

R 17 REGULATION

I SEMESTER

Course: 17400101-Management Theory and Practices

Course Outcomes :

CO1: To provide a rich pool of contemporary Management knowledge .

CO2 : To gain the knowledge in time tested principles, basic concepts, emerging ideas,

evolving theories, and latest techniques.

CO3: To understand the ever changing procedures & practices in the field of Management in a comprehensive way.

CO4: Students can gain the knowledge of contemporary issues like MBO, SIX SIGMA, TQM etc.,

CO5: To enable the students to understand critical decisions that ensure growth and

sustainability of the organization.

Course: 17400102- MANAGERIAL ECONOMICS

Course Outcomes :

CO1: Enable students to get the basic economic principles, forecast demand and supply and

should be able to estimate cost and understand market structure and pricing practices

CO2: To gain knowledge in Pricing methods, market structures and various Concepts.

CO3: The module draws on student prior learning and combines insights from economics.

CO4: Finding solutions to various problems that arise in ordinary business life

Course: 17400103-ACCOUNTING FOR MANAGERS

Course Outcomes:

CO 1: Student shall be able to apply accounting concepts, principles, standards and processes

CO 2: Student must demonstrate analytical skills through findings, organizing, assessing and analyzing data appropriate to a given situation.

CO 3: Student must demonstrate skills in financial analysis.

CO 4: Each student must identify and analyze financial statements.

CO 5: The students can learn how to prepare cost accounting statements.

Course: 17400104- Managerial Communication & Soft Skills and Business Etiquette

Course Outcomes :

CO1 : To develop communication skills.

CO2 : To gain Knowledge of intra personal and inter personal communication skills.

CO3: To demonstrate the knowledge of formal and informal report writing

CO4: Apply the knowledge of problem solving

CO5 : Gain knowledge of communicating through social media and mobile

Course: 17400105- BUSINESS ENVIRONMENT

Course Outcomes:

CO1: To provide a rich pool of contemporary knowledge.

CO2: To gain the knowledge in time tested principles, basic concepts, emerging ideas, evolving theories, and latest techniques .

CO3: To understand the ever changing procedures & practices in the field of law in a comprehensive way.

CO4: Students can gain the knowledge on balance of payments.

CO5: Competition Act and BIFR and enable them to understand critical decisions that ensure growth and sustainability of the organization .

Course: 17400106-QUANTATIVE ANALYSIS FOR BUSINESS DECISIONS

Course Outcome:

CO1: Acquits with data reduction techniques and calculate and interpret measures of central values and dispersion.

CO2 : Understands and applies decision making in business and marketing.

CO3: Performs optimization techniques like linear programming.

CO4: Aware of application techniques in transportation assignment and replacement problem.

CO5: Can draw Net work diagram for project and draw conclusion from it.

Course: 174005111- IT-LAB

Course Outcomes:

CO1: To know the process of assembling a personal computer, installation of system software like MS Windows, Linux and the required device drivers.

CO2: Understand the hardware and software level trouble shooting process, tips and tricks.

CO3: Masters in working PC to disassemble and assemble to working condition and install Windows and Linux on the same PC.

CO4: Having awareness of cyber hygiene, i.e., protecting the personal computer from getting infected with the viruses, worms and other cyber attacks.

CO5: Design in crafting professional word documents; excel spread sheets and power point presentations using the Microsoft suite of office tools and Latex

II SEMESTER

Course: 17400201- FINANCIAL MANAGEMENT

Course Outcomes :

C01 : Understand the basic type of financial management decisions and the role of the financial

manager.

C02: Identify tools used by Finance professionals in making financial decisions.

C03: Explain how the manager's decisions are reflected in the share prices.

C04: Specify the objective that ensure Financial Managers makes rational investment and how

they make short term investment decisions.

C05: Examine the implications of stakeholders, ethics and the agency relationships.

Course: 17400202- HUMAN RESOURCE M ANAGEMENT

Course outcomes :

C01 : Analyze the broad fundamental concepts of HRM.

C02: Assess the processes to build a talented work force (include recruitment and selection,

training and development, professional development plans).

C03 : Evaluate performance and manage effectively in unionized environment.

C04 : Use the qualitative and quantitative information to make effective decisions related to

functional areas of business.

C05 : Manage group and individual dynamics in organization.

Course: 17400203- MARKETING MANAGEMENT

Course outcomes :

CO1: By reading text and relating the concepts through cases the student would be able to

understand the concepts of marketing management.

CO2: They will be able to analyze markets and design customer driven strategies and will be

able to communicate the decisions towards business development with customer relation

as focus.

