

# SREE NARAYANA GURUKULAM COLLEGE OF ENGINEERING

[Affiliated to APJ Abdul Kalam Technological University, Kerala]  
Kadayiruppu P O, Ernakulam, Kerala – 682 311

## SREENARAYANA GURUKULAM COLLEGE OF ENGINEERING, KADAYIRUPPU

### Department of Management Studies

### MBA

### Semester I

Course Code & Course Name	CO No	CO Description
20MBA101 INTRODUCTION TO BUSINESS	CO1	Evaluate the importance of Planning and Organising in an Enterprise
	CO2	Analyse the role of Staffing, formation of teams and performance
	CO3	Appraise the effectiveness of communication
	CO4	Inculcate the foundation of sound decision making
	CO5	Evaluate the means of control in an enterprise
20MBA101 INTRODUCTION TO BUSINESS	CO1	Examine the basics of descriptive statistics for managers
	CO2	Identify the practical applications of probability theory
	CO3	Solve business problems with the help of fundamental statistical and theoretical backgrounds
	CO4	Formulate various testing methods using statistical backgrounds in business problems for managerial decision making
	CO5	Determine the suitability of using correlation and regression analysis in solving business problems
20MBA101 INTRODUCTION TO BUSINESS	CO1	Understand nature, evolution and approaches to organizational behaviour
	CO2	Analyse individual differences and to change others behaviour through the process of perception, personality, learning and motivation
	CO3	Develop team building and leadership skills
	CO4	Apply conflict management techniques for improved problem solving and better interpersonal relations

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	CO5	Enhance individual and organizational productivity through managing stress, culture and change
20MBA101 INTRODUCTION TO BUSINESS	CO1	Evaluate the importance of Economics in Business Decisions.
	CO2	Analyse the Demand and Demand Elasticity in varying market conditions.
	CO3	Appraise the Production and Cost Curve in the Short Run and Long Run.
	CO4	Explain Price and Output determination in different Market Structures
	CO5	Evaluate the impact of Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms.
20MBA101 INTRODUCTION TO BUSINESS	CO1	Demonstrate familiarity with the basic concepts of information systems
	CO2	Identify database models and explain the concept of informed decision-making
	CO3	Appraise the integration of business processes with IT
	CO4	Apply data and information concepts in enterprise business processes
	CO5	Analyse the information security and ethical issues in modern IT environments and methods of tackling them
20MBA101 INTRODUCTION TO BUSINESS	CO1	Understand the financial transactions, Accounting concepts and principles.
	CO2	Examine and prepare the financial statements of a company.
	CO3	Analysis and comparison of financial statements.
	CO4	Assess performance of a company using various techniques of Management Accounting
	CO5	Analyze performance of a company using various techniques of cost Accounting
20MBA101 INTRODUCTION TO	CO1	Examine the importance of ethics in business

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BUSINESS	CO2	Apply ethical decision making in business management
	CO3	Analyze the importance of corporate governance
	CO4	Assess the developments in Corporate governance
	CO5	Create the sense of corporate social responsibility within onese
20MBA101 INTRODUCTION TO BUSINESS	CO1	Examine fundamental legal principles of business contracts
	CO2	Analyse the legal aspects in the formation, running and winding up of business
	CO3	Analyze the scope and the issues associated with partnerships, negotiable instruments and cyber law
	CO4	Evaluate and analyse the scope and application of sale of goods act and consumer protection act.
	CO5	Equip the students with insights on different labour regulations in India
20MBA101 INTRODUCTION TO BUSINESS	CO1	Enhance the skills of communication and problem solving
	CO2	Develop job searching, CV writing, interview skills and enterprenurial skills
	CO3	Practicing Interpersonal skills, Negotiation and Self-Management
	CO4	Develop Team building & Leadership skills through practice
	CO5	Attain hands on experience in the areas of Creativity and Critical Thinking

<b>Semester II</b>		
Course Code & Course Name	CO No	CO Description
20MBA102 MARKETING MANAGEMENT	CO1	Evaluate the importance of Marketing Concepts in an Enterprise
	CO2	Analyse the Buyer Behaviour in a marketing Ecosystem

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	CO3	Appraise the Product and pricing Decisions
	CO4	Develop capability to make Distribution Decisions and Promotion Decisions
	CO5	Evaluate the Marketing Control Techniques and Modern Trends in marketing.
20MBA104 FINANCIAL MANAGEMENT	CO1	Understand the concept, functions and objectives of Financial Management.
	CO2	Examine the sources of business finance and their significance.
	CO3	Analyze projects on their risk and financial feasibility.
	CO4	Assess the impact of working capital
	CO5	Analyze the dividend policy of a firm
20MBA106 HUMAN RESOURCE MANAGEMENT	CO1	Understand the core concepts of HRM in an organization
	CO2	Acquire insights on the process of HR planning
	CO3	Familiarize the importance of T&D and Performance Management in an organisation
	CO4	Analyze the practice of Talent management and Compensation Management
	CO5	Apply HRM in maintaining good Employee relations
20MBA108 OPERATIONS MANAGEMENT	CO1	Develop operations strategies for products and services
	CO2	Measure productivity, forecast, Layout decisions
	CO3	Analysis of capacity planning and utilization and application of Quality tools
	CO4	Application of supply chain Management techniques and measurement of performance
	CO5	Application of World Class Manufacturing and new technologies/trends in operations
20MBA110 OPERATIONS RESEARCH	CO1	Examine the scope and applications of operations research in business and formulate linear programming models to solve industry

