



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
"Jnana Sagara Campus" Vinayakanagara, Cantonment, Ballari-583 105

**Department of Business Administration**

**Program Outcomes (PO's):**

- PO1 : The Graduates will demonstrate the knowledge, skills and competencies required in a variety of organizational settings as an effective Manager.
- PO2: The Graduates will demonstrate the analytical skills for ethical decision making in a business world of complex business issues and problems.
- PO3: The Graduates will demonstrate the organizational skills for Policy Implementations.
- PO4: The Graduates will demonstrate the ability to function effectively in a diverse and global business environment.
- PO5: The Graduates will demonstrate the ability to use technology, communication, leadership and teamwork as tools of effective management.

**Course Outcomes (CO's):**

**First Semester:**

<b>MBA1.1 -Management and Behavioral Process</b>	
<b>After completion of this course students will be able to</b>	
CO 1	It helps the students to understand management functions and its applications.
CO 2	To familiarize themselves with the practice of management for the purpose of taking effective managerial decisions.
CO 3	Understand the overview of management, theory of management and practical applications of the same.

<b>MBA1.2 -Managerial Economics</b>	
<b>After completion of this course students will be able to</b>	
CO 1	It helps to understand the application of Economic Principles in Management decision making
CO 2	Students will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry
CO 3	It enables to understand, assess and forecast the Demand.
CO 4	Helps to apply the concepts of production and cost for optimization of production.

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### MBA1.3- Accounting for Managers

After completion of this course students will be able to

CO 1	Acquire the knowledge about the concepts and fundamental principles of accounting.
CO 2	Demonstrate theoretical knowledge and its application in real time accounting.
CO 3	Capable of preparing financial statement of sole trading concerns and companies
CO 4	Independently undertake financial statement analysis and take decisions.

### MBA1.4- Managerial communication

After completion of this course students will be able to

CO 1	The students will be aware of their communication skills and will improve their potential to become successful managers
CO 2	The students will write business letters, reports & Proposals precisely and effectively.
CO 3	The students will effectively manage group communication like Meetings and Media Management.
CO 4	The students will exhibit & improve their presentation, Writings & Negotiation skills.

### MBA1.5- Business Environment and Corporate Governance

After completion of this course students will be able to

CO 1	To student will have an understanding of the macro environment of Business and various macroeconomic concepts.
CO 2	The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.

### MBA1.6 - Quantitative techniques I

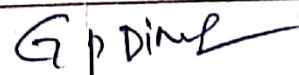
After completion of this course students will be able to

CO 1	Understand and applying descriptive statistical tools in business situations.
CO 2	Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario
CO 3	Develop the skills of decision making using Decision Theory.

### MBA1.7- IT Application for Managers

After completion of this course students will be able to

CO 1	Understand the strengths and limitations of current technologies and apply them intelligently to meet the needs of each application
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CO 2	Apply their practical experience in IT projects developed through assessment projects for real world clients focussing on technology auditing and recommendations, and system development
CO 3	Utilise high level interpersonal skills to negotiate and communicate effectively with both technical and non-technical stakeholders verbally and in writing.

## Second Semester

<b>MBA 2.1- Financial Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Each student has to select a company of his/her choice and use the annual report to study the working capital management employed by them and work out liquidity ratios.
CO 2	Students can also compare the working capital management of companies in the same sector.
CO 3	Students should choose the factors for determining the cost of capital of a company chosen by them and compute cost of capital for that organization.
CO 4	Students have to identify the capital structure theory used by the organization chosen by them.

<b>MBA 2.2- Human Resource Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
CO 2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
CO 3	Identify the various training methods and design a training program
CO 4	Understand the concept of performance appraisal process in an organization

<b>MBA 2.3- Marketing Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand the concept of performance appraisal process in an organization
CO 2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
CO 3	Helps to identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
CO 4	Build marketing strategies based on product, price, place and promotion objectives

  
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<b>MBA 2.5 -Quantitative Techniques 2</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Formulate and solve numerical on Linear Programming problems by graphical and simplex methods.
CO 2	Solve numerical on Assignment Models including special cases in assignment models.
CO 3	Solve numerical on Transportation Models by North West Corner method, Least Cost method, VAM method and Optimal Solution by using MODI method.
CO 4	Solve numerical on Decision theory, Game theory, Markov Chains & Simulation Techniques.