Course: 17400204- PRODUCTION AND OPERATIONS MANAGEMENT

Course Outcome :

CO1: Students will identify operational and administrative processes and roles and

responsibilities of operation managers in different organizational contexts.

CO2: Students can analyze the content of an operations strategy and the decision involved

CO3: Understand the input – process- output framework ,the extensions of it and apply them to a wide range of operations.

CO4: Students can gain the knowledge of forecasting techniques in operations and productions methods.

Course: 17400205- Business Research Methods

Course Outcomes :

CO1 : Theoretical and Applied Research

CO2: Knowing Data collection Methods

CO3: Questionnaire Preparation

CO4: Preparation of Quality Control Charts

CO5: Gain Knowledge in Research Techniques

Course: 17400206- ORGANIZATIONAL BEHAVIOR

Course Outcomes :

CO1: Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.

CO2: Assess the potential effects of organizational - level factors (such as structure, culture and change) on organizational behavior.

CO3: Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior.

CO4: Analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts

III SEMESTER

Course: 17400301 -Strategic Management

Course Outcomes :

CO1: Overview of strategic management.

CO2: Knowledge of environmental analysis and framing of strategy .

CO3: Demonstrate the knowledge of leadership styles and planning of strategy.

CO4 : Apply the knowledge of strategy formulation and its implementation.

CO5: Gain knowledge of Strategic management process and control towards firm's success.

Course: 17400302 - LEGAL ASPECTS OF BUSINESS

Course Outcomes:

CO1: Overview of Legal Aspects of Business.

CO2: Knowledge of sale of goods act, unpaid seller rights, consumer protection act.

CO3: Demonstrate the knowledge of Agency contract and negotiable instrument act.

CO4: Gain knowledge of partnership act.

Gain knowledge of Formation of companies

Course: 17400303 - BUSINESS ETHICS AND CORPORATE GOVERNANCE

Course outcomes:

CO1: To understand the theories of Business ethics.

CO2: Knowledge of dealing Ethical problems of Business.

CO3: Demonstrate the concepts of work ethics.

CO4: Apply the knowledge of Ethics in real life situation.

CO5: Gain knowledge of Corporate governance issues.

Elective –I

Marketing

Course: 17400361A - RETAIL MANAGEMENT

Course Outcomes:

CO1: Understand the basic theories, principles, practices and terminology related to each functional area of business.

CO2: Identify the key stakeholders and the roles/responsibilities of retailers towards these stakeholders.

CO3: Evaluate the implementation of marketing strategy through the retail mix – including

Product and merchandise mix, pricing, location and store- design, promotions, and store

Management - to improve the total customer experience and retailer market

Competitiveness.

CO4: Interpret retail problems and be capable of critically evaluating and applying appropriate

Retail management models and theories to generate strategic and tactical solutions

CO5: Explain the central role of retail in industrialised societies, and the impact of key

Market/retail trends upon this sector in the local and global contexts.

HR

Course: 17400363A- PERFORMANCE MANAGEMENT

Course outcomes:

CO1: Able to understand the practical implications of PM.

CO2: Gain knowledge of Performance planning, appraisal and characteristic of reward system and counseling.

CO3: Enable to design performance appraisal tools for different job descriptions.

CO4: Apply the knowledge to develop effective team building.

CO5: Learn the techniques of monitoring and problem solving skills.

FINANCE

Course: 17400362A - Security Analysis and Portfolio Management

Course Outcomes:

CO1: Analysis and evaluation of financial markets, trading of securities, mutual funds.

CO2: Construct optimal portfolios and application of asset pricing models.

CO3: Study of Fundamental and Technical Analysis

CO4: Analysis of bond prices yields and fixed-income portfolios.

CO5: Role of options and futures and their use as hedging instruments.

Elective –II

Marketing

Course: 17400361B - CONSUMER BEHAVIOR

Course Outcomes:

CO1 : Identify the consumer need in the view of business growth and understand the environmental influences on consumer behavior.

CO2 : Gain the knowledge in psychological foundations of consumer behavior.

CO3: Apply the knowledge in consumer decision making process.

CO4: Gain the knowledge on consumer issues .

CO5: Enlighten the concepts of legal protection towards consumer issues

HR

Course: 17400363B- STRATEGIC HUMAN RESOURCE MANAGEMENT

Course outcome :

CO1: To understand how to interpret basic statistical analysis of HRM data,

theoretical perspectives of SHRM approaches.

CO2: To understand various features of HRM systems influence the composition of

workers attracted to the firm and strategic HR planning model.

CO3: To understand how the various features of HRM Systems Influence Retention and

turnover.

