

**DEPARTMENT OF**

**MBA**

**2022 REGULATION**

<b>PROGRAM EDUCATIONAL OBJECTIVES (PEOs):</b>	
<b>PEO 1</b>	MBA is a two-year full-time programme, aimed at nurturing and training young minds with contemporary skills of management, adept in handling diverse sectors of the economy.
<b>PEO 2</b>	The programme intends to inculcate leadership qualities in individuals to strategically position themselves in all emerging platforms of idea generation, creation of pragmatic knowledge, skills and competency development.
<b>PEO 3</b>	The diverse course curriculum enables a high degree of academic flexibility for fostering innovation and creativity. It instills resilience and adaptability in students for facing the challenges of the contemporary business world.

<b>PROGRAMME OUTCOMES</b>	
<b>PO 1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO 2</b>	Foster analytical and critical thinking abilities for data based decision making.
<b>PO 3</b>	Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
<b>PO 4</b>	Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.

**PROGRAM SPECIFIC OUTCOMES (PSOs):**

<b>PSO 1</b>	Comprehend the contemporary features and characteristics of Business Management Science and its administration.
<b>PSO 2</b>	Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level.
<b>PSO 3</b>	Handle responsibility with the ethical values for all actions undertaken by them.
<b>PSO4</b>	Adapt and focus on achieving the organisational goal and objectives with complete zeal and commitment.

**LIST OF COURSES**

**REGULATION 2022**

SI.NO	SUB.CODE	SUB.NAME
1	22MBA11	PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR
2	22MBA12	ENTREPRENEURSHIP AND LEGAL ASPECT
3	22MBA13	ACCOUNTING FOR MANAGERS
4	22MBA14	STATISTICS FOR MANAGERS
5	22MBA15	MARKETING MANAGEMENT
6	22MBA16	BUSINESS COMMUNICATION
7	22MBA21	HUMAN RESOURCE MANAGEMENT
8	22MBA22	FINANCIAL MANAGEMENT
9	22MBA23	RESEARCH METHODOLOGY AND IPR
10	22MBA24	OPERATIONS RESEARCH
11	22MBA25	STRATEGIC MANAGEMENT
12	22MBA26	MANAGERIAL ECONOMICS
13	22MBA301	LOGISTICS & SUPPLY CHAIN MANAGEMENT
14	22MBA302	INFORMATION TECHNOLOGY FOR MANAGERS
15	22MBAMM303	CONSUMERBEHAVIOUR
16	22MBAMM304	SALES & RETAILMANAGEMENT

17	22MBAFM 303	STRATEGIC COSTMANAGEMENT
18	22MBAFM 304	SECURITY ANALYSIS &PORTFOLIO MANAGEMENT
19	22MBAHR 303	RECRUITMENT &SELECTION
20	22MBA HRM 304	INDUSTRIAL RELATIONS &LEGISLATIONS
21	22MBA401	INTERNATIONAL BUSINESS
22	22MBA402	INNOVATION & DESIGN THINKING
23	22MBAFM403	GLOBAL FINANCIAL MANAGEMENT
24	22MBAFM404	MERGERS ACQUISITIONS& CORPORATE RESTRUCTURING
25	22MBAHR403	CONFLICT & NEGOTIATION MANAGEMENT
26	22MBAHR404	GLOBALHR M
27	22MBAMM403	STRATEGIC BRAND MANAGEMENTT
28	22MBAMM404	INTEGRATED MARKETING COMMUNICATION

**COURSE OUTCOME FOR MASTER IN BUSINESS ADMINISTRATION**

<b>DEGREE</b>	<b>P. G</b>
<b>PROGRAMME</b>	<b>MASTER IN BUSINESS ADMINISTRATION</b>
<b>ACADEMIC YEAR</b>	<b>2022</b>
<b>REGULATION</b>	<b>2022</b>

**1.Course Code and Name: : 22MBA11 PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

**CO Statements**

At the end of the course, learners will be able

CO1	Gain practical experience in the field of Management and Organisational Behaviour.
CO2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
CO3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
CO4	Analyse the recent trends in Management and OB models.

**2.Course Code and Name: 22MBA12 ENTRPRENEURSHIP AND LEGAL ASPECT**

**CO Statements**

At the end of the course, learner will be able

CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively. .
CO2	To know about the various business models and B-Plans across Business sectors
CO3	Able to understand the importance of marketing and different forms of businesses.
CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.

