



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Unit of Alva's Education Foundation (R), Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi.

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Shobhavana Campus, MIJAR-574225, Moodbidri, D.K., Karnataka

Ph: 08258-262725; Mob:722262724,7026262725,mail:principalaiet08@gmail.com

PG DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTCOMES – ACADEMIC YEAR 2023-24

I Semester

Subject Name:- Principles of Management and Organizational Behaviour

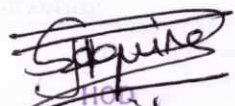
Subject Code:- 22MBA11

Sl. No.	Course Outcomes
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.

Subject Name:- ENTREPRENEURSHIP DEVELOPMENT

Subject Code:- 22MBA12

Sl. No.	Course Outcomes
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 Businesssectors.
CO3	Able to understand the importance of marketing and different forms of businesses.
CO4	Become aware about various sources of funding and 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 fostertheir ideas.


PG Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574225



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Subject Name:- Accounting for Managers

Subject Code:- 22MBA13

Sl. No.	Course Outcomes
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.

Subject Name:- STATISTICS FOR MANAGERS

Subject Code:- 22MBA14

Sl. No.	Course Outcomes
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

Subject Name:- MARKETING MANAGEMENT

Subject Code:- 22MBA15

Sl. No.	Course Outcomes
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



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Subject Name:- BUSINESS COMMUNICATION

Subject Code:- 22MBA16

Sl. No.	Course Outcomes
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 and business communication with emphasis on analyzing business situations.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

III Semester

Subject Name:- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Subject Code: 22MBA31

Sl. No.	Description
CO1	Demonstrate knowledge of the functions of logistics and supply chain management.
CO2	Relate concepts and activities of the supply chain to actual organizations
CO3	Analyse the role of technology in logistics and supply chain management.
CO4	Evaluate cases for effective supply chain management and its implementation.

Subject Name:- Information Technology for Managers

Subject Code: 22MBA302

Sl. No.	Description
CO1	Understand the importance of Information technology for business.
CO2	Develop insights into technology and investigate its impact on Business.
CO3	Understand Various Measures of Technology available in corporate world.
CO4	Understanding how creativity and innovative Technologies help to find a solution to problems.

Marketing Electives

Subject Name:- CONSUMER BEHAVIOUR

Subject Code: 22MBAMM303



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Sl. No.	Description
CO1	The students will be able understand the background and concepts of consumer behaviour.
CO2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process
CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.

Subject Name:-Sales and Retail Management

Subject Code:22MBAMM304

Sl. No.	Description
CO1	Understand the selling techniques in an organization.
CO2	Develop a plan for organizing, staffing & training sales force.
CO3	Organize sales territories to maximize selling effectiveness.
CO4	Evaluate sales management strategies.
CO5	Find out the contemporary retail management issues and strategies.
CO6	Evaluate the recent trends in retailing and its impact in the success of modern business.
CO7	Understand Relate store management and visual merchandising practicesfor effective retailing.

Subject Name:- SERVICES MARKETING

Subject Code:-22MBAMM305

Sl. No.	Description
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.



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CO3	Learn to implement service strategies to meet new challenges.
CO4	Analysing Services blue print and SERVQUAL model

Subject Name :RURAL MARKETING

Subject Code:- 22MBAMM306

Sl. No.	Description
CO1	Recognize appropriate Rural marketing objectives.
CO2	Knowledge on consumer buying behavior and influencing factors on consumer buying behavior at rural market and the decision process Appreciate the e-commerce and innovation in Rural marketing.
CO3	Illustrate the promotional mix in rural markets Rural marketing and marketing strategies.
CO4	Knowledge of premise underlying in rural markets
CO5	To comprehend the initiatives and future of rural markets

Finance Electives

Subject Name :Cost Management

Subject Code: 22MBAFM303

Sl. No.	Description
CO1	Understand the goals and strategies of business units.
CO2	Determine standard costing and variance analysis cost control in Business decision making,
CO3	Applications of Management accounting and control systems in Corporate.
CO4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing.



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Subject Name:- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code: 22MBAFM304

Sl. No.	Description
CO1	Understand the capital market and various Instruments for Investment.
CO2	Assess the risk and return associated with investments and methods to value securities.
CO3	Analyze the Economy, Industry and Company framework for Investment.
CO4	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

Subject Name :ADVANCED FINANCIAL MANAGEMENT

Subject Code: 22MBAFM305

Sl. No.	Description
CO1	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
CO2	Apply the Leverage and EBIT EPS Analysis associate with Financial Dattain the corporate& Analyse the complexities associated with management of cost of funds inthe capital Structure
CO3	Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems
CO4	Be aware of the techniques of cash, inventory and receivables management

Subject Name :Banking & Services Operations

Subject Code: 20MBAFM306



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Sl. No.	Description
CO1	The Student will be acquainted to various Banking and Non-Banking financial services in India.
CO2	The Student will understand the activities of Merchant Banking and credit rating.
CO3	The Student will be equipped to understand micro financing and other financial services in India
CO4	The Student will understand how to evaluate and compare leasing & hire purchase

HR Electives

Subject Name :RECRUITMENT AND SELECTION

Subject Code: 22MBAHR303

Sl. No.	Description
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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CO2	Determine the performance-based compensation system for business excellence and solve various cases and can compose the business letters in English precisely and effectively.
CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.