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		problems.
	CO2	Practise mathematical models to allocation problems and analyse business scenarios
	CO3	Understand decision making models for analysing business scenarios
	CO4	Utilize various inventory models and scientific tools for business analysis
	CO5	Apply network analysis and game theory of business scenarios
20MBA112 RESEARCH FOR MANAGERIAL DECISIONS	CO1	Application of different types of research in functional areas
	CO2	Develop a research design
	CO3	Design of proper measurement and scaling tools
	CO4	Applied data analysis and interpretation
	CO5	Generating project report with worthwhile conclusions and insights for action
20MBA114 ENTREPRENEURSHIP DEVELOPMENT	CO1	Imbibe the spirit, roles, functions and fundamentals of entrepreneurship in a developing economy.
	CO2	Develop Proficiency in business plan preparation and detailed project report (DPR) preparation and ensure all round development of them
	CO3	Familiarize with the ground realities of starting MSME units and opportunities available in the country.
	CO4	Analyze the operation and management of MSME units and develop motivation and entrepreneurial competency to start and run an enterprise successfully.
	CO5	Evaluate the scope of e-commerce and the challenges in entrepreneurship
20MBANC2INTEGRATED DISASTER MANAGEMENT	CO1	Understand foundations of disasters and associated natural and social phenomenon
	CO2	Develop familiarity with disaster activities from incident response to recovery operations.

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	CO3	Integrated stakeholders role in disaster preparedness and mitigation plans
	CO4	Deployment of community involvement as an essential part of disaster management and Business Continuity Planning after Disaster Recovery
	CO5	Deployment of humanitarian assistance to mitigate the effects disaster in the aftermath

<b>Semester III</b>		
Course Code & Course Name	CO No	CO Description
20MBA201 INTERNATIONAL BUSINESS	CO1	Recall various concepts of the International Business Environment for an Enterprise.
	CO2	Explain the Importance of socio-cultural environments in international business.
	CO3	Identify various International market entry strategies
	CO4	Analyze various trends in global trade and growth of foreign trade in India
	CO5	Evaluate the foreign investment and technological development in international business.
20MBA203 BUSINESS ANALYTICS	CO1	Recall various business analytical models and concepts.
	CO2	Explain business analytical tools and techniques in Finance and Operations Management.
	CO3	Apply business analytical tools and techniques in Human Resource Management.
	CO4	Analyze business analytical tools and techniques in Marketing and Web Analytics.
	CO5	Evaluate business situations using predictive models and analytics
20MBA231 FINANCIAL MARKETS AND SERVICES	CO1	Recall all the concept of Indian Financial System

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	CO2	Illustrate the role of financial services in economic development
	CO3	Identifying the structure of merchant banking firms
	CO4	Analysing various approaches & process of credit rating
	CO5	Determine various financial service instrument
20MBA25 CONSUMER BEHAVIOUR	CO1	Understand the concepts of consumer behaviour and its application in marketing management
	CO2	Assess the environmental and individual determinants of consumer behaviour.
	CO3	Analyse the intricacies of consumer buying behavior and strategies of consumer attitude formation and change
	CO4	Explain the concept of diffusion of innovation
	CO5	Appraise the various consumer decision-making models.
20MBA235 COST ACCOUNTING AND BUDGET CONTROL	CO1	Recall all the concepts pertaining to Cost accounting and budget control covered in the course syllabus.
	CO2	Explain the basic concepts and processes in determining of cost of products and services
	CO3	Apply marginal costing in decision-making
	CO4	Analyse the concept of Standard Costing for variance analysis
	CO5	Estimate various activities of the organisation on the basis of budgets
20MBA219 INDUSTRIAL RELATIONS AND LABOUR LAW	CO1	Evaluate the significance of industrial relations and trade union
	CO2	Differentiate between Strikes- Lockout and Lay-off and Retrenchment
	CO3	Asses and apply various mechanisms of dispute settlement machineries
	CO4	Examine Social justice and welfare issues and its management
	CO5	Appraise and practice various Acts and Laws related to

