



Methodist College of Engineering and Technology
Department of Business Management

Course Outcomes

AY: 2018-19

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

Assessment Coordinator

HOD