



B.L.D.E.Association's
Vachana Pitamaha Dr. P.G. Halakatti College of Engineering & Technology, Bijapur.

Program Outcomes

Department: MBA

List of Programme Outcomes

MBA students will be able to :

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data based decision making.
3. Ability to develop value-based leadership.
4. Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals contributing effectively to a team environment.



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List of Programme Specific Outcomes

The post graduate students of the department shall be able to

1. Comprehend the contemporary features and characteristics of Business Management Science and its administration.
2. Analyse and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level
3. Handle responsibility with the ethical values for all actions undertaken by them.
4. Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.
5. Adapt and focus on achieving the organisational goal and objectives with complete zeal and commitment.



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Subject	Code	Course Outcomes	Statement
III Semester			
1. Emerging Exponential Technologies	20MBA301	CO1	Identify different emerging technologies
		CO2	Select appropriate technology and tools for a given task
		CO3	Identify necessary inputs for application of emerging technologies
		CO4	Understand the latest developments in the area of technology to support business
2. Technology & Operating Strategies	20MBA302	CO1	Acquire the knowledge about the concepts of production and operation management
		CO2	Demonstrate the basic concepts of process mapping
		CO3	Evaluate the importance of Lean Manufacturing
		CO4	Develop strategies of Total quality management
		CO5	Understand the roles of ISO standards and production system
3. Service Marketing	20MBAMM303	CO1	Develop an understanding about the various concepts and importance of Services Marketing.
		CO2	Enhance knowledge about emerging issues and trends in the service sector
		CO3	Learn to implement service strategies to meet new challenges



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III Semester			
4. Marketing Research & Analytics	20MBAMM304	CO1	Comprehend the objectives of Market research & its application in solving marketing problems
		CO2	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
		CO3	Generalize and interpret the data with the help of various measurement techniques
		CO4	To understand the emergence of new trends in research.
5. Investment Management	20MBAFM303	CO1	The student will understand the capital market and various Instruments for Investment
		CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities
		CO3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management
		CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management



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III Semester			
6. Direct Taxation	20MBAFM303	CO1	Understand the basics of taxation and process of computing residential status
		CO2	Calculate taxable income under different heads.
		CO3	Understand deductions and calculation of tax liability of Individuals
		CO4	Know the corporate tax system..
7. Recruitment and Selection	20MBAHR303	CO1	Gain the practical insight of various principles and practices of recruitment and selection.
		CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
		CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors
		CO4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries



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III Semester			
8. Human Resource Analytics	20MBAFM304	CO1	Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions
		CO2	Acquire conceptual knowledge of HRA frameworks, models and approaches.
		CO3	Illustrate the application of ratification of HR, predictive analytics tools and techniques
		CO4	Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context



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IV Semester			
1. B2B Marketing Management	20MBAMM401	CO1	Understand significance of B2B marketing
		CO2	Ability to create an integrated marketing communications plan which includes promotional strategies
		CO3	Effectively use marketing communication for customer acquisition
		CO4	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics
2. Logistics and Supply Chain Management	20MBAMM402	CO1	Demonstrate knowledge of the functions of logistics and supply chain management
		CO2	To relate concepts and activities of the supply chain to actual organizations.
		CO3	Highlight the role of technology in logistics and supply chain management
		CO4	Evaluate cases for effective supply chain management and its implementation.



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IV Semester			
3. Digital Marketing Management	20MBAMM403	CO1	Recognize appropriate e-marketing objectives
		CO2	Appreciate the e-commerce framework and technology.
		CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies
		CO4	Develop social media strategy's to solve business problems
4. Risk Management and Insurance	20MBAFM401	CO1	Understand various types of risks
		CO2	Assess the process of identifying and measuring the risk
		CO3	Acquaint with the functioning of life Insurance in risk management.
		CO4	Understand general insurance contract.



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5. Financial Derivatives	20MBAFM402	CO1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
		CO2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
		CO3	Application of financial derivatives in risk management
		CO4	Critically evaluate various financial derivatives.
6. Indirect Taxation	20MBAFM403	CO1	Have clarity about GST system in India
		CO2	Understanding of levy and collection of GST in India
		CO3	Have an overview of customs duty in India
		CO4	Understanding of valuation for customs duty.



