

University of Science & Technology Meghalaya

Department of Business Administration

MBA

POs , PSOs, COs

SCHOOL OF BUSINESS SCIENCES



Master of Business Administration

Programme outcomes (POs):

Business Administration tries to understand and develop all aspects of organisation which includes individuals in the form of employees through motivation, leadership, teamwork, network establishment and channelizing all required elements so that growth of organisation, employees and society can be ensured with proper code of conduct and ethical practices. It also provides a sound platform in students' career.

PROGRAMME SPECIFIC OUTCOMES (PSO): A master of Business Administration would be able to develop:

PSO1. It would develop the knowledge and skill to apply the principles and practice of Management, Finance, Marketing, HR, Business Law and IT to solve various problems faced in a business enterprise

PSO2. It will develop the innovative and critical thinking ability to identify and analyse various business situation and problems and also provide possible solutions towards the identified problems

PSO3. It would enable in develop attitude for teamwork and leadership quality in managing and leading human resource in a problem in a business enterprise

PSO4. It will develop the fundamental knowledge in the understanding of contemporary business areas and forthcoming challenges

PSO5. It will enable the students to develop skills on fundamental application of computers like MS Office, internet, ecommerce, professional software along with effective reporting and presentation skills.

COURSE CODE	NAME OF THE COURSE	COURSE OUTCOME(COs)
MBA 101	Management Process and Organizational Behaviour	CO1. To acquaint the students with the advance concept of Management.
		CO2. To give them the knowledge about different managerial functions and its application in practical world.
		CO3. To explain students about organization and organizational behaviour in general. Explain the fundamental forces and models of OB along with Challenges and Opportunities of OB.
		CO4. To make students understand the individual behaviour by giving them an idea about Personality development, Perception, Attitude, Value etc.
		CO5. This paper basically intends to have the outcome at understanding the relationship between individuals in an organisation and factors underlying organizational behaviour.
MBA 102	Marketing Management-1	CO1. Learn the fundamentals of marketing management
		CO2. Obtain in depth idea about consumer market and consumer behaviour
		CO3. Learn the STP in the context of domestic products and international products
		CO4. Understand the basic strategies of marketing mix
		CO5. Develop an analytical ability through solving caselets or other real life issues
MBA 103	Human Resource Management-1	CO1. It helps in getting the idea on past management and the changing trend of management along with different organisational design.

		CO2. It helps in knowing the importance of different policy in performing organisation's different functions both in Internal and External environment.
		CO3. It facilitates in creating diversified groups with the help of action and goal oriented leader and also helps in understanding the importance of Communication.
		CO4. It helps in getting better interpersonal relationship and also helps in knowing how the better interpersonal can be achieved by introducing different motivational components.
MBA 104	Financial Accounting	CO1. Enable the students in developing the ability to understand accounting language which would be helpful in resolving the problems in the corporate organization.
		CO2. The students would learn to apply techniques of accounting in real life situation.
		CO3. The students would develop skills to prepare financial statements of corporate organizations.
		CO4. The students would also develop skills how to analyse and interpret financial statements.
		CO5. The students would develop skills to take decisions using accounting information.
MBA 105	Quantitative Techniques	CO1. It would enable the students to understand the application of quantitative techniques in business world scenario.
		CO2. It would hone the skills of students for application of statistical tools for analysing various business data as well as make decisions on the basis of that.
		CO3. The students would be able to analyse output from various business problems.
		CO4. The students would be able to learn use of statistics in carrying out researches for various business as well as social issues.
		CO5. The students would be able to learn to interpret the results of quantitative analysis.
MBA 106	Information Technology In Bussiness	CO1. Explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage
		CO2. Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components
		CO3. Demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts
		CO4. Describe current information and communication, how they are selected, developed and used by organisations to produce goods and services, and to cooperate and/or compete with other organisations
MBA 107	Managerial Economics	CO1.To know about the need of study of economics for the students of management. Demand forecasting for the entrepreneur and what will happen to the market demand when price got change is studied here through price elasticity of demand.

