

Programme Outcomes (POs)

PO 1: Apply the knowledge of management theories and practices to solve business problems.

PO 2: Foster analytical and critical thinking abilities for data – based decision making.

PO 3: Develop value-based leadership ability.

PO 4: Understand, analyse, and communicate global, economic, legal, and ethical aspects of the business.

PO 5: Lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.

MBA Programme – Subject Wise Course Outcomes (All Courses)

Semester 1 – Core Courses

Course Code	Subject Name	Course Outcomes
BUS 1C 01	Business Communication and Soft Skills	CO1: Apply business communication principles in managerial situations. CO2: Demonstrate effective written and oral communication skills. CO3: Participate effectively in team communication and presentations. CO4: Utilize digital communication tools in professional communication.
BUS 1C 02	Management Theory and CSR	CO1: Explain principles and functions of management. CO2: Apply planning, organizing and controlling concepts in organizations. CO3: Analyse leadership theories and management practices. CO4: Evaluate CSR initiatives and ethical practices in business.
BUS 1C 03	Legal Environment of Business	CO1: Explain legal framework governing business operations. CO2: Apply contract and company law provisions in business decisions. CO3: Analyse business laws related to consumer protection and IT. CO4: Evaluate legal compliance requirements in organizations.
BUS 1C 04	Organizational Behaviour	CO1: Explain individual behaviour in organizations. CO2: Analyse group dynamics and teamwork effectiveness. CO3: Apply motivation and leadership theories. CO4: Evaluate organizational culture and change processes.
BUS 1C 05	Environment and Sustainability	CO1: Explain environmental issues affecting business organizations. CO2: Analyse sustainability challenges in business operations. CO3: Evaluate environmental policies and practices. CO4: Apply sustainable development principles in business decisions.
BUS 1C 06	Managerial Economics	CO1: Apply demand and supply analysis for business decisions. CO2: Analyse pricing strategies under different market structures. CO3: Evaluate macroeconomic policies affecting business. CO4: Apply economic concepts in managerial decision making.
BUS 1C 07	Quantitative Techniques	CO1: Apply mathematical and statistical tools for decision making. CO2: Analyse business data using statistical techniques. CO3: Interpret probability and statistical distributions. CO4: Use quantitative models in managerial decisions.
BUS	Accounting for	CO1: Explain accounting principles and financial statements.

Course Code	Subject Name	Course Outcomes
1C 08	Managers	CO2: Prepare and interpret financial reports. CO3: Analyse financial performance using ratio analysis. CO4: Apply accounting information in managerial decisions.

Semester 2 – Core Courses

Course Code	Subject Name	Course Outcomes
BUS 2C 09	Marketing Management	CO1: Explain marketing concepts and marketing environment. CO2: Analyse consumer behaviour and market segmentation. CO3: Develop marketing mix strategies. CO4: Evaluate marketing planning and control techniques.
BUS 2C 10	Financial Management	CO1: Explain financial management concepts and objectives. CO2: Apply capital budgeting techniques. CO3: Analyse cost of capital and capital structure decisions. CO4: Evaluate working capital and dividend policies.
BUS 2C 11	Operations Management	CO1: Explain operations management concepts. CO2: Analyse production planning and quality management. CO3: Apply operations strategies for efficiency. CO4: Evaluate technology and innovation in operations.
BUS 2C 12	Human Resource Management	CO1: Explain HRM functions and practices. CO2: Apply recruitment and performance management techniques. CO3: Analyse employee relations and labour laws. CO4: Evaluate HR strategies for organizational effectiveness.
BUS 2C 13	Operations Research	CO1: Explain operations research models. CO2: Apply linear programming and optimization techniques. CO3: Analyse decision-making models. CO4: Evaluate OR techniques in managerial decisions.
BUS 2C 14	Data Analytics and Computing	CO1: Explain data analytics concepts. CO2: Analyse business data using analytical tools. CO3: Apply data visualization techniques. CO4: Interpret analytical results for decision making.
BUS 2C 15	Business Research Methods	CO1: Explain research design and methodology. CO2: Apply data collection and sampling techniques. CO3: Analyse research data using statistical tools. CO4: Interpret research results for business decisions.
BUS 2C 16	Corporate Governance and Ethics	CO1: Explain corporate governance principles. CO2: Analyse ethical issues in business. CO3: Evaluate governance frameworks and regulations. CO4: Apply ethical decision-making in management.

