



ACHARYA INSTITUTE OF TECHNOLOGY

Department of Mechanical Engineering

Bengaluru-560107

COURSE OUTCOMES

DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA11	COURSE ID	C101
COURSE TITLE		MANAGEMENT AND ORGANISATIONAL BEHAVIOUR					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C101.1		Recall all the fundamentals of Management and Organization Behaviour					
C101.2		Understand the concept of Management, various functions of Management and theories in Organization Behaviour					
C101.3		Demonstrate their acumen in applying managerial and behavioral concept in real world/situation					
C101.4		Analyze the concepts of Management and various theories related to individual behavior, attitude, Perception and Personality					
DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA12	COURSE ID	C102
COURSE TITLE		MANAGERIAL ECONOMICS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C102.1		Students will be able to Remember the fundamental concepts of business and economy.					
C102.2		Students will be able Understand the theory and tools of economics.					
C102.3		Students will be able to apply the concepts of economic theories in the achievement of objectives of the business firm.					
C102.4		Students will be able to analyse the economic conditions and its impact on business to facilitate decision making.					
DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA13	COURSE ID	C103
COURSE TITLE		ACCOUNTING FOR MANAGERS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C103.1		State the rules of account, types of accounts, accounting concepts and conventions, methods of depreciations.					
C103.2		Describe the basic concepts of financial accounting such as accounting equation, journal, ledger final accounts, CFS, depreciation, HRA etc.					
C103.3		Prepare journal and ledger books, trial balance, final accounts, CFS.					
C103.4		Differentiate between SLM and WDV methods of depreciation and various HRA methods to choose the best one.					
DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA14	COURSE ID	C104
COURSE TITLE		STATISTICS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					



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C104.1		Remember the fundamental concepts of various statistical tools and techniques used in decision making.					
C104.2		Understand the important aspects of descriptive statistics and project management					
C104.3		Apply knowledge of descriptive and inferential statistics to interpret the meaning of calculated statistical indicators.					
C104.4		Analyze and choose various statistical methods and decision models for solving the business problems.					
DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA15	COURSE ID	C105
COURSE TITLE		MARKETING MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C105.1		Remember the factors influencing marketing management.					
C105.2		Understand marketing strategies that incorporate psychological and sociological factors which influence buying.					
C105.3		Apply knowledge to explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the marketplace.					
C105.4		Analyze marketing strategies based on product, price, place and promotion objectives.					
DEPARTMENT	MBA	SEMESTER	1	COURSE CODE	18MBA16	COURSE ID	C106
COURSE TITLE		MANAGERIAL COMMUNICATION					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C106.1		Remember the fundamental concepts of communication.					
C106.2		Understand the important aspects of different types of communication					
C106.3		Apply the concepts and independently prepare business letters, reports and minutes of meeting, gaining an exposure to media management.					
C106.4		Analyze business situations and independently develop effective presentation, negotiation skills and employability skills, determine the impact of technological advancement on business communication.					
DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA21	COURSE ID	C111
COURSE TITLE		HUMAN RESOURCE MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C111.1		Recall the fundamental concepts of Human Resource Management					
C111.2		Conceptual understanding of basic concepts, theory, functions of HRM and HR practices					
C111.3		Apply the Knowledge of HRM in the various situation such as job analysis, recruitment and selection, performance appraisal, compensation and benefits					
C111.4		Analyze information regarding the effectiveness of HR procedures and practices					



