



Hindustan College of Science and Technology

Department of Master of Business Administration

COURSE OUTCOMES (SESSION 2021-22)

UNIVERSITY SCHEME FOR 1st SEM SESSION 2020-21

Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT	
			L	T	P	CT	TA	PS	TOTAL	TE	PE			
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3	
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3	
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3	
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3	
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3	
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2	
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3	
LAB / PRACTICALS														
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3	
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3	
											1200	26		

Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT	
			L	T	P	CT	TA	PS	TOTAL	TE	PE			
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3	
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3	
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3	
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3	
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3	
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3	
7	KMBN207	DIGITAL MARKETING & E-COMMERCE	4	0	0	30	20	0	50	100	0	150	3	
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	25	0	50	2	
LAB / PRACTICALS														
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	25	50	1	
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2	
											1200	26		

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End

SEMESTER III

S. No.	Code	Course Title	Periods			Evaluation Scheme					Credit
						Sessional Exams			ESE	Total	
			L	T	P	CT	TA	Total			
1	KMB 301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB 302	NPTEL Course							100	100	3
3		Specialization Group -1 Elective 1*	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 Elective 2*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 Elective 3*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 Elective 1*	4	0	0	30	20	50	100	150	3
7		Specialization Group -2 Elective 2*	4	0	0	30	20	50	100	150	3
8	KMB 303	Summer Training Project Report & Viva Voce	4	0	0			50	100	150	3
		TOTAL								1150	24

Semester IV

S. No.	Code	Course Title	Periods			Evaluation Scheme				Credit
						Sessional Exams			Total	
			L	T	P	CT	TA	Total		
1	KMB 401	Project Management	4	0	0	30	20	30	150	3
2	KMB 402	Entrepreneurship Development	4	0	0	30	20	30	150	3
3	KMB 403	NPTEL Course							100	3
4		Specialization Group -1 Elective 4*	4	0	0	30	20	30	150	3
5		Specialization Group -1 Elective 5*	4	0	0	30	20	30	150	3
6		Specialization Group -2 Elective 3*	4	0	0	30	20	30	150	3
7	KMB 404	Research Project Report and Viva Voce	4	0	0			100	300	6
		TOTAL							1150	24

Program Outcomes

PO1. Apply knowledge of management theories and practices to solve business problems.

PO2. Foster analytical and critical thinking abilities for data-based decision making.

PO3. Integrate and utilize qualitative and quantitative tools and concepts to investigate and solve critical business problems.

PO4. Ability to develop Value based Leadership ability.

PO5. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO6. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Department: MBA

Course Outcomes(COs):I,II,III & IV Semester

Session:2020-21

MBA:1st Semester

Code	Course Name	Course Outcomes
KMBN101	Management Concepts and Organisational Behavior	CO1:Developing understanding of managerial practices and theirperspectives.
		CO2:Understanding and Applying the concepts of organizationalbehaviour
		CO3:Applying the concepts of management and analyze organizational behaviors in real world situations
		CO4:Comprehend and practice contemporary issues in management.
		CO5:Applying managerial and leadership skills among students
KMBN102	Managerial Economics	CO1:Students will be able to remember the concepts of micro economics and also able tounderstand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.
		CO2:The students would be able to understand the law of demand & supply & their elasticities , evaluate &analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.
		CO3:The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world
		CO4:The students would be able to understand & evaluate the different market structureand their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic
		CO5:The students would be able to analyse the macroeconomic concepts & their relationto micro economic concept & how they affect the business & economy.
KMBN103	Financial accounting and analysis	CO1:Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.
		CO2:Understand about IFRS, Ind AS and IAS for Preparation & reporting of Financial Statements.
		CO3:Create and Prepare financial statements & cash flow in accordance with generally accepted accounting Principles.
		CO4:Analyse, Interpret and communicate the information contained in basic financial statements & explain limitations of such statements.
		CO5:Recognising various types of accounting & utilise the technology & social responsibility in facilitating & enhancing accounting & financial reporting processes.

KMBN104	Business Statistics and Analytics	CO1:Gaining knowledge of basic concepts/fundamentals of businessstatistics.
		CO2:To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
		CO3:Evaluating basic concepts of probability and perform probability theoretical distributions
		CO4:To apply Hypothesis Testing concepts and able to apply inferentialstatistics- t, F, Z Test and Chi Square Test
		CO5:To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.
KMBN105	Marketing management	CO1:Remember and comprehend basic marketing concepts
		CO2:Understand marketing insights on application of basic marketingconcepts
		CO3:Able to apply and develop marketing strategies and plans
		CO4:Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting
		CO5:Develop skills to understand the current global and digital aspectof marketing.
KMBN107	Business Communication	CO1:Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
		CO2:Analyse ethical, legal, cultural, and global issues affecting business Communication.
		CO3:Develop an understanding of appropriate organizational formats and channels used inbusiness communications
		CO4:Gaining an understanding of emerging electronic modes of communication.
		CO5:Developing effective verbal and non verbal communication skills.
KMBN106	Design thinking	CO1:Gain in depthknowledge about creative thinking& design thinking in every stage of problem.
		CO2:Applying design thinking toyour real life problems/ situations in order to evolve an innovative & workablesolutions.
		CO3:Understand & Implement design thinking to your real lifeproblems/ situations in order to evolve an innovative & workable solutions.
MBA:2nd Semester		
KBMN201	Business Environment and Legal Aspects of Business	CO1:Develop undestanding & Fundamental knowledge about business environment.
		CO2:Develop understanding on the concepts Business Environment & International business environment
		CO3:Develop basic understanding of law of contract
		CO4:Understanding provisions of companies act concerning incorporation & regulation of business organisation.
		CO5:Able to analyse case laws in arriving at conclusions facilitating business decisions.

