



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpatnam, R.R Dist 501506
(NAAC Accredited, Approved by AICTE & Affiliated to JNTUH)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2021-22

YEAR: I

Semester: I

Regulation: R19

Course Name: Management and Organizational Behavior

Course Code: 19MBA01

CO1	To understand the various attitude and personalities and perceptions and leadership and motivation and apply in organizational situations
CO2	To evaluate the management and contribution of management thinkers
CO3	To apply the relevance of environmental scanning ,planning and to take decisions
CO4	To interpret the individual and interpersonal behavior process for team building and group behavior development
CO5	To analyze the organizing and controlling

Course Name: Business Economics

Course Code: 19MBA02

CO1	To understand and learn the basics of economic principles in business
CO2	To illustrate determinants of supply and demand and Demand Analysis and Forecasting
CO3	To develop production and cost estimates
CO4	To analyze the market structure
CO5	To develop the pricing strategies




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dist. 501 506

Course Name: Financial Accounting & Analysis Course Code: 19MBA03

CO1	To understand the basic concepts of financial accounting
CO2	To summarize preparation of financial statement
CO3	To develop the inventory valuation
CO4	To analyze the accounting process
CO5	To understand the interpretation of accounting concepts

Course Name: Research Methodology and Statistical Analysis Code: 19MBA04

CO1	To understand and learn basics of Research, Process of Research and elements of research Proposal
CO2	To apply the various simple and advanced statistical tools.
CO3	To analyze the features and good research design
CO4	To apply the principals of research methodology for various projects
CO5	To understand the time series analysis and report writing.

Course Name: Legal and Business Environment Course Code: 19MBA05

CO1	To understand all important legal provisions pertaining to Business Laws
CO2	To Known the business laws related to incorporating a company
CO3	To understand all important legal regulatory frame work in India
CO4	To analyze the Law of Contract
CO5	To develop the negotiable instruments




PRINCIPAL
Sri Sai Institute of Technology
Ibrahimpatnam, R. R. Di. -501 506

Course Name: Cross Cultural Management

Course Code: 19MBA06

CO1	To understand the importance of cross cultural management.
CO2	To understand the values of cross cultural management.
CO3	To develop the significance of teams in management.
CO4	To analyze the cross cultural evaluation techniques.
CO5	To evaluate the organizational behavior in cross cultural management.

Course Name: Business Communication Lab

Course Code: 19MBA07

CO1	To provide an overview of Prerequisites to Business Communication.
CO2	To provide an outline to effective Organizational Communication.
CO3	To impart the correct practices of the strategies of Effective Business writing.
CO4	TO Discuss the importance of ethical communication Ethics in Business Communication

Course Name: Statistical Data Analysis Lab

Course Code: 19MBA08

CO1	To understand the importance of project management.
CO2	To apply the project planning and execution and implementation.
CO3	To develop the significance of teams in projects.
CO4	To analyze the project evaluation techniques.
CO5	To evaluate the organizational behavior in project management.




PRINCIPAL
Sri Sai Institute of Technology
Thirahimpattanam, R. R. Dt. -501 506



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpatnam, R.R Dist 501506
(NAAC Accredited, Approved by AICTE & Affiliated to JNTUH)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2021-2022

YEAR: I

Semester: II

Regulation: R19

Course Name: Marketing Management

Course Code: 19MBA10

CO1	Explain New Product Development & Product Life Cycle
CO2	Explain Factors influencing pricing decisions.
CO3	Differentiate Product Vs. Brand.
CO4	Illustrate Selecting pricing method, Selecting final price.
CO5	Explain Wholesaling, Retailing, Franchising, Direct marketing, Ecommerce Marketing Practices.

Course Name: Financial Management

Course Code: 19MBA11

CO1	Explain the basic concept of financial management.
CO2	Apply the tools from financial management this would facilitate the decision making i.e. Capital Budgeting, Ratio Analysis.
CO3	develop analytical skills this would facilitate the decision making in business situations.
CO4	Explain and use of financial analysis techniques i.e. Fund Flow, Cash Flow
CO5	Estimate working capital requirement of Business concern.




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dist. 501 506

Course Name: Human Resource Management

Course Code: 19MBA09

CO1	Explain Nature of HRM, Scope, Functions and Objectives, HRM Policies and practices.
CO2	Understand SHRM Model.
CO3	Design Human Resource Planning.
CO4	Implement Recruitment & Selection through different sources & tests.
CO5	Make Career Planning.

Course Name: Quantitative Analysis For Business Decisions

Course Code: 19MBA12

CO1	Explain Importance of Decision Sciences & Role of quantitative techniques In decision making
CO2	Solve numerical on Assignment Models including special cases in Assignment models.
CO3	Solve numerical on Transportation Models by North West Corner method, Least Cost method, VAM method and Optimal Solution by using MODI Method
CO4	Solve numerical on Linear Programming problems by graphical method.
CO5	Solve numerical on Markov Chains & Simulation Techniques.

Course Name: Logistics Supply Chain Management

Course Code: 19MBA14

CO1	Explain the importance, scope and functions of Operations and Supply Chain Management in Present Scenario.
CO2	Explain the term Quality and can related different dimensions of Quality affecting customer satisfaction.
CO3	Explain different operations processes , and identify different types of process-product matrix
CO4	Prepare a service blue print for given service providing organization
CO5	Demonstrate the Production Planning and Control and its functions for effective and efficient operations management.




PRINCIPAL
Scientist Institute of Technology
Thiruvananthapuram, R. R. Dt. - 501 306

Course Name: Entrepreneurship

Course Code: 19MBA13

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	Understand the function of the entrepreneur in the successful.

Course Name: Total Quality Management

Course Code: 19MBA15

CO1	Discuss quality and various contributors to Quality.
CO2	Apply in-depth various QC tools.
CO3	Explain frameworks of Global Quality Awards.
CO4	Discuss Strategic Quality management and its components.
CO5	Apply Statistical Quality Control like process capability, Six Sigma quality, Process control , p charts and c charts, Process control for variables, X bar R chart.




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Thrashimpatnam - R. R. Dt. -201 506

YEAR: II

Semester: I SEM

Regulation: R19

Course name: Production & operation Management **Course Code:** 19MBA16

CO1	Gaining knowledge about managing production processes.
CO2	How to run operations effectively.
CO3	Better understanding of modern production techniques.
CO4	Better understanding of quality management
CO5	You will learn about practical applications of operations management to plan for the future.

Course name: Management Information systems **Course Code:** 19MBA17

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2	Get actual supervised professional experiences.
CO3	Get insight into the working of the real organizations.
CO4	Develop perspective about business organizations in their totality.
CO5	Explore career opportunities in their areas of interest.

Course name: Data Analytics **Course Code:** 19MBA18

CO1	Data will be collected around the business case after careful evaluation of the business case in a particular domain.
CO2	A Database with the data collected in the above step will be created using SQL.
CO3	Connect the SQL database with Tableau/ Python/ R and extracting this data into environments.
CO4	Preparation of reports based on the business objective and context.
CO5	Building the dashboard using Tableau/ Power BI.




PRINCIPAL
SRM Institute of Technology
Thiruvananthapuram, R. R. Dt. -201 206

YEAR: II

Semester: I SEM

Regulation: R19

Course name: Management Information system

Course Code: 19MBA17

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2	Get actual supervised professional experiences.
CO3	Get insight into the working of the real organizations.
CO4	Develop perspective about business organizations in their totality.
CO5	Explore career opportunities in their areas of interest.

Course name: Security Analysis and Portfolio Management **Code:** 19MBA19F1

CO1	Explored to different avenues of investment.
CO2	Equipped with the knowledge of security analysis.
CO3	apply the concept of portfolio management for the better investment.
CO4	invest in less risk and more return securities.
CO5	Encourage students to apply stock and option valuation models in portfolio management.