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7. Organisational Leadership	20MBAHR401	CO1	Understand the fundamental concepts and principles, theories of Organizational Leadership
		CO2	Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.
		CO3	Developing better insight in understanding the leadership traits that influence them to work effectively in group
		CO4	Demonstrate their ability to apply of their knowledge in organizational leadership.
8. Personal Growth and Interpersonal Effectiveness	20MBAHR402	CO1	Have in-depth understanding the various personality traits which promotes personal growth
		CO2	Analyze the concepts of human personality, behaviour and functioning of mind
		CO3	Learn and apply the psychometrics tests in understanding the personality traits
		CO4	Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness



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9. International Human Resources Management	20MBAHR403	CO1	Gain conceptual knowledge and practical experience in understanding the HR concepts globally.
		CO2	Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's..
		CO3	Develop knowledge and apply the concepts of HR in global perspective
		CO4	Have a better insight of HR concepts, policies and practices by critically analyzing the impact of contemporary issues globally



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I Semester			
1. Principles of Management and Organisational Behaviour	22MBA11	CO1	Gain practical experience in the field of Management and Organisational Behaviour
		CO2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
		CO3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
		CO4	Analyse the recent trends in Management and OB models.
2. Entrepreneurship Development	22MBA12	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively.
		CO2	To know about the various business models and B-Plans across Business sectors.
		CO3	Able to understand the importance of marketing and different forms of businesses.
		CO4	Become aware about various sources of funding & institutions supporting entrepreneurs.
		CO5	Awareness about legal aspects and ways to protect the ideas.
		CO6	To understand the ways of starting a business and to know how to foster their ideas.



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I Semester			
3. Accounting For Managers	22MBA13	CO1	Know what and how books of accounts and financial statements are prepared.
		CO2	How to interpret financial statements of companies for decision making.
		CO3	Independently undertake financial statement analysis and take decisions.
4. Statistics For Managers	22MBA14	CO1	Understand how to organize, manage, and present the data
		CO2	Use and apply a wide variety of specific statistical tools
		CO3	Understand the applications of probability in business
		CO4	Effectively interpret the results of statistical analysis
		CO5	Develop competence of using computer packages to solve the problems
5. Marketing Management	22MBA15	CO1	Comprehend the concepts of Marketing Management.
		CO2	Gain knowledge on consumer behaviour and buying process
		CO3	Understand concept of Product and Brand Management, Branding and Pricing strategies
		CO4	Identify marketing channels and the concept of product distribution, techniques of sales promotion
		CO5	Simply ideas into a viable marketing plan for various modes of marketing
6. Business Communication	22MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.
		CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
		CO3	The students will be introduced to the managerial communication practices in business those are in vogue.
		CO4	Students will get trained in the art of drafting business proposals & business communication with emphasis on analyzing business situations.



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II Semester			
1. Human Resource Management	22MBA21	CO1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories.
		CO2	Acquire conceptual insight of Human Resource and various functions of HR.
		CO3	Apply personnel, managerial and welfare aspects of HR.
		CO4	Perceive greater understanding about HR practices.
		CO5	Perceive knowledge about the future trends in HRM
2. Financial Management	22MBA22	CO1	Understand the basic financial concepts
		CO2	Apply time value of money
		CO3	Evaluate the investment decisions
		CO4	Estimate working capital requirements
		CO5	Analyze the capital structure and dividend decisions
3. Research Methodology and IPR	22MBA23	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
		CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
		CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
		CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.
		CO5	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.



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II Semester			
4.Operations Research	22MBA24	CO1	Get an insight into the fundamentals of Operations Research & its definition, characteristics and phases
		CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
		CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
		CO4	Understand and apply the network diagram for project completion
5. Strategic Management	22MBA25	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
		CO2	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.
		CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage
		CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.
6.Managerial Economic	22MBA26	CO1	The student will understand the application of Economic Principles in Management decision making.
		CO2	The student will earn the microeconomic concepts and apply them for effective functioning of a Firm and Industry.
		CO3	The Student will be able to understand, assess and forecast the demand.
		CO4	The student will apply the concepts of production and cost for optimization of production
		CO5	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
		CO6	The student will be able to understand the impact of macroeconomic concepts.