KBMN202	Human Resource Management	CO1:Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change
		CO2:Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization
		CO3:Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness
		CO4:Show evidence of the ability to analyze, manage and problem solve to deal with challenges and complexities of the practice of collective bargaining
		CO5:Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage
KBMN203	Business research Methods	CO1:Knowledge of concept / fundamentals for different types of research.
		CO2:Applying relevant research techniques.
		CO3:Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques
		CO4:Synthesizing different techniques of coding, editing, tabulation and analysis in doing research. .
		CO5:Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.
KBMN204	Financial management and Corporate Finance	CO1:Understand the different basic concept / fundamentals of Corporate Finance
		CO2:Understand the practical application of time value of money and evaluating long term investment decisions
		CO3:Developing analytical skills to select the best source of capital , its structure on the basis of cost of capital
		CO4:Understand the use and application of different models for firm's optimum dividend payout.
		CO5:Understand the recent trends of primary and secondary market and developing skills for application of various financial services.
KBNM205	Operations Management	CO1:Understand the role of operation in overall business strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms
		CO2:Understand and apply the concepts of material management, supply chain management and TQM perspectives
		CO3:Identify and evaluate the key factors and their interdependence of these key factors in the design of effective operation systems
		CO4:Analyze / Understand the trends and challenges of operations management in the current business environment
		CO5:Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices

KBMN206	Quantitative techniques for managers	CO1:Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.
		CO2:To formulate linear programming problem and to find optimal solution by graphical simplex method.
		CO3:Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.
		CO4:To assign optimal sequence of different jobs on different machines and develop understanding of queuing theory concepts.
		CO5:To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.
KBMN207	Digital marketing and E-commerce	CO1:Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.
		CO2:To be able to create and maintain a good website and blog posts.
		CO3:Be able to understand and apply SEO and Email Marketing in today's modern world. Be able to identify critical issues related to service design such as identifying and managing customer service experience, expectations, perceptions and outcomes.
		CO4:To apply the Social Media Marketing techniques via various platforms.
		CO5:To implement various Analytics tools of online marketing.
KBMN208	Management Information System	CO1:Be able to understand the importance of information management in business and management.
		CO2:To understand and formulate different types of information systems in business.
		CO3:Be able to apply the theory and concepts in practical with help of software.
		CO4:To apply various security and ethical issues with Information Systems.
		CO5:To synthesize applications on Spread sheet and database software.
MBA:3rd Semester		
KMB301	Strategic Management	CO1:Formulate organizational vision, mission, goals and values.
		CO2:Develop strategies and action plans to achieve an organization's vision, mission and goals.
		CO3:Develop powers of managerial judgement, how to assess business risk and improve ability to make sound decisions and achieve effective outcomes.
		CO4:Evaluate and revise programs and procedures in order to achieve organizational goals.
		CO5:Consider the ethical dimensions of strategic management process.
KBM302	International Business Management	CO1:To get an overview of the key issues and concepts of International Business.
		CO2:Understand how and why the world's countries differ.
		CO3:Understand the monetary framework in which international business transactions are conducted.
		CO4:Understand the role of International Organizations and Regional Trade blocks.
		CO5:Implement the decisions for international operations in a superior manner.

KMBMK01	Sales and retail management	CO1:Students will develop knowledge, understanding and skills in Sales force management.
		CO2:Acquainted with better understanding of implementation of sales and channel management strategies
		CO3:Develop analytical skills for better decision alternatives in sales and channel management problems
		CO4:Develop the knowledge, understanding and skills in retail management.
		CO5:Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.
KMBMK02	Consumer Behavior and Marketing communication	CO1:To understand consumer behavior and explain the consumer decision making process
		CO2:To define external and internal influences on buying behavior
		CO3:To provide an understanding of integrated marketing communications(IMC) and its influences on other marketing functions and other promotional activities.
		CO4:Help to understand what advertising is and its role in advertising and brand promotion.
		CO5:Understand the importance of message design and the creativity involved in message designing.
KMBMK03	Digital and social media Marketing	CO1:Students will develop an understanding of digital and socialmedia marketing practices.
		CO2:Students will develop understanding of the social mediaplatforms
		CO3:Students will acquire the skill to acquire and engage consumersonline.
		CO4:Students will develop understanding of building organizationalcompetency by way of digital marketing practices and cost considerations.
		Co5:Students will develop understanding of the latest digital practices for marketing and promotion
KBMHR01	Talent management	CO1:Knowledge of Talent Management Processes
		CO2:Understanding for analysis of the impacts of Talent managment in the organization
		CO3:Competency to implement Talent management practices
		CO4:Competency to develop leadership qualities among subordinate
		CO5:Knowledge about the reward system to support Talent management
KBMHR02	Performance and reward management	CO1:knowledge of Performance management and performanceappraisal
		CO2:Competency to understand the importance of performancemanagement
		CO3:Knowledge about the Compensation and Reward systems in theorganization
		CO4:Competency to implement the effective reward systems in theorganization
		CO5:Ability to explain the relevance of competency mapping and understanding its linkage with career development

