title	Technology For Management	
Co.Nos	Course Outcome	PO.Nos
CO1	Clearly articulate ideas in group settings to a range of audiences	PO1,
CO2	Demonstrate effective writing skills	PO3
CO3	Demonstrate active listening skills and foster open communication	PO3
CO4	Identify and articulate ethical issues	PO2
CO5	Make decisions consistent with societal and organizational standards	PO2, PO4

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MBA III Semester CO

Course Title	Performance Management System	
Co.Nos	Course Outcome	PO.Nos
CO1	It is particularly intended for students as future managers and supervisors who will conduct the performance appraisal of their subordinates.	PO3
CO2	The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations	PO2, PO3
CO3	Design an organization's performance management process that is compliant with law and supports organizational mission and strategy.	PO2
CO4	Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.	PO4
CO5	Assess how increased employee involvement can contribute to effective performance and coach employees to identify career	PO2 PO3

	paths and resources available to support individual development	
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Course Title	Corporate Valuation And Restructuring	
Co.Nos	Course Outcome	PO.Nos
CO1	The basic concepts required for corporate valuation	PO1
CO2	The various methods of valuation	PO2
CO3	Enterprise valuation	PO2
CO4	Intellectual capital valuation	PO2, PO3
CO5	Corporate restructuring	PO2
CO6	Valuation of mergers and acquisition	PO3, PO4

Course Title	Corporate Tax Planning And Management	
Co.Nos	Course Outcome	PO.Nos
CO1	The meaning of taxes, types of tax and the differences between them,	PO1
CO2	The taxonomy of taxation in India,	PO1
CO3	Computation of income tax liability of a corporate entity and the strategies for legally reducing tax burden,	PO2
CO4	The various indirect taxes levied by union government on corporate entities, the extent of liability and procedural formalities in respect of each of the taxes	PO2

Course Title	Cyber Space	
Co.Nos	Course Outcome	PO.Nos
CO1	Cyberspace cyberspace is the notional national environment environment in which communication over computer networks occurs.	PO1, PO2
CO2	Electronic commerce, commonly known as e-commerce, y consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks.	PO2
CO3	Measure the performance and troubleshoot cyber security systems.	PO2, PO4
CO4	Be able to use cyber security, information assurance, and cyber/computer forensics software/tools.	PO2, PO3

Course Title	Learning & Development	
Co.Nos	Course Outcome	PO.Nos
CO1	By the end of this course, a student would learn to develop an understanding of how to assess training needs and design training programmes in an organizational setting.	PO1 PO2
CO2	To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness	PO2 PO3
CO3	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training	PO2
CO4	To learn how to design a training module and execute it	PO3, PO4

Course Title	Strategic Management & Corporate Governance	
Co.Nos	Course Outcome	PO.Nos
CO1	This course will equip the students with required skills of managerial decisions and actions.	PO1
CO2	This will enable students to transfer conceptual learning to strategic application in their professional lives	PO2

CO3	To enlighten the students with the concepts and practical applications of strategic management and corporate governance	PO3
CO4	To in still a comprehensive and step-wise understanding of the principles of strategy formulation and competitive analysis	PO2, PO4

Course Title	Industrial & Employee Relations	
Co.Nos	Course Outcome	PO.Nos
CO1	By the end of this course the student would learn basic knowledge of the Indian industrial relations system and its distinctive features in comparison to other countries	PO1
CO2	Trade unionism and industrial relations	PO1, PO3
CO3	Industrial disputes	PO1, PO2
CO4	Worker participation in management:	PO1
CO5	Employee communication:	PO1
CO6	Employee health, safety and security	PO2

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MBA IV Semester CO

Course Title	International Business Dynamics	
Co.Nos	Course Outcome	PO.Nos
CO1	Introduction to the International Environment of IB	PO1
CO2	Understanding the concept of Globalisation	PO2
CO3	In sight to WTO and Trading Blocks	PO4
CO4	Understanding Global trade and Investment	PO4
CO5	Study on Global ethics and E-Commerce	PO1, PO4
CO6	Introduction to Global Business Operations	PO3, PO4

