



Cambridge Institute of Technology

DEPARTMENT OF MBA

Course outcomes of 2018 scheme

Course Code	Course Name	Course Outcomes-On completion of this course the students will be able to
18MBA11	MANAGEMENT AND ORGANIGATIONAL BEHAVIOR	<p>CO1: Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.</p> <p>CO2: Understand the overview of management, theory of management and practical applications of the same. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals</p> <p>CO3: Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.</p> <p>CO4: Understand and demonstrate their exposure on recent trends in management.</p>
18MBA12	MANAGERIAL ECONOMICS	<p>CO1: The student will understand the application of Economic Principles in Management decision making.</p> <p>CO2: The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.</p> <p>CO3: The Student will be able to understand, assess and forecast Demand.</p> <p>CO4: The student will apply the concepts of production and cost for optimization of production</p>
18MBA13	ACCOUNTING FOR MANAGERS	<p>CO1: Demonstrate theoretical knowledge and its application in real time accounting.</p> <p>CO2: Demonstrate knowledge regarding accounting principles and its application.</p> <p>CO3: Capable of preparing financial statement of sole trading concerns and companies.</p> <p>CO4: Independently undertake financial statement analysis and take decisions.</p> <p>CO5: Comprehend emerging trends in accounting and taxation.</p>

18MBA14	BUSINESS STATISTICS & ANALYTICS	<p>CO1: Facilitate objective solutions in business decision making under subjective conditions.</p> <p>CO2: Demonstrate different statistical techniques in business/real-life situations.</p> <p>CO3: Understand the importance of probability in decision making.</p> <p>CO4: Understand the need and application of analytics.</p> <p>CO5: Understand and apply various data analysis functions for business problems.</p>
18MBA15	MARKETING MANAGEMENT	<p>CO1: Develop an ability to assess the impact of the environment on marketing function.</p> <p>CO2: To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.</p> <p>CO3: Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.</p> <p>CO4: Build marketing strategies based on product, price, place and promotion objectives.</p> <p>CO5: Synthesize ideas into a viable marketing plan.</p>
18MBA16	MANAGERIAL COMMUNICATION	<p>CO1: The students will be aware of their communication skills and know their potential to become successful managers.</p> <p>CO2: The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.</p> <p>CO3: The students will be introduced to the managerial communication practices in business those are in vogue.</p> <p>CO4: Students will get trained in the art of business communication with emphasis on analysing business situations.</p> <p>CO5: Students will get exposure in drafting business proposals to meet the challenges of competitive environment</p>

18MBA21	HUMAN RESOURCE MANAGEMENT	<p>CO1: Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.</p> <p>CO2: Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.</p> <p>CO3: Identify the various training methods and design a training program.</p> <p>CO4: Understand the concept of performance appraisal process in an organization.</p> <p>CO5: List out the regulations governing employee benefit practices.</p>
18MBA22	FINANCIAL MANAGEMENT	<p>CO1: Understand the basic financial concepts.</p> <p>CO2: Apply time value of money.</p> <p>CO3: Evaluate the investment decisions.</p> <p>CO4: Analyze the capital structure and dividend decisions.</p> <p>CO5: Estimate working capital requirements</p>
18MBA23	RESEARCH METHODOLOGY	<p>CO1: Understand various research approaches, techniques and strategies in the appropriate in business.</p> <p>CO2: Apply a range of quantitative / qualitative research techniques to business and day to day management problems.</p> <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>
18MBA24	LEGAL AND BUSINESS ENVIRONMENT	<p>CO1: Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.</p> <p>CO2: Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.</p>

		CO3: To give the students an insight on Winding up of the companies , Mode of winding up of the companies
18MBA25	STRATEGIC MANAGEMENT	CO1: Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose. CO2: Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage. CO3: To give the students an insight on strategy at different levels of an organization to gain competitive advantage. CO4: To help students understand the strategic drive in multinational firms and their decisions in different markets. CO5: To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.
18MBA26	ENTREPRENEURSHIP DEVELOPMENT	CO1: Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business. CO2: As an entrepreneur learn to think creatively and understand the components in developing a Business plan. CO3: Become aware about various sources of funding and institutions supporting entrepreneurs. CO4: Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities
18MBAMM301	MARKETING SPECIALISATION	CO1: Explain the background and concepts vital for understanding Consumer Behaviour. CO2: Identify the role of variables that determines Consumer Behaviour in Social & cultural domain. CO3: Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.
18MBAMM302	RETAIL MANAGEMENT	CO1: Find out the contemporary retail management, issues, and strategies. CO2: Evaluate the recent trends in retailing and its impact in the success of modern business.

		CO3: Relate store management and visual merchandising practices for effective retailing.
18MBAMM303	SERVICES MARKETING	CO1: Develop an understanding about the various concepts and importance of Services Marketing. CO2: Enhance knowledge about emerging issues and trends in the service sector. CO3: Learn to implement service strategies to meet new challenges.
18MBAFM301	BANKING & FINANCIAL SERVICES	CO1: The Student will be acquainted to various Banking and Non-Banking financial services in India. CO2: The Student will understand the activities of Merchant Banking and credit rating. CO3: The Student will be equipped to understand micro financing and other financial services in India. CO4: The Student will understand how to evaluate and compare leasing & hire purchase.
18MBAFM302	INVESTMENT MANAGEMENT	CO1: The student will understand the capital market and various Instruments for Investment. CO2: The learner will be able to assess the risk and return associated with investments and methods to value securities. CO3: The student will be able to analyse the Economy, Industry and Company framework for Investment Management. CO4: The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management
18MBAFM303	DIRECT TAXATION	CO1: Understand the basics of taxation and process of computing residential status. CO2: Calculate taxable income under different heads. CO3: Understand deductions and calculation of tax liability of Individuals. CO4: Know the corporate tax system.
18MBAFM304	ADVANCED FINANCIAL MANAGEMENT	CO1: Get an overview of capital structure theories. CO2: Understand and assess the dividend policy of the firm.

