	Program Specific Outcomes *Please provide Program Specific Outcomes in bullet points.*		
	Name of the Programme	**Program Specific Outcomes**	
	MBA	To develop knowledge of students regarding understanding of business environments and develop analytical skill to solve the different business problems.	
	MBA (BE)	To create future managers who can bring together management techniques and economic theories for taking well-informed decisions in an ever-changing business scenario.	
	MBA (Dual)	To provide business management knowledge and skill to students who already have technical background that helps them to become techno-manager.	

ATTACHMENT 1

COURSE OUTCOMES OF MBA PROGRAM

FIRST SEMESTER

Course Code	Paper Name	Course Outcomes
MBA 1013	Management Science (C)	Students will apply the principles & theories of Management in business situations.
MBA 1023	Behavioural Science (C)	Students will be able to interpret individual and group behaviour dynamics, interpersonal behaviour and handle conflict situations in organizations.
MBA 1033	Managerial Economics (C)	Students will be able to explain basics of managerial economics; enumerate marginal analysis; devise production function and interpret profit theories of economics .
MBA 1043	Quantitative Techniques in Management (C)	Students will be able to objectively analyse business problems, find solutions and take effective decisions.
MBA 1053	Financial Accounting (C)	Students will be able to prepare P/L account & Balance Sheet for business organizations.
MBA 1063	Cost & Management Accounting (C)	Students will be able to distinguish between the different types of costs; use costing techniques to

		perform cost analysis and do cost audit for an organization
MBA 1073	Legal Aspects of Business (C)	Students will be able to interpret legal acts & regulations regarding running of business and organizations.
MBA 1083	IT for Managers* (C)	Students will be able to analyse and present statistical data using MS- Excel; make effective presentations ; prepare financial statements using TALLY; design decision support systems
MBA 1094	Soft Skill for Managers (VAC)	Students will be able to make effective verbal and non-verbal communication

SECOND SEMESTER (MBA PROGRAM)

MBA 2013	Marketing Management (C)	Students will be able to explain concepts of marketing–mix, segmentation, positioning and targeting; and devise product, pricing and promotion strategies .
MBA 2023	Production & Operations Management (C)	Students will be able to interpret production theories and devise production plans.
MBA 2033	Financial Management (C)	Students will be able to tell the basics of corporate finance, analyse capital structure, financial statements, financial leverage and design working capital requirement.
MBA 2043	HRM (C)	Students will be able to explain concepts of Human Resource function , Job Analysis, Job evaluation and create

		HR Development strategies.
MBA 2053	Business Research Methodology* (C)	Students will be able to formulate research objectives , design research studies, collect primary & secondary data , design data collection instruments using measurement scales and data analysis by using software.
MBA 2063	Business Data Analytics* (C)	Students will be able to analyse basics of business analytics and interpret data by using software
MBA 2073	Operations Research (C)	Students will be able to solve linear programming , assignment , network and goal programming problems and justify business decisions
MBA 2083	Economic Environment of Business (C)	Students will be able to explain concepts of globalisation , process outsourcing, trade blocs & planning process of Indian economy .
MBA 2094	Managerial Effectiveness (VAC)	Students will be able to identify, create innovative and interactive programmes with business (private , public sector) and non profit organizations so as to experience leadership and decision making qualities.

THIRD SEMESTER (MBA PROGRAM)

MBA 3013	Strategic Management (C)	Students will be able to explain basics concepts of strategic management ; conduct business environmental analysis; devise corporate, business and functional strategies
MBA 3023	Summer Project (C)	Students will be able to prepare a project report by studying a business problem in an organization

