NAAC Accredited with 'A" Grade
Recognised by UGC under sections 2(f) and 12(b) & Affiliated to Bangalore University

DEPARTMENT OF MANAGEMENT STUDIES

MBA COURSE OUTCOMES

MBA Semester I

1.1 ECONOMICS FOR MANAGERS

By the end of the course the students will have micro and macro-economic perspective to understand the under pinning of management.

1.2 ORGANIZATIONAL BEHAVIOUR

By the end of the course the students will become an individual to think beyond self.

ACCOUNTING FOR MANAGERS -

Financial statements

– Concepts, conventions and standards that influence preparation of financial statements

- Identifying problem areas in business through various techniques of financial statement analysis

- Managing cost – that is, controlling and reducing cost

- Recent developments in accounting and its relevance

1.3 STATISTICS FOR MANAGEMENT

- To elevate students' awareness of data in everyday life and prepare them for a career in today's age of information.

- To impart to students, an assured level of competence, or understanding, of the basic ideas, terms, and language of statistics.

- To develop statistical literacy skills in students in order to comprehend and practice statistical ideas at many different levels.

- To promote the practice of the scientific method in our students: the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results.

1.4 MARKETING FOR CUSTOMER VALUE

By the end of the course the students will be able to appreciate that a business' marketing management depends on the size of the business and the industry in which the business operates. Students will be able to use a company's resources to increase its customer base, improve customer opinions of the company's products and services, and increase the company's perceived value.

1.5 BUSINESS AND INDUSTRY

By the end of this course the student will have a level of understanding of the dynamics of business and industry.

1.6 COMMUNICATION SKILLS

At the end of this course, students will have the clarity about communication skills to be used in organizations

MBA Semester II

2.1 TECHNOLOGY FOR MANAGEMENT

By the end of the course, students will gain the skills required to navigate through the complexities of managing data and also become the appreciators of technological environment.

2.2 MANAGEMENT RESEARCH METHODS

By the end of the course the students can be an asset to the organization by being transformed into well-equipped and scientifically skilled research professionals and managers by conducting research in every aspect of decision making in the organization.

2.3 ENTREPRENEURSHIP AND ETHICS

By the end of the course, the students would be aware of alternative to jobs and employment which will make them job providers in an ethical manner.

2.4 HUMAN CAPITAL MANAGEMENT

The students must be in a position to address the challenges of organizational management through and with human resources. Thereby, the manager would become harbinger of change management.

2.5 FINANCIAL MANAGEMENT

By the end of this course, a student would learn to identify financial challenges, tools and techniques for decisions and would get a glimpse of practices.

2.6 QUANTITATIVE TECHNIQUES AND OPERATIONS RESEARCH

By the end of the course the students would have developed the confidence and clarity in application of tools.

2.7 INNOVATION MANAGEMENT

By the end of the course, they would have developed the necessary conceptual and application clarity on innovation.

MBA Semester III

3.1 STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE

This course will equip the students with required skills of managerial decisions and actions.

This will enable students to transfer conceptual learning to strategic application in their professional lives.

3.2 PROJECTS AND OPERATIONS MANAGEMENT

At the end of the course, the students would have developed much better insight in to project and operations management.

3.3.1 INDIAN FINANCIAL SYSTEM

By the end of the course the students will have the framework of Indian Financial System. - The various financial institutions that have impact and influence on business organizations and their functioning. - The financial markets and their mechanism, with special emphasis on Stock Exchanges. - Various financial services available for a business enterprise

3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT

By the end of the course the students would have reasonable idea on the meaning of taxes, types of tax and the differences between them. - The taxonomy of taxation in India. - Computation of income tax liability of a corporate entity and the strategies for legally reducing tax burden. - The

various indirect taxes levied by Union Government on corporate entities, the extent of liability and procedural formalities in respect of each of the taxes.

3.3.3 CORPORATE VALUATION AND RESTRUCTURING

By the end of the course the students would have in place the basic concepts required for corporate valuation. - The various methods of valuation. - Valuation in special cases. - Models of value based management. - Strategies for 'value maximization' – corporate restructuring, with special focus on mergers and acquisitions.

