



# LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

UGC Autonomous  
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Department of Management Studies

## COURSE OUTCOME

MBA I Year Semester II – AY 2023-24

Students will be able to:

CO No	DESCRIPTION
<b>COURSE OUTCOME : C201 - HUMAN RESOURCE MANAGEMENT ( P23MB201 )</b>	
C21.1	Understand and apply the knowledge of basic Concepts of Human Resource Management in Practical settings of an Organization.
C21.2	Follow innovative practices in Recruitment and Selection.
C21.3	Apply Implement systematic Performance Management System in an Organization.
C21.4	Apply Implement harmonious Industrial Relations and apply latest amended Labour Acts in an organization.
C21.5	Execute new trends in Human Resource Management practices.
CO No	DESCRIPTION
<b>COURSE OUTCOME : C202 - FINANCIAL MANAGEMENT ( P23MB202 )</b>	
C22.1	Understand the Concept of Finance function and judge the Time Value of money in terms Annuity and Present Values.
C22.2	Assess the feasibility of Projects using Capital Budgeting Techniques.
C22.3	Apply the Capital Structure Theories to construct the best Capital mix for better Market Value of the Firm.
C22.4	Implement the Dividend decisions in the interest of the Stakeholders.
C22.5	Assess Working Capital requirements and apply the Tools to manage it.
CO No	DESCRIPTION
<b>COURSE OUTCOME : C203 - BUSINESS RESEARCH METHODS ( P23MB203 )</b>	
C23.1	Understand Business Research problems and will critically evaluate research papers considering Ethics in Research.
C23.2	Compare and Contrast various Research Designs.



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<b>C23.3</b>	Analyze the similarities and differences between various Sampling Designs and Measurement Scales and make a Decision about how best to employ them in research studies.
<b>C23.4</b>	Apply and interpret the Quantitative and Qualitative data and different types of Non-Parametric Statistical Tests.
<b>C23.5</b>	Classify and select time series techniques to render appropriate solutions to the Business problems for attaining the Organizational Goals and effectively formulate a Research Proposal and communicate Research findings by preparing a Quality Research Report.
<b>CO No</b>	<b>DESCRIPTION</b>
<b>COURSE OUTCOME : C204 - BUSINESS LAW AND ETHICS ( P23MB204 )</b>	
<b>C24.1</b>	Apply Legal aspects of Business law to the problems associated with business and its transactions
<b>C24.2</b>	Critically review the special contracts and reflect them on the current Legal issues
<b>C24.3</b>	Understand various provisions of Companies Act.
<b>C24.4</b>	Claim the rights as a consumer by recalling the Redressal Mechanism available
<b>C24.5</b>	Exhibit the skills required to identify and resolve the ethical issues in the Business environment.
<b>CO No</b>	<b>DESCRIPTION</b>
<b>COURSE OUTCOME : C205 – STARTUP ENTREPRENEURSHIP ( P23MB205 )</b>	
<b>C25.1</b>	Understand the Indian Industrial Environment, Entrepreneurship and Economics growth , Small and Large Scale Industries, Types and Forms of Enterprise.
<b>C25.2</b>	Identify the characteristics of Entrepreneur, Emergencies of First Generation Entrepreneurs Conception and evaluation of ideas and their sources
<b>C25.3</b>	Practice the principles of Project Formulation , Analysis of Market Demand , Financial, Profitability and Technical Analysis.



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<b>C25.4</b>	Understand the concept of Intellectual Property Rights and Patents
<b>C25.5</b>	Comprehend the aspects of Start-ups
<b>CO No</b>	<b>DESCRIPTION</b>
<b>COURSE OUTCOME : C206 – CUSTOMER RELATIONSHIP MANAGEMENT ( P23MB206 )</b>	
<b>C26.1</b>	Understand and Analyze the Relationship theory from the perspective of the Customer and the Organization.
<b>C26.2</b>	Develop and evaluate Strategic CRM decisions.
<b>C26.3</b>	Analyze and Devise Operational CRM Decisions.
<b>C26.4</b>	Appraise Analytical CRM Decisions.
<b>C26.5</b>	Evaluate CRM Implementation Strategies



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## COURSE OUTCOME

MBA II Year Semester IV – AY 2023-24

Students will be able to:

CO No	DESCRIPTION
<b>COURSE OUTCOME : 401 - STRATEGIC MANAGEMENT ( P21MB401 )</b>	
C41.1	Investigate and understand the Business scenarios nationally and internationally.
C41.2	Appraise and analyze the contemporary issues and challenges faced in Business
C41.3	Craft and formulate the Strategies for real-time Business problems.
C41.4	Integrate and apply the learned skills to implement Strategies from holistic and multi-functional perspectives.
C41.5	Analyze and Evaluate real life situations for Self, Organizational and Societal sustainability.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 402 – BUSINESS INTELLIGENCE ( P21MB402 )</b>	
C42.1	Understand the basic Concepts of Business Analytics in an Organization.
C42.2	Establish the Data Warehousing Mechanism.
C42.3	Experiment various methods of Visualization and Data mining methods.
C42.4	Compare and contrast among Descriptive, Predictive and Prescriptive Analytics.
C42.5	Practice the application of Business Analytics in different domains
CO No	DESCRIPTION
<b>COURSE OUTCOME : 403 – SUPPLY CHAIN MANAGEMENT ( P21MB403 )</b>	
C43.1	Understand the History, Evaluation and various Concepts of Supply Chain Management.
C43.2	Classify and compare Various Processes and Technology used in Supply Chain management.
C43.3	Analyze and differentiate various strategies in Transportation and



