

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>MANAGERIAL ECONOMICS - I</b>	
C1 1.1	Understands the basic concepts of managerial economics.& Calculate demand elasticity from demand equations.
C1 1.2	Analyze the demand and supply conditions and assess the position of a firm
C1 1.3	Understands the economic goals of the firms and optimal decision making.
C1 1.4	Identify key macroeconomic indicators and measures of economics change, growth, and development. Identify and discuss the key concepts underlying comparative advantage.
C1 1.5	Understands the current scenario of national income, GDP and fiscal Policies

<b>MANAGEMENT INFORMATION SYSTEM</b>	
C1 2.1	Understand different types of management information system and also able to identify and work out KRAs, BOPs and BPPs for various organisations/systems.
C1 2.2	Analysis the master data, draw report format and interface matrix
C1 2.3	Understand the conceptual model of PMS and will also be able to draw a system model of integrated system
C1 2.4	Describe the key features of ERP, SCM and CRM and will also be able to draw functional flow and process flow diagrams
C1 2.5	Enumerate the factors affecting system performance and will also be able to comment on the operational feasibility of IT system

<b>BUSINESS RESEARCH</b>	
C1 3.1	define business research problems and will also be able to formulate an abbreviated version of research proposal
C1 3.2	describe and choose appropriate sampling design and will also be able to estimate appropriate sample size
C1 3.3	develop measurement tools and construct appropriate scales
C1 3.4	Understand to select suitable method of data collection and will be able to make questionnaire
C1 3.5	Formulate inferences by applying various techniques of interpretation and be able to write various types of research reports.

<b>ORGANIZATIONAL BEHAVIOUR</b>	
C1 4.1	<b>Explain</b> the concept of Organisation Design and <b>determine</b> the factors that affect Organisation Design.
C1 4.2	<b>Identify</b> the components of Individual Behaviour and <b>apply</b> the concept of Learning, Perception, Attitudes and values.
C1 4.3	<b>Learn to distinguish</b> between the various theories of motivation and their application in organizations and also be able to <b>apply</b> these theories to practical problems in organizations. They will also be able to <b>distinguish</b> 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
C1 4.4	<b>Analyse</b> the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).
C1 4.5	<b>Justify</b> how organizational change and conflict affect working relationships within organizations and <b>demonstrate</b> how to apply relevant theories to solve problems of change and conflict within organizations

	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS
C1 5.1	Create and interpret financial statements and cash flow statement
C1 5.2	Determine financial Statement – Profit & Loss, Balance sheet
C1 5.3	Evaluate investments in working capital and long-term assets.
C1 5.4	Demonstrate proficiency in valuation techniques, both DCF (discounted cash flow) and non-DCF.
C1 5.5	Evaluate financial products such as common size statement & trend Analysis.

	BUSINESS STATISTICS & ANALYTICS FOR DECISION MAKING
C1 6.1	Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
C1 6.2	Demonstrate knowledge of the importance of the Central Limit Theorem (CLT) and its applications.
C1 6.3	Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.
C1 6.4	Analyze simple/multiple regression models to use the underlying relationships between the variables through hypothesis testing.
C1 6.5	Understand the sampling method, data collection method and hypothesis testing technique for research development

	LEGAL & BUSINESS ENVIRONMENT
C1 7.1	Understand infer legal aspects of doing business & plan business activities also will be able make use of provisions of the Contract Act to evaluate a contract used in commercial practice.
C1 7.2	distinguish between various types of Companies and also will be explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company
C1 7.3	understand various components of IPR, Uses of IPR and differentiate between them
C1 7.4	describe various provisions of IT Act and also will be able to describe provisions of Consumer Protection Act
C1 7.5	analyze the elements of Social, political, economic environment a firm as a whole.

