

Course outcomes (COs) of all the MBA 4th semester subjects

MBA Semester IV – Subject List

Sl. No.	Name of the Subject	Subject Code
1	Management Control System	D1
2	Environmental Management and Economic Environment of Business	D5
3	International Marketing	D6
4	Customer Relationship Management	D9
5	Microfinance and Financial Inclusion	D11
6	Spread Sheet Skills for Finance Professionals	D13
7	Goods and Service Tax	D14
8	Corporate Restructuring-Human Dimensions	D15
9	Strategic Human Resource Management	D16
10	Major Concurrent Project (MCP)	D2

MBA Semester IV – Subjectwise COs

1. Management Control System (D1)

Course Outcome	Management Control System - Course Outcome Description
CO1	Define and explain key concepts of management control systems, including nature, boundaries, and formal control structures.
CO2	Evaluate corporate strategies, discern influences of informal factors on goal congruence, and assess the impact of different organizational structures on control systems.
CO3	Apply responsibility center classification methods, measure profitability, and propose effective transfer pricing strategies.
CO4	Analyze budgeting processes, interpret variances, and identify behavioural aspects affecting budget performance.
CO5	Evaluate performance measurement systems, design incentive-based compensation plans, and assess their suitability for diverse managerial roles.
CO6	Develop control strategies for various service organizations, considering cultural differences, and devise methods for managing projects through planning, execution, and evaluation.



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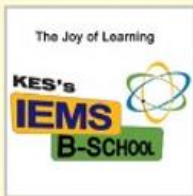
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2. Environmental Management and Economic Environment of Business (D5)

Course Outcome	Environmental Management and Economic Environment of Business - Course Outcome Description
CO1	Understand environmental management system (EMS) definitions, concepts, and guidelines and requirements of the ISO 14001 standard.
CO2	Create awareness among students towards issues of sustainable development.
CO3	Remember the 1991 Industrial Policy Regulations and analyze their impact on Liberalization, Privatization, and Globalization, including the rise of BRIC economies.
CO4	Remember key concepts of banking, insurance, and taxation, and apply them to analyze Basel II implications and capital market structures effectively.
CO5	Understand disaster management concepts and WTO implications and apply this knowledge to evaluate disaster mitigation strategies and the importance of commodity markets.

3. International Marketing (D6)

Course Outcome	International Marketing- Course Outcome Description
CO1	Analyse the Scope and Challenge of International Marketing, International Marketing Environment, Preparing for International Marketing Strategies, The Cultural Environment of Global Markets and its history and geography.
CO2	Evaluate the International Legal Environment and Global Vision through Marketing Research and Segmentation.
CO3	Developing Global Marketing Strategies and understanding Global Marketing Management.
CO4	Analyse the International Marketing Channels and Pricing for International Markets.
CO5	Evaluate negotiations with International Customers, Partners, and Regulators.
CO6	Develop control strategies for various service organizations, considering cultural differences, and devise methods for managing projects through planning, execution, and evaluation.



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4. Customer Relationship Management (D9)

Course Outcome	Customer Relationship Management - Course Outcome Description
CO1	To understand the basic concept and process of customer relationship management.
CO2	To be familiar with the database management and analysis for CRM.
CO3	To Know the CRM Operations.
CO4	To understand the role of technologies in the customer relationship management.
CO5	To understand the implementation and application of various technological tools of CRM in organizations.

5. Microfinance and Financial Inclusion (D11)

Course Outcome	Microfinance and Financial Inclusion - Course Outcome Description
CO1	Understand the policy debate about whether microfinance should be encouraged in emerging markets.
CO2	Understand sources of market failure in credit markets in emerging markets.
CO3	Understand how certain lending practices minimise moral hazard in such markets.
CO4	Demonstrate knowledge of the emerging structure of inclusive finance in emerging markets.
CO5	Demonstrate the ability to resolve social issues.

6. Spread Sheet Skills for Finance Professionals (D13)

Course Outcome	Spread Sheet Skills for Finance Professionals- Course Outcome Description
CO1	Students will be able to demonstrate proficiency in basic spreadsheet functions, including data entry, formatting, and basic calculations to organize and analyze financial data.
CO2	Students will learn various financial functions used to create financial models using spreadsheets, applying techniques such as scenario analysis, sensitivity analysis, and forecasting to support financial decision-making.
CO3	Students will develop the ability to use basic and advanced keyboard short cut keys.
CO4	Students will be able to create clear and effective financial charts, graphs, and dashboards using spreadsheet tools to present financial data in a visually appealing and informative manner.
CO5	Students will acquire skills in automating repetitive financial tasks using spreadsheet tools like macros and VBA (Visual Basic for Applications), enhancing productivity and accuracy.

7. Goods and Service Tax (D14)

Course Outcome	Goods and Service Tax - Course Outcome Description
CO1	Acquire conceptual knowledge of Indirect Tax.
CO2	Understand the concept of various types of GST (CGST, SCST, IGST, UTGST).
CO3	Understand the basic principles underlying the Indirect Taxation Statutes (with reference to Goods & Service Tax Act 2017).
CO4	Identify and analyze the procedural aspects under different applicable statutes related to indirect taxation.
CO5	Compute the assessable value of transactions related to goods and services for levy and determination of tax liability.



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8. Corporate Restructuring-Human Dimensions (D15)

Course Outcome	Corporate Restructuring-Human Dimensions - Course Outcome Description
CO1	Understanding of different types of mergers and acquisitions and the process involved in executing their deals.
CO2	Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.
CO3	Basic understanding about regulatory environment of mergers and acquisitions in India.
CO4	Analyze investment opportunities in fixed income securities.
CO5	Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

9. Strategic Human Resource Management (D16)

Course Outcome	Strategic Human Resource Management- Course Outcome Description
CO1	Understand Strategic Human Resource Management perspective.
CO2	Demonstrate a basic understanding of formulation and Strategic Management.
CO3	Understanding the General models and types of models.
CO4	Understand the development process and Implementing HR strategies.
CO5	Ability to understand Organizational development – Strategies for Culture change.



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10. Major Concurrent Project (MCP) (D2)

Course Outcome	Major Concurrent Project (MCP)- Course Outcome Description
CO1	To facilitate the application of students' academic knowledge in a practical setting, enabling them to bridge the gap between theoretical learning and real-world business challenges.
CO2	To deepen students' expertise in their chosen field of specialization through a focused project, allowing them to explore and analyze contemporary issues within the industry.
CO3	To cultivate students' abilities to design and conduct research that addresses specific organizational needs, including data collection, analysis, and the formulation of actionable recommendations.
CO4	To instill professional and ethical standards as students engage with industry partners, ensuring that they conduct their projects with integrity and professionalism.
CO5	To develop students' project management skills, including planning, time management, and resource allocation, by requiring them to manage a comprehensive project from inception to completion.
CO6	To enhance students' ability to communicate their findings effectively, both in written reports and oral presentations, ensuring they can articulate complex ideas clearly to both academic and professional audiences.

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