		<p>CO2. Analyze the production function, which implies about how to bring all factors of production to make production possible. Law of variable proportion indicates that how in short run by changing the variable factor (labour) we can increase the production up to a certain limit. Similarly in long run how production got change by changing all factors production simultaneously and also the idea about the economies of scale.</p>
		<p>CO3.This unit provides the information about the cost of production. Cost analysis is most important part of the management study. It introduces different types of cost and how these are related with each other. It throws light over which cost influences in production in short run or in long run.</p>
		<p>CO4.After study of this unit students will come to know about the different forms of market their features and how they are different from each other.</p>
		<p>CO5. After the study students will be able to determine price at different market situations</p>
MBA 108	Business Environment	<p>CO1. Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.</p>
		<p>CO2. Familiarize the students with the nature of business environment and its components.</p>
		<p>CO3 The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.</p>
		<p>CO4. It helps the students to analyse political, social, economic, technological aspects that are related to cross border trade.</p>
MBA 201	Marketing Management -II	<p>CO1. To formulate a marketing plan including marketing objectives, marketing mix, strategies.</p>
		<p>CO2. Recommend profitable customer relationship management strategies that are consistent with organizational marketing objectives.</p>
		<p>CO3. To analyze the market based on segmentation, targeting and positioning.</p>
		<p>CO4. To communicate marketing information persuasively and accurately in oral, written and graphic formats.</p>
MBA 202	Human Resource Management-II	<p>CO1. To formulate a marketing plan including marketing objectives, marketing mix, strategies.</p>
		<p>CO2. Recommend profitable customer relationship management strategies that are consistent with organizational marketing objectives.</p>
		<p>CO3. To analyze the market based on segmentation, targeting and positioning.</p>
		<p>CO4. To communicate marketing information persuasively and accurately in oral, written and graphic formats.</p>
MBA 203	Cost and Management Accounting	<p>CO1. To familiarise the students with various functions of Human Resource management usually adopted in an organization.</p>
		<p>CO2. To give students the basic knowledge about Human Resource Planning, Recruitment, Selection, Performance Appraisal, compensation, training & development etc.</p>

		CO3. To give them knowledge about advance concept of HRM strategies, HRM & its various models, Wage & salary administration etc.
		CO4. The outcome of this paper is to make students understand HRM in detail & its application in practical world.
MBA 204	Financial Management	CO1. The students would understand various issues involved in financial management of a firm and hone their skills for making sound financial decisions and policies.
		CO2. The students would be able to develop knowledge about the various sources of finance for a corporate organisation alongwith financial markets.
		CO3. It would enable the students in developing skills for analysis and interpretation business information and application of financial theory in financing related decisions by using various tools and techniques of financial management.
		CO4. It would enable in developing skills for various techniques applied for appraisal of capital expenditure decisions in corporate investment decisions.
		CO5. It would enable in developing skills for understanding the importance of working capital management, estimating the working capital requirement etc..
MBA 205	Business Research Methods	CO1. It would help the students to understand nature of research carrying out in business scenerio.
		CO2. It would enable the students to carry out maket research with hands on experience with the field study
		CO3. Identify and analyse the relevant literature pertaining to the research problem
		CO4. Conduct research on business problem in a scientific manner helping the students in application of statistics in business research for analysis of the data.
		CO5. Conduct research on business problem in a scientific manner and Formulate and present effective business report
MBA 206	Production and Operation Management	CO1. To get familiar with the production & Operation management concerning planning, design & management of production & quality control of products i.e. the transformation process of resources, facilities into finished product.
		CO2. Decision making levels in different departments of an organization
		CO3. Perspective of Quality control tools, quality certification, quality management for any kind of organization and also the importance of these things.
		CO4. To know about the Facility location selection and also the different layouts of plants for different types of products
		CO5. To know about the Inventory management, inventory control models, Material management as well as purchasing management and what are the importance of these topics in an organization
MBA 207A	Strategic Technology Management And Intellectual	CO1. Analyze how technology is related to economic goals of a country.