	MANAGERIAL SKILLS FOR EFFECTIVENESS
C1 8.1	<b>Make proper use</b> of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication
C1 8.2	<b>Write</b> essays and CV using Word Processor
C1 8.3	<b>Draft</b> business letters for given situations using Word Processor
C1 8.4	<b>Apply</b> basic functions of PowerPoint and will also be able to <b>create</b> effective PowerPoint Presentations using templates
C1 8.5	<b>Use</b> various spreadsheet functions and will also be <b>create</b> useful spreadsheets

	<b>SEMESTER – II</b>
	<b>FINANCIAL MANAGEMENT</b>
C2 1.1	Understanding the basic concept of cost of capital.
C2 1.2	Demonstrate basic leverage knowledge.
C2 1.3	Valuation of Capital budgeting, Discounted and Non-discounted Cash Flow Techniques
C2 1.4	Evaluate investments in Gross and Net Working Capital
C2 1.5	Determined and constraints of dividend decision

	<b>MARKETING MANAGEMENT</b>
C2 2.1	<b>Develop</b> a suitable marketing mix for a given marketing objective of a company
C2 2.2	<b>Apply</b> the three steps of target marketing: market segmentation, target marketing, and market Positioning for a given product
C2 2.3	Able <b>to recommend</b> a suitable pricing strategy for various stages in the life cycle of the product
C2 2.4	<b>Evaluate</b> different distribution channel options and their suitability for the given company's product
C2 2.5	<b>Develop</b> a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product promotional objective of a company

	<b>HUMAN RESOURCE MANAGEMENT</b>
C2 3.1	Explain the importance of Human Resource Management for an organisation and also distinguish between Personnel and HR Management
C2 3.2	Develop a job analysis and produce a job description and job specification
C2 3.3	Design a Human Resource Plan for an organisation and construct its Selection Process
C2 3.4	Justify the applicability of various techniques of Training
C2 3.5	identify and explain the performance appraisal process ,utility of various modern and traditional methods of Performance Appraisal

	<b>OPERATIONS MANAGEMENT</b>
C2 4.1	Students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.
C2.4.2	Student will be able to plan production schedules and plan resources (material and machine) required for production
C2 4.3	Students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules
C2 4.4	Students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions
C2 4.5	Students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

<b>INTERNATIONAL BUSINESS</b>	
C2 5.1	understand various concepts and terminologies involved in International Business and importance of international trade
C2 5.2	evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.
C2 5.3	relate and discuss the presence of macro factors (PESTEL ) on international business environment
C2 5.4	examine and elaborate the role of various Government institutions in India which support International trade.
C2 5.5	concepts in recent EXIM policy of India and relate it to the flow of FDI as well as direction of Indian foreign trade.

<b>CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY</b>	
C2 6.1	identify the various activities which can benefit the organization under the banner of CSR.
C2 6.2	frame and recommend the CSR policy according to sustainable development
C2 6.3	plan the CSR activity according to the various laws and regulations.
C2 6.4	ascertain the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.
C2 6.5	plan and implement various activities to be taken under CSR activity and evaluate its effectiveness.

<b>COST ACCOUNTING</b>	
C2 7.1	<b>Identify/ classify</b> different elements/classification of cost and will be able to <b>prepare</b> cost sheet and prepare quotations for various business proposals
C2 7.2	<b>Compute</b> Break-even point, Margin of safety, Profit volume ratio, desired profit / desired sales as well as able to <b>evaluate</b> the decision making proposals
C2 7.3	<b>Classify</b> the cost by nature and <b>estimate</b> cost of operating a service
C2 7.4	<b>Prepare</b> relevant functional level budgets for an organisation
C2 7.5	<b>Determine</b> Direct Material and Direct Labour Variances.

	<b>MANAGEMENT CASE ANALYSIS</b>
C2 8.1	construct SWOT for a concerned organisation or situation as well as he/she will be able to identify key actors/stakeholders in the given situation
C2 8.2	evaluate the dilemma (Problem/ Issues/ Concerns) in the case
C2 8.3	develop suitable alternatives for the dilemma identified.
C2 8.4	analyse and evaluate the alternatives using the theoretical framework
C2 8.5	identified dilemma and suggest suitable roadmaps to overcome

### III Semester:-

	<b>STRATEGIC MANAGEMENT</b>
C3 1.1	<b>Evaluate</b> alternative paradigms of strategy and their influence on strategic decision making
C3 1.2	<b>Analyse and develop</b> the vision and mission statement for given organisations and will also be able to <b>differentiate</b> between the external and internal components of environment while <b>performing</b> SWOT analysis.
C3 1.3	<b>Design and develop</b> corporate level strategies for any organization.
C3 1.4	<b>Design/develop</b> business level strategies for any organization
C3 1.5	<b>Evaluate</b> all levels strategies and will also be <b>design/develop</b> functional level strategies for any organization