PRINCIPAL
Sri Sankar Institute of Technology
Thiruchimpattur, R. R. Dt. -501 506

Course name: Financial Institutions Markets & Services **Course Code:** 19MBA20 F2

CO1	Understand the role and function of the financial system in reference to the macro economy
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
CO3	Evaluate and create strategies to promote financial products and services.
CO4	To enrich student's understanding of the fundamental concepts and working of financial service institutions
CO5	To equip students with the knowledge and skills necessary to become employable in the financial service industry

YEAR: II

Semester: I SEM

Regulation: R17

Course name: Strategic Management Accounting **Course Code:** 19MBA21 F3

CO1	Explain how management accounting information is used in strategic decision making.
CO2	Illustrate the process of strategy formulation, communication, implementation and control within an organization.
CO3	Explain how to integrate conventional and contemporary management accounting techniques into a strategic management accounting framework
CO4	Solve practical and applied problems by using research papers and case study analysis
CO5	Identify and evaluate the business strategies of contemporary organizations, based on an understanding of their internal and external environments

Course name: Management of Industrial Relations **Code:** 19MBA21 H3

CO1	Students should able to elaborate the concept of Industrial Relations
CO2	The students should able to illustrate the role of trade union in the industrial setup
CO3	Students should able to outline the important causes & impact of industrial disputes
CO4	Students should able to elaborate Industrial Dispute settlement procedures
CO5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965



[Signature]
PRINCIPAL
 SRM Institute of Technology
 Thiruvananthapuram, R. R. Dt. -501 506

Course name: Summer Internship

Course Code: 19MBA22

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity
CO2	Get actual supervised professional experiences
CO3	Get insight into the working of the real organizations
CO4	Develop perspective about business organizations in their totality
CO5	Explore career opportunities in their areas of interest

YEAR: II

Semester: II

Regulation: R19

Course Name: Strategic Management

Course Code: 19MBA 23

CO1	Explain the importance, scope and concept of Strategy and Strategic Management Process
CO2	Differentiate between Tactics, Strategies and Planning and importance of each component in Strategic Management
CO3	Prepare Vision, Mission statements and define goals, objectives for Organization
CO4	Identify Critical Success Factors. Key Performance Indicators and Key Result Areas for any given service sector
CO5	Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making

Course Name: International Human Resource Management **Course Code:** 19MBA24 H4

CO1	Describe the role of the HR Manager in an International context
CO2	Describe Human Resource activities in an International Context
CO3	List and explain the differences between domestic and international HRM
CO4	Explain the importance of cultural sensitivity in an international assignment
CO5	Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs




PRINCIPAL
Sri Sai Institute of Technology
Ibrahimpatnam, R. R. Dt. -201 506

Course Name: Leadership and Change Management

Course Code: 19MBA25H5

CO1	Can explain how the particular context of public organizations influences change management and leadership.
CO2	Is able to apply the key concepts of this course in a systematic analysis of an organizational change process in a public organization
CO3	Has developed the ability to stay informed about current leadership developments and trends through online resources and networks
CO4	Can describe the characteristics of central change management approaches and leadership theories
CO5	Is able to formulate and effectively communicate a change vision in an organizational setting

Course Name: Talent and Knowledge Management

Course Code: 19MBA26 H6

CO1	Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors
CO2	Assess the role and influence the politics of knowledge management policy and practice in a range of contexts
CO3	Express the nature of knowledge management alternative views of knowledge, types of knowledge and concept of location of knowledge
CO4	Examine the purpose of developing a talent management information strategy and the role of leaders in talent management
CO5	Express the nature of knowledge management alternative views of knowledge, types of knowledge and concept of location of knowledge




PRINCIPAL
SRM Institute of Technology
Thiruvananthapuram, R. R. Di. - 201 506

Course Name: Strategic Investment & Financing Decisions Course Code: 19MBA11

CO1	Understand the risk, uncertainty, risk analysis in investment decisions, risk adjusted rate of return and certainty equivalents
CO2	Enumerate the investment decisions under capital constraints like capital rationing, portfolio risk and diversified projects
CO3	Explain the concept of multiple internal rate of return, Modified internal rate of return, pure, simple and mixed investments
CO4	Determine the Lorie savage paradox, adjusted net present value and know the impact of inflation on capital budgeting decisions
CO5	Discuss the concepts of lease financing, leasing Vs. Operating risk, borrowing vs. procuring, hire purchase and installment purchase decisions

Course Name: Risk Management & Financial Derivatives Course Code: 19MBA12

CO1	Be able to describe standard derivative contracts, their properties and functionality
CO2	Be able to understand and apply scientific methods for valuation of options and other derivatives, in continuous and discrete time
CO3	Be able to interpret and apply risk measures that are commonly used in risk management
CO4	Be able to reflect over and critically survey different assumptions and principles behind derivatives pricing and risk management
CO5	Demonstrate an understanding of pricing forwards, futures and options contracts




PRINCIPAL
PRINCIPAL
Scientist Institute of Technology
Irshimpattam, R. R. Di. -501 506

Course Name: International Financial Management

Course Code: 19MBA24 F4

CO1	Identify and Analyze Business Models, Business Strategies and, Corresponding Competitive Advantage.
CO2	Formulate and implement Warehouse Best Practices and Strategies
CO3	Plan Warehouse and Logistics operations for optimum utilization of resources
CO4	Understanding sourcing , transporting and pricing products
CO5	Understanding and managing global logistics and global supply chain




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 505



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpatnam, R.R Dist 501506
(NAAC Accredited, Approved by AICTE & Affiliated to JNTUH)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2020-21

YEAR: I

Semester: I

Regulation: R19

Course Name: Management and Organizational Behavior

Course Code: 19MBA01

CO1	To understand the various attitude and personalities and perceptions and leadership and motivation and apply in organizational situations
CO2	To evaluate the management and contribution of management thinkers
CO3	To apply the relevance of environmental scanning ,planning and to take decisions
CO4	To interpret the individual and interpersonal behavior process for team building and group behavior development
CO5	To analyze the organizing and controlling

Course Name: Business Economics

Course Code: 19MBA02

CO1	To understand and learn the basics of economic principles in business
CO2	To illustrate determinants of supply and demand and Demand Analysis and Forecasting
CO3	To develop production and cost estimates
CO4	To analyze the market structure
CO5	To develop the pricing strategies




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dist. 501 506

Course Name: Financial Accounting & Analysis Course Code: 19MBA03

CO1	To understand the basic concepts of financial accounting
CO2	To summarize preparation of financial statement
CO3	To develop the inventory valuation
CO4	To analyze the accounting process
CO5	To understand the interpretation of accounting concepts

Course Name: Research Methodology and Statistical Analysis Code: 19MBA04

CO1	To understand and learn basics of Research, Process of Research and elements of research Proposal
CO2	To apply the various simple and advanced statistical tools.
CO3	To analyze the features and good research design
CO4	To apply the principals of research methodology for various projects
CO5	To understand the time series analysis and report writing.

Course Name: Legal and Business Environment Course Code: 19MBA05

CO1	To understand all important legal provisions pertaining to Business Laws
CO2	To Known the business laws related to incorporating a company
CO3	To understand all important legal regulatory frame work in India
CO4	To analyze the Law of Contract
CO5	To develop the negotiable instruments




PRINCIPAL
PRINCIPAL
Sai Institute of Technology
Ibrahimpatnam, R. R. Di. - 501 506

Course Name: Cross Cultural Management

Course Code: 19MBA06

CO1	To understand the importance of cross cultural management.
CO2	To understand the values of cross cultural management.
CO3	To develop the significance of teams in management.
CO4	To analyze the cross cultural evaluation techniques.
CO5	To evaluate the organizational behavior in cross cultural management.

Course Name: Business Communication Lab

Course Code: 19MBA07

CO1	To provide an overview of Prerequisites to Business Communication.
CO2	To provide an outline to effective Organizational Communication.
CO3	To impart the correct practices of the strategies of Effective Business writing.
CO4	TO Discuss the importance of ethical communication Ethics in Business Communication

Course Name: Statistical Data Analysis Lab

Course Code: 19MBA08

CO1	To understand the importance of project management.
CO2	To apply the project planning and execution and implementation.
CO3	To develop the significance of teams in projects.
CO4	To analyze the project evaluation techniques.
CO5	To evaluate the organizational behavior in project management.




PRINCIPAL
Sri Sai Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpatnam, R.R Dist 501506
(NAAC Accredited, Approved by AICTE & Affiliated to JNTUH)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2020-2021

YEAR: I

Semester: II

Regulation: R19

Course Name: Marketing Management

Course Code: 19MBA10

CO1	Explain New Product Development & Product Life Cycle
CO2	Explain Factors influencing pricing decisions.
CO3	Differentiate Product Vs. Brand.
CO4	Illustrate Selecting pricing method, Selecting final price.
CO5	Explain Wholesaling, Retailing, Franchising, Direct marketing, Ecommerce Marketing Practices.

Course Name: Financial Management

Course Code: 19MBA11

CO1	Explain the basic concept of financial management.
CO2	Apply the tools from financial management this would facilitate the decision making i.e. Capital Budgeting, Ratio Analysis.
CO3	develop analytical skills this would facilitate the decision making in business situations.
CO4	Explain and use of financial analysis techniques i.e. Fund Flow, Cash Flow
CO5	Estimate working capital requirement of Business concern.




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dist. 501 506

Course Name: Human Resource Management

Course Code: 19MBA09

CO1	Explain Nature of HRM, Scope, Functions and Objectives, HRM Policies and practices.
CO2	Understand SHRM Model.
CO3	Design Human Resource Planning.
CO4	Implement Recruitment & Selection through different sources & tests.
CO5	Make Career Planning.

Course Name: Quantitative Analysis For Business Decisions

Course Code: 19MBA12

CO1	Explain Importance of Decision Sciences & Role of quantitative techniques In decision making
CO2	Solve numerical on Assignment Models including special cases in Assignment models.
CO3	Solve numerical on Transportation Models by North West Corner method, Least Cost method, VAM method and Optimal Solution by using MODI Method
CO4	Solve numerical on Linear Programming problems by graphical method.
CO5	Solve numerical on Markov Chains & Simulation Techniques.

Course Name: Logistics Supply Chain Management

Course Code: 19MBA14

CO1	Explain the importance, scope and functions of Operations and Supply Chain Management in Present Scenario.
CO2	Explain the term Quality and can related different dimensions of Quality affecting customer satisfaction.
CO3	Explain different operations processes , and identify different types of process-product matrix
CO4	Prepare a service blue print for given service providing organization
CO5	Demonstrate the Production Planning and Control and its functions for effective and efficient operations management.




