



Program Outcomes

Department: MBA

List of Programme Outcomes

MBA students will be able to :

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

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

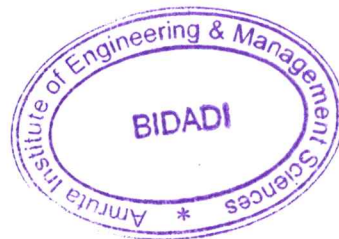
PO3. Ability to develop value-based leadership.

PO4. Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5. Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.


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BVV Sangha, Bagalkot
AMRUTA INSTITUTE OF ENGINEERING & MANAGEMENT SCIENCES

Approved by AICTE, New Delhi
Recognized by Government of Karnataka & Affiliated to VTU, Belagavi

AIEMS
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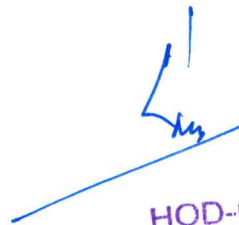
Program Specific Outcomes

Department: MBA

List of Programme Specific Outcomes (PSOs)

The post graduate students of the department shall be able to

1. Comprehend the contemporary features and characteristics of Business Management Science and its administration.
2. Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level
3. Handle responsibility with the ethical values for all actions undertaken by them.
4. Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

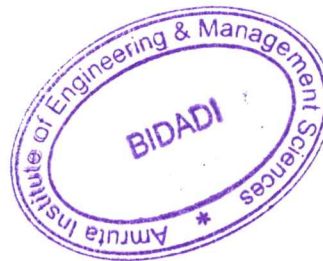

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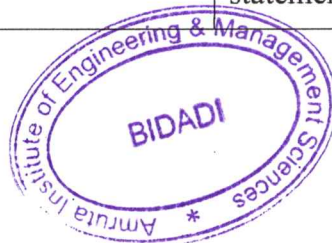
COURSE OUTCOMES

DEPARTMENT: MBA

I Semester

Course Name	Course Code	Course Outcomes	Statement
Principles of Management and Organisational Behaviour	22MBA11	CO1	Gain practical experience in the field of Management and Organizational Behaviour.
		CO2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
		CO3	Comprehend and apply management and behavioral models to relate attitude, perception and personality.
		CO4	Analyse the recent trends in Management and OB models.
Entrepreneurship Development	22MBA12	CO1	Display keen interest and orientation towards entrepreneurship, Entrepreneurial opportunity Modules in order to setup a business and to think creatively.
		CO2	To know about the various business models and B-Plans across Business sectors.
		CO3	Able to understand the importance of marketing and different forms of businesses.
		CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.
		CO5	Awareness about legal aspects and ways to protect the ideas.
		CO6	To understand the ways of starting a business and to know how to foster their ideas.
Accounting for Managers	22MBA13	CO1	Know what and how books of accounts and financial statements are prepared.
		CO2	How to interpret financial statements of companies for decision making.
		CO3	Independently undertake financial statement analysis and take decisions.

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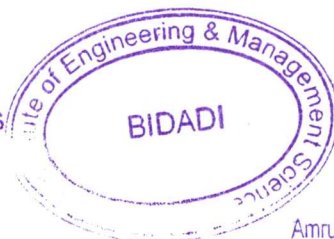
I Semester			
Course Name	Course Code	Course Outcomes	Statement
Statistics for Managers	22MBA14	CO1	Understand how to organize, manage, and present the data
		CO2	Use and apply a wide variety of specific statistical tools
		CO3	Understand the applications of probability in business
		CO4	Effectively interpret the results of statistical analysis
		CO5	Develop competence of using computer packages to solve the problems
Marketing Management	22MBA15	CO1	Comprehend the concepts of Marketing Management.
		CO2	Gain knowledge on consumer behaviour and buying process
		CO3	Understand concept of Product and Brand Management, Branding and Pricing strategies
		CO4	Identify marketing channels and the concept of product distribution, techniques of sales promotion
		CO5	Simply ideas into a viable marketing plan for various modes of marketing
Business Communication	22MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.
		CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
		CO3	The students will be introduced to the managerial communication practices in business those are in vogue.
		CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.



