

KDK College of Engineering, Nagpur  
Department of Management Studies  
COURSE OUTCOME'S

**After studying this subject the students will be able to**

<b>FIRST SEMESTER MBA</b>	
<b>MBCI -1 - PRINCIPLES OF MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C1.1.1	Understand the concept of management, functional areas and development of management thought.
C1.1.2	Exhibit the knowledge of planning, controlling and decision making function of management and its techniques.
C1.1.3	Know the organizing, staffing and directing function of management.
C1.1.4	Acquire the knowledge of management practices worldwide and developments in global perspective.
<b>MBCI -2 - MANAGERIAL ECONOMICS</b>	
<b>After studying this subject the students will be able to</b>	
C1.2.1	Understand the concept of Managerial economics and demand and supply analysis
C1.2.2	Understand the concept of production and production functions and cost analysis
C1.2.3	Gain the knowledge of market structures and about pricing practices
C1.2.4	Understand the current scenario of national income, GDP and fiscal Policies
<b>MBCI -3 –ACCOUNTING FOR MANAGERS</b>	
<b>After studying this subject the students will be able to</b>	
C1.3.1	Gain knowledge about the accounting with reference to journal and ledger, trial balance
C1.3.2	Develop understanding of accounting of joint stock company and their audit system to provide a balance sheet of the company
C1.3.3	Know the use of Cash flow statement and ratio analysis
C1.3.4	Understand budget and budgetary control
<b>MBCI - 4 –BUSINESS LEGISLATION</b>	
<b>After studying this subject the students will be able to</b>	
C1.4.1	Understand the concept of law of contract
C1.4.2	Impart basic provisions of Companies Act concerning incorporation and regulation of business organizations

C1.4.3	Develop awareness about important legislations namely Consumer Protection Act.
C1.4.4	Gain knowledge about the information technology act.
<b>MBCI-5 – BUSINESS COMMUNICATION AND INFORMATION SYSTEM</b>	
<b>After studying this subject the students will be able to</b>	
C1.5.1	Understand the various concepts and processes of managerial communication and channels of communication that are currently used in industry.
C1.5.2	Develop communication skills required for managing a business and successful negotiation.
C1.5.3	Understand the role of information systems and its applications in managerial decision making of functional efficiency in an organization system security and control
C1.5.4	Gain knowledge of information system management in ERP, E-business and business intelligence
<b>MBCI-6–RESEARCH METHODOLOGY &amp; QUANTITATIVE TECHNIQUES</b>	
<b>After studying this subject the students will be able to</b>	
C1.6.1	Understand the concept of statistics for managerial decisions with the help of graph, diagram and central tendency
C1.6.2	Understand the methods to determine regression coefficients, standard deviation and business forecasting.
C1.6.3	Understand the attitude rating and measuring attitude for the business research
C1.6.4	Understand the sampling method, data collection method and hypothesis testing technique for research development
<b>MBA SEMESTER II</b>	
<b>MBCII -1 – HUMAN RESOURCE MANAGEMENT &amp; ORGANISATIONAL BEHAVIOUR</b>	
<b>After studying this subject the students will be able to</b>	
C2.1.1	Understand various functions, methods and processes related to human resource management
C2.1.2	Understand basic framework HR, skills and competencies required to manage people required for human resource planning and its development.
C2.1.3	Understand the concept of individual and group behavior in organization.
C2.1.4	Understand different types of motivational theories and conflict management relevant with organization.
<b>MBCII -2 –FINANCIAL MANAGEMENT</b>	