PRINCIPAL
Scientist Institute of Technology
Thiruvananthapuram, R. R. Dt. - 501 306

Course Name: Entrepreneurship

Course Code: 19MBA13

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	Understand the function of the entrepreneur in the successful.

Course Name: Total Quality Management

Course Code: 19MBA15

CO1	Discuss quality and various contributors to Quality.
CO2	Apply in-depth various QC tools.
CO3	Explain frameworks of Global Quality Awards.
CO4	Discuss Strategic Quality management and its components.
CO5	Apply Statistical Quality Control like process capability, Six Sigma quality, Process control , p charts and c charts, Process control for variables, X bar R chart.




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Thrashimpatnam - R. R. Dt. -501 505

YEAR: II

Semester: I SEM

Regulation: R19

Course name: Production & operation Management **Course Code:** 19MBA16

CO1	Gaining knowledge about managing production processes.
CO2	How to run operations effectively.
CO3	Better understanding of modern production techniques.
CO4	Better understanding of quality management
CO5	You will learn about practical applications of operations management to plan for the future.

Course name: Management Information systems **Course Code:** 19MBA17

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2	Get actual supervised professional experiences.
CO3	Get insight into the working of the real organizations.
CO4	Develop perspective about business organizations in their totality.
CO5	Explore career opportunities in their areas of interest.

Course name: Data Analytics **Course Code:** 19MBA18

CO1	Data will be collected around the business case after careful evaluation of the business case in a particular domain.
CO2	A Database with the data collected in the above step will be created using SQL.
CO3	Connect the SQL database with Tableau/ Python/ R and extracting this data into environments.
CO4	Preparation of reports based on the business objective and context.
CO5	Building the dashboard using Tableau/ Power BI.




PRINCIPAL
SRM Institute of Technology
Thiruvananthapuram, R. R. Dt. -201 206

YEAR: II

Semester: I SEM

Regulation: R19

Course name: Management Information system

Course Code: 19MBA17

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2	Get actual supervised professional experiences.
CO3	Get insight into the working of the real organizations.
CO4	Develop perspective about business organizations in their totality.
CO5	Explore career opportunities in their areas of interest.

Course name: Security Analysis and Portfolio Management **Code:** 19MBA19F1

CO1	Explored to different avenues of investment.
CO2	Equipped with the knowledge of security analysis.
CO3	apply the concept of portfolio management for the better investment.
CO4	invest in less risk and more return securities.
CO5	Encourage students to apply stock and option valuation models in portfolio management.




PRINCIPAL
PRINCIPAL
Sri Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course name: Financial Institutions Markets & Services **Course Code:** 19MBA20 F2

CO1	Understand the role and function of the financial system in reference to the macro economy
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
CO3	Evaluate and create strategies to promote financial products and services.
CO4	To enrich student's understanding of the fundamental concepts and working of financial service institutions
CO5	To equip students with the knowledge and skills necessary to become employable in the financial service industry

YEAR: II

Semester: I SEM

Regulation: R17

Course name: Strategic Management Accounting **Course Code:** 19MBA21 F3

CO1	Explain how management accounting information is used in strategic decision making.
CO2	Illustrate the process of strategy formulation, communication, implementation and control within an organization.
CO3	Explain how to integrate conventional and contemporary management accounting techniques into a strategic management accounting framework
CO4	Solve practical and applied problems by using research papers and case study analysis
CO5	Identify and evaluate the business strategies of contemporary organizations, based on an understanding of their internal and external environments

Course name: Management of Industrial Relations **Code:** 19MBA21 H3

CO1	Students should able to elaborate the concept of Industrial Relations
CO2	The students should able to illustrate the role of trade union in the industrial setup
CO3	Students should able to outline the important causes & impact of industrial disputes
CO4	Students should able to elaborate Industrial Dispute settlement procedures
CO5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965



[Signature]
PRINCIPAL
 SRM Institute of Technology
 Thiruvananthapuram, R. R. Dt. - 501 506

Course name: Summer Internship

Course Code: 19MBA22

CO1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity
CO2	Get actual supervised professional experiences
CO3	Get insight into the working of the real organizations
CO4	Develop perspective about business organizations in their totality
CO5	Explore career opportunities in their areas of interest

YEAR: II

Semester: II

Regulation: R19

Course Name: Strategic Management

Course Code: 19MBA 23

CO1	Explain the importance, scope and concept of Strategy and Strategic Management Process
CO2	Differentiate between Tactics, Strategies and Planning and importance of each component in Strategic Management
CO3	Prepare Vision, Mission statements and define goals, objectives for Organization
CO4	Identify Critical Success Factors. Key Performance Indicators and Key Result Areas for any given service sector
CO5	Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making

Course Name: International Human Resource Management **Course Code: 19MBA24 H4**

CO1	Describe the role of the HR Manager in an International context
CO2	Describe Human Resource activities in an International Context
CO3	List and explain the differences between domestic and international HRM
CO4	Explain the importance of cultural sensitivity in an international assignment
CO5	Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs




PRINCIPAL
Sri Sai Institute of Technology
Ibrahimpatnam, R. R. Dt. -201 506

Course Name: Leadership and Change Management

Course Code: 19MBA25H5

CO1	Can explain how the particular context of public organizations influences change management and leadership.
CO2	Is able to apply the key concepts of this course in a systematic analysis of an organizational change process in a public organization
CO3	Has developed the ability to stay informed about current leadership developments and trends through online resources and networks
CO4	Can describe the characteristics of central change management approaches and leadership theories
CO5	Is able to formulate and effectively communicate a change vision in an organizational setting

Course Name: Talent and Knowledge Management

Course Code: 19MBA26 H6

CO1	Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors
CO2	Assess the role and influence the politics of knowledge management policy and practice in a range of contexts
CO3	Express the nature of knowledge management alternative views of knowledge, types of knowledge and concept of location of knowledge
CO4	Examine the purpose of developing a talent management information strategy and the role of leaders in talent management
CO5	Express the nature of knowledge management alternative views of knowledge, types of knowledge and concept of location of knowledge




PRINCIPAL
SRM Institute of Technology
Thiruvananthapuram, R. R. Di. - 201 506

Course Name: Strategic Investment & Financing Decisions Course Code: 19MBA11

CO1	Understand the risk, uncertainty, risk analysis in investment decisions, risk adjusted rate of return and certainty equivalents
CO2	Enumerate the investment decisions under capital constraints like capital rationing, portfolio risk and diversified projects
CO3	Explain the concept of multiple internal rate of return, Modified internal rate of return, pure, simple and mixed investments
CO4	Determine the Lorie savage paradox, adjusted net present value and know the impact of inflation on capital budgeting decisions
CO5	Discuss the concepts of lease financing, leasing Vs. Operating risk, borrowing vs. procuring, hire purchase and installment purchase decisions

Course Name: Risk Management & Financial Derivatives Course Code: 19MBA12

CO1	Be able to describe standard derivative contracts, their properties and functionality
CO2	Be able to understand and apply scientific methods for valuation of options and other derivatives, in continuous and discrete time
CO3	Be able to interpret and apply risk measures that are commonly used in risk management
CO4	Be able to reflect over and critically survey different assumptions and principles behind derivatives pricing and risk management
CO5	Demonstrate an understanding of pricing forwards, futures and options contracts




PRINCIPAL
Scientist Institute of Technology
Irshimpattam, R. R. Di. -501 506

Course Name: International Financial Management

Course Code: 19MBA24 F4

CO1	Identify and Analyze Business Models, Business Strategies and, Corresponding Competitive Advantage.
CO2	Formulate and implement Warehouse Best Practices and Strategies
CO3	Plan Warehouse and Logistics operations for optimum utilization of resources
CO4	Understanding sourcing , transporting and pricing products
CO5	Understanding and managing global logistics and global supply chain




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 505



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpattanam. R.R Dist - 501506

(Approved by AICTE & Affiliated to JNTUH, Hyderabad)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2019-2020

YEAR: I

Semester: I

Regulation: R19

Course Name: Management and Organizational Behaviour

Course Code: 19MBA01

CO1	Summarizes the theories of management and adopts them in different situations.
CO2	Classification and definition of the problems, analysis of alternatives in decision making.
CO3	Designing the organizational structure and development of controls.
CO4	Influence of personality and perception in individual and group behavior
CO5	Identifies the need for motivation and choice of motivational theory.

Course Name: Business Economics

Course Code: 19MBA02

CO1	Determine the objectives, nature and scope of Business economics, Interpret the basic economic principles and opportunity cost.
CO2	Predict and analyze various factors influencing demand and supply.
CO3	Examine optimum production & cost functions and estimate the impact of innovations and global competitiveness.
CO4	Analysis of cost concepts
CO5	List out types of markets and methods of pricing.