KBMHR03	Employee relations and labour laws	CO1:Knowledge of Industrial Relation framework .
		CO2:Competency to understand the importance of Employee Relation within the perspective of Industrial Relation
		CO3:Knowledge about relevant Laws of HR management
		CO4:Competency to interpreted and implement the Labour Laws within organization
		CO5:Competency to use Collective Bargaining and Grievance redressal Mechanism
KMBFM01	Investment analysis	CO1:Understand about various investment avenues.
		CO2:Understand the value of assets and manage investment portfolio.
		CO3:Understand various models of investment & its application.
		CO4:Understand and create various investment strategies on the basis of various market conditions.
		CO5:Measure riskiness of a stock or a portfolio position.
KMBFM02	Tax planning and management	CO1:Understand about various tax provisions & Tax Planning.
		CO2:Understand the scope of tax planning.
		CO3:Have knowledge about various tax dates, Rates & Forms.
		CO4:Measure corporate tax & Taxation in case of business restructuring.
		CO5:Understand how GST can be calculated & managed.
KMBFM03	Financial Market & Services	CO1:Recognize the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy.
		CO2:Interpret the knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreign market.
		CO3:Classify about the working of micro finance instruments in India as well as foreign market
		CO4:Interpret the knowledge about the banking industry and demonstrate the various market demand analysis
		CO5:Recognize the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy.
MBA:4th Semester		
KMB401	Project management	CO1:Students will be able to understand the characteristics of Project and Project Management Knowledge
		CO2:The students will understand the managerial process along with tools & techniques used in Project management Knowledge
		CO3:Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling Comprehending
		CO4:Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.
KMB402	Entrepreneurship Development	CO1:Developing understanding of basic concepts of entrepreneurship.
		CO2:Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies
		CO3:Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources
		CO4:Comprehend and develop skills to Develop a Business Plan

		CO5:Students to have a basic understanding of Launching a New Venture
KMBMK04	Marketing of services	CO1:Understand and explain the nature and objectives of Service Marketing
		CO2:Use critical analysis to percieve service shortcomings in reference to ingredients tocreate service excellence
		CO3:Be able to identify critical issues related to service design such as identifying and managing customer service experience, expectations, perceptions and outcomes
		CO4:Provide a theoretical and practical basis for assessing service performance using company examples
		CO5:Identify and discuss characteristics and challenges of managing service firms in modern world
KMBMK05	Marketing Analytics	CO1:Students will develop the skills in Marketing Analytics
		CO2:Students will be acquainted with better understanding of real life marketing data and its analysis
		CO3:Students will develop analytical skill for effective marketing decisionmaking in real life environment
KMBHR04	StrategicHRM	CO1:Understanding the dimensions of strategic HRM
		CO2:Applying the learning of SHRM in organizational context
		CO3:Able to evaluate the impacts of SHRM on competitive advantages
		CO4:Desired level of expertise on organizational knowledge management through SHRM
		CO5:Understanding the International culture in SHRM
KMBHR05	International HRM	CO1:Understanding the contexts of International HRM
		CO2:Knowledge about the HR Processes in International Context
		CO3:Able to evaluate the impacts of Globalisation on HRM
		CO4:Desired level of expertise on organizational processes
		CO5:Understanding the international culture
KMBFM04	Working Capital Management	CO1:Understand the objectives & functioning of WCM
		CO2:Investigate funds flow cycles and their impact on working capital management objectives.
		CO3:Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
		CO4:Formulate appropriate working capital management policies to achieve corporate objectives.
		CO5:Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders'value

KMBFM05	Financial derivatives	CO1:Understand about various Derivative instruments
		CO2:Understand various future and option strategies of hedging risk
		CO3:Have knowledge about variuos models and techniques and itsapplications
		CO4:Apply various swap strategies to reduce risk
KVE401	UHVPE	CO1:Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society
		CO2:Distinguish between the Self and the Body, understand the meaning of Harmony in the Self the Co-existence of Self andBody.
		CO3:Understand the value of harmonious relationship based on trust,respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society
		CO4:Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.
		CO4:Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environmentwherever they work.