<b>After studying this subject the students will be able to</b>	
C2.2.1	Understand the short term as well as long term sources in finance.
C2.2.2	Understand the concept and calculation of capital structure and cost of capital of the firm
C2.2.3	Understand calculation of various techniques of capital budgeting
C2.2.4	Know and evaluate the working capital management.
<b>MBCII -3 –MARKETING MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C2.3.1	Know and the various aspects of marketing management.
C2.3.2	Develop ability to take the product and pricing decisions
C2.3.3	Understand the distribution channel and physical distribution decisions.
C2.3.4	Understand the concept and importance of marketing research
<b>MBCII - 4 –OPERATIONS MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C2.4.1	Understand the recent scenario, trends and functions of operations management.
C2.4.2	Understand the production planning and different plant layouts for the development of production technique.
C2.4.3	Know the importance of Material requirement and their methods.
C2.4.4	Understand the different quality techniques and their benefits
<b>MBCII-5 COST ACCOUNTING</b>	
<b>After studying this subject the students will be able to</b>	
C2.5.1	Understand the basic concept of Cost accounting and process used to determine product costs
C2.5.2	Have the knowledge of marginal costing in business decision making
C2.5.3	Understand standard costing and variance analysis
C2.5.4	Understand Contract costing and operating costing
<b>MBCII - 6 –ECONOMIC ENVIRONMENT OF BUSINESS</b>	
<b>After studying this subject the students will be able to</b>	
C2.6.1	Understand the glimpse of business environment
C2.6.2	Understand the concepts of economic environment of business
C2.6.3	Gain knowledge about the international business environment
C2.6.4	Understand the technological environment of business
<b>MBA SEMESTER III</b>	
<b>MBCIII -1- STRATEGIC MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.1.1	Understand the various aspects of strategic management
C3.1.2	Understand the importance of Environmental analysis and

	components of internal and external environment
C3.1.3	Study the basic knowledge of planning and implementation to achieve the best path for the completion of the project
C3.1.4	Acquire the knowledge about business level and functional level strategy
<b>MBFIII-1-PROJECT MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.1(F).1	Understand project management and its influence in the organization.
C3.1(F).2	Understand the importance of procurement and risk analysis with cost budgeting and control
C3.1(F).3	Study the basic knowledge of planning and implementation to achieve the best path for the completion of the project
C3.1(F).4	Understand the importance of structure selection and team work, its role and effectiveness in project organization
<b>MBEIII -11 –SALES AND DISTRIBUTION</b>	
<b>After studying this subject the students will be able to</b>	
C3.11(M).1	Understand Sales & Distribution processes in organizations and the practical aspects of the key decision making variables in sales force
C3.11(M).2	Analyze the sales and channel teams for different types of selling and to enhance value based output and productivity.
C3.11(M).3	Understand various types of marketing channels, issues and policies related with physical distribution in sales
C3.11(M).4	Analyze sales & distribution through supply chain management systems
<b>MBEIII -11 –CORPORATE FINANCIAL MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.11(F).1	Understand long term investment decision in capital budgeting
C3.11(F).2	Understand Lease, hire purchase and project finance in business decision.
C3.11(F).3	Understand the valuation of business and dividend decision
C3.11(F).4	Understand the contemporary issue of financial management
<b>MBEIII -11 –TRAINING AND DEVELOPMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.11(H).1	Understanding of training and training need analysis
C3.11(H).2	Explain training process.
C3.11(H).3	Understand the importance of training evaluation with respect of different models
C3.11(H).4	Gain knowledge about management development

<b>MBEIII-11 LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.11(O).1	Understand the importance of supply chain management with the help of its strategies and concept
C3.11(O).2	Understand the design and distribution networks and its application in logistics and supply chain
C3.11(O).3	Gain knowledge of e-supply chain, Technology,Transportation decision , flow of Material and Modes of facility
C3.11(O).4	Understand the Aviation Technology and cargo process to enhance the logistics.
<b>MBEIII -12 – INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.12(M).1	Know the functional areas of marketing communication and framework of IMC
C3.12(M).2	Understand the of role of IMC in Media Planning, its evaluation and effectiveness
C3.12(M).3	Understand the concept of brand, branding challenges and opportunities and brand equity
C3.12(M).4	Understand the key issues in building and maintaining brand
<b>MBEIII -12 – SECURITIES, PORTFOLIO AND RISK MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.12(F).1	Understand valuation of shares and bonds
C3.12(F).2	Understanding of equity analysis
C3.12(F).3	Acquire the knowledge about Portfolio Theory
C3.12(F).4	Gain knowledge of future and option derivatives
<b>MBEIII -12–PERFORMANCE &amp; COMPENSATION MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C3.12(H).1	Understand the concept of performance appraisal and performance appraisal systems.
C3.12(H).2	Gain the knowledge of different types of performance appraisal methods.
C3.12(H).3	Gain the knowledge of compensation planning
C3.12(H).4	Understand the importance of career management and career development
<b>MBEIII -12 OPERATION RESEARCH</b>	
<b>After studying this subject the students will be able to</b>	
C3.12(O).1	Understand concepts of operations research applied in business decision making