Business Analytics Electives

Subject Name: Introduction to Python, Data and Control Systems

Subject Code: 22MBABA303

Sl. No.	Description
CO1	Understand the concepts of python programming
CO2	Structure a simple Python programs for solving problems.
CO3	Apply the knowledge to decompose a Python program into functions.
CO4	Analyses and Represent compound data using Python lists, tuples, dictionaries.
CO5	Read and write data form/to files in Python Program.

Subject Name: EXPLORATORY DATA ANALYSIS FOR BUSINESS

Subject Code: 22MBABA304

Sl. No.	Description
CO1	Understand Data Mining and its importance .
CO2	Apply knowledge of research design for business problems
CO3	Analyze the cause and effect relationship between the variables from the analysis
CO4	Evaluate Regression and decision tree based methods to solve business problems



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Subject Name: BUSINESS ANALYTICS AND INTELLIGENCE

Subject Code: 22MBABA305

Sl. No.	Description
CO1	To understand concepts of business analytics and business intelligence
CO2	To apply the knowledge of the processes needed to develop, report, and analyse business data.
CO3	Analyse data using Excel and Excel add-ins to solve business problems.
CO4	Evaluate the Data Structure and pattern for Decision making in businessmanagement

Subject Name: Marketing, Web and Social Media Analytics

Subject Code: 22MBABA306

Sl. No.	Description
CO1	Understand the concepts of Marketing
CO2	Apply of knowledge on data analysis in Facebook and web
CO3	Analyse the usage of digital platforms for business purpose
CO4	Evaluate the business models with integration of technology



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EVEN SEMESTER

II SEMESTER

Subject Name:- HUMAN RESOURCE MANAGEMENT

Subject Code:- 22MBA21

Sl. No.	Course Outcomes
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

Subject Name:- FINANCIAL MANAGEMENT

Subject Code:- 22MBA22

Sl. No.	Course Outcomes
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



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Subject Name:- Research Methodology and IPR

Subject Code:- 22MBA23

Sl. No.	Course Outcomes
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.

Subject Name:- OPERATIONS RESEARCH

Subject Code:- 22MBA24

Sl. No.	Course Outcomes
CO1	Get an insight into the fundamentals of Operations Research and 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



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Subject Name:- STRATEGIC MANAGEMENT

Subject Code:- 22MBA25

Sl. No.	Course Outcomes
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.

Subject Name:- MANAGERIAL ECONOMICS

Subject Code:- 22MBA26

Sl. No.	Course Outcomes
CO1	The student will understand the application of Economic Principles in Management decision making.
CO2	The student will learn 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.



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4th Semester MBA Syllabus

Subject Name:- International Business

Subject Code:- 22MBA401

. No.	Description
CO1	Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
CO2	Identify and describe factors and forces that affect an organization's decision to internationalize its business.
CO3	Describe and compare strategies for internationalization.
CO4	Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.
CO5	Discuss the role of corporate social responsibility (SI CSR) in international business practice.

Subject Name:- INNOVATION AND DESIGN THINKING

Subject Code:- 22MBA402

Sl. No.	Description
CO1	Understand the Design Thinking process from business management perspective.
CO2	Apply the knowledge and skills of DT in prototype development for product/service innovations.
CO3	Analyse sustainable and societal challenges and find solutions.
CO4	Evaluate the pros and cons for sustainable development by applying DT.

Marketing Electives

Subject Name:- STRATEGIC BRAND MANAGEMENT

Subject Code:- 22MBAMM403



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Sl. No.	Description
CO1	Comprehend & correlate all the management functions to brand creation
CO2	Ability to develop the branding strategies
CO3	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity
CO4	Ability to analyse the global brands and their SWOT.

Subject Name:- INTEGRATED MARKETING COMMUNICATIONS

Subject Code :- 22MBAMM404

Sl. No.	Description
CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.
CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.

Subject Name:- DIGITAL AND SOCIAL MEDIA MARKETING

Subject Code:- 22MBAMM405



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No.	Description
CO1	Illustrate the knowledge about digital SI marketing strategy and planning.
CO2	Describe and/or improve a strategy for measuring and improving digital media effectiveness
CO3	Describe online advertising including ad networks and behavioural targeting.
CO4	Evaluate Emerging trends in digital marketing.
CO5	Analyze how to create search engine optimization strategy for own business.

