



**ASTHA SCHOOL OF MANAGEMENT
COURSE OUTCOME**

**Subject : Managerial Economics
Subject Code : 18MBA101**

CO1	Define various basic micro & macro-economic variables in the context of Management.
CO2	Explain various economic laws governing Consumption, Production and Market.
CO3	Use demand estimation & forecasting analysis in practice as a proactive manager.
CO4	Define price-output determination strategy under the different forms of market as well as under different circumstances.
CO5	Appraise various business decision making strategy from Managerial point of view.
CO6	Design strategies for production, cost and profit as a prudent Manager.

**Subject : MARKETING MANAGEMENT
Subject Code : 18 MBA-102**

CO1	Remember the basic concepts of Marketing.
CO2	Understanding the need and importance of Marketing in the competitive world.
CO3	Apply techniques and strategies of Marketing Management in varied circumstances.
CO4	Analyze the impact of marketing environment on the marketing plan.
CO5	Evaluate the factors influencing consumer behaviour for better application of marketing tools.
CO6	Creating a successful market plan by using different marketing communication tool.

**Subject : ORGANIZATIONAL BEHAVIOUR
Subject Code : 18MBA 103**

CO1	Understand the basic concepts of OB and its implementation in the organizational setting.
CO2	Analyze the individual differences at the workplace for better organizational performance.
CO3	Identify and examine the characteristics of team for improved interpersonal relations.
CO4	Apply theories and frameworks to solve problems and take effective Managerial decisions.
CO5	Evaluate and analyze how the study of individual and group behaviors can aid in improving Managerial process and practices
CO6	Develop leadership competency in business related situations.



Subject : Management Principles

Subject Code : 18MBA104

CO1	Define concepts of Management and the applications of different approaches of Management.
CO2	Illustrate different forms of Organizational structure.
CO3	Explain the components and process of decision making.
CO4	Classify the types of planning in learning organization
CO5	Compare the difference between risk and uncertainty in decision making process.
CO6	Develop the conceptual understanding of controlling process and implementation of change management

Subject : DECISION SCIENCE

Subject Code : 18 MBA -105

CO1	Recognizes the importance of statistics in various fields.
CO2	Elucidate basic statistical concepts and tests used in research
CO3	Apply LPP to find optimal Solution
CO4	Analyze transportation and assignment problems in Business application
CO5	Solve simple games using different techniques.
CO6	Design Markov chain and simulation techniques

Subject : Business Communication

Subject Code : 18 MBA 106

CO1	Understand and Apply communication know-how to business contexts.
CO2	Learn and Apply listening, speaking, reading and writing (LSRW) skills of English language.
CO3	Apply creative and critical thinking to verbal communication in business contexts.
CO4	Learn to create business documents using appropriate language and format.
CO5	Read, analyse and critique business texts for decision making
CO6	Making Effective Presentations in a business environment
CO7	Learn GD and interview skills for placements

Subject : Financial Accounting & Analysis

Subject Code : 18MBA107

CO1	Define various accounting terms, concepts and recall the formats of books of accounts.
CO2	Classif the transactions and phases of accounting process.



CO3	Prepare and demonstrate the financial statements
CO4	Interpret the financial performance and health of the organization.
CO5	Evaluate and judge the financial health of the organization through financial statement analysis.
CO6	Develop strategies for improving financial reporting efficiency.

Subject : BUSINESS LAW

Subject Code : 18MBA 108

CO1	Acquire a sound understanding of the legal aspects of laws affecting the businesses.
CO2	Apply basic legal knowledge to business transactions.
CO3	Communicate effectively using standard business and legal terminology
CO4	Analyze a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.
CO5	Describe current law, rules, and regulations related to settling business disputes
CO6	Develop a statutory control framework for all the business transactions of a company

Subject : Business Environment and Ethics

Subject code: 18 MBA 109

CO1	Explain the concept of various constituents of environment and their impact on business functions and relate various concepts like business ethics, ethical dilemmas, corporate culture and ethical climate with business functions.
CO2	Understand the influence of different environmental factors and their impact on business decision besides understanding the importance and role of ethical behavior in the current days business world.
CO3	Demonstrate different conceptual framework of business environment and generate interest in National and International business.
CO4	Analyze and apply various methods and techniques (SWOT, PEST, ETOP& FORCASTING) in Business Environment in solving various business problems.
CO5	Examine and evaluate different business strategy in national and International Environment. And select best possible alternatives to solve business problems.
CO6	Draw a Design of Business Plan after analysis of the market and environmental scenario.

Subject : CORPORATE FINANCE

Subject Code : 18 MBA201

CO1	Remembering the fundamental aspects of short term and long term Investment, and financial Management.
CO2	Understanding the mechanism involved in maximizing profit and wealth ,selecting profitable investment avenues and preparing suitable capital structure for the organization.