C3.12(O).2	Acquire knowledge of quantitative tools, and use these tools for the analysis and solution of business problems with the help of LPP technique
C3.12(O).3	Understand the importance and formulating assignment problems.
C3.12(O).4	Understand the steps involved in transportation problems with the help of different techniques
<b>MBA SEMESTER IV</b>	
<b>MBCIV -1 –BUSINESS ETHICS &amp; CORPORATE GOVERNANCE</b>	
<b>After studying this subject the students will be able to</b>	
C4.1.1	Understand the concepts of business ethics
C4.1.2	Gain knowledge about business, organizational ethics and Corporate Social Responsibility
C4.1.3	Understand corporate governance, Globalization and business ethics
C4.1.4	Understand the importance of environment, marketing and HRM ethics
<b>MBCIV -2 –ENTREPRENEURSHIP DEVELOPMENT</b>	
<b>After studying this subject the students will be able to</b>	
C4.2(C).1	Understand various aspects of entrepreneurship
C4.2(C).2	Gain the knowledge of starting the venture
C4.2(C).3	Understand the concept of project appraisal
C4.2(C).4	Understand the entrepreneurial support system
<b>MBFIV -2 – INTERNATIONAL BUSINESS MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C.4.2(C).1	Understand the concept and importance of international trade
C.4.2(C).2	Gain the knowledge about foreign trade of India
C.4.2(C).3	Understand the purpose of the exchange rate management and concepts like FEMA,PPP, foreign exchange markets
C.4.2(C).4	Understand the purpose of knowing broad perspective about International business environment and different organizations.
<b>MBFIV -13 - CONSUMER BUYING BEHAVIOUR</b>	
<b>After studying this subject the students will be able to</b>	
<b>C4.13(M).1</b>	Define the concept of consumer behavior and reveal its importance in the context of marketing
<b>C4.13(M).2</b>	Examine the consumer decision-making process
<b>C4.13(M).3</b>	Analyze the individual determinants of consumer behavior
<b>C4.13(M).4</b>	Analyze the group determinants of consumer behavior
<b>MBEIV13 INVESTMENT ENVIRONMENTS AND WEALTH MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	

C4.13(F).1	Gain the knowledge about financial market and regulatory bodies
C4.13(F).2	Understand Different types of Insurance products and services
C4.13(F).3	Understand the concept of Mutual fund and its application in business decision
C4.13(F).4	Understanding the Investor life cycle , Investment options and evaluation of portfolio performance.
<b>MBEIV -13 INDUSTRIAL RELATION &amp; LABOUR LAWS</b>	
<b>After studying this subject the students will be able to</b>	
C4.13(H).1	Understand perspectives of Industrial Relations and various approaches and various futuristic issues in the field of Industrial Retaliations
C4.13(H).2	Understand knowledge of labour laws and the rationale of labor laws in organizations.
C4.13(H).3	Understand the wage legislation as per the industrial polices
C4.13(H).4	Understand labour legislations pertaining to Industrial Relations and constitutional provisions regarding labour law
<b>MBEIV -13 –TOTAL QUALITY MANAGEMENT</b>	
<b>After studying this subject the students will be able to</b>	
C4.13(O).1	Understand the concept of Quality and its various methods for enhancing production
C4.13(O).2	Able to analyze different statistical tools, attributes , charts , samplings technique of quality control
C4.13(O).3	Understand the quality improvement techniques with diagrams and charts
C4.13(O).4	Understand the quality improvement techniques with diagrams and charts