



## **COURSE OUTCOME**

### **ODD SEMESTER**

#### **I SEM**

#### **PRINCIPAL OF MANAGEMENT (MBCI-1)**

**Year of Study 2017-2018**

**CO1:** Discuss and communicate the management evolution and how it will affect future managers.

**CO2:** Observe and evaluate the influence of historical forces on the current practice of management.

#### **Managerial Economics (MBCI-2)**

**Year of Study 2017-2018**

**CO1:** To Understand the roles of managers in firms.

**CO2:** To Understand the internal and external decisions to be made by managers.

#### **Accounting For Manager (MBCI-3)**

**Year of Study 2017-2018**

**CO1:** To understand and apply the essential numerical skills required for bookkeeping and accounting.

**CO2:** To understand and explain the relationship between the accounting equation and double-entry book keeping.

#### **BUSINESS LAWS (MBCI-4)**

**Year of Study 2017-2018**

**CO1:** Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.

**CO2:** Identify the fundamental legal principles behind contractual agreements.

#### **BUSINESS COMMUNICATION & INFORMATION SYSTEM(MBCI -5)**

**Year of Study 2017-2018**

**CO1:** Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.

**CO2:** Identify ethical, legal, cultural, and global issues affecting business communication.

**Research Methodology  
& Quantitative Techniques(MBCI -6)**

**Year of Study 2017-2018**

**CO1:** Critically analysis research methodologies identified in existing literature.

**CO2:** Propose and distinguish appropriate research designs and methodologies to apply to a specific research project.

**III SEM**

**Strategic Management( MBCIII)**

**Year of Study 2017-2018**

**CO1:** Identify the forces impacting on corporate and business strategies

**CO2:** Be critically aware of factors involved in strategy making

**Environment Management (MBFIII)**

**Year of Study 2017-2018**

**CO1:** the relationship between environmental management and sustainable development

**CO2:** the ways in which environmental management is framed and its implications for environmental management at domestic, organizational and community levels

**Project Management (MBFIII)**

**Year of Study 2017-2018**

**CO1:** Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.

**CO2:** Align the project to the organization's strategic plans and business justification throughout its life cycle.

**ELECTIVE / SPECIALIZATION COURSES**

**CORE GROUP – A – MARKETING MANAGEMENT**

**Sales and Distribution Management (MBEIII-11)**

**Year of Study 2017-2018**

**CO1:** Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.

**CO2:** Describe and Formulate strategies to effectively manage company's sales operations

**Integrated Marketing Communication(MBEIII - 12)**

**Year of Study 2017-2018**

## **& Brand Management**

**CO1:** A sound understanding of such fundamentals helps students appreciate concepts of segmentation, targeting, positioning differentiating, pricing and branding strategies which are necessary to design effective marketing and branding strategies for the organization.

**CO2:** The course concludes with sessions on integrated communication and digital marketing which are extremely relevant in the growing e-world.

## **EVEN SEMESTER**

### **II SEM**

#### **Human Resource Management & Organizational Behaviour(MBCII-1)**

**Year of Study 2017-2018**

**CO1:** Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.

**CO2:** Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.

#### **FINANCIAL MANAGEMENT (MBCII)**

**Year of Study 2017-2018**

**CO1:** Understand both the theoretical and practical role of financial management in business corporations.

**CO2:** Evaluate the role and importance of shareholders within modern corporations Have a greater appreciation and understanding of the importance of

#### **Marketing Management(MBCII-3)**

**Year of Study 2017-2018**

**CO1:** State the role and functions of marketing within a range of organizations.

**CO2:** Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.

#### **Operations Management (MBCII-4)**

**Year of Study 2017-2018**

**CO1:** identify the roles and responsibilities of operations managers in different organizational contexts

**CO2:** identify operational and administrative processes

**Cost Accounting(MBCII – 5)****Year of Study 2017-2018**

**CO1:** Explain the terminology, basic concepts and principles of cost accounting.

**CO2:** Prepare cost of goods manufactured statement.

**Economic Environment of Business(MBCII – 6)****Year of Study 2017-2018**

**CO1:** Discuss the supply and demand theory and its impact on insurance.

**CO2:** Explain the effects of government policy on the economic environment and insurance industry

**IV SEM****Business Ethics & Corporate Governance(MBCIV)****Year of Study 2017-2018**

**CO1:** Be able to explain and evaluate the part which corporate governance plays in maintaining the stability of markets and retaining public confidence in public intuitions

**CO2:** Be able to describe and analyze the primary parts of corporate governance frameworks

**Entrepreneurship Development (MBCIV)****Year of Study 2017-2018**

**CO1:** Have the ability to discern distinct entrepreneurial traits.

**CO2:** Know the parameters to assess opportunities and constraints for new business ideas.

**International Business Management( MBFIV)****Year of Study 2017-2018**

**CO1:** Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.

**CO2:** Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.

**Investment Environment  
& Wealth Management (MBEIV)****Year of Study 2017-2018**

**CO1:** The objective is to equip students with the theory and an introduction to the practice of wealth management I n four broad areas, an introduction to the landscape of the industry, basic budgeting and the building blocks of a finance plans, appreciating asset classes and the macro environment and putting together a coherent financial plan/portfolio.

**CO2:** Students will gain an understanding of the industry and current practices with an Asian and Singapore focus.

**Industrial Relations & Labor Laws(MBEIV)**

**Year of Study 2017-2018**

**CO1:** Describe the basic structural framework of industrial relations in Canada and apply this understanding to compare/contrast the Canadian context with other countries and assess and debate the evolution of the industrial relations framework over time.

**CO2:** Governing rules derived from these relationships

**Consumer Buying Behavior (MBEIV)**

**Year of Study 2017-2018**

**CO1:** The course will help the students take a holistic view of the buyer; it will help equip them with knowledge of various models and frameworks to help understand buyer behavior and align the knowledge with formulation of appropriate marketing strategies.

**CO2:** To understand of the theoretical and conceptual concepts of buyer behavior and apply them to real life marketing situations and practices.



**Principal  
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