		<p>CO3: Realize the importance of management of working capital in an organization.</p> <p>CO4: Be aware of the techniques of cash, inventory and receivables management</p>
18MBAFM305	COST MANAGEMENT	<p>CO1: Understand various cost methods and techniques with their features, merits and demerits).</p> <p>CO2: Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems .</p> <p>CO3: Analyse the results after applying various costing methods and techniques.</p> <p>CO4: Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity based costing.</p>
18MBAFM306	PROJECT APPRAISAL, PLANNING & CONTROL	<p>CO1: Students would learn capital budgeting and project financing.</p> <p>CO2: Students would be quipped to appraise a project.</p> <p>CO3: Students would learn to prepare a Business plan.</p> <p>CO4: To understand various financial and technical aspects of project management.</p>
18MBAHR301	RECRUITMENT AND SELECTION	<p>CO1: Gain the insights of various principles and practices of recruitment and selection in an industry.</p> <p>CO2: Equip students with various selection procedure practiced in industry.</p> <p>CO3: Develop students with latest selection tools in the corporate sector.</p> <p>CO4: Develop students with various testing of job recruitment and selection</p>
18MBAHR302	HR ANALYTICS	<p>CO1: Have an understanding of How HR function adds value and demonstrates the value in business terms</p> <p>CO2: Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.</p> <p>CO3: Convert soft factors in a people management context into measurable variables across various domains.</p>

18MBAHR303	COMPENSATION & REWARD SYSTEM	<p>CO1: Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.</p> <p>CO2: Determine the performance based compensation system for business excellence and solve various cases</p> <p>CO3: Designing the compensation strategies for attraction, motivation and retaining high quality workforce.</p> <p>CO4: Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.</p>
18MBAFM401	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING	<p>CO1: Understand M&A with its different classifications, strategies, theories, synergy etc</p> <p>CO2: Conduct financial evaluation of M&A</p> <p>CO3: Analyse the results after evaluation.</p> <p>CO4: Critically evaluate different types of M&A, takeover and antitakeover strategies.</p>
18MBAFM402	RISK MANAGEMENT AND INSURANCE	<p>CO1: Understand various types of risks.</p> <p>CO2: Assess the process of identifying and measuring the risk.</p> <p>CO3: Acquaint with the functioning of life Insurance in risk management.</p> <p>CO4: Understand general insurance contract.</p>
18MBAFM403	INDIRECT TAXATION	<p>CO1: Have clarity about GST system in India.</p> <p>CO2: Understanding of levy and collection of GST in India.</p> <p>CO3: Have an overview of customs duty in India.</p> <p>CO4: Understanding of valuation for customs duty.</p>
18MBAFM404	INTERNATIONAL FINANCIAL MANAGEMENT	<p>CO1: The student will have an understanding of the International Financial Environment.</p> <p>CO2: The student will learn about the foreign exchange market, participants and transactions.</p>

		<p>CO3: The student will be able to use derivatives in foreign exchange risk management.</p> <p>CO4: The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.</p>
18MBAFM405	FINANCIAL DERIVATIVES	<p>CO1: Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.</p> <p>CO2: Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.</p> <p>CO3: Application of financial derivatives in risk management.</p> <p>CO4: Critically evaluate various financial derivatives.</p>
18MBAFM406	CORPORATE VALUATION	<p>CO1: Understand corporate valuation and valuation process.</p> <p>CO2: Familiarize himself with the standard techniques of corporate valuation.</p>
18MBAHR401	HUMAN RESOURCES SPECIALISATION PUBLIC RELATIONS	<p>CO1: To demonstrate an understanding of the fundamentals tools of public relations practices.</p> <p>CO2: To describe the various emerging trends in the field of public relations.</p> <p>CO3: To analyze the importance of employee communication and organizational change.</p> <p>CO4: To evaluate the importance of community relations.</p>
18MBAHR402	ORGANIZATIONAL LEADERSHIP	<p>CO1: Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.</p> <p>CO2: Understand the overview of leadership behavior and motivation in organization.</p> <p>CO3: Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.</p> <p>CO4: Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation.</p>

18MBAHR403	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	CO1: Analyse the impact of contemporary issues and global imperatives on Human Resource concepts , policies and practices CO2: Apply concepts and knowledge in deployment, expatriate on international assignments. CO3: Evaluate the effects of different human resource and international industrial relations. CO4: Develop students to adopt international industrial relation strategies.
18MBAMM401	SALES MANAGEMENT	CO1: Understand the apply the selling techniques in an organisation. CO2: Develop a plan for organising, staffing & training sales force. CO3: Organise sales territories to maximize selling effectiveness. CO4: Evaluate sales management strategies
18MBAMM402	INTEGRATED MARKETING COMMUNICATION	CO1: Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics. CO2: Ability to create an integrated marketing communications plan which includes promotional strategies. CO3: Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies. CO4: Prepare advertising copy and design other basic IMC tools.
18MBAMM403	DIGITAL & SOCIAL MEDIA MARKETING	CO1: Recognize appropriate e-marketing objectives. CO2: Appreciate the e-commerce framework and technology. CO3: Illustrate the use of search engine marketing, online advertising and marketing strategies. CO4: Use social media & create templates. CO5: Develop social media strategy's to solve business problems.



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