II Semester

Course Name	Course Code	Course Outcomes	Statement
Human Resources Management	22MBA21	CO1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
		CO2	Acquire conceptual insight of Human Resource and various functions of HR.
		CO3	Apply personnel, managerial and welfare aspects of HR.
		CO4	Perceive greater understanding about HR practices.
		CO5	Perceive knowledge about the future trends in HRM
Financial Management	22MBA22	CO1	Understand the basic financial concepts
		CO2	Apply time value of money
		CO3	Evaluate the investment decisions
		CO4	Estimate working capital requirements
		CO5	Analyze the capital structure and dividend decisions
Research Methodology and IPR	22MBA23	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
		CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
		CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing
		CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.
		CO5	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.


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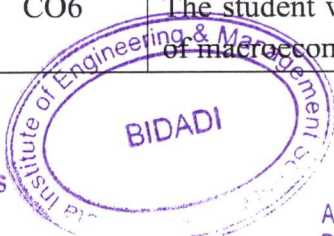



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II Semester

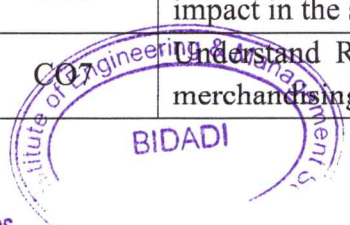
Course Name	Course Code	Course Outcomes	Statement
Operations Research	22MBA24	CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
		CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
		CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
		CO4	Understand and apply the network diagram for project completion
Strategic Management	22MBA25	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
		CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
		CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
		CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.
Managerial Economics	22MBA26	CO1	The student will understand the application of Economic Principles in Management decision making.
		CO2	The student will learn the microeconomic concepts and apply them for effective functioning of a Firm and Industry
		CO3	The Student will be able to understand, assess and forecast the demand.
		CO4	The student will apply the concepts of production and cost for optimization of production
		CO5	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
		CO6	The student will be able to understand the impact of macroeconomic concepts.





III Semester

Course Name	Course Code	Course Outcomes	Statement
Logistics & Supply Chain Management	22MBA 301	CO1	Demonstrate knowledge of the functions of logistics and supply chain Management.
		CO2	Relate concepts and activities of the supply chain to actual organizations
		CO3	Analyse the role of technology in logistics and supply chain management.
		CO4	Evaluate cases for effective supply chain management and its implementation.
Information Technology for Managers	22MBA 302	CO1	Understand the importance of Information technology for business.
		CO2	Develop insights into technology and investigate its impact on Business.
		CO3	Understand Various Measures of Technology available in corporate world.
		CO4	Understanding how creativity and innovative Technologies help to find a solution to problems.
Consumer Behaviour	22MBA MM 303	CO1	The students will be able understand the background and concepts of consumer behaviour.
		CO2	The students will be able to identify the dynamics of consumer behavior and the basic factors that influence the consumers decision process
		CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
		CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.
Sales & Retail Management	22MBA MM 304	CO1	Understand the selling techniques in an organisation.
		CO2	Develop a plan for organizing, staffing & training sales force.
		CO3	Organize sales territories to maximize selling effectiveness.
		CO4	Evaluate sales management strategies.
		CO5	Find out the contemporary retail management issues and strategies.
		CO6	Evaluate the recent trends in retailing and its impact in the success of modern business.
		CO7	Understand Relate store management and visual merchandising practices for effective retailing.

