

# Madhav Institute of Technology & Science Gwalior

<b>Department :</b>	<b>Department of Management</b>			
<b>Batch</b>	<b>2020-2022</b>			
	<b>Course Outcome</b>			
	<b>Management Functions and Behaviour 700111</b>	<b>C01</b>	Apply basic concepts of management, management theories, and ethics in business and social responsibility of business.	
		<b>C02</b>	Identify role of planning and decision making in managing business situations.	
		<b>C03</b>	Describe the barriers to individual decision-making and common styles of decision-making.	
		<b>C04</b>	Application of staffing concepts and utilizing human resources effectively.	
		<b>C05</b>	Evaluate the concept of direction and motivation in managing human resources	
		<b>C06</b>	Develop various organizational decision making strategies.	
	<b>Management Functions and Behaviour 700111</b>			
	<b>Teamwork, Leadership and Corporate Finance 700112</b>	<b>C01</b>	Learn to integrate effective Leadership strategies	
		<b>C02</b>	Create a collaborative work culture, Practice conflict management	
		<b>C03</b>	Apply analytical ability to influence investment in the capital market	
		<b>C04</b>	Analyze financial aspects of corporate finance	
		<b>C05</b>	Evaluate common techniques used to build effective teams	
		<b>C06</b>	Enhance an understanding of team work, leadership and motivation.	
	<b>Teamwork, Leadership and Corporate Finance 700112</b>			
	<b>Business, Government, Society and International Economy 700113</b>	<b>C01</b>	Identify the basic concepts in managerial economics relevant to consumer, producer and wealth owner.	
		<b>C02</b>	Interpret the concepts and laws of demand and supply.	
		<b>C03</b>	Apply production function and laws of production.	
		<b>C04</b>	Relate the basic concepts, theories and laws of utility and indifference curve	
		<b>C05</b>	Evaluate the various market structures and pricing strategies.	
		<b>C06</b>	Enhance an understanding of team work, leadership and motivation	
	<b>Business, Government, Society and International Economy 700113</b>			
	<b>C01</b>	Define the concept, process and barriers of corporate communication		

# SEMESTER I

Managerial Communications 700114	C02	Describe verbal communication with its implications
	C03	Apply the concept of Non-Verbal Communication
	C04	Analyse the concept of Interpersonal communication
	C05	Evaluate cross-cultural communication and its implication while interacting with foreign clients
	C06	Create the concept of Media management and Business negotiation
<b>Managerial Communications 700114</b>		
Microeconomics 700115	C01	Define the economic basis for business characteristics and market imperfections.
	C02	Describe Differentiate between consumer behaviour and market behaviour.
	C03	Apply concept of costing, pricing and its relation with demand and supply.
	C04	Analyze sustainability of different markets.
	C05	Evaluate entrepreneur Skills and Leadership Abilities
	C06	Create different pricing strategies
<b>Microeconomics 700115</b>		
Marketing Management 700116	C01	Learn fundamental concepts of marketing management
	C02	Classify the distribution system and functions of channel members
	C03	Apply the promotion tools to generate and increase demand.
	C04	Analyze the concept of service marketing and its mix
	C05	Evaluate various elements of marketing mix as well as their influence on functioning of an organization.
	C06	Select various evolving marketing concepts
<b>Marketing Management 700116</b>		
Managing People and Performance in Organizatons 700117	C01	Identify the significance of the HR and their effective management in organizations.
	C02	Discuss issues in managing ethical and technical issues of HR.
	C03	Apply various techniques to forecast, plan and manage employee needs.
	C04	Demonstrate competence in problem-solving in the area of HR Management.
	C05	Classify ways in which people might diagnose a business strategy.
	C06	Develop innovative solutions to emerging problems in the fields of HRM.
<b>Managing People and Performance in Organizatons 700117</b>		
Financial & Management Accounting and Control 700118	C01	Define the role of financial manager
	C02	Describe the problem and formulate the best alternative investments decisions
	C03	Apply the subject related concepts and contemporary issues.
	C04	Analyze the quantitative financial tools in the decision-making process
	C05	Evaluate having problem solving ability – solving social issues and business problems
	C06	Create a budgeting framework for an industr
<b>Financial &amp; Management Accounting and Control 700118</b>		
Self/	C01	Recognize self-awareness, life skills, soft skills, need for personal development etc.