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		industrial relations
MANAGING BANKS AND FINANCIAL INSTITUTIONS	CO1	Explain the concepts of Banking system and its functions
	CO2	Study the functions of commercial banks
	CO3	Understand the role of technology in Banking
	CO4	Analyse the risks involved in banking sector
	CO5	Assess the newer developments in banking business
20MBA259 INTEGRATED MARKETING COMMUNICATIONS	CO1	Explain the elements and planning process of integrated marketing communications.
	CO2	Evaluate the Integrated Marketing Communication Mix and establish monitoring, evaluation and control measures
	CO3	Analyse the characteristics of Advertisements and Advertising Agency operations, and to assess the ethical and social impact of Marketing Communication.
	CO4	Compare the various media management styles and evaluate the importance of message strategy and message design in marketing communication.
	CO5	Elucidate the concepts of other elements of Marketing Communications Strategy and International Marketing communications and its influences on promotional activities.
20MBA225 LEADERSHIP, INFLUENCE POWER	CO1	Understand the nature of Leadership and compare the theories of leadership.
	CO2	Apply ethical leadership and value- based decision making
	CO3	Identify crisis management strategies.
	CO4	Analyse the sources of power, influence and women leadership in organizations.
	CO5	Develop team building and problem-solving skills.
20MBA227 REWARD MANAGEMENT	CO1	Examine compensation framework in the light of different theories of compensation
	CO2	Analyse wage and pay systems
	CO3	Evaluate wage fixation methods



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	CO4	Formulate Expatriate compensation
	CO5	Assess social security and retirement benefits and design pay structures
20MBA267 BRAND MANAGEMENT	CO1	Explain the Branding concepts and the various implications of Strategic Brand decisions
	CO2	Examine the methods for choosing brand elements and in building and assessing brand equity models
	CO3	Evaluate Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes
	CO4	Assess the various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations
	CO5	Analyze global business opportunities and its implications on a firm's product and branding strategy and to identify the concepts and tools for managing brands over time
20MBA213 DISCOVERY OF SELF AND OTHERS	CO1	Analyse the competencies that constitute an effective manager
	CO2	Examine and develop the framework for effective time management
	CO3	Apply and perceive emotional intelligence at the workplace
	CO4	Manage stressors and subsequent stress
	CO5	Evaluate and facilitate change and crisis management
20MBA263 RETAIL MANAGEMENT	CO1	Analyse the competencies that constitute an effective manager
	CO2	Examine and develop the framework for effective time management
	CO3	Apply and perceive emotional intelligence at the workplace
	CO4	Manage stressors and subsequent stress
	CO5	Evaluate and facilitate change and crisis management

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20MBA351 INTERNSHIP	CO1	Apply knowledge and skill sets acquired from the internship in organisational functions
	CO2	Develop real-world problem-solving skills by analysing work environment
	CO3	Build professional capabilities including right work attitude, self-confidence, interpersonal skills and team work

<b>Semester IV</b>		
Course Code & Course Name	CO No	CO Description
20MBA202 STRATEGIC MANAGEMENT	CO1	Recall various concepts relating to strategy formulation.
	CO2	Illustrate the process of Implementation, Evaluation and Control of Strategy
	CO3	Identify the internal and external environments of a business for decision making
	CO4	Analyze the frames of analysis in each phase of the Process of Strategic Management
	CO5	Evaluate the business situations using competitor analysis and portfolio analysis.
20MBA204 INDUSTRY 4.0 AND AI APPLICATIONS FOR BUSINESS	CO1	Recall the framework for industry 4.0 and business models.
	CO2	Explain the skill set requirements and talent development for the industry 4.0.
	CO3	Applying the artificial intelligence models for decision making.
	CO4	Analyze the insights on machine learning and neural networks
	CO5	Assessing IoT and artificial intelligence to business solutions.
20MBA234 FINANCIAL DERIVATIVES	CO1	Recall the concept of financial derivatives and risk management
	CO2	Explain the concept of future contracts and computation of value and price of future contracts.
	CO3	Identify the concept of options contracts and create trading strategies involving option contracts.

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	CO4	Analyse the price of options contracts
	CO5	Evaluate the concept of swaps and computation of value and price of swaps.
20MBA214 MANAGEMENT OF CREATIVITY AND INNOVATION	CO1	Assessthe creative thinking style of a person.
	CO2	Analyse linkages between ideas and opportunities.
	CO3	Compare techniques for idea generation.
	CO4	Prepare the TRIZ framework in real life situation.
	CO5	Construct a framework for effective decision making.
20MBA2 RURAL MARKETING	CO1	Apply knowledge of rural markets and governance initiatives to develop marketing strategies that overcome constraints facing rural consumer contexts
	CO2	Analyse the differences in the rural consumer in terms of social, cultural and technological factors through application of rural marketing research
	CO3	Apply STP Strategies in rural markets with specific tools and approaches that enable market success
	CO4	Analyse marketing mix strategies to rural markets using methodologies and mar ket orientations that target rural consumers
	CO5	Develop models of planned rural marketing frameworks that aid markets and societies centred in rural geographies
20MBA240 INSURANCE MANAGEMENGT	CO1	Recall the concepts pertaining to Life Insurance and General insurance.
	CO2	Illustrate the key elements of the Life Insurance Products and Services.
	CO3	Design the life insurance cover strategy for clients.
	CO4	Compare and contrast insurance plans; Analyze and use risk management techniques
	CO5	Facilitate the compliance required for acquiring the policy and settlement of claims
20MBA352 PROJECT AND	CO1	Integrate theory and practice of management

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COMPREHENSIVE VIVA VOCE	CO2	Understand the dynamics of a specific industry.
	CO3	Acquaint themselves with various issues pertaining to an industry.
	CO4	Provide a cross-functional perspective of the functioning of a business enterprise and industry