



ACADEMIC YEAR-2018-19
COURSE OUTCOMES (CO)
I-I SEMESTER

Course Name: Management and Organization Behaviour (MB101) Year / Sem: I / I

MB101	Course Outcomes
MB101.1	To understand the basic concepts of management and theories
MB101.2	To apply the decision making process and make use of planning, authority, centralization and decentralization in business
MB101.3	To evaluate personality traits, perception and motivational theories
MB101.4	To analyze models of organizational behavior, group dynamics, conflicts and leadership styles.
MB101.5	To create organization design and culture and climate. To manage the stress to develop the organization.

Course Name: Accounting for Management (MB102) Year / Sem: I / I

	Course Outcomes
MB102.1	To understand the basic concepts of financial accounting, cost accounting and management accounting
MB102.2	To understand Accounting Standards and their Importance in Global Accounting Environment
MB102.3	To prepare, understand, interpret and analyze financial statements
MB102.4	To understand the different kinds of Ratios like Liquidity, Turn over, Profitability, Leverage and Structural Ratios
MB102.5	To understand the different activities of business and how this influences the cash flow statement.
MB102.6	To Know and apply various tools from accounting and cost accounting this would facilitate decision making



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Course Name: Marketing Management (MB103) Year / Sem: I / I

MB103	Course Outcomes
MB103.1	To understand the basic concepts/Philosophies of Marketing Management.
MB103.2	To understand the levels of market segmentation, International markets.
MB103.3	Market strategies involved in product branding, packaging and product mix decisions.
MB103.4	Analyze the factors affecting consumer behavior
MB103.5	To understand the factors affecting global marketing organizations.

Course Name: Managerial Economics (MB104) Year / Sem: I / I

MB104	Course Outcomes
MB104.1	Introduction of the very basic concept of Economics.
MB104.2	Application of various techniques for analysis demand.
MB104.3	Understanding the market structure and modern pricing practice.
MB104.4	Evaluate macroeconomic models.
MB104.5	Understanding monopoly, oligopoly and monopolistic competition in market.



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Course Name: IT Application for Management (MB105) Year / Sem: I / I

MB105	Course Outcomes
MB105.1	Introducing the Information Systems, need and categories of IS
MB105.2	Understanding the computer hardware and software devices. Understanding multimedia, and data communication networks.
MB105.3	Apply Management Information systems and decision support systems.
MB105.4	Apply Inter organizational information systems. Applying e-commerce applications
MB105.5	Evaluating Information security and laws.

Course Name: Computer Lab (MB106) Year / Sem: I / I

MB106	Course Outcomes
MB106.1	Understanding and Creating, naming, editing and printing excel files
MB106.2	Applying cell referencing, formatting and using formula and functions
MB106.3	Applying and evaluate filling, sorting and filtering data in Excel
MB106.4	Creating a database and creating query forms
MB106.5	Transferring data from Excel to Access.



II-I SEMESTER

Course Name: Operations Management (MB301) Year / Sem: II / I

MB301	Course Outcomes
MB301.1	To create and provide adequate knowledge regarding basic manufacturing facilities.
MB301.2	To understand capacity planning
MB301.3	To apply work study and service management methods
MB301.4	To analyze about material requirement planning , manufacturing resource planning and purchase management
MB301.5	To evaluate and understand store management

Course Name: E Business (MB302) Year / Sem: II / I

MB302	Course Outcomes
MB302.1	Introducing E-business and various E-business value chain and E-business models.
MB302.2	Understanding the legal environment Intellectual property rights and its protection.
MB302.3	Applying E business and m commerce service and applications
MB302.4	Analyzing the wireless and satellite communications and understanding Mobile communication standards
MB302.5	Applying the mobile banking business models and privacy and security issues.



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Course Name: Operation Research (MB 303) Year / SEM: II / I

MB303	Course Outcomes
MB303.1	Understand the concepts of various operation research models
MB303.2	Applying managerial Applications of operation research
MB303.3	Understanding economic interpretation of dual formulation
MB303.4	Applying minimize cost using transportation problem technique
MB303.5	Understanding various network models like CPM and PERT