

**MBA Programme : Course Outcomes (Curriculum 2024 Pattern Syllabus (NEP 2020))****A.Y.: 2024-25****Semester I****101 GC - Managerial Accounting**

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| <ul style="list-style-type: none">• CO101.1 (REMEMBERING): DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control, and Standard Costing. |
| <ul style="list-style-type: none">• CO101.2 (UNDERSTANDING): EXPLAIN in detail, all the theoretical concepts taught through the syllabus. |
| <ul style="list-style-type: none">• CO101.3 (APPLYING): PERFORM all the necessary calculations through the relevant numerical problems. |
| <ul style="list-style-type: none">• CO101.4 (ANALYSING): ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation. |
| <ul style="list-style-type: none">• CO101.5 (EVALUATING): EVALUATE the financial impact of the decision. |
| <ul style="list-style-type: none">• CO101.6 (CREATING): CREATE Financial Statements of Sole Proprietor, Cost Sheets, and Budgets. |

102 GC - Organizational Behaviour

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| <ul style="list-style-type: none">• CO102.1 (REMEMBERING): DESCRIBE complexities of individual and group behavior in the organization. |
| <ul style="list-style-type: none">• CO102.2 (UNDERSTANDING): EXPLAIN the implications of organizational behavior from various perspectives. |



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| <ul style="list-style-type: none">• CO102.3 (APPLYING): APPLY Theories, Models, Principles, and Frameworks in specific organizational settings. |
| <ul style="list-style-type: none">• CO102.4 (ANALYSING): ANALYSE human behavioral problems and propose solutions. |
| <ul style="list-style-type: none">• CO102.5 (EVALUATING): FORMULATE approaches to achieve organizational goals. |
| <ul style="list-style-type: none">• CO102.6 (CREATING): DEVELOP strategies for shaping organizational culture and handling change. |

103 GC - Economic Analysis for Business Decisions

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| <ul style="list-style-type: none">• CO103.1 (REMEMBERING): DEFINE the key terms in microeconomics. |
| <ul style="list-style-type: none">• CO103.2 (UNDERSTANDING): EXPLAIN the key terms from a managerial perspective. |
| <ul style="list-style-type: none">• CO103.3 (APPLYING): IDENTIFY and DEMONSTRATE the significance of economic issues. |
| <ul style="list-style-type: none">• CO103.4 (ANALYSING): EXAMINE inter-relationships in microeconomics for decision-making. |
| <ul style="list-style-type: none">• CO103.5 (EVALUATING): DEVELOP critical thinking for business decisions. |
| <ul style="list-style-type: none">• CO103.6 (CREATING): ANTICIPATE responses to economic decisions and integrate them effectively. |



104 GC - Basics of Marketing

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| <ul style="list-style-type: none">• CO104.1 (REMEMBERING): RECALL concepts, principles, and frameworks in marketing. |
| <ul style="list-style-type: none">• CO104.2 (UNDERSTANDING): DEMONSTRATE the relevance of marketing to business contexts. |
| <ul style="list-style-type: none">• CO104.3 (APPLYING): APPLY marketing theories to contemporary scenarios. |
| <ul style="list-style-type: none">• CO104.4 (ANALYSING): EXAMINE marketing issues related to segmentation, targeting, and positioning. |
| <ul style="list-style-type: none">• CO104.5 (EVALUATING): EVALUATE marketing strategies for diverse sectors. |
| <ul style="list-style-type: none">• CO104.6 (CREATING): DESIGN innovative marketing strategies. |

105 GC - Business Analytics

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| <ul style="list-style-type: none">• CO105.1 (REMEMBERING): RECOGNIZE the key concepts of business analytics. |
| <ul style="list-style-type: none">• CO105.2 (UNDERSTANDING): EXPLAIN the role of analytics in decision-making. |
| <ul style="list-style-type: none">• CO105.3 (APPLYING): APPLY analytics tools to solve business problems. |
| <ul style="list-style-type: none">• CO105.4 (ANALYSING): ANALYSE data to uncover business insights. |
| <ul style="list-style-type: none">• CO105.5 (EVALUATING): ASSESS the impact of data-driven strategies. |
| <ul style="list-style-type: none">• CO105.6 (CREATING): DEVELOP dashboards and reports for actionable insights. |