<b>MM1: SALES AND DISTRIBUTION MANAGEMENT</b>	
C3 2.1	identify appropriate Sales Forecasting method to be adopted by a company
C3 2.2	design an effective Sales Compensation Plan for Sales Executive
C3 2.3	outline different levels of Marketing channel used by the company.
C3 2.4	describe the process of Supply Chain and Reverse Logistics.
C3 2.5	develop e-retailing strategy as a channel of distribution

<b>MM2: DIGITAL AND SOCIAL MEDIA MARKETING</b>	
C3 3.1	<b>Understand</b> the concept of marketing in digital environment. They will also be able to <b>relate</b> traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing
C3 3.2	<b>Develop</b> the concept of digital marketing research also <b>examine</b> online consumer behaviour and imagine its utility in online/offline marketing strategies
C3 3.3	<b>Build</b> an understanding of search engines and their utility in digital marketing area. And also <b>comprehend</b> optimization and the keyword search methodology
C3 3.4	<b>Examine</b> the utility of different social media in digital marketing and <b>evaluate</b> their use, as future managers, in actual marketing campaigns.
C3 3.5	<b>Create</b> favourable online reputation, later, as future managers, for organizations they Serve be able to <b>form</b> opinion on current trends in digital marketing area and <b>estimate</b> future trends therein

<b>MM3: INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT</b>	
C3 4.1	<b>Design</b> the Integrated marketing communication Process for a company/product
C3 4.2	<b>Develop</b> a creative message strategy for a product and execute it.
C3 4.3	<b>Implement</b> and evaluate a IMC campaign
C3 4.4	<b>Identify &amp; Establish</b> Brand Positioning for a given product
C3 4.5	<b>Design/develop</b> branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.

	<b>FM1: INVESTMENT ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>
C3 5.1	Apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.
C3 5.2	compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation
C3 5.3	build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.
C3 5.4	learn the theoretical concepts of underlying the portfolio creation
C3 5.5	assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation

	<b>FM2: PROJECT APPRAISAL AND FINANCE</b>
C3 6.1	assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making
C3 6.2	choose between acquisition of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital
C3 6.3	compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm
C3 6.4	evaluate and compare the pre and post merger financial position of the firms.
C3 6.5	determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.

	<b>FM3: FINANCIAL DERIVATIVES</b>
C3 7.1	describe the concepts of derivatives and its trading and settlement procedures
C3 7.2	calculate the value of Futures and apply it for risk managed trading strategies.
C3 7.3	compute the value of Options and plan various option strategies.
C3 7.4	analyse and use the concept of Swaps and will also be able to make Swaps related decisions.
C3 7.5	relate concept of foreign exchange in currency conversion and apply currency forward rate agreements for hedging.

	<b>HRM1: MANPOWER PLANNING, RECRUITMENT AND SELECTION</b>
C3 8.1	explain the factors affecting HRP and HRP process of an organisation
C3 8.2	determine the process of demand and supply forecasting while doing human resource planning.
C3 8.3	Students should be able to devise the manpower plan for an organisation.
C3 8.4	Students should be able to formulate Recruitment and Selection process on the basis of HRP.
C3 8.5	Students should be able to outline the Recent Trends in Manpower Development and Planning

	<b>HRM2: PERFORMANCE MEASUREMENT SYSTEM</b>
C3 9.1	establish relationship of performance management with Strategic Planning and distinguish the concept of Performance appraisal & Performance Management
C3 9.2	determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution
C3 9.3	justify the use of various modern and traditional methods of Performance Appraisal under given situation
C3 9.4	justify the use of various Performance Assessment Models under given situations; also determine the steps of giving a constructive feedback.
C3 9.5	discuss the importance and Principles of ethics in performance management.

