



# Cambridge Institute of Technology

## DEPARTMENT OF MBA

### Course outcomes of 2016 scheme

| Course Code | Course Name               | Course Outcomes-On completion of this course the students will be able to   |
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| 16MBA21     | HUMAN RESOURCE MANAGEMENT | CO1: Synthesize information regarding the effectiveness of recruiting methods & selection procedures<br>CO2: Identify the various training methods and design a training program<br>CO3: Design a job description and job specification for various levels of employees.<br>CO4: List out the regulations governing employee benefit practices. |
| 16MBA22     | FINANCIAL MANAGEMENT      | CO1: Understand the basic financial concepts<br>CO2: Apply time value of money<br>CO3: Evaluate the investment decisions<br>CO4: Analyze the capital structure and dividend decisions. Estimate working capital requirements.   |
| 16MBA23     | RESEARCH METHODS          | CO1: Understand various research approaches, techniques and strategies in the appropriate in business.<br>CO2: Apply a range of quantitative / qualitative research techniques to business and day to day management problems   |

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|            |                                     | <p>CO3: Demonstrate knowledge and understanding of data analysis, interpretation and report writing</p> <p>CO4: Develop necessary critical thinking skills in order to evaluate different research approaches in Business.</p>   |
| 16MBA24    | BUSINESS LAW AND POLICY             | <p>CO1: Demonstrate awareness towards legal and regulatory context of business</p> <p>CO2: Recognize and appropriately respond to ethical, legal and strategic concerns relating to human resource and organizational management.</p> <p>CO3: Gain insights into various acts and understand the significance of corporate governance</p>                                      |
| 16MBA25    | STRATEGICMANAGEMENT                 | <p>CO1: Formulate a strategic plan that operationalizes the goals and objectives of the firm.</p> <p>CO2: Use management concepts to analyze complex business situations</p> <p>CO3: Associate with various Strategic Management models for Business situations</p> <p>CO4: Ability to evaluate and critique theories and models in corporate environment</p>                  |
| 16MBA26    | ENTREPRENEURSHIP DEVELOPMENT        | <p>CO1: Display keen interest and orientation towards entrepreneurship</p> <p>CO2: Develop a business plan</p> <p>CO3: Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors</p> <p>CO4: Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities</p> |
| 16MBAFM301 | PRINCIPLES AND PRACTICES OF BANKING | <p>CO1: Understand the banking system in India</p> <p>CO2: Know the nature of banker – customer relationship</p>   |

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|            |   | <p>C03: Make use of Negotiable instruments practically</p> <p>C04: Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS etc.</p> <p>C05: Understand the concept of international banking and management of asset and liability in banks</p>   |
| 16MBAFM302 | INVESTMENT BANKING AND FINANCIAL SERVICES | <p>C01: Understand the functioning of Investment banking</p> <p>C02: Be aware of operation connected with depositories and custodians</p> <p>C03: Know how financial services like factoring, venture capital, leasing and hire purchase are provided in the financial system.</p> <p>C04: Understand the working of Housing finance and non-banking finance companies.</p> <p>C05: Identify the developments happening in micro finance, credit rating and securitization system.</p> |
| 16MBAFM303 | INVESTMENT MANAGEMENT                     | <p>C01: Understand the process of investments.</p> <p>C02: Get an insight into functioning of stock markets in India and abroad.</p> <p>C03: Have insight into the relationship of the risk and return.</p> <p>Have familiarity of the fundamental and technical analysis</p> <p>C04: Learn the Theories of Portfolio management and also the tools and techniques for efficient portfolio management</p>  |
| 16MBAFM304 | ADVANCED FINANCIAL MANAGEMENT             | <p>C01: Realize the importance of management of working capital in an organization.</p> <p>C02: Be aware of the techniques of cash, inventory and receivables management</p> <p>C03: Get an overview of capital structure theories</p>   |

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|            |                              | C04: Understand and assess the dividend policy of the firm  |
| 16MBAFM305 | COST MANAGEMENT              | C01: Understand the cost concepts, cost behaviors, and cost accounting techniques<br>C02: Get an insight into the use of cost information in support of different strategies<br>C03: Comprehend costing methods and techniques appropriate to a variety of businesses<br>C04: prepare and interpret budgets and operating results through variance analysis |
| 16MBAFM306 | STRATEGIC CREDIT MANAGEMENT  | C01: Understand and evaluate the lending decisions by a bank<br>C02: Realize the process of evaluation of the loan proposal by banks<br>C03: Get an insight into the different types of loans<br>C04: Understand management of NPA  |
| 16MBAMM301 | CONSUMER BEHAVIOR            | C01: Explain the background and concepts vital for understanding Consumer Behaviour.<br>C02: Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.<br>C03: Identifying the psychological and behavioral practices adopted by organizations to enhance the Consumer Behaviour                                       |
| 16MBAMM302 | RETAIL MANAGEMENT<br>Subject | C01: Find out the contemporary retail management, issues, and strategies.<br>C02: Evaluate the recent trends in retailing and its impact in the success of modern business.<br>C03: Relate store management and visual merchandising practices for effective retailing.   |
| 16MBAMM303 | SERVICES MARKETING           | C01: Develop an understanding about the various concepts and importance of Services Marketing.  |