SECTOR II	Management of Self Presentation / Self-Learning 70011	C02	Interpret and exhibit accurate sense of self in order to develop talent.
		C03	Develop student's overall personality: professionally, personally and emotionally
		C04	Analyze the strong and weak areas to improve both internally and externally.
		C05	Demonstrate skill-based learning training to achieve better job opportunities
		C06	Develop an understanding of the corporate environment and facilitate the professional
		<b>Management of Self/ Presentation / Self-Learning 700119</b>	
	Organizational Behaviour 700211	C01	Describe major theories, models, frameworks, etc. in the field of OB in an Organizational setting.
		C02	Explore the implications of OB from the perspectives of employees, managers, leaders and the organization
		C03	Classify the role of individuals, groups and organization in influencing employees' behaviour in organization.
		C04	Elaborate the challenges in shaping organizational behavior, organizational culture and organizational change.
		C05	Evaluate and formulate approaches to reorient individual and team behaviour in order to achieve organizational goals.
		C06	Develop creative and innovative ideas that could positively shape the organizations.
	<b>Organizational Behaviour 700211</b>		
	Operations Management 700212	C01	Identify the concept of operations management, plant location and its layout
		C02	Summarize the objective and phases of production planning and control
		C03	Apply the tools and techniques of material handling and material management
		C04	Analyze various issues related to maintenance management
		C05	Justify the importance of work study and quality control tools and their implementation.
		C06	Develop the waste management and automation related strategies.
	<b>Operations Management 700212</b>		
	Financial Management 700213	C01	Define financial management concept and methods
C02		Describe Time value of money concept	
C03		Apply the net present value criterion to complex capital budgeting problems.	
C04		Analyze a firm's capital structure.	
C05		Evaluate alternative techniques for analyzing project opportunities and budgeting capital.	
C06		Create capital budgeting model for measurement of project	
<b>Financial Management 700213</b>			
Research Methodology & Statistics 700214	C01	Define the source of a quantifiable problem	
	C02	Describe types of data and variables.	
	C03	Apply mathematical techniques and applications	
	C04	Analyze interpret and summarize the data in a useful and informative manner.	
	C05	Evaluate an appropriate measure of central tendency for a given data set.	
	C06	Create an employ appropriate mathematical tool to solve problems.	
<b>Research Methodology &amp; Statistics 700214</b>			
Entrepreneurship	C01	Describe the basic of Entrepreneurship and real-life issues therein.	
	C02	Compare theoretical concept into practice while facing business Problems.	

# SEMESTER

Entrepreneur and Innovation 700215	C03	Apply reasoning and Analytical ability to foster business Decisions Making
	C04	Analyze skills in customer development, customer validation, competitive analysis
	C05	Evaluate entrepreneur Skills and Leadership Abilities.
	C06	Create awareness and deliberately practice the skills and disciplines necessary to increase confidence.
<b>Entrepreneurship and Innovation 700215</b>		
Legal aspects of Business 700216	C01	Identify and improve the legal environment of business.
	C02	Summarize the basic legal knowledge to business transactions.
	C03	Apply effectively using standard business and legal terminology
	C04	Analyze the relationship of business law and economic activities
	C05	Reframe a sense of ethical viewpoint towards legislation in conduction of activities.
	C06	Develop various evolving marketing concepts.
<b>Legal aspects of Business 700216</b>		
International Business Management 700217	C01	Identify real complexities, opportunities & creative challenges of international business across time, space & cultures.
	C02	Choose theories involved in international trade, which help students, will be able to develop an understanding of global perspective
	C03	Examine the strategies used for entry in international markets.
	C04	Apply the concept of evaluating risk in world markets that affect the consumer demand & shape of marketers' strategies.
	C05	Relate the various concepts used for international finance and for the marketing of international business.
	C06	Develop the ethical implication of business decision making and recognize ethical dilemmas. Students will have awareness about international financial, marketing and human management
<b>International Business Management 700217</b>		
Business Environment and Sustainability 700218	C01	Identify the nature of business environment and its components.
	C02	Develop conceptual framework of business environment and generate interest in international business.
	C03	Apply social, political and economic environment in context of International business.
	C04	Create a process that will lead to businesses becoming completely sustainable in the future.
	C05	Evaluate the significance of corporate social responsibility in the growth of any nation
	C06	Rewrite the various trade blocks for regional integration.
<b>Business Environment and Sustainability 700218</b>		
Self Learning Presentation (MAC)*MCO201	C01	Identify real complexities, opportunities & creative challenges of international business across time, space & cultures.
	C02	Contrast the skills for communicating professionally and persuasively such as writing letters, preparing presentations, placing orders etc.
	C03	Apply the modern techniques of business communication.
	C04	Analyse the skills related to effective presentations and interviews
	C05	Develop effective communication and interpersonal skills
	C06	Develop the driving principles behind a successful business
<b>Self Learning Presentation (MAC)*MCO201</b>		
it	C01	Define introduction to global strategic management.