	Property Right (General Elective)	CO2. Understand and utilize the concepts of technology forecasting and technology life cycle. CO3. Understand business process re-engineering concepts. CO4. Understand IPR and the processes to register for IPR
MBA 207B	Social Marketing (General Elective)	CO1. Describe and explain the meaning and nature of social marketing CO2. Analyse social marketing problems and suggest ways of solving these CO3. Recognise the range of stakeholders involved in social marketing programmes and their role as target markets CO4. Assess the role of branding, social advertising and other communications in achieving behavioural change.
MBA 208	Legal Regulatory Framework	CO1. Basic and practical knowledge regarding formation of company and the duties and responsibilities of managerial people , CO2. How a company winds up, the legal aspects of forming a valid contract the consequences of breach of its breach CO3. How to file a complaint in a consumer forum, constitution and jurisdiction of the forum, etc. CO4. Get conversed with various sections of different laws and regulations and their impact in running a company, dealing with banks, customers and entering into contracts
MBA 209	Soft Skill & Business Negotiation	CO1. Able to more self aware and understand the perceptions and change them. It will also enable the student to be develop their EQ, and give them the skills when it comes to people management or situation management. CO2. The students will be able to manage their emotions and develop leadership qualities along with the ability to think critically and creatively. CO3. They will be able to develop Interpersonal relationships through effective communication and will be able to solve problems and take decisions and train their minds to success.
MBA 301	Strategic Management	CO1. Identify and recognize the various levels at which strategic decision making happens in an organization. CO2. Discuss and define the factors that shape the SWOT analysis of a firm. CO3. Develop a PESTEL analysis that will lead to formulation of strategic plans. CO4. Analyze the suitability of strategies that firms have developed in the real world scenario to achieve valuable outcomes. CO5. Devise strategic approaches to managing a business successfully in a global context
MBA 302	Digital Business-I	CO1. To know the business models of e-commerce, the overall process of an e-commerce website how they work, the payment methods and also the application of e-commerce CO2. To get the idea of different computer systems being used by organization for storing data, communications etc. To understand about the different types of Management Information System like Decision support System, Executive Information System.

		CO3. To understand the concept of digital marketing and also the difference in traditional and digital marketing
		CO4. To know about the Search Engine Optimization and how it works
MBA 303A	Consumer Behaviour	CO1. Identify and explain factors which influence consumer behavior.
		CO2. To analyse the principles and concepts of consume behavior and consumption theory and apply them in consumption setting
		CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing
		CO4. Work effectively to prepare a professional, logical and coherent report on consumer behaviour issues within a specific context
		CO5. Recognise social and ethical implications of marketing actions on consumer behaviour
MBA 303B	Manpower Planning And Resourcing (Optional)	CO1. To disseminate students with the basic concept of Man power planning along with its need, importance, benefits etc.
		CO2. To give them knowledge about Human resource accounting and growing trends of HRA.
		CO3. To make students aware of various recent forecasting techniques to measure man power requirement and how those techniques can be adopted in an organization to do proper calculation regarding Man power planning.
		CO4. The outcome of this paper is to give students a very good idea about various strategies related to Man power planning and its application in today's competitive environment.
		CO5. To make students the knowledge about resourcing strategy
MBA 303C	Banking And Insurance (Optional)	CO1. To make the students understand the various services offered and various risks faced by banks.
		CO2. To make them aware of various banking innovations after nationalization
		CO3. To give them an overview about insurance industry and to make the students understand various principles, provisions that govern the Life General Insurance Contracts
		CO4. To give them an overview about insurance industry and to make the students understand various principles, provisions that govern the Life General Insurance Contracts
		CO5. To make students Understand the risks faced by banks and ways to overcome them.
		CO6. To make them Understand the difference between Life & Non-life Insurance.
MBA 303 D	Entrepreneurship And Small Business Management (Optional)	CO1. Understand the nature of entrepreneurship
		CO2. Understand the function of the entrepreneur in the successful, commercial application of innovations
		CO3. Confirm an entrepreneurial business idea
		CO4. Identify personal attributes that enable best use of entrepreneurial opportunities
		CO5. Explore entrepreneurial leadership and management style
MBA 303E	Environment And Agri Business Management	CO1. Economic Environment and role of agriculture
		CO2. Monetary and fiscal policies and regulatory rules