**3.Course Code and Name: 22MBA13 ACCOUNTING FOR MANAGERS**

**CO Statements**

At the end of the course, learners will be able

CO1	Demonstrate theoretical knowledge and its application in real time accounting.
CO2	Understand the books of accounts and financial statements are prepared.
CO3	Interpret financial statements of companies for decision making.
CO4	Analyse the financial statement and take decisions.

**4.Course Code and Name: 22MBA14 STATISTICS FOR MANAGERS**

**CO Statements**

At the end of the course, learners will be able

CO1	Understand how to organize, manage and present the data.
CO2	Apply wide variety of specific statistical tools in analysing the data
CO3	Explain the applicability of probability in business.
CO4	Interpret the results of statistical analysis.

<b>5.Course Code and Name: 22MBA15 MARKETING MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the Concepts of Marketing Management.
CO2	Explain the consumer behavior and buying process
CO3	Understand concept of Product and Brand Management, Branding and Pricing strategies
CO4	Identify marketing channels and the concept of product distribution, techniques of sales promotion
<b>6.Course Code and Name: 22MBA16 BUSINESS COMMUNICATION</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand communication skills and able to use to the same skills in day to daylife
CO2	Explain the fundamentals of business communication
CO3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
CO4	Demonstrate the interpersonal communication skills and busines etiquette while performing the managerial responsibilities
<b>SECOND SEMESTER</b>	
<b>1.Course Code and Name: 22MBA21 HUMAN RESOURCE MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
CO2	Acquire conceptual insight of Human Resource and various functions of HR.
CO3	Apply personnel, managerial and welfare aspects of HR.
CO4	Perceive greater understanding about HR practices, Perceive knowledge about the future trends in HRM
<b>2.Course Code and Name: 22MBA22 FINANCIAL MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the basic financial concepts
CO2	Apply time value of money
CO3	Evaluate the investment decisions
CO4	Estimate working capital requirements and analyze the capital structure and dividend decisions
<b>3. Course Code and Name: 22MBA23 RESEARCH METHODOLOGY AND IPR</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand various research approaches, techniques, strategies and IPR in the appropriate in business.

CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
CO4	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.
<b>4.Course Code and Name: 22MBA24 OPERATIONS RESEARCH</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the fundamentals of Operations Research and its definition, characteristics and phases
CO2	Apply quantitative techniques to get feasible and optimal solutions
CO3	Analyze the problems in transportation and assignment fields.
CO4	Analyze and solve problems in PERT, CPM, Game theory and Sequencing
<b>5.Course Code and Name: 22MBA25 STRATEGIC MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the idea about the concept of strategic management, its relevance, characteristics, process, nature and purpose
CO2	Explain the methods to be implemented by the firms to successfully institutionalise a strategy
CO3	Apply insights on strategy at different levels of organisation to gain competitive advantage
CO4	Understand the strategic drive in multinational firms and their decisions in different markets
<b>6.Course Code and Name: 22MBA26 MANAGERIAL ECONOMICS</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand communication skills and able to use to the same skills in day to day life
CO2	Explain the fundamentals of business communication
CO3	Prepare business proposals and draft letters to effectively negotiate and communicate professionally
CO4	Demonstrate the interpersonal communication skills and business etiquette while performing the managerial responsibilities

### THIRD SEMESTER

#### 1.Course Code and Name : 22MBA31 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

##### CO Statements

At the end of the course, learners will be able

CO1	Demonstrate knowledge of the functions of logistics and supply chain management.
CO2	Relate concepts and activities of the supply chain to actual organizations