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DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA22	COURSE ID	C112
COURSE TITLE		FINANCIAL MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C112.1		To define various important concepts of financial management.					
C112.2		To describe various concepts of financial market, instruments, capital structure.					
C112.3		To demonstrate determination of future and present value, cost of debt and capital.					
C112.4		To examine the concepts of loan amortization, investment decisions, working capital management and dividend decisions.					
DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA23	COURSE ID	C113
COURSE TITLE		RESEARCH METHODOLOGY					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C113.1		Remember the basic research concepts for social science studies					
C113.2		Understand various Research approaches, techniques and strategies in business					
C113.3		Apply a range of quantitative / qualitative research techniques to business and day to day management problems.					
C113.4		Analysis of data, interpretation and report writing that would enable critical thinking skills.					
DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA24	COURSE ID	C114
COURSE TITLE		Legal and Business Environment					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C114.1		Remember the basic legal and business environmental concepts for setting up business					
C114.2		Understand various legal and industrial policies pertaining to business					
C114.3		Apply a range of legal and macroeconomic aspects in the business working environment					
C114.4		Analysis of legal data, interpretation and external environmental factors that would enable critical thinking skills.					
DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA25	COURSE ID	C115
COURSE TITLE		Strategic Management					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C115.1		Remember and learn the basic concepts of strategic management in daily life.					
C115.2		Understand various approaches of strategy formulation and implementation in business.					
C115.3		Apply knowledge and skill to use various strategies to solve business problems and lead organizations to encourage team work.					



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C115.4	Analysis of Business problems of different industries to formulate strategy and to lead and communicate effectively for decision making at the global business level.
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DEPARTMENT	MBA	SEMESTER	2	COURSE CODE	18MBA26	COURSE ID	C116
COURSE TITLE		Entrepreneurship Development					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C116.1		Remember the various concepts of Entrepreneurship, family business and the institutions supporting the growth of entrepreneurship					
C116.2		Understand the various processes of entrepreneurship, business plan, venture capitalists and the ways of taking the business to international level					
C116.3		Apply the knowledge and write a model business plan to start a new venture					
C116.4		Analyze the various case studies of entrepreneurship and suggest a suitable strategies for the same					

DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M301	COURSE ID	C201
COURSE TITLE		PRINCIPLES & PRACTICES OF BANKING					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C201.1		CO1: Understanding basic system and structure of banking in India					
C201.2		CO2: Acquiring the knowledge of banker and customer					
C201.3		CO3: Apply the knowledge of negotiable instruments and banking technology					
C201.4		CO4: Analyze various techniques used for asset liability management and bank lending					

DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M302	COURSE ID	C202
COURSE TITLE		INVESTMENT BANKING & FINANCIAL SERVICES					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C202.1		CO1 (Remembering): To define various important concepts of both direct and indirect taxes					
C202.2		CO2 (Understanding): To describe various concepts of direct and indirect taxes.					
C202.3		CO3 (Application): (To demonstrate determination of residential status, computation of taxable income and tax liability of the assessee					
C202.4		CO4 (Analysis): To differentiate between tax planning, tax evasion and tax avoidance and distinguish between allowances and perquisites etc					



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DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M303	COURSE ID	C203
COURSE TITLE		INVESTMENT MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C203.1		CO1:Remember the Investment management alternatives					
C203.2		CO2: Understand the process of investment, functioning of stock market in India, risk and return relationship, fundamental and technical analysis					
C203.3		CO3: Apply the tools and techniques for efficient portfolio management					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M304	COURSE ID	C204
COURSE TITLE		ADVANCED FINANCIAL MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C204.1		Define, list and state the concept of working capital, W C leverage, trade credit, EOQ, ordering level, stock level, discriminant analysis capital structure, indifference point and stock split.					
C204.2		Describe, discuss, classify and explain the sources of working capital finance, optimum cash management models, credit evaluation procedure, numerical scoring model inventory management techniques, cash collection methods, factors influencing capital structure, dividend forms, theories of capital structure and dividend policies.					
C204.3		Solve and interpret the result of working capital calculation, cash budget, collection methods, dividend models and arbitrage process.					
C204.4		Justify / Evaluate MM model of dividend policy, arbitrage process and EBIT- EPS analysis.					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M305	COURSE ID	C205
COURSE TITLE		COST MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C205.1		To understand various concepts and terminologies used in cost management					
C205.2		To explain and critically evaluate various costing methods and techniques such as marginal costing, budgetary control, standard costing, activity based costing etc.					
C205.3		To apply and analyse various costing methods and techniques.					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAF M306	COURSE ID	C206
COURSE TITLE		STRATEGIC CREDIT MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C206.1		To remember the concepts of bank loan process and credit appraisals by the bankers.					