PRINCIPAL
Scient Institute of Technology
Ibrahimpattanam. R. R. Dist. - 501 506

Course Name: Financial Accounting & Analysis Course Code: 19MBA03

CO1	Brief description about financial Accounting and Accounting Principles.
CO2	Preparation of the financial statement and describing the different types of assets.
CO3	Briefly Providing awareness on inventory valuation.
CO4	Describe the funds flow statement and cash flow statement analysis.
CO5	Providing knowledge of Financial Statement Analysis by using various techniques.

Course Name: Research Methodology and Statistical Analysis Code: 19MBA04

CO1	Able to understand research, research process, types of research and its importance.
CO2	Understand Data types, Data collection methods and sampling
CO3	Understand basic statistical concepts such as statistical collection, species characteristics, statistical series, tabular and graphical representation of data
CO4	Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Learn parametric and non-parametric test such as the Chi-Square test for Independence as well as Goodness of Fit perform ANOVA and t-test.
CO5	Compute and interpret the results of Regression and Correlation Analysis and Time Series Analysis for forecasting.

Course Name: Legal and Business Environment Course Code: 19MBA05

CO1	Student knows powers, duties, liabilities of directors, company meetings.
CO2	Student knows nature of different contracts.
CO3	Student knows about negotiable instruments GST.
CO4	Students know Business environment, govt. policies, banking reforms.
CO5	Students know business regulations, different Acts Impact.



[Signature]
PRINCIPAL
 Sri Sai Institute of Technology
 Thirahimpatnam, R. R. Di. -501 366

Course Name: Business Ethics and Corporate Governance Course Code: 19MBA06A

CO1	Develops awareness of business ethics and its levels.
CO2	Introduces about professional ethics in all the departments of business.
CO3	Understanding corporate governance and codes and committees.
CO4	Elaborates the role of board in good corporate governance
CO5	Analyzes the importance of corporate social responsibility

Course Name: Business Communication Lab

Course Code: 19MBA07

CO1	Understands the importance of communication in business and the stages in business writing.
CO2	Develops awareness of common components and kinds of business letters.
CO3	Distinguishes between written instructions, general writing, oral instructions and format in instructions.
CO4	Analyses the steps in writing business reports, corporate reports and business proposals.
CO5	Career building, understanding one and resume preparation..

Course Name: Statistical Data Analysis Lab

Course Code: 19MBA08

CO1	Students understand statistical packages MS-Excel, / SPSS.
CO2	Students understand creating and using templates.
CO3	Students understand data analysis using charts, worksheets.
CO4	Students understand statistics analysis using Excel/SPSS.
CO5	Students understand test of Hypothesis using Excel/SPSS.




PRINCIPAL
Sri Ram Institute of Technology,
Thirahimpattanam, R. R. Dt. -501 506

YEAR: II

Semester: I SEM

Regulation: R17

Course name: Production & operation Management **Course Code:** 17MBA15

CO1	Learn basic Concepts and Strategic of Operations management
CO2	Knowledge of Product process, design and analysis
CO3	Evaluate the Plant Location & Plant Layout
CO4	Learn Types, Job Shop and Machines of Scheduling
CO5	Understand Planning, Integration and scrap Materials Management

Course name: Management Information systems **Course Code:** 17MBA16

CO1	Understand the Concepts and competitive advantage of Management Information Systems
CO2	Learn Business applications of Management Information Systems
CO3	Knowledge of Information System Planning, Implementations, evaluation & maintenance
CO4	Understand the Building of Information Systems
CO5	Know the Cyber Crime laws and security in Indian and Global Perspectives

Course name: Data Analytics **Course Code:** 17MBA17

CO1	Understand the Importance of Data for Business Analytics
CO2	Know the Descriptive Statistical Measures in Data Analytics
CO3	Apply Predictive Analytics tools
CO4	Learn Data Mining process
CO5	Knowledge data simulation to solve the business problems




PRINCIPAL
Scient Institute of Technology
thrashimpetnam, R. R. Dt. -501 306

YEAR: II

Semester: I SEM

Regulation: R17

Course name: Digital Marketing

Course Code: 17MBA18M1

CO1	Learn the applications of digital marketing in the globalized market
CO2	Know Channels of Digital Marketing and Era
CO3	Assess digital marketing plans
CO4	Understand Search Engine Marketing and Online Advertising
CO5	Know Social Media Marketing

Course name: Security Analysis and Portfolio Management **Code:** 17MBA18F1

CO1	Learn Indian Investment Environment
CO2	Know Portfolio Analysis
CO3	Understand Bond valuation and management
CO4	Evaluate Equity valuation of Cash market and derivatives
CO5	Learn Performance evaluation of Portfolios




PRINCIPAL
Seient Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

Course name: Performance Management Systems **Course Code:** 17MBA18H1

CO1	Understand the concept, significance, Strategic Planning of Performance Management
CO2	Learn Communication of Performance Expectations
CO3	Evaluate Performance Management and Employee Development
CO4	Know Reward Systems and Legal Issues
CO5	Learn relevant Performance related concepts

YEAR: II

Semester: I SEM

Regulation: R17

Course name: Advertising and Sales Management **Course Code:** 17MBA19M2

CO1	Learn the importance, evolution, role and Functions of Advertising
CO2	Know the Types, planning and Budget, Evaluation of Advertising Media
CO3	Understand the Importance, types and Strategies of Sales Management
CO4	Knowledge of Strategies and Ethical and legal aspects of Sales Promotion
CO5	Understand the need for distribution channels and managing them

Course name: Financial Institutions, Markets & Services **Code:** 17MBA19F2

CO1	Understand the concept of Indian Financial system and Regulatory and Promotional Institutions
CO2	Know Banking and Non Banking financial Institutions
CO3	Knowledge of Financial and Securities Markets
CO4	Learn the Asset /Fund Based Financial Services
CO5	Learn the Fee-based / Advisory services




PRINCIPAL
Sai Institute of Technology
Thiruvananthapuram, R. R. Dt. - 201 306

Course name: Learning and Development **Course Code:** 17MBA19H2

CO1	Understand the concept of Learning and theories
CO2	Learn Training Strategy and Designing Training
CO3	Know the different kinds of Training methods
CO4	Know the Employee and Management Development
CO5	Understand the contemporary issues in Training and Development

YEAR: II

Semester: I

Regulation: R17

Course Name: Consumer Behaviour

Course Code: 17MBA20M3

CO1	Understand consumer behavior
CO2	Know Environmental influences on consumer behaviour
CO3	Knowledge of perception and attitude of consumers
CO4	Evaluate Consumer Decision Making Processes
CO5	Learn marketing ethics towards consumers

Course Name: Strategic Management Accounting

Code: 17MBA20F3

CO1	Learn Fundamentals of Management Accounting, Cost analysis and Control
CO2	Know Costing for Specific Industries
CO3	Understand Application of Marginal Costing
CO4	Know business Marginal Costing, planning and activities
CO5	Knowledge of Budget and Budgetary controls




PRINCIPAL
Scientist Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 206

Course Name: Management of Industrial Relations

Course Code: 17MBA20H3

CO1	Understand the Importance of Industrial Relations and Management of Trade Unions
CO2	Know the Collective Bargaining Mechanism
CO3	Know Parties and role in Industrial Relations
CO4	Knowledge Labour Legislation aspects
CO5	Knowledge Standing Orders, dispute settlement and Managing good industrial

YEAR: I

Semester :II

Regulation: R19

Course Name: Human Resource Management

Course Code: 19MBA09

CO1	Learn basic HR concepts and Globalization & Competition Trends in HR
CO2	Knowledge the process of recruitment and selection
CO3	Understand the importance of training and developing and performance management techniques and methods
CO4	Apply the knowledge of Compensation Management and employees welfare facilities
CO5	Understand the employee retention strategies and importance of employee relations and statutory compliances.




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Ithimpatnam, R. R. Di. -501 506

Course Name: Marketing Management

Course Code: 19MBA10

CO1	Learn concepts of marketing management and marketing environment and strategies
CO2	Analyze Marketing Opportunities, Customer Value and Marketing Mix
CO3	Design a customer driven strategies in Market segmentation
CO4	Evaluate Distribution Decisions, Promotion & Communication Strategies
CO5	Evaluate Pricing Decisions & Personal Communication

Course Name: Financial Management

Course Code: 19MBA11

CO1	Understand the new role of financial function in the contemporary scenario and its Goals
CO2	Know the Investment criteria and decision process
CO3	Evaluate capital structure and Dividend Decisions
CO4	Learn Working Capital Management and Finance
CO5	Knowledge the Current Assets Management and Corporate Restructuring

Course Name: Quantitative Analysis for Business Decisions **Course Code: 19MBA12**

CO1	Understand the origin and application of Operation Research
CO2	Learn Linear Programming Method and Transportation Problem
CO3	Solving Assignment Model problems
CO4	Gain knowledge in Decision Theory and Network Analysis for taking decisions for business
CO5	Gain knowledge in queuing theory for taking decisions for business




PRINCIPAL
Scientist Institute of Technology
Thrashimpatnam, R. R. Di. -501 506

Course Name: Entrepreneurship

Course Code: 19MBA13

CO1	Understand the concept and mindset of the entrepreneurs
CO2	Understand the entrepreneurs Personality, journey and Entrepreneurial competencies
CO3	Knows techniques for generating ideas and Launching Entrepreneurial Ventures
CO4	Learn Legal challenges of Entrepreneurship
CO5	Evaluate Strategies for building entrepreneurship