Subject Name:- BUSINESS MARKETING

Subject Code:- 22MBAMM406

Sl. No.	Description
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.

Finance Electives

Subject Name:- Global Financial Management

Subject Code:- 22MBAFM403

Sl. No.	Description
CO1	The student will have an understanding of the International Financial Environment.
CO2	The student will learn about the foreign exchange market, participants and transactions.
CO3	The student will be able to use derivatives in foreign exchange risk management.
CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.



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Subject Name:- MERGERS ACQUISITIONS AND CORPORATE RESTRUCTURING

Subject Code:- 22MBAFM404

Sl. No.	Description
CO1	To explain the major forms and objectives of corporate restructuring.
CO2	To describe the process of value creation under different forms of M & A
CO3	To Understand M&A with its different classifications, strategies, theories, synergy etc.
CO4	To Conduct financial evaluation of M&A
CO5	To Analyze and demonstrate the accounting aspects of Amalgamation
CO6	To Critically evaluate different types of M&A, takeover and anti takeover strategies

Subject Name:- RISK MANAGEMENT AND INSURANCE

Subject Code:- 22MBAFM405

Sl. No.	Description
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.

Subject Name:- INDIRECT TAXATION

Subject Code:- 22MBAFM406



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Sl. No.	Description
CO1	Explain the various terms related to Indian Goods and Service tax (GST)
CO2	Analyze whether a person is eligible to obtain registration as well as filing of returns under GST law.
CO3	Have clarity on Provisions of levy and collection of GST in India
CO4	Assess the Value of goods and services based on provisions of Time, value and Place of supply.
CO5	Understand the concept of import and export procedure for Custom duty.
CO6	Identify Customs duty provisions and valuation of imported goods.

HR Electives

Subject Name:- CONFLICT & NEGOTIATION MANAGEMENT

Subject Code:- 22MBAHR403

Sl. No.	Description
CO1	Understand the concepts of conflict and negotiation and its role
CO2	Learn various contemporary methods of conflict and negotiation.
CO3	Gain insights of various conflict handling mechanisms
CO4	Demonstrate the cross-cultural and gender dimensions of negotiation

Subject Name:- Global HRM

Subject Code:- 22MBAHR404

Sl. No.	Description
CO1	Understand various practices within the field of global HRM.
CO2	Describe HR concepts, policies and practices to deal with issues in an international context.
CO3	Appraise the impact of global factors in shaping HR practices.
CO4	Apply the concepts of HR in global perspective.



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Subject Name:- PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS

Subject Code:-22MBAHR405

Sl. No.	Description
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.

Subject Name:- STRATEGIC TALENT MANAGEMENT

Subject Code:-22MBAHR406

Sl. No.	Description
CO1	Acquire knowledge and the various challenges of acquisition and retention of talents for competitive advantage of the organization.
CO2	Gain insights to develop and retain best talents in the industry.
CO3	Learn the concepts of competency and its usage in evaluating a person's
CO4	Adhere knowledge in the identified competencies.



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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Business Analytics Electives

Subject Name :- Machine learning

Subject Code:- 22MBABA403

Sl. No.	Description
CO1	Understand the concepts of Machine learning
CO2	Apply the knowledge of Data visualisation and accurate decision making
CO3	Analyse the Big data and pattern using machine learning algorithms
CO4	Evaluate the Data Structure and provide immersive experience to users

Subject Name :- HR Analytics

Subject Code:- 22MBABA404

Sl. No.	Description
O1	Have an understanding of How HR function adds value and demonstrates the value in business terms
O2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
O3	Convert soft factors in a people management context into measurable variables across various domains.
O4	Revise, conduct and analyse a study on employees or any other related to the HR context in an organization.

Subject Name :- BIG DATA



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(Unit of Alva's Education Foundation (R), Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi.

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PG DEPARTMENT OF BUSINESS ADMINISTRATION

Subject Code:- 22MBABA405

Sl. No.	Description
CO1	Understand Big Data and its Business Implications
CO2	Apply the knowledge of Hadoop and Hadoop Eco-System in big data analysis
CO3	Analyse the big data and provide data visualization and helps in decisions
CO4	Develop Big Data Solutions using Hadoop Eco System
CO5	Apply Machine Learning Techniques using R
CO6	Understanding about NoSQL and Indexing in Big data

Subject Name :- FINANCIAL ANALYTICS

Subject Code:- 22MBABA406

Sl. No.	Description
CO1	Understand and perform the basics of financial analytics.
CO2	Application of quantitative methods for financial data analysis.
CO3	Apply Multivariate time series analysis for financial data of any business
CO4	Analyse the data using Jamovi real world application

HOD

PG Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574225