	(Optional)	CO3. Socio-Cultural Environment
		CO4. Political and Legal Environment
		CO5. Ecological Environment & Sustainable Development
MBA 304A	International Marketing	CO1. Apply the key terms, definitions, and concepts used in marketing with an international perspective.
		CO2. Compare the value of developing global awareness vs. a local perspective in marketing.
		CO3. Evaluate different cultural, political, and legal environments influencing international trade.
		CO4. Distinguish the advantages and disadvantages of products and services possess in international marketing in both emerging markets and mature markets.
		CO5. Explain the impact of global and regional influences on products and services for consumers and businesses.
MBA 304B	Employee Relationship Management and Labour Laws (Optional)	CO1. It gives the different bases to know of having relationships among the people of organisation as well as the benefits of having good industrial relation.
		CO2. It also helps in establishing very healthy industrial relationship with the help of Labour laws.
		CO3. It helps in knowing the role of Trade Union, the importance of presence of Ethical codes, Discipline, organisation's own grievance handling mechanism etc.
		CO4. It gives a better understanding why workers' participation in management and collective bargaining are important very much in organisation.
		CO5: It gives understanding on how social security can be ensured with the employees of organisation.
MBA 304C	Security Analysis And Portfolio Management (Optional)	CO1. Understand the basic concepts and fundamentals of Indian capital market, its operations, instruments, regulations etc.
		CO2. Acquire analytical skills in the market analysis in the context of raising medium and long term funds. Develop knowledge of h the operations of secondary market mechanism in Indian financial market
		CO3. Develop skills in making market analysis through Fundamental analysis and Technical analysis.
		CO4. Develop understanding of the underpinnings of important theories and frameworks in Financial Technical Analysis, Identify, interpret and analyze the varied financial technical patterns and indicators presented on the real-life stock charts.
		CO5. Measure volatility in market prices through various models. It would enable the students in statistically measure risk & analyze applications. Students would be able to learn Risk Management issues in investments
MBA 304D	Introduction To Industry Verticals (Optional)	CO1. Service sectors like hospitality, health care and the aspects of consultancy event management and also about various forms of industries
		CO2. The ecosystem of ITES
		CO3. The ecosystem of education and training
		CO4. Various facts of agribusiness

		CO5. Project formulation and reporting
MBA 304E	Agri Business And Rural Marketing (Optional)	CO1. Principles and practices of marketing
		CO2. Marketing and market research
		CO3. Factor influencing consumer behavior
		CO4. Product management process and Promotion & Distribution Management
		CO5. Innovation and New Product Development
MBA 305A	Product And Brand Management	CO1. Understand the product and brand operation from customer point of view
		CO2. Understand and analyse the challenges in the contemporary business using the different theories and models
		CO3. Ability to develop, interpret and evaluate different product and brand strategies
		CO4. Identify and develop the factors critical for the product or brand
		CO5. Knowledge about the competition in different sectors
MBA 305B	Management And Organization Development (Optional)	CO1. To define various terms relating to organizational development & change
		CO2. Apply theories and current research concerning individuals, groups, and organizations to the process of change
		CO3. Identify organizational situations that would benefit from OD interventions and understand OD diagnostic models
		CO4. Analyze/diagnose ongoing activities within an organization and design and plan the implementation of selected OD interventions.
		CO5. Understand multiple methods for collecting diagnostic data in organizations, and the benefits and shortfalls of each
MBA 305 C	International Finance (Optional)	CO1: Understand international capital, foreign exchange market, risk relating to exchange rate fluctuations and develop strategies to deal with themith them.
		CO2. Lead the students to understand the ways of operating of multinational corporation .as well as the international market environment. Which include international financial market and the political and economic environment in host countries, etc.
		CO3. Would be able to know about various strategies to deal with other types of country risks associated with foreign operations.
		CO4. to know about various strategies to deal with other types of country risks associated with foreign operations
		CO5. apply the theories and models covered to the issue of optimal currency areas, with specific reference to the design and operation of the euro.
MBA 305D	Project Formulation And Reporting (Optional)	CO1. Would Possess creativity and innovative skills for entrepreneurs and lifelong learning in entrepreneurship.
		CO2. Able to identify business ideas and shape entrepreneurial opportunities and to evaluate their potential for business success

