



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

An
ISO EOMS 21001 : 2018
Certified Institute

Tel : 0836-2310491 / 94

Course outcomes (COs) of all the MBA 3rd semester subjects

MBA Semester III – Subject List

Sl. No.	Name of the Subject	Subject Code
1	Strategic Management	C1
2	Business Ethics	C2
3	Legal Aspects of Business	C3
4	Introduction to Entrepreneurship	C4
5	Project Management	C7
6	Sales Management	C11
7	E-Commerce and Digital marketing	C12
8	Retail Management	C13
9	Applied Marketing Research	C16
10	Personal Finance and Tax Planning	C18
11	Derivatives Market & Risk Management	C19
12	Principles & Practices in Modern Banking	C20
13	Security Analysis & Portfolio Management	C23
14	Organisation Development and Institution Building	C24
15	Compensation Management	C25
16	International Human Resource Management	C26
17	Emotional Intelligence and Managerial Effectiveness	C27

MBA Semester III – Subjectwise COs

1. Strategic Management (C1)

Course Outcome	Strategic Management- Course Outcome Description
CO1	Understand the basic concepts and phases of strategic management, and the impact of globalization and environmental sustainability on strategic management.
CO2	Explain the role of corporate governance and corporate social responsibility, and the responsibilities of the board of directors.
CO3	Identify and analyze external and internal factors affecting organizational performance, using various tools.
CO4	Develop business strategy formulation techniques, including SWOT analysis, SFAS matrix, and TOWS matrix.
CO5	Understand and apply corporate strategy types, including directional strategies, portfolio analysis, and parenting strategy.
CO6	Analyze and apply functional strategies such as marketing, financial, R&D, operations, purchasing, logistics, HRM, and IT strategies, and understand the sourcing decision and location of functions.

2. Business Ethics (C2)

Course Outcome	Business Ethics - Course Outcome Description
CO1	Understand the moral principles and values one should possess at personal and organisational level.
CO2	Understand and analyse ethical and moral issues faces by business organisations.
CO3	Understanding and remembering various theories of business ethics and corporate social responsibility.
CO4	Demonstrate code of conduct and code of ethics in the business organisations.
CO5	Analyse various theories of social responsibility and apply ethics in practice.



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

An
ISO EOMS 21001 : 2018
Certified Institute

Tel : 0836-2310491 / 94

3. Legal Aspects of Business (C3)

Course Outcome	Legal Aspects of Business- Course Outcome Description
CO1	Explain about the constitution, judicial system, fundamental duties and rights, contracts, offer and acceptance, consideration, capacities of parties and special contracts.
CO2	Evaluate about contract of sale, conditions and Warranties, passing of property, right of Unpaid seller against the goods and remedies of breach.
CO3	Analyse the kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Presumption, Crossing of Cheques and Bouncing of Cheques.
CO4	Understand about the Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms and Dissolution of firm.
CO5	Evaluate features of different types of Company, Procedure of incorporation, Memorandum of Association, Articles of Association, Prospectus, Shares, Share Capital, Membership, Management of Companies – qualifications and appointment of directors, removal of directors, appointment of managerial personnel and winding up of company.
CO6	Understand about cyber laws, Information Technology Act, Right to Information Act, - Right to know, Intellectual Property Rights – The Competition Act and Consumer Protection Act, 1986.

4. Introduction to Entrepreneurship (C4)

Course Outcome	Introduction to Entrepreneurship - Course Outcome Description
CO1	To Develop a basic knowledge of entrepreneurship and how entrepreneurship similar to or different from start-up entrepreneurship.
CO2	To Appraise the entrepreneurial thinking and lean Start-up concepts and to Discover various opportunities and challenges to become and entrepreneur.
CO3	To advance their skills in leadership, and different approaches of recruitment and development, and to Aware of various jobs and employment opportunity which will make them job providers.
CO4	To introduce various trends in entrepreneurship and develop new innovative business ideas. And to Understand the marketing demand in various forms of business.
CO5	To create Aware of alternative to jobs and employment which will make them job providers in an ethical manner and to create awareness of various government and nongovernment organisations.

-Project Management (C7)

Course Outcome	Project 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.



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

An
ISO EOMS 21001 : 2018
Certified Institute

Tel : 0836-2310491 / 94

5. Sales Management (C11)

Course Outcome	Sales Management - Course Outcome Description
CO1	Explain about Evolution of Sales Department, objective of Sales Management Nature and Role of Sales Management, Personal Selling Strategies, Types of Personal Selling, Types of Selling Theories of Selling –AIDA, Difference between Selling & Marketing Management Process, Sales Management Process and Emerging Trends in Sales Management.
CO2	Evaluate about Selling and Buying Styles, Selling Situations, Stages, Prospecting (process & Methods), Handling customer objections and Methods of Closing Sale.
CO3	Evaluate about Selling and Buying Styles, Selling Situations, Stages, Prospecting (process & Methods), Handling customer objections and Methods of Closing Sale.
CO4	Understand about the Sales Organization, Types of sales organization structure, Factors influencing the structure, Emerging and Organizational Designs .
CO5	Evaluate Functions & Qualities of Sales Executives, Sales Territory-Concept Designing: Reasons & Procedures Shapes.
CO6	Understand the Meaning of Sales Quota, Objectives and Principles of setting Sales Quota, Quota Setting –Procedure / Problems in Setting Sales Quota, Recruitment & Selection of Sales Force, Training Motivation & Compensation of sales Force.

