LORDS INSTITUTE OF ENGINEERING & TECHNOLOGY

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Estd. 2002

Department of Management Studies

COURSE OUTCOME

MBA I Year Semester I – AY 2023-24

Students will be able to :

CO No	Description
Course Outcome : C101 - MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR (P23MB101)	
C11.1	Describe Management and its contribution of management thinkers 2 Explain the relevance of environmental scanning
C11.2	Explain the relevance of environmental scanning, planning and to take decisions
C11.3	Determine the functions of management Organising and Controlling
C11.4	Analyse leadership & Motivational theories
C11.5	Assess individual and Group behaviour in organisations
C11.6	Develop organizational design & formulate development of organisation

CO No	Description
Course Outcome : C102 - ACCOUNTING FOR MANAGEMENT (P23MB102)	
C12.1	Describe the basic concepts and principles of accounting and maintain the books of accounts.
C12.2	Explain and prepare the financial statements and understand the accounting standards.
C12.3	Slove the different methods of depreciation and techniques of valuation of assets.
C12.4	Analyze and interpret financial statements through ratio analysis and cash flow statements.
C12.5	Measure Real life situations involving Taxation and equip themselves with techniques for taking Tax- Sensitive Decisions
C12.6	Design and prepare financial accounting in organization

CO No	Description
Course Outcome : C103 - MARKETING FOR MANAGEMENT (P23MB103)	
C13.1	Know the various Philosophies of Marketing, and apply them in different Business Scenarios.
C13.2	Understand various Segmentation, Targeting and Positioning strategies to make their Products as Market leaders.
C13.3	Effectively design the Marketing Mix effectively in order to achieve the Organizational goals and objectives.
C13.4	Analyze the challenges that might influence the formulation of effective Marketing Strategies from a Consumer Behavior perspective.

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CO No	Description
C13.5	Understand the Contemporary issues and develop Marketing Strategies to sustain in this Competitive World.
C13.6	Evaluate Decision making techniques using various Marketing Mix as framework.

CO No	Description
Course Outcome : C104 - STATISTICS FOR MANAGEMENT (P23MB103)	
C14.1	Understand the Basic Statistics helps in descriptive analytics.
C14.2	Knowledge of Probability and distributions are play an important role across the various areas of management like finance, Marketing, HRM, supply chains etc.
C14.3	To Know Hypothesis testing is useful in estimation for analysis and decision making.
C14.4	Apply Sample Test, Analysis of Variance and Chi-Square distribution
C14.5	Analyse Correlation, regression techniques are an integral part of planning and controlling.

CO No	Description
Course Outcome : C105 - ECONOMICS FOR MANAGERS (P23MB105)	
C15.1	Students can learn micro factors of Economic behavior of a consumer.
C15.2	Would be Managers needs market dynamics and the same is imparted.
C15.3	Students can assess opportunities and threats of business.
C15.4	Students can better understand nature of the products and demand conditions.
C15.5	It is also provided through this paper the decision making tools and investment avenues.

CO No	Description
Course Outcome : C107 - IT APPICATIONS FOR MANAGEMENT (P23MB107)	
C17.1	Describe Computer System, its components and types of computer system and working style of computers
C17.2	Explain Application of Information Technology in functional areas
C17.3	Describe Computer Network and Types of Network
C17.4	Discuss Organizational Systems and Global Information Systems
C17.5	Explain Information Security and Laws
C17.6	Explain Application of Information Systems in Management

CO No	Description
Course Outcome : C1L1 - COMPUTER PRACTICAL'S – LAB (P23MB1L1)	
C1L1.1	To provide knowledge about the functioning of computers and its uses for managers
C1L1.2	To provide hands on learning on Internet and its applications
C1L1.3	To provide hands on learning on application software
C1L1.4	To provide hands on learning of applications on Spreadsheet software

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C1L1.5	To provide hands on learning on database software

COURSE OUTCOME
MBA II Year Semester III – AY 2023-24
Students will be able to :

C31	CO Statement
Course Name: Operations Management (P21MB301)	
C31.1	Describe apply knowledge of basic Concepts of Operations Management for developing processes and improving Operational Performance.
C31.2	Discuss aggregate capacity plan and master production schedule in operations environment and enabling the importance of facility location, layout and line balancing.
C31.3	Solve, identify and eliminate non essential operations and develop feasible method of performing a job by applying work study techniques
C31.4	Analyse and calculate inventory levels and order quantities to make use of various inventory classification models
C31.5	Access advance cognizance on total quality management and to efficaciously implement the contemporary quality techniques in an organisation
C31.6	Design job sequences and EOQ Model

C32	CO Statement
Course Name: E- Business (P21MB302)	
C32.1	Describe various concepts and developments of Physical, E-Commerce and M-Commerce.
C32.2	Develop various models of E-commerce to gain Competitive Advantage.
C32.3	Design and use appropriate Electronic Payment Systems.
C32.4	Apply appropriate Network Security and Firewalls in E-Business activities.
C32.5	Analyse various Mobile Banking and Mobile Ticketing processes
C32.6	Explain various types of e-services and Legal, Ethical and privacy issues associated with E-Business.