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	Warehousing Supply Chain management.
C43.4	Analyze Various Strategic issues and Manufacturing Techniques in relation to Supply Chain management.
C43.5	Develop best Network Design, Planning and Operations in Supply Chain management.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 404 – INVESTMENT MANAGEMENT ( P21MB404 )</b>	
C44.1	Classify various investment options with risk and return calculations.
C44.2	Evaluate the bonds and strategies to manage them.
C44.3	Choose the investment option with the help of fundamental and technical analysis.
C44.4	Measure the value of common stocks by applying various approaches.
C44.5	Construct the portfolio using various models.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 405 – CONSUMER BEHAVIOUR ( P21MB405 )</b>	
C45.1	Understand the concepts to be applied to Marketing strategy.
C45.2	Analyze the environmental factors affecting Consumer Buying Behaviour and learn the impact of socio-cultural settings on the consumption behaviour.
C45.3	Develop the Marketing Strategies by applying the dynamics that influence consumers in taking decisions.
C45.4	Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behaviour perspective.
C45.5	Evaluate the dynamics of Human behaviour and the basic factors that influence the Consumer Decision Process.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 406 – PERFORMANCE MANAGEMENT ( P21MB406 )</b>	
C46.1	Effectively design the process of Performance Management system.
C46.2	Efficiently identify an appropriate Performance Appraisal method at their workplace as an HR Professional.



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<b>C46.3</b>	Decide the standard performance benchmarks to influence the Performance of Organizational members.
<b>C46.4</b>	Influence the Stakeholders of Compensation and also integrate compensation with other HR initiatives in line with Organizational realities.
<b>C46.5</b>	Formulate new set of Compensation system and manage the various Employee Benefits in the Organisation.
<b>CO No</b>	<b>DESCRIPTION</b>
<b>COURSE OUTCOME : 407 – DATA BASE MANAGEMENT ( P21MB407 )</b>	
<b>C47.1</b>	Understand the concepts of Data Mining and Data Pre processing.
<b>C47.2</b>	Extract and represent the knowledge from data by Pre processing and Visualization
<b>C47.3</b>	Establish the Association among frequently purchased items and categorize the dataset into different clusters. 4. Understand the concept of classification problems and their applications across different sectors.
<b>C47.4</b>	Apply sentiment analytics to various real time business applications.
<b>C47.5</b>	Understand the concepts of Data Mining and Data Preprocessing.
<b>CO No</b>	<b>DESCRIPTION</b>
<b>COURSE OUTCOME : 408 – BANKING AND INSURANCE ( P21MB408 )</b>	
<b>C48.1</b>	Understand Banking system and get insight on overview of Banking.
<b>C48.2</b>	Acquire Knowledge on Banks monetary Policy –Implication and Analyze Financial Statements.
<b>C48.3</b>	Develop a clear understanding and knowledge about the Lending functioning of bank.
<b>C48.4</b>	Analyze the importance of Credit Delivery and monitoring as well as how a bank manages Credit Risk.
<b>C48.5</b>	Explain on banking Regulatory system and Evaluate new innovations in banking products and services.



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<b>COURSE OUTCOME : 409 – SERVICE AND GLOBAL MARKETING ( P21MB409 )</b>	
C49.1	Understand overview of services and global and its significance.
C49.2	Understand concepts of service, challenges in delivering quality services and global industry trends.
C49.3	Apply suitable marketing mix for various services and develop strategies to deal with characteristics of services.
C49.4	Analyze consumer evaluations of global offerings and apply global concepts to real situations and formulate global marketing strategies.
C49.5	Examine the applications of Digital and Social Media Marketing in the Globalized market.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 410 – TALENT AND KNOWLEDGE MANAGEMENT ( P21MB410 )</b>	
C410.1	Understand to how managing the talent and knowledge among the employees
C410.2	Analyze and segregate the potential resourceful knowledge to lead the future employees at hand.
C410.3	Understand different approach in regards with the talent and knowledge management and apply to the required approach suitable to the organization.
C410.4	Understand Knowledge Management Framework, Mechanism and Infrastructure.
C410.5	Understand Organizational Impact of Knowledge Management on People, Product, Process and Performance.
CO No	DESCRIPTION
<b>COURSE OUTCOME : 411 – SOFTWARE PROJECT MANAGEMENT ( P21MB411 )</b>	
C411.1	Understanding the overview & importance of application of project management
C411.2	Analyze the various tool and technique of different software projects.
C411.3	Analyze the data for staff planning and use it in accordance with the organizations prospects.
C411.4	Understand the ability to manage several projects, big and small projects of the industry.



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<b>C411.5</b>	Understand management of people, staffing and working as teams in decision making and having best communications plans.
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