



Methodist College of Engineering and Technology
Department of Business Management

Course Outcomes

AY: 2019-20

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

Assessment Coordinator

HOD