Semester 3 - Core courses

Course Code	Subject Name	Course Outcomes
BUS 3C 13	Entrepreneurship Development	CO1: Explain the concepts, characteristics and importance of entrepreneurship. CO2: Analyse opportunities and challenges in

Course Code	Subject Name	Course Outcomes
BUS 3C 14	International Business	starting new ventures. CO3: Develop business plans and entrepreneurial strategies. CO4: Evaluate feasibility and sustainability of entrepreneurial ventures. CO1: Explain the global business environment and international trade theories. CO2: Analyse international market opportunities and risks. CO3: Apply strategies for international market entry and expansion. CO4: Evaluate international business operations and global competitiveness.

Semester 4 - Core courses

Course Code	Subject Name	Course Outcomes
BUS 4C 15	Business Ethics and Corporate Governance	CO1: Explain ethical principles and corporate governance frameworks in business. CO2: Analyse ethical issues and governance challenges in organizations. CO3: Apply ethical decision-making models in managerial situations. CO4: Evaluate corporate governance practices and social responsibility initiatives.
BUS 4C 16	Strategic Management and Business Policy	CO1: Explain strategic management concepts and frameworks. CO2: Analyse internal and external environments of organizations. CO3: Apply strategic tools for strategy formulation and implementation. CO4: Evaluate strategic decisions and their impact on organizational performance.

Project / Dissertation / Internship

Course Code	Subject Name	Course Outcomes
BUS 4PR 17	Project / Dissertation	CO1: Identify and formulate a research problem in a specific business domain. CO2: Apply appropriate research methodology and analytical tools. CO3: Interpret research findings and derive managerial implications. CO4: Present research outcomes in a structured academic format.
BUS 4PR 18	Internship / Industry Training	CO1: Apply theoretical knowledge in real organizational settings. CO2: Analyse business practices and operational challenges in industry. CO3: Develop professional and problem-solving skills. CO4: Evaluate industry practices and provide managerial recommendations.
BUS 4PR 19	Comprehensive Viva Voce	CO1: Demonstrate integrated knowledge of management concepts. CO2: Analyse business situations using multidisciplinary approaches. CO3: Communicate managerial insights effectively. CO4: Evaluate business problems and propose strategic solutions.

Specialisation

1. Marketing

Course Code	Subject Name	Course Outcomes
BUS 3EM 01	Retail Management	CO1: Explain retail formats and retailing concepts. CO2: Analyse retail consumer behaviour and store location decisions. CO3: Apply merchandising and store management strategies. CO4: Evaluate retail performance and marketing strategies.
BUS 3EM 02	Consumer Behaviour and Marketing Research	CO1: Analyse consumer decision-making processes. CO2: Apply marketing research techniques. CO3: Interpret consumer data for marketing insights. CO4: Evaluate marketing strategies based on consumer behaviour.
BUS 3EM 03	Brand Management	CO1: Explain brand concepts and brand equity. CO2: Develop branding strategies. CO3: Analyse brand positioning and communication. CO4: Evaluate brand performance and brand extension strategies.
BUS 3EB 04	Marketing Analytics	CO1: Explain marketing analytics concepts. CO2: Analyse marketing data using analytical tools. CO3: Apply analytics in marketing decision making. CO4: Evaluate marketing performance using data insights.
BUS 3EM 05	Digital Marketing	CO1: Explain digital marketing concepts and platforms. CO2: Analyse online consumer behaviour. CO3: Develop digital marketing campaigns. CO4: Evaluate campaign effectiveness using analytics.
BUS 3EM 06	Integrated Marketing Communication	CO1: Explain IMC concepts and promotional mix. CO2: Analyse advertising and communication strategies. CO3: Develop integrated marketing campaigns. CO4: Evaluate effectiveness of communication strategies.
BUS 4EM 07	Services Marketing	CO1: Explain services marketing concepts. CO2: Analyse service quality and customer satisfaction. CO3: Develop service marketing strategies. CO4: Evaluate service delivery systems.
BUS 4EM 08	International Marketing	CO1: Explain international marketing environment. CO2: Analyse global market entry strategies. CO3: Develop international marketing mix strategies. CO4: Evaluate global marketing opportunities and risks.
BUS 4EM 09	Sales and Distribution Management	CO1: Explain sales management concepts. CO2: Analyse sales forecasting and territory planning. CO3: Develop sales force management strategies. CO4: Evaluate distribution channel performance.
BUS 4EM 10	Sustainable and Social Marketing	CO1: Explain sustainability concepts in marketing. CO2: Analyse ethical and social marketing practices. CO3: Develop sustainable marketing strategies. CO4: Evaluate social impact of marketing activities.

