

**Department of MBA**  
**Bapuji Institute of Engineering and Technology**  
**Lake View Campus, S S Layout, Davangere – 577004**

**Programme Outcomes (POs)**

1. Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance
2. Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learnability, developed for being continuously employable.
3. Students are instilled with leadership qualities, ethically sound, enabled with decision-making skills that reflect a high degree of social consciousness
4. Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment
5. Students are equipped with self-sustaining entrepreneurship qualities that encourage calculated risk-taking.

**Course Outcomes (POs)**

**1<sup>st</sup> Semester**

**MANAGEMENT & ORGANIZATIONAL BEHAVIOUR (20MBA11)**

1. Gain practical experience in the field of Management and Organization Behaviour
2. Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour.
3. Apply managerial and behaviour knowledge in real world situations.
4. Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality.
5. Understand and demonstrate their exposure on recent trends in management

**MANAGERIAL ECONOMICS (20MBA12)**

1. The student will understand the application of Economic Principles in Management decision making.
2. The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
3. The Student will be able to understand, assess and forecast Demand.
4. The student will apply the concepts of production and cost for optimization of production.

5. The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
6. The student will be able to understand macroeconomic concepts.

#### ACCOUNTING FOR MANAGERS (20MBA13)

1. Demonstrate theoretical knowledge and its application in real time accounting.
2. Capable of preparing financial statement of companies.
3. Independently undertake financial statement analysis and take decisions.
4. Comprehend emerging trends in accounting and computerization of Accounting systems.

#### BUSINESS STATISTICS (20MBA14)

1. Facilitate objective solutions in business decision making under subjective conditions.
2. Demonstrate different statistical techniques in business/real-life situations.
3. Understand the importance of probability in decision making.
4. Understand the need and application of analytics.
5. Understand and apply various data analysis functions for business problems

#### MARKETING MANAGEMENT (20MBA15)

1. Develop an ability to assess the impact of the environment on marketing function.
2. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying .
3. Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning.
4. Identifying marketing channels and the concept of product distribution.
5. Identifying techniques of sales promotion , significance of marketing research.
6. Synthesize ideas into a viable marketing plan for various modes of marketing

#### MANAGERIAL COMMUNICATION (20MBA16)

1. The students will be aware of their communication skills and know their potential to become successful managers.
2. The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
3. Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
4. The students will be introduced to the managerial communication practices in business those are in vogue.
5. Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

## **2<sup>nd</sup> Semester**

### **HUMAN RESOURCE MANAGEMENT (20MBA21)**

1. Gain practical experience in the field of Human Resource Concepts, functions and theories.
2. Acquire the conceptual insight of Human Resource and various functions of HR.
3. Apply personnel, managerial and welfare aspects of HR.
4. Develop a greater understanding about HR practices, analyse the trends in the field of HR.

### **FINANCIAL MANAGEMENT (20MBA22)**

1. Understand the basic financial concepts
2. Apply time value of money
3. Evaluate the investment decisions
4. Estimate working capital requirements
5. Analyze the capital structure and dividend decisions

### **RESEARCH METHODOLOGY (20MBA23)**

1. Understand various research approaches, techniques and strategies in the appropriate in business.
2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
3. Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular

### **OPERATIONS RESEARCH (20MBA24)**

1. Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
2. Use appropriate quantitative techniques to get feasible and optimal solutions
3. Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
4. Understand and apply the network diagram for project completion

### **STRATEGIC MANAGEMENT (20MBA25)**

1. Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
2. Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
3. To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
4. To help students understand the strategic drive in multinational firms and their decisions in different markets.
5. To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making

## ENTREPRENEURSHIP AND LEGAL ASPECTS (20MBA26)

1. Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.
2. To know about the various business models and B-Plans across Business sectors.
3. Able to understand the importance of marketing and different forms of businesses.
4. Become aware about various sources of funding and institutions supporting entrepreneurs.
5. Awareness about legal aspects and ways to protect the ideas.
6. To understand the ways of starting a company and to know how to protect their ideas.