	Strategic Management 700311	C02	Interpret strategic management knowledge, processes, life cycle and the embodied concepts, tools and techniques in order to achieve.
		C03	Apply of technology tools for communication, collaboration, information management & decision support
		C04	Analyze the entrepreneurial decision-making process – from business model design to the launch of the new venture
		C05	Prioritize entrepreneurial and teamwork skills in finding, evaluating and beginning the process of implementing new venture concepts
		C06	Develop the role of Corporate Social Responsibility and Ethics.
		<b>Strategic Management 700311</b>	
	Strategic HRM MBO111	C01	Identify the key HRM functions and operations
		C02	Summarize key human resource management concepts
		C03	Apply the linkages between HRM functions and operations and organizational strategies, structures and culture
		C04	Analyze awareness of the different contexts that impact on the operation of HRM
		C05	Evaluate behavior that enhanced competence in decision making
		C06	Create group leadership, oral and written communication, critical thinking, problem solving, planning and team work
	<b>Strategic HRM MBO111</b>		
	Talent and Competence Management MBO112	C01	Identify the importance of Talent and the strategies to reduce the talent gap
		C02	Associate Talent Management process with real life organizational situation
		C03	Illustrate the strategies involved in Talent Management
		C04	Analyze the issues involved in talent management
		C05	Assess the various challenges involved in competency management
		C06	Develop effective procedures for talent and competence management
	<b>Talent and Competence Management MBO112</b>		
	Industrial Relations & Labour Laws MBO113	C01	Describe descriptive knowledge of the field of industrial relations.
C02		Summarize the dynamic legal context in which employment relationships are enacted.	
C03		Apply and consider the social, historical and equity issues within industrial relations.	
C04		Analyze the analysis of various industrial issues within the periphery of industrial laws and legislations.	
C05		Appraise aspects of employment law to real workplace situations.	
C06		Design various legislation relating to industries.	
<b>Industrial Relations &amp; Labour Laws MBO113</b>			
E-HRM MBO114	C01	Describe the transformation of HR through IT and Web Technology	
	C02	Discuss the implications of implementing e-HRM in organization.	
	C03	Translate HR activities to IT enabled functions of HR	
	C04	Differentiate between different types of information systems in an organization	
	C05	Justify e-HRM with its many features and functions can support the business	
	C06	Implement e-HRM system for various levels in an organization	
<b>E-HRM MBO114</b>			
or	C01	Describe key concepts and theories of consumer behavior.	

# SEMESTER III

Consumer Behavior MBO221	C02	Infer psychological theories relevant for understanding consumer behavior
	C03	Apply how various environmental factors influence consumer behavior and how it influences consumer behavior
	C04	Analyze theories in developing viable marketing strategies.
	C05	Reframe appropriate marketing strategies for different segments of consumers.
	C06	Modify the legislative responses to consumerism
<b>Consumer Behavior MBO221</b>		
Service Marketing MBO222	C01	Describe the service sector and apply the 7Ps of Service Marketing.
	C02	Interpret quality means in service delivery
	C03	Change perceptions of service quality are developed by customers
	C04	Analyze service blueprinting, the integration of new technologies.
	C05	Evaluate key issues of today's customer service provider and service managers.
	C06	Create critical issues in service design and service delivery including managing customer service
<b>Service Marketing MBO222</b>		
Sales & Distribution Management MBO223	C01	Describe the inter-dependence and relationship amongst channels of distribution
	C02	Interpret practical aspects of the key decision-making variables in sales force and distribution channel management.
	C03	Apply formalized sales process companies use to manage the decision process behind a sale
	C04	Analyze conceptual and practical knowledge to manage channels for enhanced performance
	C05	Evaluate marketing policy and relationship selling
	C06	Design the role of participants in marketing of goods & Services
<b>Sales &amp; Distribution Management MBO223</b>		
Advertising & Promotion Management MBO224	C01	Identify the concept of advertising and discuss the basic economic impact of advertising.
	C02	Compare the different job functions and responsibilities of those employed in advertising.
	C03	Apply the concepts, tools and techniques relevant to advertisement management
	C04	Analyze some of the social and ethical implications of advertising
	C05	Criticize some of the forms of advertising regulation and go through the complexities of advertisement creativity
	C06	Modify strategic communication mix problems faced by media managers
<b>Advertising &amp; Promotion Management MBO224</b>		
Total Quality Management MBO331	C01	Define the fundamental principles of Total Quality Management
	C02	Apply the appropriate statistical techniques for improving processes
	C03	Apply the various statistical tools in TQM.
	C04	Develop research skills that will allow them to keep abreast of changes in the field of Total Quality Management
	C05	Emphasize the process of learning and discovery rather than the presentation of fact.
	C06	Illustrating the various issues related to maintenance management
<b>Total Quality Management MBO331</b>		
Project Management	C01	Describe contemporary project management tools
	C02	Summarize various projects and attributes of their success and failure.

	Project Management MBO332	C03	Apply PM tools to sharpen their project management skills.	
		C04	Analyze the risks involved in modern times projects and develop mitigation strategies to deal with them.	
		C05	Evaluate the optimum cost of project for assigned deadlines.	
		C06	Develop the different options to arrange the sources to complete it within stipulated time	
	<b>Project Management MBO332</b>			
	Investment & Portfolio Management MBO441	C01	Identify the characteristics of various investment alternatives available to investors.	
		C02	Describe the securities market functions.	
		C03	Apply the techniques used by professionals for analyzing and valuing investment alternatives.	
		C04	Analyze financial derivatives, viz. options and futures, are valued.	
		C05	Evaluate the framework for portfolio management.	
		C06	Create a set of guidelines for investors with varying inclinations.	
	<b>Investment &amp; Portfolio Management MBO441</b>			
	Financial Services MBO442	C01	Define financial services and their features	
		C02	Describe specific services in Indian Financial System.	
		C03	Apply concept of Securities of Capital and Money Market.	
		C04	Analyze the principles of effective organizational policies for successful risk management.	
		C05	Evaluate different financial services with e-banking concepts.	
		C06	Create model for different venture capital projects.	
	<b>Financial Services MBO442</b>			
	Working Capital Management MBO443	C01	Define the role and importance of Working capital in smooth conduction of Business.	
C02		Describe optimize working capital operating cycle.		
C03		Apply the techniques used to minimize cost of capital and focus on working capital Management.		
C04		Analyze Inventory Costs management.		
C05		Evaluate the framework for Overall working capital Management.		
C06		Create the Appropriate Receivable Policy		
<b>Working Capital Management MBO443</b>				
Corporate Tax Planning & Management MBO444	C01	Define various tax related information and their proper analysis.		
	C02	Describe different advice on a range of complex high-net-worth business and company issues.		
	C03	Apply alternative available tax planning strategies		
	C04	Analyze Properly interpret the impact of taxation decision on corporate performance.		
	C05	Evaluate provisions and calculations under MAT		
	C06	Create model for tax planning with reference to depreciation; provisions		
<b>Corporate Tax Planning &amp; Management MBO444</b>				