Course Name: Logistics & Supply Chain Management

Course Code: 19MBA14

CO1	Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.
CO2	Formulate and implement Warehouse Best Practices and Strategies
CO3	Plan Warehouse and Logistics operations for optimum utilization of resources
CO4	Understanding sourcing , transporting and pricing products
CO5	Understanding and managing global logistics and global supply chain

Course Name: Rural Marketing

Course Code: 19MBA15

CO1	Learn the concept and opportunities in Rural marketing
CO2	Knowledge Approaches and Tools of Rural Marketing Research
CO3	Know the Rural Marketing Mix and Product Development
CO4	Learn the Rural Market Brand and Channel Management
CO5	Understand the applications and Innovations in Rural Marketing




PRINCIPAL
Saiant Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

YEAR: II**Semester: II****Regulation: R17****Course Name: Strategic Management****Course Code: 17MBA21**

CO1	Learn Strategic management concepts and Industry and Competitive Analysis
CO2	Apply Tools and Techniques for Strategic Analysis
CO3	Know to Implement Strategy
CO4	Understand the Strategies for competing in globalised markets through Turnaround and Diversification strategies
CO5	Learn strategy evaluation and control

Course Name: Customer Relationship Management**Course Code: 17MBA22M4**

CO1	Understand the concept and need of Customer Relationship Management
CO2	Learn building customer relations
CO3	Know Customer Relationship Management process
CO4	Understand Customer Relationship Management structures
CO5	Customer Relationship Management Planning and Implementation

Course Name: International Financial Management**Course Code: 7MBA22F4**

CO1	Learn the concept and changes and challenges of International Financial Management
CO2	Know International Flow of Funds and International Monetary System
CO3	Knowledge of Foreign Exchange Market
CO4	Understand Exchange Rates systems
CO5	Learn Asset and liability Management




PRINCIPAL
Scient Institute of Technology
Irshimpattam, R. R. Dt. -501 506

Course Name: International Human Resources Management Course Code: 17MBA22H4

CO1	Learn Cultural aspects of International Human Resource Management
CO2	Understand the key role of International Human Resource Management in Successful Multinational Companies
CO3	Know Global human Resource Planning
CO4	Know Training and development of Global employees
CO5	Know Performance Management of Global employees

Course Name: International Marketing

Course Code: 17MBA23M5

CO1	Learn the Global Marketing Management
CO2	Understand the Environment of global markets
CO3	Assess Global Market Opportunities
CO4	Know to develop Global Marketing product and services
CO5	Know to develop and Implement Global Marketing Strategies

Course Name: Strategic Investment and financing Decision Course Code: 17MBA23F5

CO1	Learn the Investment decisions under conditions of Risk and uncertainty
CO2	Understand the Types of Investments and disinvestments
CO3	Evaluate the Critical analysis of appraisal techniques
CO4	Know the Strategic Analysis of selected investment decisions
CO5	Learn the Financing Decisions




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

Course Name: Leadership and Change Management**Course Code: 17MBA23H5**

CO1	Understand the introduction and Skills approach to leadership
CO2	Learn the concept of Contingency Leadership
CO3	Know the concept of Transformational Leadership
CO4	Knowledge Organizational design and change
CO5	Evaluate Employee Relations and Managing Change

Course Name: Marketing of Services**Course Code: 17MBA24M6**

CO1	Learn Marketing Management of companies offering Services
CO2	Know Characteristics of services
CO3	Understand consumer behaviour in services
CO4	Learn to align service design and standards
CO5	Know delivering service, managing services promises

Course Name: Risk Management**Course Code: 17MBA24F6**

CO1	Learn Concepts of Risk Management
CO2	Know the Risk Management and Measurement
CO3	Understand the Risk Management Techniques using Forward and Future Contracts
CO4	Learn Risk Management Techniques and Options
CO5	Learn Risk Management Techniques SWAPS




PRINCIPAL
Scientist Institute of Technology,
Thiruvananthapuram, R. R. Dt. -501 566

Course Name: Talent and Knowledge Management

Course Code: 17MBA24H6

CO1	Learn Talent Management process, System and Competency Assessment
CO2	Knows Succession and Career Planning approaches
CO3	Knowledge Management driving forces and Systems
CO4	Understand nature of Knowledge and Knowledge Management assessment
CO5	Learns Knowledge Management Solutions and approaches

Course Name: Pre Submission of Project Work

Course Code: 17MBA25

CO1	Inculcate Research interest among students and prepare comprehensive report based on literature survey
CO2	Assessing and selecting a suitable problem relevant to topic with an attention to practical workplace problems faced by the organizations
CO3	Knowledge to analyse and apply various statistical tools
CO4	Learn to interpret the data resulted from analysis
CO5	Finding solution either through simulation or through practical work

Course Name: Comprehensive Viva

Course Code: 17MBA26

CO1	Assess the overall knowledge of the student in the relevant field of Management acquired over two years
CO2	Assess the communication, presentation skills & overall impression
CO3	Attain Oral Presentation skills by answering questions in precise and concise Manner.
CO4	Gain confidence and inter-personal skills.
CO5	Provides opportunities to mitigate circumstances into account




PRINCIPAL
Sai Institute of Technology
Warananagar, R. R. Di. - 501 506

Course Name: Main Project viva voce

Course Code: 17MBA27

CO1	Establish the thesis is of sufficiently high standard to merit the award of the degree for which it is submitted
CO2	Investigate the awareness of original work sits in relation to the wider research field
CO3	Understand the writing, justification and defending aspects in response to the examiners' questions
CO4	Learns the results from the work comprehensively through presentation
CO5	Presenting work in a conference or publish the work in a peer reviewed journal




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
thrashimpatnam, R. R. Dt. -501 506



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpattanam. R.R Dist - 501506

(Approved by AICTE & Affiliated to JNTUH, Hyderabad)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2018-2019

Course Outcomes

YEAR: I

Semester: I

Regulation: R17

Course Name: Management and Organizational Behavior

Course Code: 17 MBA01

CO1	Summarizes the theories of management and adopts them in different situations.
CO2	Classification and definition of the problems, analysis of alternatives in decision making.
CO3	Designing the organizational structure and development of controls.
CO4	Influence of personality and perception in individual and group behavior
CO5	Identifies the need for motivation and choice of motivational theory.

Course Name: Business Economics

Course Code: 17MBA02

CO1	Determine the objectives, nature and scope of Business economics, Interpret the basic economic principles and opportunity cost.
CO2	Predict and analyze various factors influencing demand and supply.
CO3	Examine optimum production & cost functions and estimate the impact of innovations and global competitiveness and Analysis of cost concepts.
CO4	Learn the Classification of Market Structures
CO5	Know the Introduction to Business Environment:




PRINCIPAL
Scient Institute of Technology
Ibrahimpattanam, R. R. Dist. - 501 506

Course Name: Financial Accounting & Analysis

Course Code: 17MBA03

CO1	Brief description about financial Accounting and Accounting Principles.
CO2	Preparation of the financial statement and describing the different types of assets.
CO3	Briefly Providing awareness on inventory valuation.
CO4	Describe the funds flow statement and cash flow statement analysis.
CO5	Providing knowledge of Financial Statement Analysis by using various techniques.

Course Name: Business Statistics

Code: 17MBA04

CO1	Understand the Conceptual overview of Statistics
CO2	Knowledge the Measures of Dispersion
CO3	Know the Tabulation and to Various Small Sample Tests
CO4	Apply and analyze various simple & advanced statistical tools
CO5	Learn to Time Series Analysis

Course Name: Business Law and Ethics

Course Code: 17MBA05

CO1	Knowledge about Business Laws related to incorporating a company.
CO2	Learn concept and different Law of contracts
CO3	Knowledge of Negotiable Instruments
CO4	Understand the business environment and Industrial Policy
CO5	Know the Cyber Crime, The Indian IT Act




PRINCIPAL
Solent Institute of Technology
Thiruvananthapuram, R. R. Di. -501 506

Course Name: Rural Marketing

Course Code: 17MBA06

CO1	Learn the concept and opportunities in Rural marketing
CO2	Knowledge Approaches and Tools of Rural Marketing Research
CO3	Know the Rural Marketing Mix and Product Development
CO4	Learn the Rural Market Brand and Channel Management
CO5	Understand the applications and Innovations in Rural Marketing

Course Name: Business Communication Lab

Course Code: 17MBA07

CO1	Understands the importance of communication in business and the stages in business meetings.
CO2	Develops awareness of common components and kinds of business letters.
CO3	Analyses the steps in writing business reports, corporate reports and business proposals.
CO4	Distinguishes between written instructions, general writing, oral instructions and format in instructions.
CO5	Contemporary Aspects in Communication.