CO3	Analyse the role of technology in logistics and supply chain management.
CO4	Evaluate cases for effective supply chain management and its implementation.
<b>2.Course Code and Name: 22MBA302 INFORMATION TECHNOLOGY FOR MANAGERS</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the importance of Information technology for business.
CO2	Develop insights into technology and investigate its impact on Business.
CO3	Understand Various Measures of Technology available in corporate world.
CO4	Understanding how creativity and innovative Technologies help to find a solution to problems.
<b>3.Course Code and Name: 22MBAMM303 CONSUMER BEHAVIOUR</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	The students will be able understand the background and concepts of consumer behaviour.
CO2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process
CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.
<b>4.Course Code and Name: 22MBAMM304 SALES AND RETAIL MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the selling techniques in an organisation.
CO2	Develop a plan for organizing, staffing & training sales force.
CO3	Organize sales territories to maximize selling effectiveness.
CO4	Evaluate sales management strategies.
CO5	Find out the contemporary retail management issues and strategies.
CO6	Evaluate the recent trends in retailing and its impact in the success of modern business.
CO7	Understand Relate store management and visual merchandising practices for effective retailing.
<b>5.Course Code and Name: 22MBAFM303 STRATEGIC COST MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the capital market and various Instruments for Investment.
CO2	Assess the risk and return associated with investments and methods to value securities.
CO3	Analyze the Economy, Industry and Company framework for Investment Management.

CO4	Apply the theories of Portfolio management and also the tools and techniques for efficient portfolio management.
<b>6.Course Code and Name : 22MBAFM304 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the capital market and various Instruments for Investment.
CO2	Assess the risk and return associated with investments and methods to value securities.
CO3	Analyze the Economy, Industry and Company framework for Investment.
CO4	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.
<b>7.Course Code and Name: 22MBAHR303 RECRUITMENT AND SELECTION</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Gain the practical insight of various principles and practices of recruitment and selection.
CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors.
CO4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.
<b>8.Course Code and Name: 22MBAHR304 INDUSTRIAL RELATIONS AND LEGISLATIONS</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Gain practical experience related to labour legislations in India across various sectors.
CO2	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.
CO3	Develop the greater understanding of IR concepts and its application in solving various issues in IR.
CO4	Apply the IR and labour laws concepts in various industries in India.
<b>FOURTH SEMESTER</b>	
<b>1.Course Code and Name: 22MBA401 INTERNATIONAL BUSINESS</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
CO2	Identify and describe factors and forces that affect an organization's decision to internationalize its business.
CO3	Describe and compare strategies for internationalization.
CO4	Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.
<b>2.Course Code and Name: 22MBA402 INNOVATION AND DESIGN THINKING</b>	

<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the Design Thinking process from business management perspective.
CO2	Apply the knowledge and skills of DT in prototype development for product/service innovations.
CO3	Analyse sustainable and societal challenges and find solutions.
CO4	Evaluate the pros and cons for sustainable development by applying DT.
<b>3.Course Code and Name: 22MBAMM403 STRATEGIC BRAND MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Comprehend & correlate all the management functions to brand creation
CO2	Ability to develop the branding strategies
CO3	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity
CO4	Ability to analyse the global brands and their SWOT.
<b>4.Course Code and Name: 22MBAMM404 INTEGRATED MARKETING COMMUNICATIONS</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.
CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.
<b>5.Course Code and Name: 22MBAFM403 GLOBAL FINANCIAL MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	The student will have an understanding of the International Financial Environment.
CO2	The student will learn about the foreign exchange market, participants and transactions.
CO3	The student will be able to use derivatives in foreign exchange risk management.
CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
<b>6.Course Code and Name: 22MBAFM404 MERGERS ACQUISITIONS AND CORPORATE RESTRUCTURING</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	To explain the major forms and objectives of corporate restructuring.

CO2	To describe the process of value creation under different forms of M & A
CO3	To Understand M&A with its different classifications, strategies, theories, synergy etc.
CO4	To Conduct financial evaluation of M&A
CO5	To Analyze and demonstrate the accounting aspects of Amalgamation
CO6	To Critically evaluate different types of M&A, takeover and anti-take over strategies
<b>7.Course Code and Name: 22MBAHR403 CONFLICT &amp; NEGOTIATION MANAGEMENT</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand the concepts of conflict and negotiation and its role
CO2	Learn various contemporary methods of conflict and negotiation.
CO3	Gain insights of various conflict handling mechanisms
CO4	Demonstrate the cross-cultural and gender dimensions of negotiation
<b>8.Course Code and Name: 22MBAHR404 Global HRM</b>	
<b>CO Statements</b>	
At the end of the course, learners will be able	
CO1	Understand various practices within the field of global HRM.
CO2	Describe HR concepts, policies and practices to deal with issues in an international context.
CO3	Appraise the impact of global factors in shaping HR practices.
CO4	Apply the concepts of HR in global perspective.