6. E-Commerce and Digital marketing (C12)

Course Outcome	E-Commerce and Digital marketing - Course Outcome Description
CO1	To discuss the key digital marketing concepts.
CO2	To understand the digital marketing mechanism, tools and impact.
CO3	To define e-commerce business process and business models.
CO4	To deliver an insight on online market presence, internet marketing mix, e-marketing and e-branding strategies and electronic payment system.
CO5	To identify latest trends of integrated marketing campaigns across SEO, paid search, social, mobile, email, display media, and marketing analytics.
CO6	To discuss E-payment, security, privacy and legal issues in e-commerce.

7. Retail Management (C13)

Course Outcome	Retail Management - Course Outcome Description
CO1	To provide an overview of the fundamentals of retail management, various retail channels, formats, and the latest developments in retailing in the Indian context.
CO2	To analyze the retail market strategy.
CO3	To understand how to select merchandise and retail pricing as well as to identify the key variables affecting retail merchandise management.
CO4	To evaluate the various methods and techniques of retail operations and store management.
CO5	To learn about the policies, methods, and procedures used by successful retailers in today's global economy when starting your own retail business or franchise.

8. Applied Marketing Research (C16)

Course Outcome	Applied Marketing Research - Course Outcome Description
CO1	Understand the definition, scope, significance, limitations, and ethics of marketing research.
CO2	Understand the research process, including defining the problem, formulating a hypothesis, and drafting a research proposal.
CO3	Understand the various sources and methods of collecting market information, including primary and secondary data collection.
CO4	Develop an understanding of marketing research techniques, including demand estimation, segmentation research, and sales forecasting.
CO5	Develop an understanding of marketing mix research, including concept testing, pricing research, and advertising research.
CO6	Develop an understanding of exploratory and descriptive research designs, qualitative research techniques, and report writing.

9. Personal Finance and Tax Planning (C18)

Course Outcome	Personal Finance and Tax Planning - Course Outcome Description
CO1	Define and describe concepts of income tax.
CO2	Determine the residential status of different persons.
CO3	Identify the assessee eligible for deduction according to the provision.
CO4	Compute income chargeable to tax under the various heads of income.
CO5	Compute and interpret taxable income and tax liability of individual and HUF.

10. Derivatives Market & Risk Management (C19)

Course Outcome	Derivatives Market & Risk Management- Course Outcome Description
CO1	Understand various derivative products available for risk management.
CO2	Provides an overview of operations of commodity market in India.
CO3	Understand the concept of hedging, speculation and arbitrage opportunities in derivatives market.
CO4	Demonstrate an understanding of pricing forwards, futures and options contracts.
CO5	Understand various types of swap contracts and their usage.

11. Principles & Practices in Modern Banking (C20)

Course Outcome	Principles & Practices in Modern Banking - Course Outcome Description
CO1	Remember the golden rule of capital adequacy regulation and its impact on performance of banks.
CO2	Understand and apply the historical concepts and fundamentals of Commercial Banking.
CO3	Analyze the basic schemes of deposits and credits, term loan and working capital and the banking laws.
CO4	Evaluate measures taken towards financing priority sector schemes and the role of Central Bank in supervision and control of commercial banks with reference to various products of banking.
CO5	Create strategies of Asset Liability Management (ALM) with positive impact on profitability.



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

An
ISO EOMS 21001 : 2018
Certified Institute

Tel : 0836-2310491 / 94

12. Security Analysis & Portfolio Management (C23)

Course Outcome	Security Analysis & Portfolio Management - Course Outcome Description
CO1	Understand the basic concepts of investment and its objectives.
CO2	Understand and apply risk and return measurement tools for investment analysis.
CO3	Student would understand the need of various fundamental analysis.
CO4	Student would be acquainted with various technical analysis tools.
CO5	Student would be able to analyse and apply the techniques of portfolio evaluations.

13. Organisation Development and Institution Building (C24)

Course Outcome	Organisation Development and Institution Building - Course Outcome Description
CO1	The purpose of this course is to develop an understanding of the underlying concepts, Strategies and issues involved in Organizational Development and Institutional Building.
CO2	Remembering and interpreting the meaning of O.D. and its background.
CO3	Identify and analyze organizational circumstances that would benefit from an O.D. intervention, as well as understand the O.D. process.
CO4	Understand and implement interventions related to organizations and human processes, such as team-building and training exercises.
CO5	Understand and analyze the ways in which institutions vary from organizations, also keeping in mind about India's great institution builders and current challenges.

14. Compensation Management (C25)

Course Outcome	Compensation Management - Course Outcome Description
CO1	Understand the framework of compensation and reward system.
CO2	Understand wage levels and wage structures for wage determination.
CO3	To analyze various types of wage plans and wage deferential.
CO4	To apply the knowledge of various wage incentives plans based on guidelines for effectives incentive plans.
CO5	Understanding different components of compensation packages.

15. International Human Resource Management (C26)

Course Outcome	International Human Resource Management- Course Outcome Description
CO1	Understanding the International Recruitment and selection process.
CO2	Recognize cross-culture human resource management issues in an international organization.
CO3	Understanding the various approaches to international compensation.
CO4	Identify the importance of the HR factors in the global strategy of international organization.
CO5	Identify the challenges and opportunities and ethical behaviour in the global business context.



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

An
ISO EOMS 21001 : 2018
Certified Institute

Tel : 0836-2310491 / 94

16. Emotional Intelligence and Managerial Effectiveness (C27)

Course Outcomes (COs):

Course Outcome	Emotional Intelligence and Managerial Effectiveness- Course Outcome Description
CO1	To make student understand about the concept of self-awareness with inclination to emotional intelligence.
CO2	To make aware the strength of emotional intelligence in day today life.
CO3	To make students aware about effectiveness factors about various managerial skills.
CO4	To understand awareness about various necessary social skills in community.
CO5	To explain importance of self-motivation daily context.

Dr. Veeranna D. K

Director, IEMS