PRINCIPAL
PRINCIPAL
Solent Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

YEAR: I

Semester: II

Regulation: R17

Course Name: Human Resource Management

Course Code: 17MBA08

CO1	Learn basic HR concepts and Globalization & Competition Trends in HR
CO2	Knowledge the process of recruitment and selection
CO3	Understand the importance of training and developing and performance management techniques and methods
CO4	Apply the knowledge of Compensation Management and employees welfare facilities
CO5	Understand the employee retention strategies and importance of employee relations and statutory compliances.

Course Name: Marketing Management

Course Code: 17MBA09

CO1	Learn concepts of marketing management and marketing environment and strategies
CO2	Analyze Marketing Opportunities, Customer Value and Marketing Mix
CO3	Design a customer driven strategies in Market segmentation
CO4	Evaluate Distribution Decisions, Promotion & Communication Strategies
CO5	Evaluate Pricing Decisions & Personal Communication




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course Name: Financial Management**Course Code: 17MBA10**

CO1	Understand the new role of financial function in the contemporary scenario and its Goals
CO2	Know the Investment criteria and decision process
CO3	Evaluate capital structure and Dividend Decisions
CO4	Learn Working Capital Management and Finance
CO5	Knowledge the Current Assets Management and Corporate Restructuring

Course Name: Quantitative Analysis for Business Decisions**Course Code: 17MBA11**

CO1	Understand the origin and application of Operation Research
CO2	Learn Linear Programming Method and Transportation Problem
CO3	Solving Assignment Model problems
CO4	Gain knowledge in Decision Theory and Network Analysis for taking decisions for business
CO5	Gain knowledge in queuing theory for taking decisions for business

Course Name: Entrepreneurship**Course Code: 17MBA12**

CO1	Understand the concept and mindset of the entrepreneurs
CO2	Understand the entrepreneurs Personality, journey and Entrepreneurial competencies
CO3	Knows techniques for generating ideas and Launching Entrepreneurial Ventures
CO4	Learn Legal challenges of Entrepreneurship
CO5	Evaluate Strategies for building entrepreneurship




PRINCIPAL
Solent Institute of Technology
Tirahimpattam, R. R. Dt. -501 506

Course Name: International Business

Course Code: 17MBA13

CO1	Understand the importance and Opportunities and Challenges of International Business
CO2	Learn International Trade theories
CO3	Knowledge the International Business and Economic Integration
CO4	Understand the Strategy and Structure of International Business
CO5	Learn International Business Operations

Course Name: Summer Internship

Course Code: 17MBA14

CO1	Understand Management functions and Organizational structure
CO2	Learn organizational dynamics in terms of organizational behaviour, culture, climate
CO3	Knowledge Functional domain
CO4	Know Processes and systems
CO5	External and internal environment impact on the organization.

YEAR: II

Semester:

I SEM

Regulation: R17

Course name: Production & operation Management Course Code: 17MBA15

CO1	Learn basic Concepts and Strategic of Operations management
CO2	Knowledge of Product process, design and analysis
CO3	Evaluate the Plant Location & Plant Layout
CO4	Learn Types, Job Shop and Machines of Scheduling
CO5	Understand Planning, Integration and scrap Materials Management




PRINCIPAL
Solent Institute of Technology
Thiruvananthapuram, R. R. Di. -501 506

Course name: Management Information systems

Course Code: 17MBA16

CO1	Understand the Concepts and competitive advantage of Management Information Systems
CO2	Learn Business applications of Management Information Systems
CO3	Knowledge of Information System Planning, Implementations, evaluation & maintenance
CO4	Understand the Building of Information Systems
CO5	Know the Cyber Crime laws and security in Indian and Global Perspectives

Course name: Data Analytics

Course Code: 17MBA17

CO1	Understand the Importance of Data for Business Analytics
CO2	Know the Descriptive Statistical Measures in Data Analytics
CO3	Apply Predictive Analytics tools
CO4	Learn Data Mining process
CO5	Knowledge data simulation to solve the business problems

Course name: Digital Marketing

Course Code: 17MBA18M1

CO1	Learn the applications of digital marketing in the globalized market
CO2	Know Channels of Digital Marketing and Era
CO3	Assess digital marketing plans
CO4	Understand Search Engine Marketing and Online Advertising
CO5	Know the Social Media Marketing




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course name: Security Analysis and Portfolio Management

Course Code: 17MBA18F1

CO1	Learn Indian Investment Environment
CO2	Know Portfolio Analysis
CO3	Understand Bond valuation and management
CO4	Evaluate Equity valuation of Cash market and derivatives
CO5	Learn the Indian derivatives Markets and Performance Evaluation

Course name: Performance Management Systems

Course Code: 17MBA18H1

CO1	Understand the concept, significance, Strategic Planning of Performance Management
CO2	Learn Communication of Performance Expectations
CO3	Evaluate Performance Management and Employee Development
CO4	Know Reward Systems and Legal Issues
CO5	Learn relevant Performance related concepts

Course name: Advertising and Sales Management **Course Code: 17MBA19M2**

CO1	Learn the importance, evolution, role and Functions of Advertising
CO2	Know the Types, planning and Budget, Evaluation of Advertising Media
CO3	Understand the Importance, types and Strategies of Sales Management
CO4	Knowledge of Strategies and Ethical and legal aspects of Sales Promotion
CO5	Understand the need for distribution channels and managing them




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course name: Financial Institutions, Markets & Services

Course Code: 17MBA19F2

CO1	Understand the concept of Indian Financial system and Regulatory and Promotional Institutions
CO2	Know Banking and Non Banking financial Institutions
CO3	Knowledge of Financial and Securities Markets
CO4	Learn the Asset /Fund Based Financial Services
CO5	Learn the Fee-based / Advisory services

Coursename: Learning and Development

Course Code: 17MBA19H2

CO1	Understand the concept of Learning and theories
CO2	Learn Training Strategy and Designing Training
CO3	Know the different kinds of Training methods
CO4	Know the Employee and Management Development
CO5	Understand the contemporary issues in Training and Development

Course Name: Consumer Behaviour

Course Code: 17MBA20M3

CO1	Understand consumer behavior
CO2	Know Environmental influences on consumer behaviour
CO3	Knowledge of perception and attitude of consumers
CO4	Evaluate Consumer Decision Making Processes
CO5	Learn marketing ethics towards consumers




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course Name: Strategic Management Accounting

Course Code: 17MBA20F3

CO1	Learn Fundamentals of Management Accounting, Cost analysis and Control
CO2	Know Costing for Specific Industries
CO3	Understand Application of Marginal Costing
CO4	Know business Marginal Costing, planning and activities
CO5	Knowledge of Budget and Budgetary controls

Course Name: Management of Industrial Relations

Course Code: 17MBA20H3

CO1	Understand the Importance of Industrial Relations and Management of Trade Unions
CO2	Know the Collective Bargaining Mechanism
CO3	Know Parties and role in Industrial Relations
CO4	Knowledge Labour Legislation aspects
CO5	Knowledge Standing Orders, dispute settlement and Managing good industrial




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

YEAR: II

Semester: II

Regulation: R17

Course Name: Strategic Management

Course Code: 17MBA21

CO1	Learn Strategic management concepts and Industry and Competitive Analysis
CO2	Apply Tools and Techniques for Strategic Analysis
CO3	Know to Implement Strategy
CO4	Understand the Strategies for competing in globalised markets through Turnaround and Diversification strategies
CO5	Learn strategy evaluation and control

Course Name: Customer Relationship Management Course Code: 17MBA22M4

CO1	Understand the concept and need of Customer Relationship Management
CO2	Learn building customer relations
CO3	Know Customer Relationship Management process
CO4	Understand Customer Relationship Management structures
CO5	Customer Relationship Management Planning and Implementation

Course Name: International Financial Management Course Code: 7MBA22F4

CO1	Learn the concept and changes and challenges of International Financial Management
CO2	Know International Flow of Funds and International Monetary System
CO3	Knowledge of Foreign Exchange Market
CO4	Understand Exchange Rates systems
CO5	Learn Asset and liability Management




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course Name: International Human Resources Management

Course Code: 17MBA22H4

CO1	Learn Cultural aspects of International Human Resource Management
CO2	Understand the key role of International Human Resource Management in Successful Multinational Companies
CO3	Know Global human Resource Planning
CO4	Know Training and development of Global employees
CO5	Know Performance Management of Global employees

Course Name: International Marketing

Course Code: 17MBA23M5

CO1	Learn the Global Marketing Management
CO2	Understand the Environment of global markets
CO3	Assess Global Market Opportunities
CO4	Know to develop Global Marketing product and services
CO5	Know to develop and Implement Global Marketing Strategies

Course Name: Strategic Investment and financing Decision

Course Code: 17MBA23F5

CO1	Learn the Investment decisions under conditions of Risk and uncertainty
CO2	Understand the Types of Investments and disinvestments
CO3	Evaluate the Critical analysis of appraisal techniques
CO4	Know the Strategic Analysis of selected investment decisions
CO5	Learn the Financing Decisions




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course Name: Leadership and Change Management Course Code: 17MBA23H5

CO1	Understand the introduction and Skills approach to leadership
CO2	Learn the concept of Contingency Leadership
CO3	Know the concept of Transformational Leadership
CO4	Knowledge Organizational design and change
CO5	Evaluate Employee Relations and Managing Change