<b>MBA 2.6- Operations Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand key concepts and issues of OM in both manufacturing and service organizations
CO 2	Analyze business processes in services / manufacturing for improvement
CO 3	Identify the operational issues in the value addition processes of a firm

<b>MBA 2.-7 Business Research Methods</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand the concept of research and apply various research approaches, techniques and strategies appropriately.
CO 2	Application of quantitative / qualitative tools to general business and specific problems of business
CO 3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.

### Third Semester

<b>MBA3.1 - Entrepreneurship Development</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
CO 2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
CO 3	Become aware about various sources of funding and institutions supporting entrepreneurs.

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<b>MBA3.2- Business Law</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Learners will be able to: appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context
CO 2	Identify the fundamental legal principles behind contractual agreements
CO 3	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

<b>MBA3.3- International Business</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Explain the concepts in international business with respect to foreign trade/international business
CO 2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO 3	Analyse the principle of international business and strategies adopted by firms to expand globally

<b>MBA 3.4.1 –Financial Services ( Elective)</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand the concept and functioning of banking and non banking financial services in India.
CO 2	Understand the different credit rating agencies and the determinants used for rating a particular entity or instrument.
CO 3	Evaluate and compare leasing and hire purchase services

<b>MBA 3.4.2 - Security Analysis and Investment Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand the various avenues available for investment in financial markets
CO 2	Assess the risk and return associated with investments using valuation techniques
CO 3	Employ EIC framework in analysing investments
CO 4	Understand the movements of stocks

<b>MBA 3.4.3 - Advanced Financial Management</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Critically evaluate the impact of financial decisions on the strategic direction of the organisation
CO 2	Identify and evaluate the exposure of a company to financial risk and the techniques required to manage this risk

  
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CO 3	Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances
CO 4	Analyse the key strategic financial issues that must be considered in an acquisition or merger, including valuation of the target company

<b>MBA 3.4.4 -Derivatives</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Elucidate the characteristics of an option.
CO 2	Describe the different types of, and concepts relating to options
CO 3	Comprehend intrinsic value and time value.
CO 4	Elucidate the motivation for undertaking (buying or writing) option contracts

<b>MBA 3.4.5- Capital Structure Decision</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Able to identify the factors affecting capital structure
CO 2	Compare capital structure choice among different sector companies
CO 3	Evaluate the speed of adjustment to target capital structure
CO 4	Take the decision in the trade-off between tax shield and cost of bankruptcy

<b>MBA 3.4.6 – Principles and Practices of Banking</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Understand the banking system and the processes involved in it
CO 2	Understand the challenges involved in the banking system
CO 3	Assess the level of technology being used

<b>MBA 3.5.1- Recruitment and Selection ( Elective)</b>	
<b>After completion of this course students will be able to</b>	
CO 1	Gain the insights of various principles and practices of recruitment and selection in an industry
CO 2	Equip students with various selection procedure practiced in industry.
CO 3	Develop students with latest selection tools in the corporate sector
CO 4	Develop students with various testing of job recruitment and selection

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### MBA 3.5.2- Compensation and Reward System

After completion of this course students will be able to

CO 1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
CO 2	Determine the performance based compensation system for business excellence and solve various cases
CO 3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce

### MBA 3.5.3 – Learning and Development

After completion of this course students will be able to

CO 1	Understand the concepts of learning and development and its role .
CO 2	Learn various contemporary methods of learning and development.
CO 3	Gain insights of various training evaluation methods and career planning.
CO 4	Develop students with career management systems.

### MBA 3.6.1 – Business Marketing (Elective)

After completion of this course students will be able to

CO 1	Familiarize the business buying behaviour of industrial customers.
CO 2	Analyze business situations in the context of buyer-seller relationships
CO 3	Apply concepts of pricing strategies for industrial goods
CO 4	To evaluate the significance of E -Commerce in Business Marketing.

### MBA 3.6.2- Integrated Marketing Communication

After completion of this course students will be able to

CO 1	Ability to create an integrated marketing communications plan which includes promotional strategies.
CO 2	Role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC Strategies
CO 3	Prepare advertising copy and design other basic IMC tools.

