



Methodist College of Engineering and Technology

Department of Business Management

Course Outcomes

AY: 2018-19

I Semester

Course Code	Course Name	Course Outcome	Taxonomy Level
MB101	Management & Organizational Behaviour	Understand the principles and practices of management and specifically the nature of management functions, roles and skills.	Understand
		Understand the process of decision making and its models.	Understand
		To inculcate knowledge on personality, perception and theories of motivation.	Analyze
		Analyze the behavior of individual and groups in organizations in terms of organizational behavior theories, models and concepts.	Analyze
		To understand the concept of organization design, organization climate, organization culture, various aspects of Organization Behavior and importance of communication process.	Understand
MB102	Accounting for Management	To Understand the Nature and Scope of Financial Accounting	Understand
		To Determine the Trading, Profit & Loss A/c and Balance Sheet	Determine
		To Analyze the Financial Statements – Classify the Ratios	Analyze
		To Categorize the Cash Flow Statement – the utility of Cash Flow Statements	Categorise
		To Classify different Costs – Fixed & Variable Costs – Break –Even Point & P/V Ratio	Classify
MB103	Marketing Management	Evaluate the relevance of marketing concepts impact on environmental change while designing marketing plans, strategies and practices	Evaluate
		Develop marketing strategies based on segmentation, target marketing and positioning by examining consumer behaviour.	Develop
		Ability to summarize the unique marketing mixes and selling propositions for specific product offerings and pricing objectives.	Understand
		Develop and apply knowledge to create integrated marketing communication strategies and distribution strategies.	Apply
		Ability to analyse marketing control techniques and can understand strategies related to rural, global and services marketing areas.	Analyze
MB104.1	Business Law & Ethics	Demonstrate an understanding of the legal aspects of business.	Demonstrate
		Apply basic legal knowledge to business transactions.	Apply

		Examine the importance of the legal system with respect to business.	Examine
		Integrate the concept of ethics & value based considerations in business.	Integrate
		To Understand the role of managers in the firms	Estimate
MB104.3	Managerial Economics	To Understand the role of managers in the firms	Understand
		Understand the demand & supply conditions of the firm	Understand
		To Interpret production function, economies & diseconomies of scale, cost analysis	Interpret
		To understand market structure & pricing practices	Understand
		Understand the concept of National income, Inflation & its effect on trade	Understand
MB105.1	IT Applications for Management	To summarize the concepts and classify the categories of Information systems.	Understand
		To apply the technology infrastructure of computer hardware & software.	Apply
		To apply the basic knowledge of database connectivity.	Apply
		To apply different types of inter-organizational systems.	Apply
		To take measures to solve the problems relate to information security and laws.	Apply
MB105.2	Business Communication	To understand about the role and process of communication.	Understand
		To get knowledge about non verbal communication , negotiation and its approaches.	Understand
		To enhance presentation skills and methods of speaking, analyzing the audience.	Apply
		To create a good report and drafting different types of Business letters.	Create
		To maintain better relations with media and understand about crisis communication.	Analyze
MB106	Computer Practicals	To understand basic of MS-EXCEL spreadsheets along with formulas and functions of it.	Understand
		To create a data base and querying of data, working with graphs and charts.	Create
		To apply statistical and financial tools of MS-EXCEL.	Apply
		To understand and creating a database in MS- ACCESS and Creating querying using forms.	Understand
		To get knowledge of transferring data from EXCEL to ACCESS.	Apply

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II Semester

Course Code	Course Name	Course Outcome	Taxonomy Level
MB201	Human Resources Management	Effectively manage and plan key human resource functions within organizations	Apply
		Examine current issues, trends, practices, and processes in HRM	Analyze
		Simplify employee performance management and organizational effectiveness	Analyze
		Problem-solve human resource challenges	Create
		CO5 Develop effective written and oral communication skills	Apply
MB202	Financial Management	To Classify the Nature and Scope of Finance Function	Classify
		To Evaluate and Appraise the Investment Decisions	Evaluate
		To Identify the different Sources of Finance	Identify
		To Classify the Current Assets and Examine the major theories of Dividends	Classify
		To Outline Corporate Restructuring and Corporate Governance	Outline
MB203	Business Research Methods	To categorise the methods involved in analyzing the business outcomes .	Analyze
		To demonstrate the ability to collect data from various sources for the purposes of research.	Demonstrate
		To Classify the quality of data collected by analysis , scaling and probability	Classify
		To be able to evaluate by cause and effect the correlation and a mathematical expression by regression of the data	Evaluate
		To be able to apply the Business research Methods for the solution of problems in practise.	Apply
MB204.3	International Business	To demonstrate an understanding of the fundamental concepts of international business.	Demonstrate
		To apply the current business phenomenon and evaluate the global business environment	Apply
		To analyse the principle of international business and strategies adopted by firms to expand globally.	Analyse
		To examine the concepts of international trade and the functioning of global business.	Examine