MBA 3034	Banking Operations & Insurance Management (C)	Students will be able to explain theories related to banking and insurance; trace developments in the banking and insurance sectors of India;
MBA 3043	Marketing Communication & Brand Management (C)	Students will be able to describe the Integrated Marketing Communication Process; undertake Media Planning; explain concepts of branding and; generate brand management strategies.
MBA 3053	Consumer Analysis & CRM (C)	Students will be able to explain the consumer behaviour process; analyse consumer purchase behaviour and; devise appropriate segmentation and positioning strategies
MBA 3063	E-Commerce & Digital Marketing (C)	students will be able to elaborate the benefits of digital marketing tools in E-commerce
MBA 3073	Investment Analysis & Portfolio Management (C)	Students will be able to make sound investment decisions in the capital and money markets
MBA 3083	Management of Financial Services & Business Valuation	Students will be able to analyse the true worth of a business venture; acts as advisors of various financial services
MBA 3093	Financial Reporting (C)	Students will be able to interpret the performance of a company as per international financial reporting standards
MBA 3103	Organization Development & Managing Change (C)	Students will be able to explain Organization Processes & act as change managers in the organizations
MBA 3113	Industrial Relations (C)	Students will be able to interpret industrial Acts and laws; effectively negotiate with industry stakeholders
MBA 3133	Agile and Computer Integrated Manufacturing (C)	Students will be able to operate and guide mechanized and production technologies
MBA 3143	TQM & Six Sigma (C)	Students will be able to design quality control techniques for

		continuous improvement
MBA 3153	Technology Management (C)	Students will be able to justify use of appropriate technology

MBA 4013	International Business (C)	Students will be able to compare business scenarios across the global economies; and design appropriate marketing and financial strategies
MBA 4023	Logistics and Supply Chain Management (C)	Students will be able to design supply chains and logistics backbone for movement of goods and information globally
MBA 4034	Innovation & Entrepreneurship Management (C)	Students will be able to formulate business plan and generate innovative ideas.
MBA 4043	Sales & Distribution Management (C)	Students will be able to design efficient distribution channels for sales of products and services
MBA 4053	Rural Marketing (C)	Students will be able to plan marketing strategies for penetrating into rural markets
MBA 4063	Marketing of Services (C)	Students will be able to elaborate service marketing concepts and devise marketing strategies for services
MBA 4073	Project Appraisal and Risk Management *(C)	Students will be able to justify the viability of a project proposal and elaborate on risk management techniques
MBA 4083	Financial Engineering and Derivative Management (C)	Students will be able to design Financial Engineering products; illustrate the benefits of the derivative market
MBA 4093	Direct Taxes & GST (C)	Students will be to interpret and illustrate laws pertaining to Direct Tax and GST.

MBA 4103	Performance Management, Training and Development (C)	Students will be able to conduct performance evaluation; plan training modules
MBA 4113	Labour Legislation (C)	Students will be able to interpret labour laws; design effective HR policies
MBA 4123	International HRM (C)	Students will be able to compare HR policies across countries; design HR policies .
MBA 4133	Advanced Operations Research (C)	Students will be able to apply advanced operations research tools to solve business problems
MBA 4143	Advanced Production Planning and Control (C)	Students will be able to plan and design advanced technology for production control
MBA 4153	Productivity Management (C)	Students will be able to devise new techniques for enhancing productivity

ATTACHMENT 2

Course outcomes for
MBA (Business Economics) Programme

COURSE CODE	Papers	COURSE OUTCOMES
First Semester		
MBE 1014	Basic Micro Economics (C)	Students will be able to describe an economic problem; explain price determination model; explain the law of demand; generate production function; explain concepts related to supply and conduct price determination; explain concepts of profit.
MBE 1024	Macro Economics(C)	Students will be able to describe the Nature and scope of Macroeconomics; elaborate concept of national income; interpret fiscal and monetary policies; identify and compare different Types of Inflation; elaborate the determinants of investment
MBE 1034	Introductory Mathematics And Statistics	Students will be able to explain concepts of optimization; solve problem using differential and integral calculus; present, analyse and interpret data using statistical tools for managerial decision making.
MBE 1044	Accounting for Business Economists (C)	Students will be able to distinguish between the different types of costs; use costing techniques to perform cost analysis and do cost audit for an organization
MBE 1054	Principles of Management and Organizational Behavior (C)	Principles of Management: Students will apply the principles & theories of Management in business situations. Organizational Behaviour: Students will be able to interpret individual and group behaviour dynamics, interpersonal behaviour and handle conflict situations in organizations.
MBE 1064	Monetary Economics and the Financial System (C)	Students will be able to identify factors affecting money; explain the theories related to demand; describe the functions of the financial system ; list the money market instruments; elaborate the functions of the capital market;

