

## Course outcomes (COs) of all the MBA 2<sup>nd</sup> semester subjects

### MBA Semester II– Subject List

Sl. No.	Name of the Subject	Subject Code
1	Production and Operations Management	B1
2	Operations Research	B2
3	Corporate communication-II	B3
4	Financial Management	B4
5	Organisational Behaviour	B5
6	Business Research & Analytics	B7
7	Consumer Behaviour	B12
8	Service Marketing	B14
9	Financial Markets & Services	B15
10	Behavioural Finance	B17
11	Managerial Effectiveness and leadership	B20
12	Career Planning and Development	B21
13	Summer Inplant Project [SIP]	B6

### MBA Semester II – Subjectwise COs

#### 1. Production and Operations Management (B1)

Course Outcome	Production and Operations Management - Course Outcome Description
CO1	Explain about the role of production manager, types of manufacturing process and role of technology in production and operations management.
CO2	Evaluate about meaning, objectives and functions of PPC, scheduling and capacity planning.
CO3	Analyse the Meaning, importance and factors affecting plant location and steps in plant location selection.
CO4	Understand about the factors influencing facility layout, classifying of layout and layout planning.
CO5	Evaluate factors influencing productivity, productivity improvement techniques and Steps involved in Method study & Time study.



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## 2. Operations Research (B2)

Course Outcome	Operations Research - Course Outcome Description
CO1	Define and describe the operation research, decision making, importance and techniques.
CO2	Formulate the LPP, solve them by graphical and simplex method.
CO3	Solve the transportation problems for basic feasible and optimal solution; also solve the assignment problems for productivity improvement.
CO4	Construct the network diagram and solve the problems on CPM & PERT.
CO5	Formulate and solve the various forms of game theory.

## 3. Corporate Communication-II (B3)

Course Outcome	Corporate Communication-II - Course Outcome Description
CO1	Understand and apply various types of organizational written communication.
CO2	Analyze the principles of effective business writing, and create professional documents including reports, proposals, and emails.
CO3	Apply and evaluate various technology-enabled communication tools, analyze business and netiquettes, and create effective, professional corporate communication strategies.
CO4	Analyze and implement effective communication by drafting business letters, emails, reports, CVs, and video resumes, and by mastering netiquette and English language skills.
CO5	Analyze and implement communication techniques through mock interviews, press conferences, PowerPoint presentations, and business meetings, enhancing skills in both technological and traditional settings.



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## 4. Financial Management (B4)

Course Outcome	Financial Management - Course Outcome Description
CO1	Describe the effects of decision making of finance manager on shareholders wealth maximization.
CO2	Analyze the role of time value of money and its use for valuing asset and have a thorough understanding of financial statements be able to evaluate and analyze cash flows statements.
CO3	Interpret and illustrate the investment, financing and dividend policy decision making in an organization.
CO4	Recall different procedures in deciding the best alternatives out of various alternatives. Appraise different capital budgeting methods and their applications.
CO5	Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business.

## 5. Organisational Behaviour (B5)

Course Outcome	Organisational Behaviour - Course Outcome Description
CO1	Developing a compatible organizational behaviour and individual behaviour in business organizations
CO2	Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.
CO3	The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership theories & styles and contribute to the effective performance of a team as the team leader or a group member.
CO4	The students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour and demonstrate skills required for working in groups (team building).
CO5	The students will be able to justify how organizational change will affect working relationships within organizations. Designing effective stress management and change management approaches.



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**6. Business Research & Analytics (B7)**

<b>Course Outcome</b>	<b>Business Research &amp; Analytics - Course Outcome Description</b>
CO1	Understand the significance and scope of business research, differentiate between various types of research, and demonstrate the ability to formulate a research.
CO2	Apply knowledge of sampling methods, determine appropriate sample sizes, distinguish between probability and non-probability sampling methods, and evaluate sampling errors and non-sampling errors.
CO3	Demonstrate proficiency in both qualitative and quantitative data collection techniques, including secondary data analysis and primary data collection through surveys and interviews. Develop competence in questionnaire design and utilize various scales for data collection.
CO4	Acquire skills in data processing, measurement scales, and statistical analysis using SPSS. Perform correlation, regression, hypothesis testing, and non-parametric tests. Interpret and present results using appropriate statistical tools. Understand and apply corporate strategy types, including directional strategies, portfolio analysis, and parenting strategy.
CO5	Master the art of effective research report writing, including structuring, documentation, citation, and avoidance of plagiarism. Present research findings using various formats, including written reports and PowerPoint presentations.
CO6	Apply research principles to real-world scenarios in different functional areas. Demonstrate the ability to identify research problems, collect relevant literature, design research methodologies, conduct surveys or interviews, analyze data using SPSS, and interpret findings to produce comprehensive research reports and presentations.