### MBA 3.6.3 – Strategic Brand Management

After completion of this course students will be able to

CO 1	Develop skills for managing brands strategically.
CO 2	Compare and contrast the elements of product and brand management.
CO 3	Assess growth-opportunities for brands, e.g., brand extension strategies.

### MBA 3.6.4 – Consumer Behaviour

CO 1	Understand the background and concepts vital for understanding Consumer Behaviour.
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CO 2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
CO 3	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour

<b>MBA 3.6.5 – Retail Management</b>	
CO 1	Find out the contemporary retail management, issues, and strategies
CO 2	Evaluate the recent trends in retailing and its impact in the success of modern business.
CO 3	Relate store management and visual merchandising practices for effective retailing

<b>MBA 3.6.6 – Service Marketing</b>	
CO 1	Ability to understand the evolution and growth of services economy and explain the fundamental concepts of Services Marketing.
CO 2	Ability to apply the knowledge of customer expectations and perceptions and to develop market segments and target the customers
CO 3	Evaluate real and complex Services marketing strategies in Health care, Tourism & Hospitality, Finance and Logistics
CO 4	Ability to engage in self-study to formulate, design, implement, analyze and demonstrate an application of Service delivery and channel management.

#### Fourth Semester

<b>MBA4.1- Strategic Management</b>	
CO 1	To enable the students to develop a holistic perspective of enterprise critical from the point of the view of the top executives
CO 2	To gain insights into various strategic management models.

<b>MBA4.2 - Project Management</b>	
CO 1	Ability to understand the Project Management goals in project formulations in the organization.
CO 2	Ability to apply the knowledge of planning and budgeting in cost estimating and improvement of the organization.
CO 3	Ability to analyze the importance of PERT & CPM Networks in project uncertainty and allocating scarce resources of the organization.
CO 4	Analyzing the importance of project control in project evaluation

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### MBA 4.3.1 Portfolio Management ( Elective)

CO 1	Understand the concept and benefit from the concept of diversification
CO 2	Assess the risk and return associated with portfolio
CO 3	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management

### MBA 4.3.2 - Mergers Acquisitions And Corporate Restructuring

CO 1	Critically analyse the different forms of M&A and strategies of it
CO 2	Understand the process of M&A and the importance of due diligence
CO 3	Evaluate the M&A deal

### MBA 4.3.3 – Risk Management and Insurance

CO 1	Identify the core types of project risks;
CO 2	Use qualitative and quantitative risk assessment methods;
CO 3	Competently use risk simulation techniques and other risk analysis tools/methods and work in a group to create a risk management plan based on the ISO 31000:2009

### MBA 4.4.1 Industrial Relations And Legislations( Elective)

CO 1	Gain the insights of IR concepts and practices to design programs for better industrial relations and peace
CO 2	Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
CO 3	Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations.
CO 4	Implementation of various industrial Acts to an industry working

### MBA 4.4.2 – Organisational Leadership

CO 1	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
CO 2	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation.

### MBA 4.4.3- Organisational Change and Development

CO 1	: Identify and explore the possibility for OD intervention in your college level, group level and individual level.
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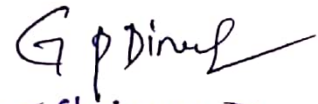
CO 2	Hold a debate in the classroom about downsizing the workforce
CO 3	Students are expected to study the changes that have taken place in various industries over a period of ten years and submit a report.

<b>MBA4.5.1 – Sales Management ( Elective)</b>	
CO 1	Understand and apply the selling techniques in an organisation.
CO 2	Develop a plan for organising, staffing & training sales force.
CO 3	Organise sales territories to maximize selling effectiveness.

Apply the strategies to be adopted for influencing the rural consumers.

<b>MBA 4.5.2 – Rural Marketing</b>	
CO 1	Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy
CO 2	Emphasize the different strategies adopted by Indian companies for rural markets.
CO 3	Apply the strategies to be adopted for influencing the rural consumers.

<b>MBA 4.5.3 – Customer Relationship Marketing</b>	
CO 1	The students would be able to identify the benefits of value creation for the customers.
CO 2	Gained an understanding of key concepts, technologies and best practices of CRM.
CO 3	Be able to measure the customer equity and the importance of customer retention to the organization.
CO 4	Be able to analyze the different processes and design the strategic framework for CRM integration in the existing functions of the organizations.



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