## **3<sup>rd</sup> Semester**

### **CORE PAPERS**

#### EMERGING EXPONENTIAL TECHNOLOGIES (20MBA301)

1. Identify different emerging technologies
2. Select appropriate technology and tools for a given task
3. Identify necessary inputs for application of emerging technologies
4. Understand the latest developments in the area of technology to support business

#### TECHNOLOGY & OPERATIONAL STRATEGY (20MBA302)

1. Acquire the knowledge about the concepts of production and operation management
2. Demonstrate the basic concepts of process mapping
3. Evaluate the importance of Lean Manufacturing
4. Develop strategies of Total quality management
5. Understand the roles of ISO standards and production system

### **MARKETING SPECIALISATION COURSES**

#### SERVICES MARKETING (20MBAMM303)

1. Develop an understanding of the various concepts and importance of Services Marketing.
2. Enhance knowledge about emerging issues and trends in the service sector.
3. Learn to implement service strategies to meet new challenges.

#### MARKETING RESEARCH & ANALYTICS (20MBAMM304)

1. Comprehend the objectives of Market research & its application in solving marketing problems.
2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
3. Generalize and interpret the data with the help of various measurement techniques.
4. To understand the emergence of new trends in research.

## CONSUMER BEHAVIOUR (20MBAMM305)

1. Explain the background and concepts vital for understanding Consumer Behaviour.
2. Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
3. Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour

## RETAIL MANAGEMENT (20MBAMM306)

1. Career development in the field of sales
2. Find out the contemporary retail management, issues, and strategies.
3. Evaluate the recent trends in retailing and its impact in the success of modern business.
4. Relate store management and visual merchandising practices for effective retailing

## FINANCE SPECIALISATION COURSES

### INVESTMENT MANAGEMENT (20MBAFM303)

1. The student will understand the capital market and various Instruments for Investment.
2. The learner will be able to assess the risk and return associated with investments and methods to value securities.
3. The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
4. The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

### DIRECT TAXATION (20MBAFM304)

1. Understand the basics of taxation and process of computing residential status.
2. Calculate taxable income under different heads.
3. Understand deductions and calculation of tax liability of Individuals.
4. Know the corporate tax system.

### BANKING & FINANCIAL SERVICES (20MBAFM305)

1. The Student will be acquainted to various Banking and Non-Banking financial services in India.
2. The Student will understand the activities of Merchant Banking and credit rating.
3. The Student will be equipped to understand micro financing and other financial services in India.
4. The Student will understand how to evaluate and compare leasing & hire purchase.

### ADVANCED FINANCIAL MANAGEMENT (20MBAFM306)

1. Get an overview of capital structure theories.
2. Understand and assess the dividend policy of the firm.
3. Realize the importance of management of working capital in an organization.

4. Be aware of the techniques of cash, inventory and receivables management

## **HUMAN RESOURCE SPECIALISATION COURSES**

### **RECRUITMENT AND SELECTION (20MBAHR303)**

1. Gain the practical insight of various principles and practices of recruitment and selection.
2. Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
3. Illustrate the application of recruitment and selection tools and techniques in various sectors.
4. Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries

### **HUMAN RESOURCE ANALYTICS (20MBAHR304)**

1. Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions.
2. Acquire conceptual knowledge of HRA frameworks, models and approaches.
3. Illustrate the application of datafication of HR, predictive analytics tools and techniques.
4. Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.

### **INDUSTRIAL RELATIONS AND LABOUR LAWS (20MBAHR305)**

1. Gain practical experience related to labour legislations in India across various sectors.
2. Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.
3. Develop the greater understanding of IR concepts and its application in solving various issues in IR.
4. Apply the IR and labour laws concepts in various industries in India

### **COMPENSATION MANAGEMENT AND REWARD SYSTEM (20MBAHR306)**

1. Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
2. Determine the performance based compensation system for business excellence and solve various cases.
3. Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
4. Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

## **4<sup>th</sup> Semester**

### **MARKETING SPECIALISATION COURSES**

#### **B2B MARKETING MANAGEMENT (20MBAMM401)**

1. Understand significance of B2B marketing .
2. Ability to create an integrated marketing communications plan which includes promotional strategies
3. Effectively use marketing communication for customer acquisition
4. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.

#### **LOGISTICS AND SUPPLY CHAIN MANAGEMENT (20MBAMM402)**

1. Demonstrate knowledge of the functions of logistics and supply chain management.
2. To relate concepts and activities of the supply chain to actual organizations.
3. Highlight the role of technology in logistics and supply chain management.
4. Evaluate cases for effective supply chain management and its implementation.