## 7. Consumer Behaviour (B12)

Course Outcome	Consumer Behaviour - Course Outcome Description
CO1	Explain about applications of Consumer behaviour, market analysis components and Models of Consumer Behaviour.
CO2	Evaluate about Cross-Cultural variations in Consumer Behaviour, the changing society, understanding demographics, Subcultures, nature of subcultures, Families and households, family decision making and Group influences on consumer behaviour.
CO3	Understand about Consumer Perceptions, Consumer Personality, Consumer Attitude, Market segmentation and product development strategies and Consumer Motivation.
CO4	Analyse the Situational Influences, Consumer decision process and problem recognition, Information search, Alternative evaluation and selection and outlet selection and purchase.
CO5	Evaluate Organizational buyer behaviour, Market Segmentation and Consumer Behaviour and Consumerism and Consumer Movements.

## 8. Service Marketing (B14)

Course Outcome	Service Marketing - Course Outcome Description
CO1	Examine the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people, also equip the students with deeper understanding in gap model to evaluate the service quality.
CO2	Analyze consumer expectations, how they see service delivery and reaction, and how to close the service quality gap. Recognize the most recent management and marketing research trends.
CO3	Design service quality measurements to build customer loyalty and evaluate the effectiveness, efficiency of customer service offerings. Ability to communicate service contents appropriate element of service infrastructure over viewing the service scape and physical evidence.
CO4	Evaluate the roles played by employees and customers during service delivery of services.
CO5	Analyze critically the best promotional mix, the pricing, and the impact of financial and economic outcomes while managing the services.

## 9. Financial Markets & Services (B15)

Course Outcome	Financial Markets & Services - Course Outcome Description
CO1	Students will be able to describe the structure and functioning of various financial markets, including money markets and capital markets.
CO2	Students will develop the ability to evaluate different financial instruments such as stocks, bonds, and money market instruments and understand their characteristics, risks, and returns.
CO3	Students will be able to identify and explain the roles of various financial services, including government securities market and evaluation of lease financing, hire purchase factoring and forfeiting in the financial system.
CO4	Students will gain knowledge of the regulatory framework governing financial markets and services, including the role of institutions like SEBI, RBI, and IRDA.
CO5	Students will be able to apply financial concepts and tools to real-world scenarios, such as investment decision-making, risk management, and financial planning.

## 10. Behavioural Finance (B17)

Course Outcome	Behavioural Finance - Course Outcome Description
CO1	Apply the concept of psychology and behavioural finance.
CO2	Demonstrate a basic understanding of the building blocks of behavioural finance.
CO3	Apply the knowledge gained to apply the theories, biases and investor sentiments.
CO4	Interpret the reasons behind investor's rational and irrational behaviour.
CO5	Analyse the impact of good and bad news from corporate and its communications.



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## 11. Managerial Effectiveness and Leadership (B20)

Course Outcome	Managerial Effectiveness and Leadership- Course Outcome Description
CO1	Applying thinking patterns, enhance sensory-specific communication, manage internal dialogue, and apply perceptual positions for assertive and empathetic interactions.
CO2	Experiencing conflict management through anchoring techniques, build rapport, apply persuasive strategies, and leverage Enneagram and Myers-Briggs personality typing for professional growth.
CO3	Mastering NLP techniques for testing, selling, and managing to drive impactful results and enhance professional effectiveness.
CO4	Developing a personal mission, apply principle-centered leadership, harness emotional intelligence, and navigate unique paths to drive impactful life planning.
CO5	Practicing the seven habits, optimize life and time management, build spiritual foundations, and address contemporary issues for holistic personal effectiveness.

## 12. Career Planning and Development (B21)

Course Outcome	Career Planning and Development - Course Outcome Description
CO1	Identify and Develop Personal Interests, Values, and Skills.
CO2	Create and Implement Effective Academic and Career Plans.
CO3	Understand and Apply Career Stages and Development Processes.
CO4	Utilize Tools and Methods for Career Advancement.
CO5	Manage Career Changes and Overcome Career Challenges.



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## 13. Summer Inplant Project [SIP] (B6)

Course Outcome	Summer Inplant Project - Course Outcome Description
CO1	To enable students to apply foundational management concepts in a real-world business or industry environment.
CO2	To provide students with hands-on experience in a professional setting to understand the dynamics of industry operations.
CO3	To develop students' ability to conduct industry-specific research, analyze data, and generate meaningful insights.
CO4	To enhance students' professional skills, including communication, teamwork, and problem-solving, through industry interaction.
CO5	To cultivate students' ability to plan, execute, and complete a comprehensive project within a defined timeframe.
CO6	To train students in preparing detailed project reports and effectively presenting their findings in a professional manner.

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