C33	CO Statement
Course Name: Operations Research (P21MB303)	
C33.1	Develop mathematical model and solve the real life system with limited constraints by applying LPP.

C33.2	Formulate and solve transportation and assignment concepts to implement Supply chain management.
C33.3	Evaluate alternatives using decision making under risk and uncertainty and game theory.
C33.4	Apply PERT and CPM techniques to plan, schedule and control project.
C33.5	Apply simulation process in queuing theory to evaluate the system.
C33.6	Analyze the Cost Analysis using Queuing models
C34	**Course Outcomes**
	Course Name: Financial Risk Management (P21MB304)
C34.1	Describe measures and differentiate between types of Risks that an Organization faces.
C34.2	Understand the Derivatives and their Trading and Settlement.
C34.3	Determine Forwards and Futures Contracts and Hedging Strategies.
C34.4	Analyze the computational aspects of Swaps and the associated Risk.
C34.5	Evaluate Option Trading Strategies and select the suitable one for the given situation.
C34.6	Design a structured method of assessing financial risk.

C36	**Course Outcomes**
	Course Name: Compensation Management (P21MB306)
C36.1	Explain the Strategic Compensation Management
C36.2	Describe the concepts Compensation and Employee Behaviour
C36.3	Apply Building Market Competitive Compensation System
C36.4	Learn and determine the Components of Employee Benefits Management
C36.5	Apply the Contemporary Strategic Compensation Challenges.

C36.6	Compensation and Competitive Strategies

C37	CO Statement

Course Name: Decision Support Systems (P21MB307)

C37.1	Describe the concepts and evolution of DSS
C37.2	Explain Development and Implementation of DSS
C37.3	Describe the concepts of Distributed DSS Technologies and EIS
C37.4	Describe Artificial Intelligence and Expert Systems
C37.5	Explain Data Warehousing and Data Mining
C37.6	Explain Online Transactions Processing Techniques use to Mine Data

C38	Course Outcomes

Course Name: International Finance (P21MB308)

C38.1	State the Foreign Exchange Market
C38.2	Discuss the International Risk Environment.
C38.3	Determine Exchange Rate Determination & Risk Management
C38.4	Infer and Manage Multinational Corporate Decisions in Global Markets
C38.5	Assess International Tax Law.
C38.6	Develop theories and concepts of international trade and finance

C39	Course Outcomes

Course Name: Promotion & Distribution Management (P21MB309)

C39.1	Describe Marketing Communications and Planning Process
C39.2	Design Integrated Marketing Communication with appeal , execution styles and creative tactics.
C39.3	Classify Role of Personal Selling and its process with other promotional tools
C39.4	Explain Sales Promotion Objectives and tools with coordinating consumers and trade.
C39.5	Illustrate Elements of Support Media and their roles
C39.6	State Distribution Management its roles and functions , channel of design and Selection of

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	channels
C310	**Course Outcomes**
	Course Name: Organization development (P21MB310)
C310.1	Evaluate the data to judge the effectiveness of OD Interventions
C310.2	Apply OD interventions and judge the utility there of
C310.3	Analyse the Activity data from Organizational System to frame effective OD interventions
C310.4	Outline the Human and Organizational process Approaches towards problem solving
C310.5	Evaluate the Techno Structural and Strategic Interventions
C310.6	Analyse various aspects of Quality Circles
C311	**Course Outcomes**
	Course Name: Business Analytics (P21MB311)
C311.1	Describe methods and models of Business Analytics.
C311.2	Explain the descriptive analytics and data visualization techniques.
C311.3	Foster an ability to critically understand and analyse Predictive Analytics
C311.4	Synthesize Linear optimization and decision Analysis.
C311.5	Analyse and write Programming in R Language
C311.6	Apply risk and uncertainty methods for decisions making
C312	**Course Outcomes**
	Course Name: Digital Marketing (P21MB312)Year / Sem: II/III
C312.1	Analyse the confluence of marketing, operations, and human resources in real-time delivery.
C312.2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
C312.3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.

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C312.4	Examine and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
C312.5	Summarize the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
C312.6	Justify the importance of conversion and working with digital relationship marketing.
C3P1	**Course Outcomes**
**Course Name: Summer Internship (P21MB3P1)Year / Sem: II/III**
C3P1.1	Construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship
C3P1.2	Assess its Strengths, Weaknesses, Opportunities and Threats (SWOT)
C3P1.3	Determine the challenges and future potential for his / her internship organization in particular and the sector in general
C3P1.4	Test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period
C3P1.5	Apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
C3P1.6	Analyze the functioning of internship organization and recommend changes for improvement in processes
C3P2	**Course Outcomes**
**Course Name: Summer Internship (P21MB3P1)Year / Sem: II/III**
C3P2.1	Describe on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
C3P2.2	Explain actual supervised professional experiences.
C3P2.3	Outline the working of the real organizations
C3P2.4	Assess the specific functional areas.
C3P2.5	Match linkages among different functions and departments.
C3P2.6	Evaluate perspective about business organizations in their totality.

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