106 GC - Decision Science

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| <ul style="list-style-type: none">• CO106.1 (REMEMBERING): DEFINE the concepts and methods of decision science. |
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| <ul style="list-style-type: none">• CO106.2 (UNDERSTANDING): EXPLAIN decision-making processes using quantitative tools. |
| <ul style="list-style-type: none">• CO106.3 (APPLYING): IMPLEMENT decision models for solving real-world problems. |
| <ul style="list-style-type: none">• CO106.4 (ANALYSING): ANALYSE complex business scenarios with statistical tools. |
| <ul style="list-style-type: none">• CO106.5 (EVALUATING): EVALUATE the outcomes of decision-making models. |
| <ul style="list-style-type: none">• CO106.6 (CREATING): DESIGN optimal solutions using advanced decision-making techniques. |

107 GC - Management Fundamentals

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| <ul style="list-style-type: none">• CO107.1 (REMEMBERING): IDENTIFY the fundamental principles of management. |
| <ul style="list-style-type: none">• CO107.2 (UNDERSTANDING): DESCRIBE the functions and roles of management. |
| <ul style="list-style-type: none">• CO107.3 (APPLYING): APPLY management principles in organizational settings. |
| <ul style="list-style-type: none">• CO107.4 (ANALYSING): EXAMINE the interrelation of management functions. |
| <ul style="list-style-type: none">• CO107.5 (EVALUATING): ASSESS managerial decisions for organizational success. |
| <ul style="list-style-type: none">• CO107.6 (CREATING): FORMULATE innovative management strategies. |

108 GC - Indian Knowledge Systems

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| <ul style="list-style-type: none">• CO108.1 (REMEMBERING): RECALL concepts from Indian Knowledge Systems. |
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| <ul style="list-style-type: none">• CO108.2 (UNDERSTANDING): EXPLAIN the relevance of ancient Indian principles to management. |
| <ul style="list-style-type: none">• CO108.3 (APPLYING): APPLY Indian ethos to modern business practices. |
| <ul style="list-style-type: none">• CO108.4 (ANALYSING): ANALYSE case studies based on Indian Knowledge Systems. |
| <ul style="list-style-type: none">• CO108.5 (EVALUATING): CRITICALLY ASSESS the integration of Indian systems with global practices. |
| <ul style="list-style-type: none">• CO108.6 (CREATING): DEVELOP frameworks inspired by Indian Knowledge Systems. |

Semester II

201 GC - Marketing Management

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| <ul style="list-style-type: none">• CO201.1 (REMEMBERING): IDENTIFY the core concepts of marketing management. |
| <ul style="list-style-type: none">• CO201.2 (UNDERSTANDING): EXPLAIN the marketing mix and its applications. |
| <ul style="list-style-type: none">• CO201.3 (APPLYING): APPLY marketing concepts to real-world business scenarios. |
| <ul style="list-style-type: none">• CO201.4 (ANALYSING): ANALYSE consumer behavior and market dynamics. |
| <ul style="list-style-type: none">• CO201.5 (EVALUATING): EVALUATE marketing strategies for effectiveness. |
| <ul style="list-style-type: none">• CO201.6 (CREATING): CREATE innovative marketing solutions to business challenges. |



202 GC - Financial Management

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| <ul style="list-style-type: none">• CO202.1 (REMEMBERING): DESCRIBE the basic principles of financial management. |
| <ul style="list-style-type: none">• CO202.2 (UNDERSTANDING): EXPLAIN financial concepts like time value of money and risk-return tradeoff. |
| <ul style="list-style-type: none">• CO202.3 (APPLYING): APPLY financial techniques to decision-making processes. |
| <ul style="list-style-type: none">• CO202.4 (ANALYSING): ANALYSE financial statements to assess organizational performance. |
| <ul style="list-style-type: none">• CO202.5 (EVALUATING): EVALUATE investment opportunities using various appraisal methods. |
| <ul style="list-style-type: none">• CO202.6 (CREATING): DESIGN comprehensive financial strategies for businesses. |