2. Finance

Course Code	Subject Name	Course Outcomes
BUS 3EF 01	Security Analysis and Portfolio Management	CO1: Explain investment theories and capital markets. CO2: Analyse securities using valuation techniques. CO3: Apply portfolio management strategies. CO4: Evaluate risk-return trade-offs.
BUS 3EF 02	Strategic Cost Management	CO1: Explain strategic cost management concepts. CO2: Analyse cost structures for strategic decisions. CO3: Apply cost reduction techniques. CO4: Evaluate cost management practices.
BUS 3EF 03	Banking and Insurance	CO1: Explain banking operations and services. CO2: Analyse insurance principles and policies. CO3: Apply risk management techniques. CO4: Evaluate banking and insurance sector performance.
BUS 3EF 04	Forensic Accounting	CO1: Explain forensic accounting concepts. CO2: Analyse financial fraud and irregularities. CO3: Apply forensic investigation techniques. CO4: Evaluate fraud prevention strategies.
BUS 3EB 05	Financial Analytics	CO1: Explain financial analytics techniques. CO2: Analyse financial datasets. CO3: Apply analytics for financial decision making. CO4: Evaluate financial performance using analytics tools.
BUS 3EF 06	Project Finance	CO1: Explain project finance concepts. CO2: Analyse project feasibility. CO3: Apply project evaluation techniques. CO4: Evaluate project financing strategies.
BUS 4EF 07	Behavioural Finance	CO1: Explain behavioural finance theories. CO2: Analyse investor behaviour and biases. CO3: Apply behavioural insights to financial decisions. CO4: Evaluate market anomalies.
BUS 4EF 08	Strategic Financial Management	CO1: Explain strategic financial management concepts. CO2: Analyse corporate financial strategies. CO3: Apply financial planning techniques. CO4: Evaluate financial restructuring decisions.
BUS 4EF 09	International Finance	CO1: Explain global financial systems. CO2: Analyse foreign exchange markets. CO3: Apply international financial management techniques. CO4: Evaluate multinational financial decisions.
BUS 4EF 10	Financial Derivatives	CO1: Explain derivatives and financial instruments. CO2: Analyse derivative pricing and valuation. CO3: Apply derivatives for risk management. CO4: Evaluate derivative strategies in financial markets.

3. Human Resource Management

Course Code	Subject Name	Course Outcomes
BUS 3EH 01	Management of Self and Others	CO1 Explain self-management and interpersonal effectiveness. CO2 Analyse emotional intelligence in

Course Code	Subject Name	Course Outcomes
		leadership. CO3 Apply interpersonal communication skills. CO4 Evaluate personal development strategies.
BUS 3EH 02	Human Resource Planning and Retention	CO1 Explain workforce planning concepts. CO2 Analyse recruitment and retention strategies. CO3 Apply HR planning techniques. CO4 Evaluate retention policies.
BUS 3EB 03	HR Analytics	CO1 Explain HR analytics concepts. CO2 Analyse HR metrics and workforce data. CO3 Apply predictive HR analytics techniques. CO4 Evaluate HR decisions using analytics insights.
BUS 3EH 04	Performance Management	CO1 Explain performance management systems. CO2 Analyse appraisal methods. CO3 Apply performance evaluation techniques. CO4 Evaluate performance improvement strategies.
BUS 3EH 05	Compensation and Benefits Management	CO1 Explain compensation structures. CO2 Analyse pay and reward systems. CO3 Apply compensation planning techniques. CO4 Evaluate benefits strategies for employee motivation.
BUS 3EH 06	Industrial Relations	CO1 Explain industrial relations framework. CO2 Analyse trade unions and collective bargaining. CO3 Apply dispute resolution techniques. CO4 Evaluate industrial relations practices.
BUS 4EH 07	International HRM	CO1 Explain global HR practices. CO2 Analyse cross-cultural management issues. CO3 Apply expatriate management strategies. CO4 Evaluate HR policies in multinational firms.
BUS 4EH 08	Management of Change and Organizational Development	CO1 Explain change management theories. CO2 Analyse organizational development interventions. CO3 Apply change management strategies. CO4 Evaluate effectiveness of change initiatives.
BUS 4EH 09	Competency Based HRM	CO1 Explain competency frameworks. CO2 Analyse competency mapping techniques. CO3 Apply competency based HR practices. CO4 Evaluate competency development programs.
BUS 4EH 10	Management of Training and Development	CO1 Explain training and development concepts. CO2 Analyse training needs assessment. CO3 Develop training programs. CO4 Evaluate training effectiveness.