		CO3. Knowledge of importance of business plan and also about common pitfalls to be avoided in preparation of it.
		CO4.To understand and comprehend applicability of functional plans to situations in global business world
		CO5. Would be able to Undertake a mini project to practice the theoretical perspective learnt above.
MBA 305E	Agri Input Management (Optional)	CO1. Estimation of planning and Materials Planning
		CO2. Purchase process and Management
		CO3. Logistics and Warehousing
		CO4. Cost control techniques
		CO5. Learn the Markets and Market Structure
MBA 306 [MDC PAPER]	Corporate Governance And Corporate Social Responsibility (CSR)	CO1. Display a clear understanding of importance of corporate governance and corporate social responsibility and how it effects various decisions in the organization.
		CO2. Identify various concerns usually addressed by corporate governance structures and the other drivers of corporate governance, such as capital markets, shareholders and rating agencies.
		CO3. Practice appropriate business responses and management approaches for dealing with social, political, environmental, technological and global issues;
		CO4. Describe the ethical an current social responsibility issues and the influence of these issues on society, management decision making, behaviour, policies and practices;
		CO5. Define governance in business and recognize the legitimacy of business as an institution in a global society
MBA 401	Supply Chain Management	CO1. Develop a sound understanding of the important role of supply chain management in different organizations.
		CO2. To understand the supply chain theories, practices and concepts utilizing case problems and problem-based learning situations also the current supply chain management trends.
		CO3. To know what are the importance of planning & demand in supply chain and how information technology is related to supply chain management.
		CO4. To understand the recent trends adopted by the organizations and how they are implementing those.
		CO5. Plan Warehouse and Logistics operations for optimum utilization of resources
MBA 402A	Digital Business – II (General Elective)	CO1. To know the concept, classification of Cyber-crime, cyber security and also the punishment and residuary penalty for these.
		CO2. To understand the different types of payment methods used by e-commerce websites and the risk management options for these Electronic Payment Systems.
		CO3. To get familiar with the ERP systems for both manufacturing or service organizations, and implementation of this system.

		CO4. To know about the security risk in e-commerce and protection of these electronic assets and intellectual property.
MBA 402 B	Corporate Governance And Corporate Social Responsibility (CSR) (General Elective)	CO1. Display a clear understanding of importance of corporate governance and corporate social responsibility and how it effects various decisions in the organization. CO2. Identify various concerns usually addressed by corporate governance structures and the other drivers of corporate governance, such as capital markets, shareholders and rating agencies. CO3. Practice appropriate business responses and management approaches for dealing with social, political, environmental, technological and global issues; CO4. Describe the ethical and current social responsibility issues and the influence of these issues on society, management decision making, behaviour, policies and practices; CO5. Define governance in business and recognize the legitimacy of business as an institution in a global society
MBA 403A	Service Marketing	CO1. To know in detail about the service sector and apply the 7Ps of Service Marketing. CO2. To understand what quality means in service delivery and how perceptions of service quality are developed by customers. CO3. The students will be able to explain service blueprinting, the integration of new technologies and other key issues of today's customer service provider and service managers. CO4. The students will be able to identify critical issues in service design and service delivery including managing customer service. CO5. Identify critical issues in service design including nature of the service product and marketing.
MBA 403B	Compensation Management And Labour Welfare Laws (Optional)	CO1. It helps in having a better industrial relation and knowing the socio-economic emergence of labour laws in organisation. CO2. It gives the idea on how the employees can be given the social security just by introducing labour laws efficiently. CO3. It helps in creating the awareness among the employees about their right in the work place that may be related to the monetary issue. CO4. It helps in how to regulate and control misconduct which arises in organisation. CO5. Demonstrate a general knowledge framework and understanding of key functions in management as applied in practice. Students will be aware of different school of thought and the theories given by different management thinkers
MBA 403C	Advance Financial Services (Optional)	CO1. It would help the students to gain knowledge on existing and emerging areas of merchant banking. CO2. Communicate and explain specialised technical advice, knowledge and ideas, to professionals and non experts involve with the financial services industry. CO3. To know about the on Hire purchase and leasing system, and credit rating process adopted by the various institutions. CO4. A capacity to integrate technical and conceptual knowledge, and interpersonal skill to work effectively within the financial services industry.