203 GC - Human Resources Management

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| <ul style="list-style-type: none">• CO203.1 (REMEMBERING): IDENTIFY key HR concepts and terminologies. |
| <ul style="list-style-type: none">• CO203.2 (UNDERSTANDING): EXPLAIN the role of HR in organizational success. |
| <ul style="list-style-type: none">• CO203.3 (APPLYING): IMPLEMENT HR practices like recruitment and training. |
| <ul style="list-style-type: none">• CO203.4 (ANALYSING): ANALYSE workplace scenarios to identify HR challenges. |
| <ul style="list-style-type: none">• CO203.5 (EVALUATING): EVALUATE HR policies for effectiveness. |
| <ul style="list-style-type: none">• CO203.6 (CREATING): DEVELOP innovative HR solutions to improve organizational culture. |



204 GC - Operations & Supply Chain Management

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| <ul style="list-style-type: none">• CO204.1 (REMEMBERING): DEFINE key operations and supply chain concepts. |
| <ul style="list-style-type: none">• CO204.2 (UNDERSTANDING): EXPLAIN the importance of supply chain management in business. |
| <ul style="list-style-type: none">• CO204.3 (APPLYING): APPLY supply chain principles to optimize operations. |
| <ul style="list-style-type: none">• CO204.4 (ANALYSING): ANALYSE operational challenges and propose solutions. |
| <ul style="list-style-type: none">• CO204.5 (EVALUATING): EVALUATE the effectiveness of supply chain strategies. |
| <ul style="list-style-type: none">• CO204.6 (CREATING): DESIGN efficient and sustainable supply chain models. |

205 GC - Legal Aspects of Business

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| <ul style="list-style-type: none">• CO205.1 (REMEMBERING): RECOGNIZE the legal framework governing businesses. |
| <ul style="list-style-type: none">• CO205.2 (UNDERSTANDING): EXPLAIN laws related to contracts, companies, and partnerships. |
| <ul style="list-style-type: none">• CO205.3 (APPLYING): APPLY legal principles to resolve business issues. |
| <ul style="list-style-type: none">• CO205.4 (ANALYSING): ANALYSE case studies to understand the implications of legal decisions. |
| <ul style="list-style-type: none">• CO205.5 (EVALUATING): EVALUATE compliance requirements for business activities. |
| <ul style="list-style-type: none">• CO205.6 (CREATING): DEVELOP frameworks to ensure legal compliance in organizations. |



Semester III

Core Course: Strategic Management (GC-14)

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| <ul style="list-style-type: none">• CO301.1 (REMEMBERING): DESCRIBE the fundamental concepts of strategic management, including vision, mission, and goals. |
| <ul style="list-style-type: none">• CO301.2 (UNDERSTANDING): EXPLAIN various strategic management models and frameworks and their relevance to business. |
| <ul style="list-style-type: none">• CO301.3 (APPLYING): APPLY strategic analysis tools like SWOT, PESTLE, and Porter's Five Forces to assess business scenarios. |
| <ul style="list-style-type: none">• CO301.4 (ANALYSING): ANALYSE case studies to identify strategic challenges and propose actionable solutions. |
| <ul style="list-style-type: none">• CO301.5 (EVALUATING): EVALUATE the impact of strategic decisions on organizational performance. |
| <ul style="list-style-type: none">• CO301.6 (CREATING): DEVELOP comprehensive strategic plans that align with organizational objectives. |

Specialization Core Courses

Marketing Management - Services Marketing (MKT-01)

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| <ul style="list-style-type: none">• CO302.1 (REMEMBERING): IDENTIFY the characteristics and challenges of services marketing. |
| <ul style="list-style-type: none">• CO302.2 (UNDERSTANDING): DISCUSS the unique aspects of customer relationships in services marketing. |



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| <ul style="list-style-type: none">• CO302.3 (APPLYING): IMPLEMENT service quality frameworks to improve customer satisfaction. |
| <ul style="list-style-type: none">• CO302.4 (ANALYSING): ANALYSE service delivery processes to identify areas for improvement. |
| <ul style="list-style-type: none">• CO302.5 (EVALUATING): ASSESS the effectiveness of marketing strategies in various service industries. |
| <ul style="list-style-type: none">• CO302.6 (CREATING): DESIGN innovative marketing campaigns tailored to service-based organizations. |

Financial Management - Security Analysis and Portfolio Management (FIN-01)