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C206.2		To understand various concepts Credit management in banks and credit policy and bank loans.					
C206.3		To Apply Evaluation techniques of consumers loans, advances, pledge and hypothecation of loans.					
C206.4		To analyse crop loans and crop insurance schemes and customer credit financing ,NPA management by the banker.					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M301	COURSE ID	C207
COURSE TITLE		CONSUMER BEHAVIOR					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C207.1		<i>Remember</i> the various concepts vital for understanding consumer behavior					
C207.2		<i>Understand</i> the various variables that determines Consumer Behaviour in Social & cultural domain					
C207.3		Identifying and <i>apply</i> the psychological and Behavioural practices adopted by organization to enhance the Consumer Behaviour					
C207.4		Analyze the social and psychological factors and their influence your behavior as a consumer					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M302	COURSE ID	C208
COURSE TITLE		RETAIL MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C208.1		To remember basic retail functions and key emerging areas in retail					
C208.2		To understand the various retailing techniques, application of these and taking decisions related to store layout, merchandising, assortment, pricing and promotion, retail audits and ethics retailing					
C208.3		To apply the knowledge about retail in designing store- layout, coding system, materials handling, exteriors					
C208.4		To analyze the problem of retailing in India					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M303	COURSE ID	C209
COURSE TITLE		SERVICES MARKETING					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C209.1		CO1: Remember concepts of services marketing and importance of service marketing.					
C209.2		CO2: Understanding Gap model of services, emerging issues and trends in the service sector.					
C209.3		CO3: Apply and Develop the strategies towards closing GAPs for effective services marketing.					
C209.4		CO4: Analyze the GAP strategies for effective services marketing					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M302	COURSE ID	C2010



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COURSE TITLE		INDUSTRIAL RELATIONS & LEGISLATIONS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2010.1		CO1 – Recall the fundamental concepts of Industrial relations.					
C2010.2		CO2 –Understand the importance of Collective Bargaining, Negotiation, Grievance and disciplinary procedures and the functioning of the Trade Unions in India.					
C2010.3		CO3 – Apply the principles of IR to solve issues related to employee-management relations for sustained industrial peace					
C2010.4		CO4 – Analyse the impact of implementing various protective and social security legislations in the Indian Industry.					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M303	COURSE ID	C2011
COURSE TITLE		RECRUITMENT & SELECTION					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2011.1		CO1: Remember the concept of job analysis, recruitment and selection.					
C2011.2		CO2: Understand the concepts of Job analysis, methods of job analysis, latest concepts and techniques used in hiring.					
C2011.3		CO3: Apply the concepts of job analysis, recruitment and selection					
C2011.4		CO4: Analyze the various recruitment and selection concepts, policies, methods and procedures.					
DEPARTMENT	MBA	SEMESTER	3	COURSE CODE	17MBAM M302	COURSE ID	C2012
COURSE TITLE		COMPENSATION & BENEFITS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2012.1		CO1 – Recall the fundamental concepts of Industrial relations.					
C2012.2		CO2 –Understand the importance of Collective Bargaining, Negotiation, Grievance and disciplinary procedures and the functioning of the Trade Unions in India.					
C2012.3		CO3 – Apply the principles of IR to solve issues related to employee-management relations for sustained industrial peace.					
C2012.4		CO4 – Analyse the impact of implementing various protective and social security legislations in the Indian Industry.					

DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M401	COURSE ID	C211
COURSE TITLE		MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C211.1		To define various important concepts of Mergers and Acquisition					
C211.2		To describe various concepts of process, stages, forms of corporate restructuring and takeover defensive measures.					



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C211.3	To apply the knowledge of amalgamation in the nature of purchase or interest pooling method
C211.4	To analyze the Mergers and Acquisition deals after the calculations

DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M402	COURSE ID	C212
COURSE TITLE		RISK MANAGEMENT AND INSURANCE					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C212.1		To define various concepts of Risk Management and Insurance					
C212.2		To understand the various risks faced by corporates and how to manage them					
C212.3		To apply the strategies of risk management and how to overcome.					
C212.4		To analyse the theories of Risk management for success of the business					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M403	COURSE ID	C213
COURSE TITLE		TAX MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C213.1		To remember various important concepts of both direct and indirect taxes.					
C213.2		To describe various concepts of direct and indirect taxes.					
C213.3		To demonstrate determination of residential status, computation of taxable income and tax liability of the assessee.					
C213.4		To differentiate between tax planning, tax evasion and tax avoidance and distinguish between allowances and perquisites etc					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M404	COURSE ID	C214
COURSE TITLE		INTERNATIONAL FINANCIAL MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C214.1		Be aware of international economic and financial environment					
C214.2		Understand foreign exchange rate determination					
C214.3		Know foreign exchange exposure measurement and management					
C214.4		comprehend the financial management aspects of the MNC					
C214.5		Understand the working of world financial markets and institutions					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M405	COURSE ID	C215
COURSE TITLE		FINANCIAL DERIVATIVES					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C215.1		Know the features of financial derivatives					
C215.2		Understand the risk management process using derivatives					
C215.3		Realize use of options and futures contracts					



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C215.4		Understand the pricing of financial derivatives and to be aware of fundamentals of credit risk management and Value at Risk					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAF M406	COURSE ID	C216
COURSE TITLE		CORPORATE VALUATION					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C216.1		Remember the basic corporate valuation process					
C216.2		Understand analytical skills and communication strategies for Corporate Valuation					
C216.3		Apply the standard techniques of corporate valuation					
C216.4		Analyse the various strategies of corporate valuation					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAM M401	COURSE ID	C217
COURSE TITLE		SALES MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C217.1		Remember the concepts sales management and skills required for selling.					
C217.2		Understand the selling strategies and managerial skills in the area of sales.					
C217.3		Apply and develop sales territories to maximize selling effectiveness.					
C217.4		Analyze sales management strategies.					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAM M402	COURSE ID	C218
COURSE TITLE		INTEGRATED MARKETING COMMUNICATIONS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C218.1		Remember basics of IMC & advertising and its role in managerial decisions.					
C218.2		Understand about advertising agencies and their objectives & budgeting Methods and apply in managerial decision making.					
C218.3		Apply the concepts of IMC in media planning and developing media strategy.					
C218.4		Design the Advertisement copy by Analyzing the business environment and various IMC tools - advertising , direct marketing, promotion, PR, and publicity .					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAM M403	COURSE ID	C219
COURSE TITLE		E-MARKETING					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C219.1		Remember the basic concepts for E-Business, E-Commerce and E-Marketing					
C219.2		Understand the process of developing E-marketing plan and the external environment that affects global and E-marketing issues					
C219.3		Apply a range of different tools and techniques used for E-marketing research					



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C219.4		Analysis and interpret how marketing mix, supply chain & CRM is handled in E-Marketing					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAH R401	COURSE ID	C2110
COURSE TITLE		PUBLIC RELATIONS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2110.1		Remember the fundamental concepts of Public relations and its process					
C2110.2		Understand the functions, models, theoretical approaches to Public relations, crisis management techniques and emerging challenges of community activism.					
C2110.3		Apply the fundamental tools of PR practice to solve issues in Public relations.					
C2110.4		Analyze the role of communication, media and technology in Public relations keeping in mind the emerging trends in the field of PR.					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAH R402	COURSE ID	C2111
COURSE TITLE		WORKPLACE ETHICS AND VALUE SYSTEMS					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2111.1		To remember the various concepts of Workplace ethics					
C2111.2		To understand the structure of Workplace ethics and value systems					
C2111.3		To apply theories of workplace ethics in working environment					
C2111.4		To analyse and improve the workplace environment by making it more ethical.					
DEPARTMENT	MBA	SEMESTER	4	COURSE CODE	17MBAH R403	COURSE ID	C2112
COURSE TITLE		INTERNATIONAL HUMAN RESOURCES MANAGEMENT					
COURSE OUTCOME NO		COURSE OUTCOME STATEMENTS					
C2112.1		Remember basic concepts of IHRM.					
C2112.2		Understanding of theoretical approaches to IHRM, International workforce planning ,staffing ,Training & Development.					
C2112.3		Apply the conceptual knowledge about the range of human resource functions to deal with challenges associated with deployment of expatriate employees.					
C2112.4		Analyze the impact of contemporary issues and global imperatives on human resource concepts, policies and practices in multinational organizations.					