		To assess the global business environment and its effective management.	Assess
MB204.4	Financial Markets & Services	To understand & differentiate between financial markets & financial services	Understand
		Understand Merchant banking and its functions	Understand
		To summarize the concept of Leasing and Hire purchase concept	Summarize
		To acquire & understand Insurance fundamental principles, characteristics & trends	Acquire & Understand
		To Understand the concept & functions of Factoring and concept of Credit rating agencies	Understand
MB205.1	Total Quality Management	To understand the fundamental principles of TQM	Understand
		To choose appropriate TQM Tools for improving processes & quality	Choose
		To choose appropriate TQM Technique for improving processes & quality	Choose
		To understand concept of six sigma & apply six sigma problem solving tools	Understand
		To construct TQM in service sectors	Construct
MB205.2	Strategic Management Accounting	To provide with an in-depth knowledge of management accounting and Evaluate performance of Strategic Management accounting decision.	Apply
		Apply and Evaluate strategic planning and control over budgeting techniques.	Apply
		Understand the concept of responsibility centers and responsibility accounting in organization.	Understand
		Ability to prepare and analyze costing and evaluate customer profitability.	Evaluate
		Apply and evaluate techniques for allocating and managing resources in organization.	Apply
MB206	Seminar	Develop communication skills.	Understand
		Understand Verbal and Nonverbal aspects of communication skills.	Understand
		Develop presentation skills.	Apply
		Motivates individual to be a good speaker.	create
		Increases confidence levels in individuals.	Analyze



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III Semester

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MB301	Operations Management	To understand features of operations & production, and types of processes	Understand
		To understand strategic levels in process sequencing, capacity & maintenance management	Understand
		To analyze work study techniques & service management	Analyze
		To understand need & importance of material in manufacturing firms	Understand
		To analyze stores functions & inventory models	Analyze
MB302	E-Business	To understand E-business basic development and environment	Understand
		To classify e-marketing strategies	Classify
		Understand and summarize mobile commerce basics	Understand
		Demonstrate understanding of mobile commerce technology	Demonstrate
		To understand the facts and ideas about mobile commerce applications	Understand
MB303	Operations Research	To understand definition, scope, objectives, phases, models & limitations of operations research and apply the graphical method to find optimal solution.	Understand
		To apply the primal and dual relationships by adapting to other models.	Apply
		To apply different application areas of operations research like transportation problem, assignment model and to solve them.	Apply
		To identify the resources project and generate a plan and work schedule.	Apply
		To analyze the usage of game theory, Queuing theory and simulation for solving business problems.	Analyze
MB304.1	Financial Risk Management	To Understand the concept of Risk, and Illustrate Risk Management Process – pre-requisites	Understand
		To Construct the Value at Risk (VaR) and Cash Flow at Risk	Construct

		To Identify the Techniques and Tolls of Risk Management – Forwards and Future Contracts	Identify
		To Compare the different types of Swaps – Interest Rate Swaps & Currency Swaps	Compare
		To Apply the Techniques and Tools of Risk Management – Options on Stock Indices	Apply
MB304.2	Product & Brand Management	To build a product & experiment with the modification and deletion of a product and identify the brand management strategies.	Apply
		To understand about new products development stages.	Understand
		To evaluate the role of research & development in the process of selection, testing & designing the product.	Evaluate
		To understand the importance of segmenting a market and identify the ways a market can be segmented.	Understand
		To examine principles of product launching.	Analyze
MB304.3	Compensation Management	To analyze current trends in compensation management.	Analyze
		To acquire an understanding of theoretical concepts and its practical applicability.	Understand
		To create a successful link between organizational goals, performance and compensation.	Create
		To gain knowledge about laws related to compensation and utilise it for the organisational benefit	Apply
		To evaluate if the business decisions taken are according to the HR concepts .	Evaluate
MB305.1	International Finanace	To Understand the Evolution of International Financial System	Understand
		To Classify the Foreign Exchange Market – Distinctive features and its types	Classify
		To Examine the Exchange Rate Determination and Risk Management	Examine
		To Analyze the Multinational Corporate Decisions in Global Markets	Analyze
		To Examine the International Tax Environment – Tax implications of foreign enterprises	Examine
MB305.2	Promotion & Distribution Management	To understand the Evolution, nature and importance, strategies and tactics and emerging trends in sales and distribution	Understand
		Ability to apply the knowledge of sales force recruitment, training and motivation and compensation for sales fo	Apply
		To analyze the channel designing, selecting channel partners and channel conflict	Analyze
		To take part in self-study to formulate, design, implement, analyze and demonstrate	Analyze