CO4: To analyze a firm's HRM Systems evaluate its strengths and weaknesses, and propose changes to improve it.

CO5: To acquire knowledge of the legal and institutional landscape for HRM

systems and evaluation of strategic contribution of traditional areas and emerging areas.

FINANCE

Course: 17400362B - BANKING & INSURANCE

Course outcome :

CO1: To understand the theory and practices of banking.

CO2: To know the features of bank credit, types of lending, assessment of worthiness of borrower and NPAs.

CO3: To know the need of regulating bank capital, retail banking, plastic money, NEFT, RTGS, Mobile banking, Banc assurance.

CO4: To understand the principles and characteristics of insurance, underwriting, concept of reinsurance, an overview of IRDA.

CO5: To understand the life and general insurance, the actuarial science, Micro insurance in India.

IV SEMESTER

Course: 17400401- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Outcome:

CO1: Provide learners with knowledge and skills in information systems and qualitative

analysis needed in logistics and supply chain management.

CO2: To gain knowledge of impact of logistics on shareholder value and customer profitability

analysis.

CO3: Gain the knowledge of setting benchmarking priorities and economics of distribution.

CO4: Student can have the knowledge of pricing and revenue management and Bullwhip

Effect.

CO5: Apply skills in Global logistics, Global strategies, Channels in Global logistics and Global

Alliances.

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Course: 17400402- ENTREPRENEURSHIP DEVELOPMENT

Course Outcomes:

C01: Understand the mindset of the entrepreneurs.

C02: Apply sound business and economic principles to successfully launch and

Effectively manage a new venture.

C03: To develop an idea on the legal framework and also understand strategic

Perspectives in entrepreneurship and Project Management.

C04: Develop analytical and critical thinking skills necessary to make sound financial

Decisions in business and personal arenas.

C05: Exhibit financial and management skills necessary to succeed in increasingly

challenging academic environments of further higher education.

Elective-III

Marketing

Course: 17400461A- SERVICES MARKETING

Course Outcome :

The students will be able to recognize the characteristics of services, understand consumer behavior in services, align service design and standards, delivering service, managing services promises

FINANCE

Course: 17400462A- International Financial Management

Course Outcome :

CO1: To understand the role of currency in international financial markets and exchange rate procedures.

CO2: To know the participants in foreign exchange market, currency derivatives, FEMA.

CO3: To know foreign direct Investment (FDI), modes of foreign investment, international cash management, capital structure decisions and project financing.

CO4: To know the types of risk in multinational corporations, hedging.

CO5: To know the types of taxes at the international level, tax treaties.

CO6: The students can also emerge as good traders of currency futures as they will come to know about hedging, speculation and various international corporate taxation procedures

HR

Course: 17400463A-GLOBAL HUMAN RESOURCE MANAGEMENT

Course Outcome:

CO1: Overview of HRM and GHRM

CO2: Knowledge of HR issues and concern of cross cultural theories and negotiations

CO3: Demonstrate the knowledge of Domestic and International recruitment and training process

CO4: Apply the knowledge for HRD

CO5: Gain knowledge of Employees' compensation at global level , diversity management and IR at global level

Elective-III

Marketing

Course: 17400461B-PROMOTION AND DISTRIBUTION MANAGEMENT

COURSE OUTCOMES:

CO1: Understand practical implications of Sales Management, i.e., sales planning , Budgeting.

CO2: Apply the knowledge in preparing Advertisement & themes of Advertising etc.,

CO3: Gain the knowledge of Advertisement Budget preparation and Decision Making

CO4: Apply the knowledge in Channels management decision

CO5: Enlighten the Wholesalers & Retailer theories.

Finance

Course: 17400462B- Financial Risk Management

Course Outcomes:

CO1: The students will gain knowledge in the risk management process.

CO2: The student understands the economic environment in which such instruments operate.

CO3: To Developing and employing theoretical valuation methods.

CO4: The student understand financial instruments such as options, futures, swaps and other derivative securities in detail

CO5: Application of financial instruments in managing the risk of investing and hedging activity

at the individual and the corporate level.

HR

Course: 17400463B- CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

Course Outcomes :

CO1: Study how environmental events affect organizations and drive the need for continuous

Change. ·

CO2: Analyze change at the individual, group, and systemic levels ·

CO3: Contrast planned and unplanned change ·

CO4: Evaluate and apply integrative models for assessing, diagnosing, and implementing the

need for change ·

CO5: Identify the role of leaders and managers, change agents, and change recipients in various

stages of organizational change ·

CO6: Comprehend the complexity of change within organizational cultures and systems.