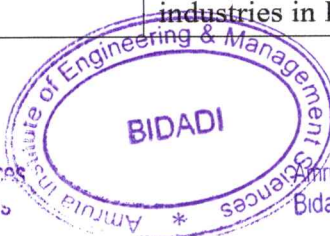




III Semester

Course Name	Course Name	Course Name	Course Name
Strategic Cost Management	22MBA FM 303	CO1	Understand the goals and strategies of business units.
		CO2	Determine standard costing and variance analysis cost control in Business decision making
		CO3	Applications of Management accounting and control systems in Corporate.
		CO4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing.
Security Analysis & Portfolio Management	22MBA FM 304	CO1	Understand the capital market and various Instruments for Investment.
		CO2	Assess the risk and return associated with investments and methods to value securities.
		CO3	Analyze the Economy, Industry and Company framework for Investment.
		CO4	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management
Recruitment & Selection	22MBA HR303	CO1	Gain the practical insight of various principles and practices of recruitment and selection.
		CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
		CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors.
		CO4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.
Industrial Relations & Legislations	22MBA HR304	CO1	Gain practical experience related to labour legislations in India across various sectors.
		CO2	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.
		CO3	Develop the greater understanding of IR concepts and its application in solving various issues in IR.
		CO4	Apply the IR and labour laws concepts in various industries in India.

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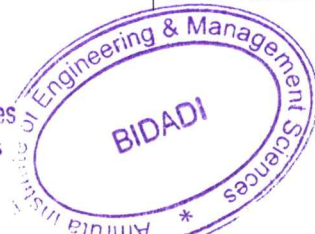
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IV Semester

Course Name	Course Name	Course Name	Course Name
International Business	22MBA 401	CO1	Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
		CO2	Identify and describe factors and forces that affect an organization's decision to internationalize its business
		CO3	Describe and compare strategies for internationalization.
		CO4	Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.
		CO5	Discuss the role of corporate social responsibility (CSR) in international business practice.
Innovation & Design Thinking	22MBA 402	CO1	Understand the Design Thinking process from business management perspective.
		CO2	Apply the knowledge and skills of DT in prototype development for product/service innovations.
		CO3	Analyse sustainable and societal challenges and find solutions.
		CO4	Evaluate the pros and cons for sustainable development by applying DT.
Strategic Brand Management	22MBA MM 403	CO1	Comprehend & correlate all the management functions to brand creation
		CO2	Ability to develop the branding strategies
		CO3	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity
		CO4	Ability to analyse the global brands and their SWOT.
Integrated Marketing Communication	22MBA MM 404	CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
		CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
		CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.
		CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.

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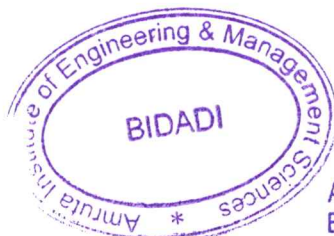


IV Semester

Course Name	Course Name	Course Name	Course Name
Global Financial Management	22MBA FM 403	CO1	The student will have an understanding of the International Financial Environment.
		CO2	The student will learn about the foreign exchange market, participants and transactions.
		CO3	The student will be able to use derivatives in foreign exchange risk management.
		CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
Mergers Acquisitions & Corporate Restructuring	22MBA FM 404	CO1	To explain the major forms and objectives of corporate restructuring.
		CO2	To describe the process of value creation under different forms of M & A
		CO3	To Understand M&A with its different classifications, strategies, theories, synergy etc.
		CO4	To Conduct financial evaluation of M&A
		CO5	To Analyze and demonstrate the accounting aspects of Amalgamation
		CO6	To Critically evaluate different types of M&A, takeover and anti takeover strategies
Conflict & Negotiation Management	22MBA HR403	CO1	Understand the concepts of conflict and negotiation and its role
		CO2	Learn various contemporary methods of conflict and negotiation.
		CO3	Gain insights of various conflict handling mechanisms
		CO4	Demonstrate the cross-cultural and gender dimensions of negotiation
Global HRM	22MBA HR404	CO1	Understand various practices within the field of global HRM.
		CO2	Describe HR concepts, policies and practices to deal with issues in an international context.
		CO3	Appraise the impact of global factors in shaping HR practices.
		CO4	Apply the concepts of HR in global perspective.

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