		describe the functions of the commodity market.
MBE 1074	Structured Analysis & Communication (VA)	Students will be able to make effective verbal and non-verbal communication
Second Semester		
MBE 2014	Advanced Micro Economics (C)	Students will be able to explain the concepts of monopolistic and oligopolistic competition ; critically compare alternative theories of the Firm; explain different Pricing Policies
MBE 2024	Financial Management (C)	Students will be able to tell the basics of corporate finance; analyse capital structure, financial statements, financial leverage and design working capital requirement.
MBE 2034	Statistical Inference & Introductory Econometrics (C)	Students be able to analyse data and conduct forecasting using statistical tools
MBE 2044	Marketing Management (C)	Students will be able to explain concepts of marketing–mix, segmentation, positioning and targeting; and devise product, pricing and promotion strategies
MBE 2054	MIS & Data Mining (C)	Students will be able to describe concepts related to MIS; develop MIS; extract valuable information through data mining
MBE 2064	Research Tools & Techniques in Management (C)	Students will be able to formulate research objectives , design research studies, collect primary & secondary data , design data collection instruments using measurement scales and data analysis by using software.
MBE 2074	Quantitative Aptitude & Test of Reasoning (VA)	Students will be able to solve numerical problems; interpret data; develop logical reasoning.
3rd Semester		
MBE 3014	Project Management (C)	Students will be able to justify the viability of a project proposal; explain project monitoring and control techniques
MBE 3024	Public Finance (C)	Students will be able to describe the role of the State in the economy; explain theories and concepts of public expenditure and revenue; interpret budget and fiscal policy
Goup A		
Specialization	**Finance**	
MBE 3034	Security Analysis & Portfolio Management (C)	Students will be able to understand financial markets and investment options; measure risk and return; carry out technical analysis; explain approaches to portfolio construction; make sound investment decisions in the capital and

		money markets and describe the role of SEBI
MBE 3044	Banking & Risk Management (C)	Students will be able to explain banking concepts; conduct credit appraisal; identify credit risk; elaborate on asset-liability management and treasury management
Specialization	**Marketing**	
MBE 3054	Advertisement & Brand Management (C)	Students will be able to formulate advertising objectives; develop advertisement content; undertake Media Planning; measure advertising effectiveness; explain concepts of branding and; generate brand management strategies
MBE 3064	Consumer Behaviour & CRM (C)	Students will be able to explain the consumer behaviour process; analyse consumer purchase behaviour and; devise appropriate segmentation and positioning strategies; measure attitude; explain emerging CRM concepts; identify appropriate CRM tools to use in an organization.
Group B		
Specialization	**Applied Economics**	
MBE 3074	Economics of Infrastructure(C)	Students will be able to categorize different types of infrastructure; describe nature of infrastructure project financing; interpret and create Policies for infrastructure development in India
MBE 3084	Industrial Economics (C)	Students will be able to explain alternative Theories of the Firm; identify sources of Industrial Finance; critically evaluate Policy framework for India's industrial sector
Specialization	**Quantitative Techniques in Business Analysis**	
MBE 3094	Econometrics of Cross-section Data (C)	Students will be able to explain concepts of multicollinearity, hetreroscadasticity , autocorrelation; Use of analytical tools for handling qualitative variables – LPM, LOGIT, PROBIT; explain Structural Equation modeling
MBE 3104	Introduction to Operation Research (C)	Students will be able to use of quantitative aids for decision making- Linear Programming, Queuing Theory; Network Theory
MBE 3118	Summer Project (C)	Students will be able to prepare a project report by studying a business problem in an organization
4ᵗʰ semester		
MBE 4014	India in Global Economic Context	Students will be able to explain concepts of globalisation , process outsourcing,