		CO5. Help to analysis various financing strategies and financing decision
MBA 403D	New Enterprise Finance And Appraisal (Optional)	CO1. Acquaint to prepare project proposal (DPR) for new enterprise CO2. To know about the technology management. CO3. To study about the emerging technologies. CO4. To infer the knowledge of quality control practices CO5. Will enable students the knowledge about crowd funding and financial appraisal
MBA 403E	Agri-Business Technology Management And Agri-Marketing Institutions (Optional)	CO1. To know about the technology management. CO2. To study about the emerging technologies. CO3. To infer the knowledge of quality control practices CO4. To study about the rules and regulations in Agri- Business. CO5. To know about the marketing institutions towards Boards and Directorates.
MBA 404A	Advertising And Sales Management	CO1. Gather basic concepts of the trade of advertising and ability to understand client requirement for advertising CO2. Develop an advertising plan considering the strength, weakness opportunity and threat for the client CO3. Understand the criticality of different media and devising media strategy and media budget as per client requirement CO4. Understand the need for organising, training and motivating sales person CO5. Learn territory management for increasing effectiveness of sales
MBA 404B	Talent Management (Optional)	CO1. To acquaint the students with the concept of Talent Management including growing trends of Talent Management and its objectives, need etc. in today's organisations. CO2. To discuss with the students about how Human Resource Management Department can identify the talented employees exist in their organization and how to motivate them to achieve better performance. CO3. Learning about Talent management system, Talent management process and various strategies related to it CO4. To discuss about procedure of Talent acquisition, Talent engagement and Talent Retention in an organization. CO5. The outcome of this paper is to make students learn about how employees can achieve and utilize their talents and its application in practical world
MBA 404C	Management of Financial Derivatives (Optional)	CO1. It would enable the students to understand the basic concepts and fundamentals of Derivatives available in Indian Financial market, its operations, instruments, regulations etc CO2. The students would gain the knowledge of emergence of commodities markets and understand its future thus enabling the students to understand the dynamics of world commodities markets. CO3. It would acquaint the students with the trading, clearing and settlement mechanism in derivative market. CO4. It would equip the students with the knowledge of emerging commodities derivatives trading practices in India.

		CO5. It would also equip the students about valuation of derivatives, pricing strategies of derivatives and apply them in real life situations.
MBA 404D	Business Opportunity And Modeling (Optional)	CO1. Study about the evolving markets and emerging trends in marketing
		CO2. To study about social entrepreneurship
		CO3. To prepare and develop business modeling.
		CO4. Applying simulation technique to have a better understanding of the new market ideas.
		CO5. Understand the diversity in platform thinking: platforms as technological systems, multi-sided markets, and organizations
MBA 404E	Agri Business Opportunities (Optional)	CO1. To know about the technology management.
		CO2. To study about the emerging technologies.
		CO3. To infer the knowledge of quality control practices
		CO4. To study about the rules and regulations in Agri- Business.
		CO5. To know about the marketing institutions towards Boards and Directorates.
MBA 407 [MDC Paper]	Basics Of Management	CO1: Understand the concepts related to Business.
		CO2: Demonstrate the roles, skills and functions of management.
		CO3: Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
		CO4: Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
		CO5. To discuss about leader, followers as well as leadership process and also various styles and theories related to it.
HVP 740 (MBA 408)	Human values & Professional Ethics	CO1. To critically understand ethical issues as they pertain to professional and personal identity.
		CO2. To learn to consider oneself and the world around from these basic ethical positions.
		CO3. To develop sharpened analytic faculties for oral and written expression.