Course Name: Marketing of Services

Course Code: 17MBA24M6

CO1	Learn Marketing Management of companies offering Services
CO2	Know Characteristics of services
CO3	Understand consumer behaviour in services
CO4	Learn to align service design and standards
CO5	Know delivering service, managing services promises

Course Name: Risk Management

Course Code: 17MBA24F6

CO1	Learn Concepts of Risk Management
CO2	Know the Risk Management and Measurement
CO3	Understand the Risk Management Techniques using Forward and Future Contracts
CO4	Learn Risk Management Techniques and Options
CO5	Learn Risk Management Techniques SWAPS

Course Name: Talent and Knowledge Management

Course Code: 17MBA24H6

CO1	Learn Talent Management process, System and Competency Assessment
CO2	Knows Succession and Career Planning approaches
CO3	Knowledge Management driving forces and Systems
CO4	Understand nature of Knowledge and Knowledge Management assessment
CO5	Learns Knowledge Management Solutions and approaches




PRINCIPAL
Solent Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

CO1	Inculcate Research interest among students and prepare comprehensive report based on literature survey
CO2	Assessing and selecting a suitable problem relevant to topic with an attention to practical workplace problems faced by the organizations
CO3	Knowledge to analyse and apply various statistical tools
CO4	Learn to interpret the data resulted from analysis
CO5	Finding solution either through simulation or through practical work

CO1	Assess the overall knowledge of the student in the relevant field of Management acquired over two years
CO2	Assess the communication, presentation skills & overall impression
CO3	Attain Oral Presentation skills by answering questions in precise and concise Manner.
CO4	Gain confidence and inter-personal skills.
CO5	Provides opportunities to mitigate circumstances into account

CO1	Establish the thesis is of sufficiently high standard to merit the award of the degree for which it is submitted
CO2	Investigate the awareness of original work sits in relation to the wider research field
CO3	Understand the writing, justification and defending aspects in response to the examiners' questions
CO4	Learns the results from the work comprehensively through presentation
CO5	Presenting work in a conference or publish the work in a peer reviewed journal




PRINCIPAL
Solent Institute of Technology
Tirahimpattam, R. R. Dt. -501 506



SCIENT INSTITUTE OF TECHNOLOGY

Ibrahimpattam. R.R Dist - 501506

(Approved by AICTE & Affiliated to JNTUH, Hyderabad)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Academic year 2017-2018

YEAR: I

Semester:

I

Regulation: R17

Course Name: Management and Organizational Behaviour

Course Code:17 MBA01

CO1	Summarizes the theories of management and adopts them in different situations.
CO2	Classification and definition of the problems, analysis of alternatives in decision making.
CO3	Designing the organizational structure and development of controls.
CO4	Influence of personality and perception in individual and group behavior
CO5	Identifies the need for motivation and choice of motivational theory.

Course Name: Business Economics

Course Code: 17MBA02

CO1	Determine the objectives, nature and scope of Business economics, Interpret the basic economic principles and opportunity cost.
CO2	Predict and analyze various factors influencing demand and supply.
CO3	Examine optimum production & cost functions and estimate the impact of innovations and global competitiveness and Analysis of cost concepts.
CO4	Learn the Classification of Market Structures
CO5	Know the Introduction to Business Environment:




PRINCIPAL
Scient Institute of Technology
Ibrahimpattam. R. R. Dist - 501 506

CO1	Brief description about financial Accounting and Accounting Principles.
CO2	Preparation of the financial statement and describing the different types of assets.
CO3	Briefly Providing awareness on inventory valuation.
CO4	Describe the funds flow statement and cash flow statement analysis.
CO5	Providing knowledge of Financial Statement Analysis by using various techniques.

CO1	Understand the Conceptual overview of Statistics
CO2	Knowledge the Measures of Dispersion
CO3	Know the Tabulation and to Various Small Sample Tests
CO4	Apply and analyze various simple & advanced statistical tools
CO5	Learn to Time Series Analysis

CO1	Knowledge about Business Laws related to incorporating a company.
CO2	Learn concept and different Law of contracts
CO3	Knowledge of Negotiable Instruments
CO4	Understand the business environment and Industrial Policy
CO5	Know the Cyber Crime, The Indian IT Act

CO1	Learn the concept and opportunities in Rural marketing
CO2	Knowledge Approaches and Tools of Rural Marketing Research
CO3	Know the Rural Marketing Mix and Product Development
CO4	Learn the Rural Market Brand and Channel Management
CO5	Understand the applications and Innovations in Rural Marketing




PRINCIPAL
Scient Institute of Technology
Thrashimpatnam, R. R. Dt. -201 506

Course Name: Business Communication Lab

Course Code: 17MBA07

CO1	Understands the importance of communication in business and the stages in business meetings.
CO2	Develops awareness of common components and kinds of business letters.
CO3	Analyses the steps in writing business reports, corporate reports and business proposals.
CO4	Distinguishes between written instructions, general writing, oral instructions and format in instructions.
CO5	Contemporary Aspects in Communication.

YEAR: I

Semester: II

Regulation: R17

Course Name: Human Resource Management

Course Code: 17MBA08

CO1	Learn basic HR concepts and Globalization & Competition Trends in HR
CO2	Knowledge the process of recruitment and selection
CO3	Understand the importance of training and developing and performance management techniques and methods
CO4	Apply the knowledge of Compensation Management and employees welfare facilities
CO5	Understand the employee retention strategies and importance of employee relations and statutory compliances.

Course Name: Marketing Management

Course Code: 17MBA09

CO1	Learn concepts of marketing management and marketing environment and strategies
CO2	Analyze Marketing Opportunities, Customer Value and Marketing Mix
CO3	Design a customer driven strategies in Market segmentation
CO4	Evaluate Distribution Decisions, Promotion & Communication Strategies
CO5	Evaluate Pricing Decisions & Personal Communication




PRINCIPAL
Sree Institute of Technology
Thiruvananthapuram, R. R. Di. -201 506

Course Name: Financial Management

Course Code: 17MBA10

CO1	Understand the new role of financial function in the contemporary scenario and its Goals
CO2	Know the Investment criteria and decision process
CO3	Evaluate capital structure and Dividend Decisions
CO4	Learn Working Capital Management and Finance
CO5	Knowledge the Current Assets Management and Corporate Restructuring

Course Name: Quantitative Analysis for Business Decisions

Course Code: 17MBA11

CO1	Understand the origin and application of Operation Research
CO2	Learn Linear Programming Method and Transportation Problem
CO3	Solving Assignment Model problems
CO4	Gain knowledge in Decision Theory and Network Analysis for taking decisions for business
CO5	Gain knowledge in queuing theory for taking decisions for business

Course Name: Entrepreneurship

Course Code: 17MBA12

CO1	Understand the concept and mindset of the entrepreneurs
CO2	Understand the entrepreneurs Personality, journey and Entrepreneurial competencies
CO3	Knows techniques for generating ideas and Launching Entrepreneurial Ventures
CO4	Learn Legal challenges of Entrepreneurship
CO5	Evaluate Strategies for building entrepreneurship




PRINCIPAL
Scientist Institute of Technology
Ibrahimpatnam - R. R. Di. -501 506

Course Name: International Business

Course Code: 17MBA13 C

CO1	Understand the importance and Opportunities and Challenges of International Business
CO2	Learn International Trade theories
CO3	Knowledge the International Business and Economic Integration
CO4	Understand the Strategy and Structure of International Business
CO5	Learn International Business Operations

Course Name: Summer Internship

Course Code: 17MBA14

CO1	Understand Management functions and Organizational structure
CO2	Learn organizational dynamics in terms of organizational behaviour, culture, climate
CO3	Knowledge Functional domain
CO4	Know Processes and systems
CO5	External and internal environment impact on the organization.

YEAR: II

Semester: I SEM

Regulation: R15

Course name: Production & operation Management

CO1	Learn basic Concepts and Strategic of Operations management
CO2	Knowledge of Product process, design and analysis
CO3	Evaluate the Plant Location & Plant Layout
CO4	Learn Types, Job Shop and Machines of Scheduling
CO5	Understand Planning, Integration and scrap Materials Management




PRINCIPAL
Scientist Institute of Technology
Ibrahimpatnam, R. R. Di. -501 506

Course name: Strategic Management

CO1	Learn Strategic management concepts and Industry and Competitive Analysis
CO2	Apply Tools and Techniques for Strategic Analysis
CO3	Know to Implement Strategy
CO4	Understand the Strategies for competing in globalised markets through Turn around and Diversification strategies
CO5	Learn strategy evaluation and control

Course name: Research Methodology

CO1	To understand the Overview of Research methodology, ethics in business Research
CO2	To learn the Design of Business research
CO3	To understand the concept of Data Collection Methods & Tools
CO4	Learn the Measurement of scaling Techniques
CO5	Knowledge of Report writing & Bibliography, Importance of Excel and SPSS in report writing.