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| <ul style="list-style-type: none">• CO303.1 (REMEMBERING): IDENTIFY various financial securities and their characteristics. |
| <ul style="list-style-type: none">• CO303.2 (UNDERSTANDING): EXPLAIN the principles of portfolio management and security analysis. |
| <ul style="list-style-type: none">• CO303.3 (APPLYING): APPLY valuation techniques to assess the worth of financial securities. |
| <ul style="list-style-type: none">• CO303.4 (ANALYSING): ANALYSE the risk-return trade-off in investment decisions. |
| <ul style="list-style-type: none">• CO303.5 (EVALUATING): EVALUATE portfolio performance using financial metrics. |
| <ul style="list-style-type: none">• CO303.6 (CREATING): DESIGN optimal investment portfolios based on client requirements. |

Human Resource Management - Compensation and Benefits (HRM-01)



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| <ul style="list-style-type: none">• CO304.1 (REMEMBERING): DEFINE key concepts of compensation and benefits management. |
| <ul style="list-style-type: none">• CO304.2 (UNDERSTANDING): EXPLAIN the role of compensation in employee motivation and retention. |
| <ul style="list-style-type: none">• CO304.3 (APPLYING): APPLY compensation structures to different organizational contexts. |
| <ul style="list-style-type: none">• CO304.4 (ANALYSING): ANALYSE the effectiveness of various compensation and benefits strategies. |
| <ul style="list-style-type: none">• CO304.5 (EVALUATING): EVALUATE compensation policies for fairness and competitiveness. |
| <ul style="list-style-type: none">• CO304.6 (CREATING): DEVELOP innovative compensation and benefits plans aligned with organizational goals. |

Operations and Supply Chain Management - Logistics and Supply Chain Management (OPS-

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| <ul style="list-style-type: none">• CO305.1 (REMEMBERING): IDENTIFY the key components of logistics and supply chain management. |
| <ul style="list-style-type: none">• CO305.2 (UNDERSTANDING): EXPLAIN the role of logistics in enhancing supply chain efficiency. |
| <ul style="list-style-type: none">• CO305.3 (APPLYING): APPLY supply chain management principles to real-world business scenarios. |
| <ul style="list-style-type: none">• CO305.4 (ANALYSING): ANALYSE supply chain networks to identify bottlenecks and opportunities for optimization. |



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| <ul style="list-style-type: none">• CO305.5 (EVALUATING): EVALUATE the performance of logistics strategies using KPIs. |
| <ul style="list-style-type: none">• CO305.6 (CREATING): DESIGN integrated supply chain solutions for business challenges. |

On-the-Job Training (OJT)

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| <ul style="list-style-type: none">• CO306.1 (REMEMBERING): DESCRIBE key operational and strategic processes observed during the training. |
| <ul style="list-style-type: none">• CO306.2 (UNDERSTANDING): EXPLAIN the relevance of theoretical knowledge in practical business settings. |
| <ul style="list-style-type: none">• CO306.3 (APPLYING): APPLY analytical tools to solve real-world business problems during the training. |
| <ul style="list-style-type: none">• CO306.4 (ANALYSING): ANALYSE organizational practices to recommend process improvements. |
| <ul style="list-style-type: none">• CO306.5 (EVALUATING): EVALUATE the outcomes of training activities and their contribution to organizational goals. |
| <ul style="list-style-type: none">• CO306.6 (CREATING): CREATE a detailed training report that includes observations, analysis, and actionable insights. |

Semester IV

Core Course: Entrepreneurship, Innovation and Design Thinking (GC-15)

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| <ul style="list-style-type: none">• CO401.1 (REMEMBERING): DEFINE key concepts in entrepreneurship, innovation, and design thinking. |
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| <ul style="list-style-type: none">• CO401.2 (UNDERSTANDING): EXPLAIN the process of identifying and evaluating entrepreneurial opportunities. |
| <ul style="list-style-type: none">• CO401.3 (APPLYING): APPLY design thinking frameworks to develop innovative solutions to business problems. |
| <ul style="list-style-type: none">• CO401.4 (ANALYSING): ANALYSE case studies of successful startups to identify critical success factors. |
| <ul style="list-style-type: none">• CO401.5 (EVALUATING): EVALUATE business models for feasibility and scalability. |
| <ul style="list-style-type: none">• CO401.6 (CREATING): DESIGN a business plan integrating innovative and sustainable strategies. |

