



Kaizen Eduplus Society's INSTITUTE OF EXCELLENCE IN MANAGEMENT SCIENCE

Approved by AICTE New Delhi, Affiliated to Karnataka University, Dharwad.

An ISO EOMS 21001 : 2018 Certified Institute

Ranked 'A4' in Best B-School Survey 2010 conducted by AIMA, New Delhi.

Ranked 'A' in Best B-School Survey 2012 conducted by Business India & Business Standard.

The Outstanding B-School in South India - ABP News Survey 2018.

Plot No. 129-132, Tarihal Industrial Area, Airport Road, HUBLI - 580 026. Karnataka.

E-mail : kesiems@gmail.com | director@iemsbschool.in

Website : www.iemsbschool.org

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Tel : 0836-2310491 / 94

Course outcomes (COs) of all the MBA 1st semester subjects

MBA Semester I – Subject List

Sl. No.	Name of the Subject	Subject Code
1	Principles of Management	A1
2	Business Environment For Managerial Decision Making	A2
3	Business Statistics	A3
4	Corporate Communication-I	A4
5	Information Technology for Managers	A5
6	Marketing Management	A6
7	Human Resource Management	A7
8	Financial Accounting for Managers	A8

MBA Semester I – Subjectwise COs

1. Principles of Management (A1)

Course Outcome	Principles of Management - Course Outcome Description
CO1	Define and describe the management thought and its evolution, functions and approaches. The various organizational structures.
CO2	Understand the planning culture, premises, purposes, strategic plans, decision making, creativity and brainstorming activities.
CO3	Differentiate the various organizational structures, staffing, performance appraisal and team building.
CO4	Differentiate various behavioural approaches and motivation theories and leadership theories, forms of communications.
CO5	Understanding the various controlling parameters and methods, use of technology and enhancement of productivity and quality.



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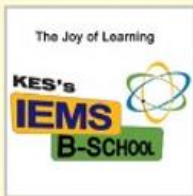
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2. Business Environment for Managerial Decision Making (A2)

Course Outcome	Business Environment for Managerial Decision Making- Course Outcome Description
CO1	Master Microeconomic Application in Decision Making.
CO2	Forecast Demand and Analyze Production Functions.
CO3	Critically Assess Market Structures and Pricing Strategies.
CO4	Examine Firm Behaviour, Profit Theories, and Macroeconomic Policies.
CO5	Understand National Income, Accounting, and Aggregate Economic Concepts.
CO6	Apply Monetary and Banking Concepts in Economic Analysis.



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3. Business Statistics (A3)

Course Outcome	Business Statistics- Course Outcome Description
CO1	Apply descriptive statistics techniques to solve managerial problems by processing data using classification, tabulation, summarization, and frequency distribution.
CO2	Create graphical representations of data using line graphs, pie charts, bar graphs, scatter plots, stem and leaf plots, histograms, frequency polygons, frequency curves, and candlesticks. Draw these graphs using MS Excel.
CO3	Compute measures of central tendency, such as mean, median, and mode, as well as measures of dispersion, such as range, quartile deviation, mean deviation, standard deviation, variance, coefficient of variation, skewness, and kurtosis. Interpret the objectives and significance of these measures and recognize their limitations.
CO4	Analyze the relationship between variables using regression and correlation techniques. Apply simple and multiple regression models to make predictions and explain variation.
CO5	Construct index numbers using Laspayres, Paasches, Marshall-Edgeworth, and Fisher index methods. Test for time and factor reversals and apply time series analysis techniques, including graphical, semi-average, moving average, and least squares methods."
CO6	Apply probability concepts to real-world problems, including Bayes' formula and commonly used probability distributions, such as binomial, Poisson, normal, and exponential. Identify the characteristics of these distributions and their applications in decision making.



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4. Corporate Communication-I (A4)

Course Outcome	Corporate Communication-I- Course Outcome Description
CO1	Define and describe the management thought and its evolution, functions and approaches. The various organizational structures.
CO2	Understand the planning culture, premises, purposes, strategic plans, decision making, creativity and brainstorming activities.
CO3	Differentiate the various organizational structures, staffing, performance appraisal and team building.
CO4	Differentiate various behavioural approaches and motivation theories and leadership theories, forms of communications.
CO5	Understanding the various controlling parameters and methods, use of technology and enhancement of productivity and quality.



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5. Information Technology for Managers (A5)

Course Outcome	Information Technology for Managers - Course Outcome Description
CO1	Identify and explain the fundamental components of computer hardware, different types of computer software, including operating systems, application software, and system software.
CO2	Analyse and evaluate the impact of the Internet on business, including an understanding of the concepts and context of cyber law, domain names, e-commerce, and social networking.
CO3	Create and analyse professional documents using word processing software, including data management, tables, graphics, cover pages, printing, hyperlinks, references, bibliography, data analysis using spreadsheet software, including creating and editing spreadsheets, simple functions and formulae, conditional formatting, pivot tables, Create engaging presentations using presentation software, including an understanding of hyperlinks, transition effects, themes, and dos and don'ts of presentation design.
CO4	Understand and apply the concepts of databases, including the creation of tables, fields, and DBMS, to manage and store data effectively.
CO5	Develop web pages using HTML and design tools like webpage makers, including an understanding of the ethical considerations of web design and development.
CO6	Build simple C programs using variables and conditional statements to develop logical thinking and problem-solving skills.

6. Marketing Management (A6)

Course Outcome	Marketing Management - Course Outcome Description
CO1	To make students to understand the concepts, theories, principles, functions and objectives of marketing management.
CO2	To learn to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
CO3	To able to recognize marketing information systems and marketing research process and applications.
CO4	To know how to connect with customers.
CO5	To learn to analyze the market based on segmentation, targeting and positioning and communicate unique marketing mixes and selling propositions for specific products.
CO6	To demonstrate effective decisions on product, price, promotion mix and distribution of marketing management and its applications.

7. Human Resource Management (A7)

Course Outcome	Human Resource Management - Course Outcome Description
CO1	Understand Human Resource Management perspective.
CO2	Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
CO3	Understanding the methods of recruitment, selection and training of employees.
CO4	Understand the process of performance appraisal of the employees.
CO5	Ability to understand employee benefits and welfare measures.



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8. Financial Accounting for Managers (A8)

Course Outcome	Financial Accounting for Managers - Course Outcome Description
CO1	Understand and remember basic concepts of accounting and financial statement.
CO2	Applying accounting concepts and principles to prepare financial statements.
CO3	Analyze financial statements.
CO4	Evaluate the financial position and performance of an entity with the help of various techniques in accounting.
CO5	Create various financial statements using accounting techniques.

Dr. Veeranna D. K

Director, IEMS