Master of Business Administration

SNO.	COURSE	COURSE OUTCOMES	BLOOMS TAXONOMY
SEM I	BA4101: Statistics For Management	CO1: Facilitate objective solutions in business decision making.	K2
		CO2: Understand and solve business problems using appropriate methods.	K2
		CO3: Apply statistical techniques to data sets and correctly interpret the results.	K3
		CO4: Develop statistical skills relevant to both research and business environments.	K6
		CO5: Apply statistical techniques effectively in real-world work settings.	K3
	BA4102: Management Concepts And Organizational Behavior	CO1: Understand various management concepts and the skills required in the business world.	K2
		CO2: Acquire in-depth knowledge of different management functions in real-time contexts.	K1
		CO3: Understand the complexities associated with managing individual behavior in organizations.	K2
		CO4: Develop skills to effectively manage group behavior in organizations.	K6
		CO5: Gain insights into current trends in managing organizational behavior.	K2
	BA4103: Managerial Economics	CO1: Understand the fundamental concepts of scarcity and efficiency in economics.	K2
		CO2: Apply microeconomic principles relevant to organizational decision-making.	K3
		CO3: Describe the key principles and concepts of macroeconomics.	K1
		CO4: Analyze the economic environment in which businesses operate.	K4
		CO5: Understand the impact of regulatory policies on economic variables.	K2
	BA4104: Accounting For Decision Making	CO1: Demonstrate a thorough understanding of financial accounting concepts.	K2
		CO2: Prepare and analyze financial statements effectively.	K4
		CO3: Explain management and cost accounting techniques.	K1
		CO4: Apply management and cost accounting techniques for informed decision-making.	K3
		CO5: Assess and interpret accounting standards and practices in India.	K2
	BA4105: Legal Aspects Of Business	CO1: Understand the fundamental legal principles related to contracts and commercial laws in business.	K2

		CO2: Identify various forms of business associations and explain key elements of Corporate Governance.	K1
		CO3: Demonstrate insights into laws governing the industrial environment	K3
		CO4: Understand the basics of corporate tax and GST.	K2
		CO5: Explain the significance of consumer rights and cyber laws in contemporary business.	K1
	BA4106: Information Management	CO1: Learn the basics of data and information systems.	K4
		CO2: Understand various system development methodologies.	K2
		CO3: Understand database management systems and their types.	K2
		CO4: Learn different technologies used in information systems and their security aspects.	K3
		CO5: Gain knowledge on the effective application of information systems in business.	K1
	BA4111: Indian ethos (Seminar)	CO1: Apply the basic concepts of Indian ethos and value systems at work.	K3
		CO2: Handle issues of business ethics and offer solutions from ethical perspectives.	K5
		CO3: Demonstrate professional efficiency and skills in value systems and culture.	K5
		CO4: Manage business ethically with a focus on societal well-being.	K6
		CO5: Undertake business responsibilities effectively with social awareness.	K2
	BA4112: Business Communication (Laboratory)	CO1: Develop good managerial communication skills.	K6
		CO2: Excel in different forms of written communication required in a business context	K6
		CO3: Demonstrate effective presentation skills.	K4
		CO4: Exhibit in-depth understanding of interview skills.	K2
		CO5: Prepare professional business reports.	K6
SEM II	**BA4201: Quantitative Techniques for Decision Making**	CO1: Apply linear programming techniques to product mix decision-making.	K3
		CO2: Use transportation and assignment models in logistics and job allocation scenarios.	K3
		CO3: Employ game theory and decision-making heuristics in real-time decision contexts.	K4
		CO4: Implement inventory management and replacement models in manufacturing environments.	K6

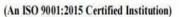|			
		CO5: Apply queuing theory and simulation for optimization in real-time scenarios.	K3
	BA4202: Financial Management	CO1: Identify the concepts of financial decision- making in an organization.	K1
		CO2: Recognize the significance of the time value of money in financial planning.	K1
		CO3: Apply capital budgeting and cost of capital techniques.	K3
		CO4: Understand and evaluate decisions related to capital structure and dividend distribution.	K2
		CO5: Assess short-term and long-term sources of finance.	K2
	BA4203: Human Resource Management	CO1: Gain knowledge on the various aspects of Human Resource Management (HRM).	K1
		CO2: Acquire the knowledge necessary for success as a human resources professional.	K1
		CO3: Develop the skills needed for a successful HR manager.	K6
		CO4: Be prepared to implement the concepts learned in the workplace.	K4
		CO5: Be aware of emerging concepts in the field of HRM.	K3
	BA4204: Operations Management	CO1: Understand the evolution of operations management practices and world-class manufacturing processes.	K2
		CO2: Gain knowledge about capacity planning, strategic sourcing, and procurement in organizations.	K1
		CO3: Enhance understanding of product development and design processes.	K6
		CO4: Develop the ability to forecast demand and overcome bottlenecks.	K6
		CO5: Gain insight into quality management tools and practices.	K5
	BA4205: Business Research Methods	CO1: Understand and appreciate scientific inquiry.	K2
		CO2: Learn how to write research proposals.	K6
		CO3: Undertake a systematic outlook towards business situations for objective decision-making and conduct scientific inquiry to solve organizational problems.	K3
		CO4: Analyze data and find solutions to problems.	K4
		CO5: Prepare research reports.	K5
	BA4206: Business Analytics	CO1: Ability to understand the role of Business Analytics in decision making.	K2
		CO2: Ability to identify the appropriate tool for the analytics scenario.	K3
		CO3: Ability to apply the descriptive analytics tools and generate solutions.	K3

	CO4: Understanding of Predictive Analytics and applications.	K2
	CO5: Knowledge of Prescriptive Analytics and demonstrating business process improvement.	K1
BA4207: Marketing Management	CO1: Applied knowledge of contemporary marketing theories to the demands of business and management practice.	K1
	CO2:Enhanced knowledge of marketing strategies for consumer and industrial marketing.	K1
	CO3: Deep understanding of choice of marketing mix elements and managing integrated marketing channels.	K2
	CO4: Ability to analyze the nature of consumer buying behaviour.	K4
	CO5: Understanding of the marketing research and new trends in the arena of marketing.	K2
BA4211: Business Ethics (Seminar)	CO1: The learners can handle issues of business ethics and offer solutions in ethical perspectives.	K4
	CO2: The learners are able to apply the basic concepts of Indian ethos and value systems at work.	K3
	CO3: The learners can handle issues of business ethics and offer solutions in ethical perspectives.	K4
	CO4: The learners are professionally efficient and skilful in value systems and culture.	K5
	CO5: The learners are capable of ethically managing business towards the well-being of society.	K3
	CO6:The learners can be socially effective in undertaking business responsibilities.	K2
BA4212: Data analysis and Business Modelling (Laboratory)	CO1: Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques.	K1
	CO2: Facilitates identifying the relationship between variables using data analytical tools.	K4
	CO3: Provides understanding about forecasting in the real-time business world using analytical tools.	
	CO4: Ability to conduct risk and sensitivity analysis and portfolio selection based on business data.	K4
	CO5: Enhances knowledge about networking, inventory models, and queuing theory using data analytical tools.	K1
BA4301: Strategic Management	CO1: Ability to understand the strategic management process and social responsibility of business organizations.	K2
	CO2: In-depth understanding about the need for developing a competitive advantage for organizations.	K6
	CO3: Provides insights into various corporate and business-level strategies.	K3

		CO4: Facilitates identifying the various control systems required for organizational strategy implementation.	K1
		CO5: Enhances the cognitive knowledge about various strategic issues and the development of new business models.	K1