4. Operations, Logistics & Supply Chain

Course Code	Subject Name	Course Outcomes
BUS 3EOM 01	Logistics and Transportation Management	CO1 Explain logistics concepts. CO2 Analyse transportation systems. CO3 Apply logistics planning techniques. CO4 Evaluate logistics strategies.
BUS 3EOM	Warehouse and Inventory	CO1 Explain warehouse operations. CO2 Analyse inventory models. CO3 Apply inventory control techniques. CO4

Course Code	Subject Name	Course Outcomes
02	Management	Evaluate warehouse efficiency.
BUS 3EOM 03	Service Operations	CO1 Explain service operations concepts. CO2 Analyse service delivery systems. CO3 Apply service process improvement techniques. CO4 Evaluate service quality.
BUS 3EOM 04	Lean Management	CO1 Explain lean principles. CO2 Analyse waste reduction techniques. CO3 Apply lean tools in operations. CO4 Evaluate operational efficiency improvements.
BUS 3EOM 05	Operations Strategy	CO1 Explain operations strategy concepts. CO2 Analyse competitive priorities in operations. CO3 Develop operations strategies. CO4 Evaluate strategic operations decisions.
BUS 3EOM 06	Quality Management	CO1 Explain quality management principles. CO2 Analyse quality control tools. CO3 Apply TQM practices. CO4 Evaluate quality improvement programs.
BUS 4EOM 07	Project Management	CO1 Explain project management life cycle. CO2 Analyse project planning techniques. CO3 Apply project monitoring tools. CO4 Evaluate project performance.
BUS 4EOM 08	Product and Process Design Management	CO1 Explain product design concepts. CO2 Analyse process design strategies. CO3 Apply product development techniques. CO4 Evaluate design decisions.
BUS 4EOM 09	International Logistics	CO1 Explain global logistics systems. CO2 Analyse international trade logistics. CO3 Apply global supply chain strategies. CO4 Evaluate international logistics risks.
BUS 4EOM 10	World Class Manufacturing	CO1 Explain world-class manufacturing concepts. CO2 Analyse global manufacturing practices. CO3 Apply advanced manufacturing techniques. CO4 Evaluate manufacturing performance improvement strategies.

5. Business Analytics

Course Code	Subject Name	Course Outcomes
BUS 3EB 01	Python Programming for Data Science	CO1 Explain Python programming concepts. CO2 Analyse datasets using Python. CO3 Apply Python libraries for analytics. CO4 Develop data-driven solutions.
BUS 3EB 02	Advanced Statistical Measures using SPSS	CO1 Explain advanced statistical techniques. CO2 Analyse data using SPSS. CO3 Apply statistical models in business analysis. CO4 Interpret statistical results.
BUS 3EB 03	HR Analytics	CO1 Explain HR analytics techniques. CO2 Analyse workforce data. CO3 Apply predictive analytics in HR. CO4 Evaluate HR decisions using analytics.
BUS 3EB 04	Marketing Analytics	CO1 Explain marketing analytics tools. CO2 Analyse marketing datasets. CO3 Apply analytics in marketing decisions. CO4 Evaluate marketing performance metrics.
BUS 3EB 05	Financial Analytics	CO1 Explain financial analytics tools. CO2 Analyse financial data. CO3 Apply forecasting models. CO4

Course Code	Subject Name	Course Outcomes
		Evaluate financial performance.
BUS 3EB 06	Artificial Intelligence and Machine Learning	CO1 Explain AI and ML concepts. CO2 Analyse datasets using ML algorithms. CO3 Apply AI techniques in business decisions. CO4 Evaluate AI applications.
BUS 4EB 07	Big Data and Cloud Computing	CO1 Explain big data technologies. CO2 Analyse large datasets. CO3 Apply cloud computing platforms. CO4 Evaluate big data solutions.
BUS 4EB 08	Social Media, Web and Text Analytics	CO1 Explain social media analytics concepts. CO2 Analyse web and textual data. CO3 Apply text mining techniques. CO4 Evaluate insights for business strategy.
BUS 4EB 09	Industry 4.0 and IoT	CO1 Explain Industry 4.0 technologies. CO2 Analyse IoT applications. CO3 Apply smart technology solutions. CO4 Evaluate digital transformation strategies.
BUS 4EB 10	Business Database Systems	CO1 Explain database management systems. CO2 Analyse database structures. CO3 Apply database tools for data management. CO4 Evaluate database systems for analytics.