#### **DIGITAL MARKETING MANAGEMENT (20MBAMM403)**

1. Recognize appropriate e-marketing objectives.
2. Appreciate the e-commerce framework and technology.
3. Illustrate the use of search engine marketing, online advertising and marketing strategies.
4. Develop social media strategy's to solve business problems.

#### **STRATEGIC BRAND MANAGEMENT (20MBAMM404)**

1. Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
2. Understand the overview of management, theory of management and practical applications of the same.
3. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
4. Demonstrate their acumen in applying managerial and behavioral concept in real world/situation. 5. Understand and demonstrate their exposure on recent trends in management

#### **AGRI BUSINESS MARKETING (20MBAMM405)**

1. Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.
2. Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
3. Emphasize the different strategies adopted by Indian companies for rural markets.

4. Apply the strategies to be adopted for influencing the rural consumers.

#### INTERNATIONAL MARKETING MANAGEMENT (20MBAMM406)

1. Understand the differences between domestic marketing and international marketing.
2. Understand the concept of international pricing and distribution decision.
3. Acquire the knowledge of import export documentation

#### FINANCE SPECIALISATION COURSES

##### RISK MANAGEMENT AND INSURANCE (20MBAFM401)

1. Understand various types of risks.
2. Assess the process of identifying and measuring the risk.
3. Acquaint with the functioning of life Insurance in risk management.
4. Understand general insurance contract.

##### FINANCIAL DERIVATIVES (20MBAFM402)

1. Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
2. Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
3. Application of financial derivatives in risk management.
4. Critically evaluate various financial derivatives

##### INDIRECT TAXATION (20MBAFM403)

1. Have clarity about GST system in India
2. Understanding of levy and collection of GST in India
3. Have an overview of customs duty in India
4. Understanding of valuation for customs duty.

##### MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING (20MBAFM404)

1. Understand M&A with its different classifications, strategies, theories, synergy etc.
2. Conduct financial evaluation of M&A
3. Analyse the results after evaluation
4. Critically evaluate different types of M&A, takeover and antitakeover strategies

##### CORPORATE VALUATION (20MBAFM405)

1. Understand corporate valuation and valuation process
2. Familiarize with the standard techniques of corporate valuation
3. Develop analytical skills relevant for corporate valuation and value based management
4. Critically evaluate IPOs, M&As, Bankruptcy cases

## INTERNATIONAL FINANCIAL MANAGEMENT (20MBAFM406)

1. The student will have an understanding of the International Financial Environment.
2. The student will learn about the foreign exchange market, participants and transactions.
3. The student will be able to use derivatives in foreign exchange risk management.
4. The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.

## HUMAN RESOURCE SPECIALISATION COURSES

### ORGANISATIONAL LEADERSHIP (20MBAHR401)

1. Understand the fundamental concepts and principles, theories of Organizational Leadership.
2. Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.
3. Developing better insight in understanding the leadership traits that influence them to work effectively in group
4. Demonstrate their ability to apply of their knowledge in organizational leadership.

### PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS (20MBAHR402)

1. Have in-depth understanding the various personality traits which promotes personal growth.
2. Analyze the concepts of human personality, behaviour and functioning of mind
3. Learn and apply the psychometrics tests in understanding the personality traits
4. Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness

### INTERNATIONAL HUMAN RESOURCES MANAGEMENT (20MBAHR403)

1. Gain conceptual knowledge and practical experience in understanding the HR concepts globally.
2. Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's.
3. Develop knowledge and apply the concepts of HR in global perspective
4. Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally.

### ORGANISATIONAL CHANGE AND DEVELOPMENT (20MBAHR404)

1. Gain conceptual insight of change management models, OD processes and interventions.
2. Develop the understanding of OD to apply OD aspects in private and public sectors in India.
3. Analyse the tools and techniques available to implement changes in the organization environment
4. Handle the OD interventions by analysing the role of OD consultant.

#### HUMAN RECOURSE AUDIT (20MBAHR405)

1. Gain conceptual knowledge and practical experience in understanding the HR Audit.
2. Comprehend and correlate the strategic approaches to HR Audit aspects
3. Develop knowledge and apply the concepts of HR Audit in the organisation
4. Have a better insight of HR Audit concepts, policies and practices by critically analysing the impact of contemporary issues in the organisation.

#### MANAGEMENT CONSULTING FOR BUSINESS EXCELLENCE (20MBAHR406)

1. Gain the practical insight of various principles and practices of Consultant and Consultancy
2. Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors
3. Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.
4. Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.