<b>HRM3: COMPENSATION AND BENEFITS MANAGEMENT</b>	
C3 10.1	Analyze the applicability of various Job Evaluation methods under given situations
C3 10.2	determine the importance of Wage Differentials and Differentiate between different types of wages
C3 10.3	align the compensation strategy with business strategy
C3 10.4	design and develop the incentive and benefits plans
C3 10.5	outline the various Statutory Provisions related to Compensation

<b>OM1: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	
C3 11.1	At the end of the course the student will be able to analyze the business requirement and apply supply chain strategies
C3 11.2	The student will be able to design effective distribution network for a company.
C3 11.3	The student shall be able to reduce transportation costs by applying optimization techniques.
C3 11.4	The student shall be able to map the supply chain requirement as per the resources available by identifying the non value added services within the supply chain.
C3 11.5	The student will be able to measure the performance of the supply by applying various metrics in different areas

<b>OM2: QUALITY TOOLKIT FOR MANAGERS</b>	
C3 12.1	analyze the dimensions of Quality and apply quality systems for effective quality improvement.
C3 12.2	select appropriate statistical tools for quality analysis
C3 12.3	recommend appropriate SPC tools to improve process quality.
C3 12.4	Th set bench marks for the organization and apply TQM tools for quality improvement
C3 12.5	apply productivity tools for improving efficiency in the plant.

<b>OM3: OPERATIONS RESEARCH</b>	
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C3 13.1	attempt operation related problems by suggesting various operation research tools
C3 13.2	analyze LPP and Game Problems and find solutions for business decisions.
C3 13.3	analyze and evaluate assignment problems to find solutions
C3 13.4	analyze and evaluate Transportation problems to optimize costs.
C3 13.5	apply PERT/ CPM tools for optimizing time and cost in project management.

	<b>STRATEGIC MANAGEMENT</b>
C3 14.1	The student will be able to evaluate alternative paradigms of strategy and their influence on strategic decision making
C3 14.2	The student will be able to analyse and develop the vision and mission statement for given organisations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis.
C3 14.3	The student will be able to design and develop corporate level strategies for any organization.
C3 14.4	The student will be able to design/develop business level strategies for any organization
C3 14.5	The student will be able to evaluate all levels strategies and will also be design/develop functional level strategies for any organization

	<b>SEMESTER – IV</b>
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	<b>MM4: RETAIL SALES MANAGEMENT AND SERVICES MARKETING</b>
C4 1.1	<b>Utilise</b> the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to <b>plan</b> their retail business as future manager by <b>applying</b> retail segmentation.
C4 1.2	<b>Participate in the</b> the decisions involved in running a retail firm and also be able to form their own <b>opinion</b> on various retail formats and <b>recommend</b> strategies for retail planning.
C4 1.3	Draw <b>relationship</b> between retail merchandising, marketing communication, CRM and retail success will also be in a position to <b>predict</b> impact of changing trends in Indian market scenario on retail business
C4 1.4	<b>Analyse</b> concepts, functions, and techniques of the craft of service marketing services, <b>identify</b> critical issues in service design & delivery and also be able to <b>adapt</b> a particular model of service marketing to a firm they work with.
C4 1.5	<b>Examine</b> the <b>application</b> of integrated marketing communication (IMC) to retail business , <b>develop</b> an effective service marketing system for retail business and also be in a position to <b>recommend</b> ethical rules for conduct of retail

	<b>FM4: MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>
C4 2.1	The student will be able to identify role of banking in economic development of country
C4 2.2	The student will be able to assess the impact of monetary policy and its instruments on banking sector
C4 2.3	The student will be able to analyse the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank
C4 2.4	The student will be able to identify the NPAs and will also be able to appraise the process of securitisation.
C4 2.5	The student will be able to distinguish the utility of various non banking institutions like insurance, housing finance and credit rating

<b>HRM4: TEAM DYNAMICS</b>	
C4 3.1	justify the applicability of various theories of Motivation in given situation and appraise the role of motivation in Team Behavior
C4 3.2	determine the importance of Interpersonal Communication and application of FIRO-B and Johari Window
C4 3.3	explain the various steps of Group Formation and types of team
C4 3.4	justify the Conflict resolution strategy.
C4 3.5	apply various OD Intervention tools under given situation

<b>OM4: SALES AND OPERATIONS PLANNING</b>	
C4 4.1	At the end of the course the student will be able to develop short term, medium term and long term forecasting needs in the organization
C4 4.2	The student will be able to apply forecasting models for forecasting
C4 4.3	The student will be able to develop aggregate planning by applying aggregate strategies
C4 4.4	The student will be able to plan MPS and calculate bill of materials and MRP for production plan.
C4 4.5	The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints.

<b>PROJECT WORK AND VIVA VOCE</b>	
C4 5.1	In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate &state a research problem
C4 5.2	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable
C4 5.3	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable
C4 5.4	For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable
C4 5.5	Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiner