

## **I SEMESTER**

### **Course Objectives and Course Outcomes**

#### **MBA01: MANAGEMENT & ORGANIZATIONAL BEHAVIOR**

**Course Objective:** To understand the Fundamentals of Management and Behavioral aspects of individual and groups in an organization.

**Course outcome:** Students will be able to understand

1. Evolution of Management and contribution of Management thinkers.
2. The relevance of environmental scanning, planning and to take decisions.
3. Organizing and controlling.
4. Individual and group Behaviour.
5. Leadership and Motivation.

#### **MBA02: BUSINESS ECONOMICS**

**Course Objective:** To understand the Business, impact of Micro and Macro Economic Environment on business decisions.

**Course Outcome:** Students will be able to understand

1. Economic Principles in Business
2. Forecast Demand and Supply
3. Production and Cost Estimates
4. Market Structure and Pricing Practices
5. Economic Policies.

#### **MBA03: FINANCIAL ACCOUNTING AND ANALYSIS**

**Course Objectives:** To prepare, analyze, interpret the financial statements for business decision making.

**Course Outcome:** Students will be able to understand

1. Principles of Accounting, Accounting Process
2. Inventory Valuation
3. Preparation, Analysis and Interpretation of Financial Statements.

#### **MBA04: BUSINESS STATISTICS**

**Course Objective:** To understand the basic statistical tools for analysis & interpretation of qualitative & quantitative data.

**Course Outcomes:** Students will be able to understand

1. Conceptual overview of Statistics
2. To apply, analyze various simple & advanced statistical tools
3. To interpret data through statistical tools.

#### **MBA05: BUSINESS LAW AND ETHICS**

**Course Objective:** To understand the Legal and Regulatory Framework for doing business in India.

**Course Outcome:** Students will be able to understand

1. Business Laws related to incorporating a company
2. Importance of Ethics in Business
3. Cyber Crime and Legal Aspects.

#### **MBA06A: OPEN ELECTIVE-I: BUSINESS RESEARCH METHODOLOGY**

**Course Objective:** To understand the basic research methodology and apply the tools for interpretation of quantitative and qualitative data.

**Course Outcome:** Students will be able to understand

1. Basics of Research Methodology and Research Design
2. Data Collection methods and the tools for analysis and interpretation
3. Importance of presentation of data analysis and report writing including referencing style.

### **MBA06B: OPEN ELECTIVE - I: PROJECT MANAGEMENT**

**Course Objective:** The objective of this course is to lay an important foundation to students in managing projects with a special focus on every phase such as project planning, execution, monitoring and evaluation.

**Course Outcome:** Students will be able to understand

1. Importance of Project Management
2. Project Planning, Execution and implementation
3. Significance of teams in projects
4. Project evaluation techniques.

### **MBA06C: OPEN ELECTIVE - I: TECHNOLOGY MANAGEMENT**

**Course Objective:** To Understand the importance of technology in conduct of business.

**Course Outcome:** Student will be able to understand:

1. Importance of Technological Innovation
2. Importance of Research and development in technology management
3. Forecasting of Technology

### **MBA06D: OPEN ELECTIVE - I: RURAL MARKETING**

**Course Objectives:** To understand the importance of Rural Marketing, Rural Environment, Problems in Rural Marketing in India and Strategies to be adopted by the corporate.

**Course Outcome:** Students will be able to understand:

1. Rural Marketing opportunities
2. Rural Economy and Environment
3. Social and cultural aspects in rural India
4. Innovations in rural marketing.

**MBA07: BUSINESS COMMUNICATIONS (LAB)**

**Course Objective:** To understand the importance of oral and written communication and its applications in Business.

**Course Outcome:** Students will be able to understand

1. The importance of Communication in Business.
2. To develop writing skills and presentation.
3. Writing business proposals and letters.
4. Application of business communication in the self-development process.