Course name: Sales and Distribution

CO1	Learn the importance, evolution, role and Functions of Advertising
CO2	Know the Sales planning and Sales Budget Process.
CO3	Understand the Sales Force compensation and control with evaluation.
CO4	Understand the need for distribution channels and Designing the marketing Channels.
CO5	Understand the need for managing Channels and Ethical issues in Sales and Distribution Management




PRINCIPAL
Saiant Institute of Technology
Brahmapatnam, R. R. Dt. -201506

Course name: Integrated Marketing Communications

CO1	Understanding the Integrated Marketing Communication, Consumer Behaviour, Communication process.
CO2	Setting Communication Objectives , allocating the Marketing Communication Budget Evaluating other promotional tools and IMC.
CO3	Learn the Marketing Communication like Creative Execution in Advertising, Execution on online and television.
CO4	Learn the Sales Promotion Unconventional Promotional Media
CO5	Know the Regulation, Social and Ethical Aspects of Advertising and Promotion

Course name: Consumer Behaviour

CO1	Understand consumer behavior
CO2	Know Environmental influences on consumer behaviour
CO3	Knowledge of perception and attitude of consumers
CO4	Evaluate Consumer Decision Making Processes
CO5	Learn marketing ethics towards consumers

Course name: Strategic Management Accounting

CO1	Learn Fundamentals of Management Accounting, Cost analysis and Control
CO2	Know Costing for Specific Industries
CO3	Understand Application of Marginal Costing
CO4	Know business Marginal Costing, planning and activities
CO5	Knowledge of Budget and Budgetary controls

Course name: Security Analysis and Portfolio Management

CO1	Learn Indian Investment Environment
CO2	Know Portfolio Analysis
CO3	Understand Bond valuation and management
CO4	Evaluate Equity valuation of Cash market and derivatives
CO5	Learn Performance evaluation of Portfolios




PRINCIPAL
Sri Sankar Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course name: Financial Institutions, Markets & Services

CO1	Understand the concept of Indian Financial system and Regulatory and Promotional Institutions
CO2	Know Banking Institutions, Banking Innovations, Banking Innovations.
CO3	Know Non Banking Institutions, Banking Innovations.
CO4	Knowledge of Financial and Securities Markets
CO5	Learn the Asset /Fund Based Financial Services

Course Name: Training and Development

CO1	Know the Trends in training, important concepts and meanings, aligning training design with learning process.
CO2	Learn The Training Need Analysis, Facilitation of learning and training transfer to the job
CO3	Understand the Training methods.
CO4	Learn the implementation, types of evaluation.
CO5	Know about the Areas of organizational Training

Course Name: Management of Industrial Relations

CO1	Understand the Importance of Industrial Relations and Management of Trade Unions
CO2	Know the Collective Bargaining Mechanism
CO3	Know Parties and role in Industrial Relations
CO4	Knowledge Labour Legislation aspects
CO5	Knowledge Standing Orders, dispute settlement and Managing good industrial




PRINCIPAL
Scientist Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506

Course Name: Performance Management

CO1	Understand the concept, significance, Strategic Planning of Performance Management
CO2	Learn Communication of Performance Expectations
CO3	Evaluate Performance Management and Employee Development
CO4	Know Reward Systems and Legal Issues
CO5	Learn relevant Performance related concepts

Course Name: Personal Effectiveness Seminar

CO1	Understand the product mix and strategies of the organization, structure of organization, reporting systems and general administration of the organization.
CO2	Understand the organizational dynamics in terms of organizational behaviour, culture, competition, future strategies and change initiatives of the organization.
CO3	Understand how to do the routine work related to job they prefer to do after MBA.

Course Name: Business Best Practices and Success Stories of Emerging Leaders Seminar

CO1	Students should be able to understand the best practices.
CO2	Students should be able to understand many of the best practices and also will be able to suggest the next practices.
CO3	Student should be able to understand, the compelling circumstance that makes a leader, the basic character that makes a strong leader
CO4	Student should be able to understand, the sustaining forces of leadership, Leader- follower relations and dynamics
CO5	Student should be able to understand, Various types of leadership styles, the process of evaluating leadership taking into account the strengths and weakness, the art of expert critiquing




PRINCIPAL
Seient Institute of Technology
Thrashimpatnam, R. R. Dt. -501 506

YEAR: II

Semester: II SEM

Regulation: R15

Course Name: Entrepreneurship

CO1	Understand the concept and mindset of the entrepreneurs
CO2	Understand the entrepreneurs Personality, journey and Entrepreneurial competencies
CO3	Knows techniques for generating ideas and Launching Entrepreneurial Ventures
CO4	Learn Legal challenges of Entrepreneurship
CO5	Evaluate Strategies for building entrepreneurship

Course Name: Management of Technology

CO1	Understand the Process of Technological Innovation:
CO2	To learn the Financial Evaluation of Research and Development Projects:
CO3	To know the Research and Development
CO4	To understand the Technological Forecasting For Decision Making
CO5	To know the concepts of Transfer of Technology

Course Name: Strategic Investment and financing Decisions

CO1	Learn the Investment decisions under conditions of Risk and uncertainty
CO2	Understand the Types of Investments and disinvestments
CO3	Evaluate the Critical analysis of appraisal techniques
CO4	Know the Strategic Analysis of selected investment decisions
CO5	Learn the Financing Decisions




PRINCIPAL
Scientist Institute of Technology
Thrashimputnam, R. R. Dt. -501 506

Course Name: International Financial Management

CO1	Learn the concept and changes and challenges of International Financial Management
CO2	Know International Flow of Funds and International Monetary System
CO3	Knowledge of Foreign Exchange Market
CO4	Understand Exchange Rates systems
CO5	Learn Asset and liability Management

Course Name: Financial Derivatives

CO1	To understand the interdiction to derivatives.
CO2	To learn the structure of forward and future markets, roles of derivative markets
CO3	To learn the basic option strategies and structure of options markets
CO4	To know the commodity market derivatives
CO5	To understand the evolution of swap market, features of swaps

Course Name: Services Marketing

CO1	To know the foundation of service marketing role of services in modern economy, characteristics of services compared to goods
CO2	To learn the consumer behaviour in services, understanding consumer requirements service recovery
CO3	Understanding the service innovation and design challenges, new service development processes.
CO4	To learn the delivering and performing service
CO5	To know the integrated services marketing communications, managing service promises




PRINCIPAL
Sriant Institute of Technology
Thiruvananthapuram, R. R. Dt. - 501 506

Course Name: International Marketing

CO1	Learn the Global Marketing Management
CO2	Understand the Environment of global markets
CO3	Assess Global Market Opportunities
CO4	Know to develop Global Marketing product and services
CO5	Know to develop and Implement Global Marketing Strategies

Course Name: Retailing Management

CO1	Learn the interdictioin to retail management
CO2	To understand the concepts of shopping environment shoppers shopping patterns in India
CO3	Learn the classification of retail formats and marketing structure, delivering value through retail functions
CO4	Understand the pricing and supply chain management
CO5	To know the objectives of buying, retail buying and managing retail operations.

Course Name: Leadership and Change Management

CO1	Understand the introduction and Skills approach to leadership
CO2	Learn the concept of Contingency Leadership
CO3	Know the concept of Transformational Leadership
CO4	Knowledge Organizational design and change
CO5	Evaluate Employee Relations and Managing Change

Course Name: Compensation and Reward Management

CO1	Learn the pay model strategy
CO2	To define designing pay levels the evidence pay for performance plans.
CO3	To understand the performance appraisals, employee welfare
CO4	To know the compensation of special groups, international pay systems.
CO5	To learn the public sector pay management, government and legal issues in compensation.




PRINCIPAL
Sri Sankar Institute of Technology
Thiruvananthapuram, R. R. Dt. -501 506

Course Name: International Human Resources Management

CO1	Learn Cultural aspects of International Human Resource Management
CO2	Understand the key role of International Human Resource Management in Successful Multinational Companies
CO3	Know Global human Resource Planning
CO4	Know Training and development of Global employees
CO5	Know Performance Management of Global employees

Course Name: Pre Submission of Project -Seminar

CO1	Inculcate Research interest among students and prepare comprehensive report based on literature survey
CO2	Assessing and selecting a suitable problem relevant to topic with an attention to practical workplace problems faced by the organizations
CO3	Knowledge to analyse and apply various statistical tools
CO4	Learn to interpret the data resulted from analysis
CO5	Finding solution either through simulation or through practical work

Course Name: Comprehensive Viva

CO1	Assess the overall knowledge of the student in the relevant field of Management acquired over two years
CO2	Assess the communication, presentation skills & overall impression
CO3	Attain Oral Presentation skills by answering questions in precise and concise Manner.
CO4	Gain confidence and inter-personal skills.
CO5	Provides opportunities to mitigate circumstances into account




PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Di. -201 506

Course Name: Main Project viva voice

CO1	Establish the thesis is of sufficiently high standard to merit the award of the degree for which it is submitted
CO2	Investigate the awareness of original work sits in relation to the wider research field
CO3	Understand the writing, justification and defending aspects in response to the examiners' questions
CO4	Learns the results from the work comprehensively through presentation
CO5	Presenting work in a conference or publish the work in a peer reviewed journal




PRINCIPAL
PRINCIPAL
Scient Institute of Technology
Ibrahimpatnam, R. R. Dt. -501 506