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|            |   | <p>C02: Enhance knowledge about emerging issues and trends in the service sector</p> <p>C03: Learn to implement service strategies to meet new challenges Unit</p>  |
| 16MBAHR301 | INDUSTRIAL RELATIONS AND LEGISLATIONS           | <p>C01: Gain the insights of IR practices in the industry.</p> <p>C02: Develop the knowledge related to employee-management relations</p> <p>C03: Implementation of various industrial acts</p>   |
| 16MBAHR302 | RECRUITMENT & SELECTION                         | <p>C01: Learn the various recruitment policies and procedures.</p> <p>C02: Equip with conceptual framework of selection procedures.</p> <p>C03: Gain insights of the latest concepts and techniques used in recruitment and selection.</p>  |
| 16MBAHR303 | COMPENSATION AND BENEFITS                       | <p>C01: Gain insights of various conceptual aspects of Compensation and Benefits.</p> <p>C02: Determine the performance based compensation system for business excellence.</p> <p>C03: Understand the Legal &amp; Administrative Issues in Compensation Global Compensation</p>   |
| 16MBAFM401 | MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING | <p>C01: Understand corporate merger and acquisition activity</p> <p>C02: Analyze the mergers &amp; acquisition deals that have taken place in the recent past.</p> <p>C03: Understand synergies of mergers &amp; acquisition deals.</p> <p>C04: Compute the valuation associated with M&amp;A.</p> <p>C05: Understand the human and cultural aspects of M&amp;A's</p> |
| 16MBAFM402 | RISK MANAGEMENT AND INSURANCE                   | <p>C01: Understand the process of identifying the risk.</p> <p>C02: Recognize the complexities involved in risk identification and measurement</p>  |

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|            |                                    | <p>C03: Be acquainted with the function of Insurance in risk management.</p> <p>C04: Be aware of various types of insurance contracts.</p> <p>C05: Understand working of insurance companies.</p>  |
| 16MBAFM403 | TAX MANAGEMENT                     | <p>C01: Understand the process of computing residential status.</p> <p>C02: Realize the complexities involved in tax liability of Individuals</p> <p>C03: Know the corporate tax system.</p> <p>C04: Be aware of deductions and exemptions of taxes</p> <p>C05: Understand working of GST system in the country</p>  |
| 16MBAFM404 | INTERNATIONAL FINANCIAL MANAGEMENT | <p>C01: Be aware of international economic and financial environment.</p> <p>C02: Understand foreign exchange rate determination.</p> <p>C03: Know foreign exchange exposure measurement and management.</p> <p>C04: comprehend the financial management aspects of the MNC.</p> <p>C05: Understand the functioning of world financial markets and institutions.</p> |
| 16MBAFM405 | FINANCIAL DERIVATIVES              | <p>C01: Know the features of financial derivatives.</p> <p>C02: Understand the risk management process using derivatives.</p> <p>C03: Realize use of options and futures contracts</p> <p>C04: Understand the pricing of financial derivatives.</p> <p>C04: Be aware of fundamentals of credit risk management and Value at Risk</p>                                 |
| 16MBAFM406 | CORPORATE VALUATION                | <p>C01: Get an overview of the basic corporate valuation process</p>   |

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|            |                                     | <p>C02: Be familiar with the standard techniques of corporate valuation.</p> <p>C03: Understand analytical skills and communication strategies for corporate valuation</p>  |
| 16MBAMM401 | SALES MANAGEMENT                    | <p>C01: Know the distinction between the skills required for selling and sales management.</p> <p>C02: Develop a plan for organizing, staffing and training the sales force.</p> <p>C03: Organize sales territories to maximize selling effectiveness</p> <p>C04: Evaluate sales management strategies</p>  |
| 16MBAMM402 | INTEGRATED MARKETING COMMUNICATIONS | <p>C01: Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.</p> <p>C02: Ability to create an integrated marketing communications plan which includes promotional strategies.</p> <p>C03: Explain the role of IMC in the overall marketing &amp; Use effectiveness measures to evaluate IMC strategies</p> |
| 16MBAMM403 | E-MARKETING                         | <p>C01: Recognize appropriate e-marketing objectives.</p> <p>C02: Appreciate the e-commerce framework and technology.</p> <p>C03: Illustrate the use of search engine marketing, online advertising and marketing strategies.</p>   |
| 16MBAHR401 | PUBLIC RELATIONS                    | <p>C01: Gain the insights of Public relations principles and practices.</p> <p>C02: Learn the various theories of mass communication.</p> <p>C03: Understand the various issues in crisis management</p>  |

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| 16MBAHR402 | WORKPLACE ETHICS AND<br>VALUE SYSTEMS      | C01: Learn the principles and practices of workplace ethics.<br>C02: Understand the concepts of corporate governance and ethics.<br>C03: Gain insights of Discrimination and Harassment at Workplace   |
| 16MBAHR403 | INTERNATIONAL HUMAN<br>RESOURCE MANAGEMENT | C01: Apply the concepts and knowledge about the range of Human Resource functions.<br>C02: Deploy the expatriate employees and expatriate failures on international assignments.<br>C03: Evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational organizations |



**PRINCIPAL**

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