Course Title	International Human Resource Management	
Co.Nos	Course Outcome	PO.Nos
CO1	To understand IHRM	PO1
CO2	To understand expatriation & repatriation	PO3, PO4
CO3	To understand how to manage HR in virtual organisation	PO2
CO4	To understand knowledge management and international management development	PO3, PO4
CO5	To understand IHRM strategies and development	PO3, PO4
CO6	To understand case studies	PO2

Course Title	Talent And Knowledge Management	
Co.Nos	Course Outcome	PO.Nos
CO1	By the end of this course, a student would learn the new concepts in talent and knowledge management and its relevance in the corporate,	PO1
CO2	Understand importance, designing & building a talent reservoir and segmentation of talent reservoir.	PO3

CO3	Examine the purpose of developing a talent management information strategy and the role of leaders in talent management.	PO2
CO4	Demonstrate the characteristics, types of valid competency model and talent management information system.	PO2
CO5	Analyze the frame work of Hansen earl's seven schools of knowledge management Alvesson and Karreman's knowledge management approach.	PO3, PO4

Course Title	Risk Management And Derivatives	
Co.Nos	Course Outcome	PO.Nos
CO1	Students will be able to evaluate the various forces when products and services enter the global marketplace,	PO1
CO2	To acquaint with international marketing knowledge and strategies.	PO2
CO3	To understand to solve problems of international marketing and sales practice.	PO4
CO4	To understand international documentation	PO3 PO4

Course Title	Strategic Brand Management	
Co.Nos	Course Outcome	PO.Nos
CO1	Understanding of the process of brand building in a variety of business contexts	PO1
CO2	Understanding of the integrated requirements for effective brand reinforcement	PO2
CO3	Analyzing the brand measures and impact of brand equity.	PO3
CO4	Understand key principles of branding, positioning and brand building strategies.	PO3, PO4

Course Title	Digital Marketing	
Co.Nos	Course Outcome	PO.Nos
CO1	To understand the basics of digital marketing.	PO1
CO2	To develop a comprehensive digital marketing strategy	PO2, PO3
CO3	To be able to use new media such as search engine and social networking	PO3 PO4

Course Title	Strategic HRM	
Co.Nos	Course Outcome	PO.Nos
CO1	By the end of this course, a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems,	PO1
CO2	To develop the perspective of strategic human resource management	PO1, PO3
CO3	Distinguish the strategic approach to human resources from the traditional-functional approach.	PO2 PO3
CO4	Appreciate SHRM in the context of changing forms of organization	PO3 PO4

Course Title	Investment Analysis And Management	
Co.Nos	Course Outcome	PO.Nos
CO1	How to define investment goals and constraints,	PO1
CO2	Identifying investment alternatives	PO2
CO3	Choosing the best / suitable alternatives,	PO2
CO4	How to construct a portfolio,	PO2
CO5	Portfolio management,	PO3, PO4

Course Title	International Financial Management	
Co.Nos	Course Outcome	PO.Nos
CO1	The global financial environment, currency system, relationship between economies and impact of international transactions on the economy,	PO1, PO4
CO2	Functioning of international financial markets,	PO1, PO4
CO3	Fixing of exchange rate,	PO2, PO4
CO4	Foreign currency risks and hedging strategies,	PO3, PO4
CO5	Interest rate risks and hedging strategies,	PO2

Course Title	Risk Management And Derivatives	
Co.Nos	Course Outcome	PO.Nos
CO1	Meaning and types of risk,	PO1
CO2	Risk analysis in capital budgeting,	PO2
CO3	Risks associated with investments and hedging with derivatives,	PO2
CO4	Meaning and types of derivatives,	PO1
CO5	Futures – terminology, mechanism, hedging and pricing,	PO2, PO3
CO6	Options – terminology, mechanism, payoffs, hedging and pricing,	PO2 PO3
CO7	Commodity markets and commodity derivatives,	PO1, PO4