		distribution and retail management	
		To Evaluate real and complex Understanding of elements of supply chain	Evaluate
MB305.3	Organisation Development	To understand about concepts, skills necessary for managing and leading change in organization for development.	Understand
		To develop and enhance conceptual , behavioral skills to implement system wide organization change efforts.	Analyze
		To explore about managing the organization development process.	Evaluate
		Enhance self-awareness and understanding of group process in order to perform more effectively in their roles.	Analyze
		Examine systematically the techno structural , strategic interventions and sustainability that occurs during organization change efforts.	Analyze
MB306	Innovation Management	To demonstrate an understanding of the concept of R& D innovation management in organizations.	Demonstrate
		To estimate the allocation of funds in R & D projects and its management.	Estimate
		To evaluate the progress of R & D in organizations.	Evaluate
		To analyse the relation between R & D and innovation management.	Analyse
		To apply the knowledge acquired in facilitation of innovation in organizations.	Apply

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IV Semester

Course Code	Course Name	Course Outcome	Taxonomy Level
MB401	Strategic Management	Understand the importance, scope and concept of Strategy & Strategic Management Process.	Understand
		Formulate the Vision, Mission statements and define goals, objectives for organizations.	Formulate
		Analyze role of environment for strategy formulation.	Analyse
		Determine the alternatives for strategy formulation & sustenance.	Determine
		Identify strategy implementation procedures coupled with corporate ethics.	Identify
MB402	Business Intelligence	To Understand the History, Evolution, Styles & Benefits of Business Intelligence	Understand
		To Classify the Data Warehousing and Data Mining Approaches and Applications	Classify
		To Compare the Business Performance Measurement (BPM) and Business Intelligence	Compare
		To Classify Business Analytics and Data Visualization	Classify
		To Summarize Business Intelligence Implementation	Summarize
MB403	Supply Chain Management	Understand basic and fundamentals of supply chain management	Understand
		To summarize logistics management & Inventory management	Summarize
		Understand the role of Transportation & Warehousing	Understand
		Analyze role of Information technology in SCM	Analyse
		Understand key operation aspects like Distributors, HR in Supply Chain	Understand
MB404.1	Investment Management	To Understand the concept of Real vs Financial Assets – Investment Decision Process	Understand
		To Analyze the Fixed Income Securities and their Valuation and Management	Analyse
		To Identify the Common Stocks and to Construct the Security Market Indexes	Identify

		To Analyze the Concept of Portfolio – and Construct the minimum Risk Portfolio	Analyze
		To Evaluate Performance of Mutual Funds – Problems & Prospects in India	Evaluate
MB404.2	Consumer Behaviour	To define the conception of consumer behavior and reveal its importance in the context of marketing.	Define
		To apply the theories of consumer behavior & implement appropriate combinations of theories and concepts.	Apply
		To identify social and cultural factors impact on consumer behavior.	Apply
		To analyze consumer decision making process.	Analyze
		To evaluate models of consumer behavior.	Evaluate
MB404.3	Performance Management	The student will identify the factors affecting employees' job performance and the essentials of performance management	Apply
		The student will be able to study the nature and complexity of performance management system and will be able to design one that is suitable to a business enterprise	Create
		The student will be able to build performance plans in respect of employees and develop a system of counseling for improving their performance	Apply
		The student can experiment with different methods of performance appraisals and involve employees towards managing their performances	Apply
		The student will be able to take part in teams and link their performances with reward systems and thereby ensure achievement of organizational goals successfully	Analyze
MB405.1	Banking & Insurance	To understand the structure of banking & insurance business in India.	Understand
		To examine the products & services in Banking & Insurance.	Examine
		To identify the regulation & innovations in the banking system.	Identify
		To evaluate the potential of Insurance business in India.	Evaluate
		To propose diversified, customised and advanced banking and insurance services to the customers.	Propose
MB405.2	Services & Global Marketing	To Understand the Concept and Scope of Services – Categorization of Goods and Services	Understand
		To Analyze the Seven P's of Services Marketing Mix	Analyze
		To Experiment with the Strategies for Building Customer Relationship through segmentation	Experiment

		To Classify the Global Markets & the Environment of Global Marketing	Classify
		To Analyze International Brands and International Products	Analyze
MB405.3	Talent & Knowledge Management	To understand different approaches to talent management.	Understand
		To communicate appropriate action with employees based on their strength and weakness.	Apply
		To understand the processes of knowledge management of intensive firms.	Understand
		To apply knowledge management solutions & mechanism in business organization.	Apply
		To evaluate the impact of KM on organization performance.	Evaluate

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