3.4.1 RETAILING MANAGEMENT AND SERVICES

At the end of the course, student would be able to understand the essential components of a service business and manage retailing

3.4.2 CONSUMER BEHAVIOUR

At the end of this course, students will be able to appreciate the importance of understanding consumer behaviour for marketing success, understand the various factors shaping consumer behaviour and choice, be able to conduct exploratory research in consumer behavior and be able to use understanding of consumer behaviour in making marketing plans

3.4.3 RURAL AND AGRICULTURAL MARKETING

At the end of the course, the student would have developed an appreciation for rural and agricultural marketing.

3.5.1 LEARNING AND DEVELOPMENT

By the end of this course, a student would have learnt to develop an understanding of how to assess training needs and design training programmes in an Organisational setting. To familiarize the student with the levels, tools and techniques involved in evaluation of training effectiveness

3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS

By the end of this course the student would have acquired the basic knowledge of the Indian Industrial Relations System and its distinctive features in comparison to other countries

3.5.3 PERFORMANCE MANAGEMENT SYSTEM

By the end of the course the students would have reasonable intent of being able to work as future managers and supervisors who will conduct the performance appraisal of their subordinates.

MBA Semester IV

4.1 INTERNATIONAL BUSINESS DYNAMICS

By the end of the course, the students must have increased confidence to take up a career in international business.

4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT

By the end of the course the students would have an understanding of how to define investment goals and constraints. - Identifying investment alternatives - Choosing the best / suitable alternatives. - How to construct a portfolio - Portfolio management

4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT

By the end of the course the students would have an understanding of the global financial environment, currency system, relationship between economies and impact of international transactions on the economy. - Functioning of international financial markets. - Fixing of exchange rate. - Foreign currency risks and hedging strategies. - Interest rate risks and hedging strategies.

4.2.3 RISK MANAGEMENT AND DERIVATIVES

By the end of the course the students would understand the meaning and types of risk. - Risk analysis in capital budgeting. - Risks associated with investments and hedging with derivatives. - Meaning and types of derivatives. - Futures – terminology, mechanism, hedging and pricing. - Options – terminology, mechanism, pay-offs, hedging and prcing. - Commodity markets and commodity derivatives.

4.3.1 STRATEGIC BRAND MANAGEMENT

By the end of this course, students should be able to: Understand key principles of branding, positioning and brand building strategies.

4.3.2 INTERNATIONAL MARKETING STRATEGY

Students will be able to evaluate the various forces when products and services enter the global marketplace

4.3.3 DIGITAL MARKETING

By the end of the course, the student will be able to evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online.

4.4.1 STRATEGIC HRM

By the end of this course- a student would learn the relationship of HR strategy with overall corporate strategy and understand the strategic role of specific HR systems

4.4.2 INTERNATIONAL HRM

By the end of this course, a student would learn to have a view of the major challenges that MNC's face. They will be familiar, through a real life case study, with some of the HRM issues faced by staff in a foreign subsidiary of a major multinational company

4.4.3 TALENT AND KNOWLEDGE MANAGEMENT

By the end of this course, a student would learn the new concepts in talent and knowledge management and its relevance in the corporate

4.5.1 BASIC MANAGEMENT ASPECTS OF HEALTH CARE

By the end of the course, the students will have a better understanding of differences between management in general and management and healthcare sector

4.5.2 STRATEGIC MANGEMENT IN HEALTH CARE SETTINGS

By the end of the course, the student will get a feel of the strategic dimensions of the management of healthcare organizations

4.5.3 MANAGEMENT OF HOSPITAL SERVICES

At the end of the course, the students would get an insight into structure of hospital services and delivery

4.6 BANKING FINANCE AND INSURANCE (BFIS)

4.6.1 BANKING TECHNOLOGY AND MANAGEMENT

By the end of the course the students would have learnt the technology used in banking operations. - Know the back-end operations enabling provision of services. Get exposed to the contemporary techniques influencing banking systems

4.6.2 INTERNATIONAL FINANCIAL MANAGEMENT

By the end of the course the students would have a good overview of the global financial environment, currency system, relationship between economies and impact of international transactions on the economy. - Functioning of international financial markets. - Fixing of

exchange rate. - Foreign currency risks and hedging strategies. - Interest rate risks and hedging strategy

4.6.3 RISK MANAGEMENT FOR BANKS AND INSURANCE COMPANIES

By the end of the course the students would know the risks faced by banking and insurance companies. - Understand the challenges in managing banks. - Know the risk management strategies for banks and insurance companies. - Get exposed to the best practices in India and other parts of the world, in respect of 'risk management'.