		trade blocs & planning process of Indian economy .
MBE 4024	Strategic Management & Business Law	Part A(Strategic Management) : Students will be able to explain basic concepts of strategic management; conduct business environmental analysis; devise corporate, business and functional strategies Part B (Business Law): Students will be able to interpret legal Acts & Laws regarding running of business and organizations; interpret Company Law & Contracts and Companies Act 2013.
Group A		
Specialization	**Finance**	
MBE 4034	Direct Tax and GST (C)	Students will be able to explain concepts and interpret definitions relating to Income Tax Act; Compute total income and tax liability of individual; elaborate on the concept of Indirect taxes and GST .
MBE 4044	Derivative Market & Risk Management (C)	Students will be able to explain the concept of financial derivatives; describe Forward & Futures Markets; elaborate on the role of Commodity Markets & Exchanges and; design Derivatives Products
Specialization	**Marketing**	
MBE 4054	Sales & Channel Management (C)	Students will be able to elaborate on the concept of sales management; describe functions of Sales Management; develop compensation plan for salesforce; devise channel management strategies
MBE 4064	International Marketing & Foreign Trade (C)	Students will be able to analyse international marketing environment; describe the role of International Institutions; trace India's Foreign Trade Policy & Its Evolution; identify various Export Finance, explain Procedures and documentation
Group B		
Specialization	**Applied Economics**	
MBE 4074	Economics of Energy & Environment (C)	Students will be able to learn environment as a source of resources and energy; Exposure to environmental problems and its management; understanding Energy Demand Management and Economics of Energy Supply
MBE 4084	Economics of Health	Students will be able to explain the basics of Health Economics; assess demand and supply for healthcare; interpret health insurance and health policy
Specialization	**Quantitative Techniques in Business**	

	Analysis	
MBE 4094	Time Series & Panel Data Analysis (C)	Students will be able to do forecasting with univariate time series; **Use** ARDL, ARCH and GARCH Models for analyzing time series; explain concepts of Linear Panel Data
MBE 4104	Game Theory & Its Applications (C)	Students will be able to solve game theory problems

COURSE OUTCOMES OF DUAL MBA (B TECH) PROGRAM

Semester	Course Code	Paper Name	Course Outcomes
3	0301	Social Engineering-I	Students will be able to interpret individual and group behaviour dynamics, interpersonal behaviour and handle conflict situations in organizations.
4	0401	Social Engineering-II	Students will be able to explain basics of managerial economics; enumerate marginal analysis; devise production function and interpret profit theories of economics .
5	0501	Operation and Production Management	Students will be able to interpret production theories and devise production plans.
6	0601	Marketing Management	Students will be able to explain concepts of marketing–mix, segmentation, positioning and targeting; and devise product, pricing and promotion strategies .
7	0701	Financial Management	Students will be able to tell the basics of corporate finance, analyse capital structure, financial statements, financial leverage and design working

			capital requirement.
8	0801	Personnel Management	Students will be able to explain concepts of Human Resource function , Job Analysis, Job evaluation and create HR Development strategies

9th Semester

Paper Code	Name of the Paper	Course Outcome
0901	Research Tools & Techniques in Business	Students will be able to formulate research objectives , design research studies, collect primary & secondary data , design data collection instruments using measurement scales and data analysis by using software.
0902	Strategic Cost Analysis & Management	Students will be able to distinguish between the different types of costs; use costing techniques to perform cost analysis and do cost audit for an organization
0903	Logistics and Supply Chain Management	Students will be able to design supply chains and logistics backbone for movement of goods and information globally
0904	E-Commerce and Digital Marketing	Students will be able to elaborate the benefits of digital marketing tools in E-commerce
0905	Entrepreneurship Management	Students will be able to formulate business plan and generate innovative ideas.
0906	Banking and Risk Management	Students will be able to explain banking concepts; conduct credit appraisal; identify credit risk; elaborate asset-liability management and treasury management
0907	Legal Aspects Of Business	Students will be able to interpret legal acts & regulations regarding running of

		business and organizations
0908	Global, Emerging and Indian Economy	Students will be able to explain concepts of globalisation , process outsourcing, trade blocs & planning process of Indian economy .