Specialization Core Courses

Marketing Management - Digital Marketing (MKT-02)

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| <ul style="list-style-type: none">• CO402.1 (REMEMBERING): IDENTIFY the fundamentals of digital marketing and its various components. |
| <ul style="list-style-type: none">• CO402.2 (UNDERSTANDING): EXPLAIN the importance of SEO, SEM, and social media in marketing strategies. |
| <ul style="list-style-type: none">• CO402.3 (APPLYING): APPLY digital marketing techniques to enhance brand visibility and customer engagement. |
| <ul style="list-style-type: none">• CO402.4 (ANALYSING): ANALYSE the effectiveness of digital campaigns using analytics tools. |
| <ul style="list-style-type: none">• CO402.5 (EVALUATING): EVALUATE ROI and customer response to digital marketing efforts. |



- CO402.6 (CREATING): DEVELOP comprehensive digital marketing plans for diverse industries.

Financial Management - Financial Markets and Banking Operations (FIN-02)

- CO403.1 (REMEMBERING): IDENTIFY the structure and functions of financial markets and banking operations.
- CO403.2 (UNDERSTANDING): EXPLAIN the regulatory framework governing financial institutions.
- CO403.3 (APPLYING): APPLY financial theories to analyze market trends and banking performance.
- CO403.4 (ANALYSING): ANALYSE the impact of monetary policies on financial markets and banking operations.
- CO403.5 (EVALUATING): ASSESS the risks and returns associated with financial instruments.
- CO403.6 (CREATING): DESIGN investment portfolios based on market conditions and investor objectives.

Human Resource Management - Training and Development (HRM-02)

- CO404.1 (REMEMBERING): DEFINE the key concepts and importance of training and development in organizations.
- CO404.2 (UNDERSTANDING): EXPLAIN various training methods and their suitability for different learning objectives.



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| <ul style="list-style-type: none">• CO404.3 (APPLYING): APPLY training needs assessment techniques to real-world scenarios. |
| <ul style="list-style-type: none">• CO404.4 (ANALYSING): ANALYSE the effectiveness of training programs using evaluation models. |
| <ul style="list-style-type: none">• CO404.5 (EVALUATING): EVALUATE training outcomes in terms of employee performance and organizational goals. |
| <ul style="list-style-type: none">• CO404.6 (CREATING): DESIGN comprehensive training and development plans. |

Operations and Supply Chain Management - Advanced Operations Management (OPS-02)

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| <ul style="list-style-type: none">• CO405.1 (REMEMBERING): IDENTIFY advanced concepts and tools in operations management. |
| <ul style="list-style-type: none">• CO405.2 (UNDERSTANDING): EXPLAIN the application of advanced tools in improving operational efficiency. |
| <ul style="list-style-type: none">• CO405.3 (APPLYING): APPLY advanced operations techniques to solve complex business problems. |
| <ul style="list-style-type: none">• CO405.4 (ANALYSING): ANALYSE case studies to identify bottlenecks in operational workflows. |
| <ul style="list-style-type: none">• CO405.5 (EVALUATING): EVALUATE operational strategies for their effectiveness and sustainability. |
| <ul style="list-style-type: none">• CO405.6 (CREATING): DESIGN innovative solutions to enhance overall operational performance. |

Research Project (RP)



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| <ul style="list-style-type: none">• CO406.1 (REMEMBERING): IDENTIFY a relevant research problem in the domain of management. |
| <ul style="list-style-type: none">• CO406.2 (UNDERSTANDING): EXPLAIN the theoretical framework and research methodology. |
| <ul style="list-style-type: none">• CO406.3 (APPLYING): APPLY appropriate research tools and techniques to gather data. |
| <ul style="list-style-type: none">• CO406.4 (ANALYSING): ANALYSE data to derive meaningful insights and conclusions. |
| <ul style="list-style-type: none">• CO406.5 (EVALUATING): EVALUATE the implications of research findings for business practices. |
| <ul style="list-style-type: none">• CO406.6 (CREATING): PREPARE a comprehensive research report and present findings effectively. |