10th SEMESTER

Compulsory Courses		
Course Code	**Paper Name**	**Course Outcomes**
1001	Business Environment and Strategic Management	Students will be able to explain basics concepts of strategic management; conduct business environmental analysis; devise corporate, business and functional strategies
1002	International Business	Students will be able to compare business scenarios across the global economies; and design appropriate marketing and financial strategies
1003	Project Appraisal and Risk Management	Students will be able to justify the viability of a project proposal and elaborate on risk management techniques
SPECIALIZATION		
(i) Finance Group		
Course Code	**Paper Name**	**Course Outcomes**
F1011	Insurance and Financial Services	Students will be able to explain theories related to insurance; trace developments in the financial services sectors of India;

F1012	Investment Analysis & Portfolio Management	Students will be able to carry out fundamental & technical analysis; devise optimal portfolios and justify investment decisions
(ii) Marketing Group		
Course Code	**Paper Name**	**Course Outcomes**
M1021	Consumer Analysis and Retailing	Students will be able to explain the consumer behaviour process; analyse consumer purchase behaviour and; devise appropriate segmentation and positioning strategies; distinguish between different retailing formats; devise retailing strategies
M1022	Advertising and Brand Management	Students will be able to formulate advertising objectives; develop advertisement content; undertake Media Planning; measure advertising effectiveness; explain concepts of branding and; generate brand management strategies.
(iii) HR Group		
Course Code	**Paper Name**	**Course Outcomes**
HR 1031	Organizational Change and Development	Students will be able to explain Organization Processes & act as change managers in the organizations
HR 1032	Industrial Relations	Students will be able to interpret industrial Acts and laws; effectively negotiate with industry stakeholders

11ᵗʰ Semester

Compulsory Courses		
Course	**Paper Name**	**Course Outcomes**

Code		
1101	Summer Project	Students will be able to prepare a project report by studying a business problem in an organization
SPECIALIZATION		
(i) Finance Group		
Course Code	**Paper Name**	**Course Outcomes**
1111	Financial Engineering and Derivative Management	Students will be able to design Financial Engineering products; illustrate the benefits of the derivative market
1112	Business Taxation	Students will be able to interpret business laws and taxes;
1113	Management of Financial Services	Students will be able to learn describe the concepts; trace developments in financial services; compare different valuation methods; conduct business valuation .
(ii) Marketing Group		
Course Code	**Paper Name**	**Course Outcomes**
1121	Sales and CRM	Students will be able to elaborate on the concept of sales management; describe functions of Sales Management; develop compensation plan for salesforce; explain emerging CRM concepts; identify appropriate CRM tools to use in an organization.
1122	Marketing of Services	Students will be able to elaborate service marketing concepts and devise marketing strategies for services

1123	International Marketing and Foreign Trade	Students will be able to analyse international marketing environment; describe the role of International Institutions; trace India's Foreign Trade Policy & Its Evolution; identify various Export Finance, explain Procedures and documentation

(iii) HR Group

Course Code	Paper Name	Course Outcomes
1131	Labour Legislation	Students will be able to interpret labour laws; design effective HR policies
1132	Performance Management, Training and Development	Students will be able to conduct performance evaluation; identify training needs ; create training calendars and; plan training modules.
1133	Compensation Management	Students will be able to compare different compensation plans; explain the elements of compensation; develop a compensation plan

12th semester

Course Code	Paper Name	Course Outcomes
1201	Grand Project	Students will be able to identify a business problem; formulate a project proposal; apply concepts of management to the problem; find problem solution; write a report