CO3	Applying mechanism in determining maximum possible return against minimum possible cost at a constant level of risk.
CO4	Analyzing alternative corporate finance mechanism for determining its applicability in different Situation .
CO5	Evaluating and exploring the techniques of Corporate Finance for its application at the right time in right manner.
CO6	Creating a Corporate Finance model for generating and utilizing funds in an effective manner for the growth and sustenance of the organization and other stakeholders.

Subject : INDIAN FINANCIAL SYSTEM AND SERVICES

Subject Code : 18MBA202

CO1	Understand the Indian financial system, current structure and regulation in reference to the macro economy .
CO2	Remember the guidelines of different regulators in the financial system.
CO3	Apply knowledge of Banking ,Insurance and its recent developments.
CO4	Evaluate operational practices of Financial Markets, Institutions and Services.
CO5	Illustrate the online trading mechanism in the Indian Stock Exchange
CO6	Create strategies to promote Financial Products and Services.

Subject :Human Resource Management

Subject Code : 18MBA203

CO1	Define the concept of human resources management and its different practices as it supports the success of the organization including the effective development of human capital as an agent for organizational change.
CO2	Explain the knowledge of performance appraisal and its component of employee performance, productivity and organizational effectiveness.
CO3	Demonstrate the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.
CO4	To point out the types of wages and the practice of wage differentials in different industry
CO5	Compare between employee training and employee development as it impacts organizational strategy and competitive advantage.
CO6	Develop conceptual understanding of career planning, promotion, talent management and employee engagement



CO1	Identify the basic need of research and remember the terms required for various research activities.
CO2	Explain various techniques of research methodology
CO3	Utilize the knowledge of research methodology in solving various business problems.
CO4	Distinguish various alternative course of action available for a particular situation.
CO5	Judge and select best possible alternatives to solve business problems
CO6	Design and develop a good research based process in the organization.

Subject : Operations Management

Subject Code : 18 MBA 205

CO1	Define various basic operation management concepts, terminologies, strategies
CO2	Understand the meaning of productivity, cost and other factors of production
CO3	Ensuring a smooth operational run through the involvement of employees, resources, equipment, and information across organizational levels.
CO4	Analyze various, Production Planning and Control, Project Management, Business Analytics and other elements related to operations in both manufacturing and service industry.
CO5	Evaluate the micro and macro economical environment and select the best possible option for the organization
CO6	Create and develop a business operations system that will economically efficient.

Subject : INTERNATIONAL BUSINESS

Subject Code : 18 MBA-206

CO1	Understand the definition of domestic and International business besides realizing the factors causing globalization.
CO2	Analyze the challenges in doing business in global spectrum besides determining the need and quantum of FDI needs of a country.
CO3	Identify and examine the characteristics of organization for doing business at global level
CO4	Apply theories and frameworks to resolve varied obstacles for doing business at global level.
CO5	Evaluate and analyze the feasibility of investment in doing business and trade both domestically and globally.
CO6	Develop Entrepreneurship competency in doing business with global atmosphere.

Subject : Fundamentals of IT & ERP



CO1	Remembering the importance of IT in business, gathering knowledge about computer networking, internet security, DBMS, Data mining, BI, e-governance
CO2	Understand the concept of ERP in different department, able to compare traditional vs. modern techniques of decision making process
CO3	Apply different tools and application in functional areas of organization decision making system
CO4	Analyze and apply various ERP tools and application in each department
CO5	Examine and evaluate different business strategy in national and International Business strategy. And select best possible alternatives to solve business problems
CO6	Creating and implementing ERP tools for business plan after understanding the emerging trend of ERP application

Subject : Corporate Strategy
Subject Code : 18 MBA 208

CO1	Recall the basic concept of strategy and its hierarchy.
CO2	Explain strategic intent and business environment of an organization.
CO3	Utilize the knowledge of competencies and competitive advantages while analyzing different industries.
CO4	Analyze different generic business strategies used by an organization.
CO5	Evaluate various strategic alternatives and business portfolio techniques.
CO6	Develop creative strategic solutions from real-life business situations.

Subject : Entrepreneurship Development
Subject Code : 18 MBA 209

CO1	Understand the basic concepts and its implementation.
CO2	Analyze the differences at the workplace for better organizational performance
CO3	Identify and examine the characteristics of team for improved interpersonal relations.
CO4	Apply theories and frameworks to solve problems and take effective managerial decisions.
CO5	Evaluate and analyze how the study of individual and group behaviors can aid in improving managerial process and practices.
CO6	Develop Entrepreneurship competency in business related situations.

Subject : Consumer Behaviour
Subject Code : 18 MBA 301A

CO1	Remember the consumer behavior theories and marketing concepts.
CO2	Understand the different factors influencing consumer behaviour.



CO3	Apply different theories of consumer behaviour in understanding consumer's mind.
CO4	Analyze the consumer decision making stages and deduce relevant strategies
CO5	Evaluate the cultural influences on organization and institutional consumer behaviour.
CO6	Create plans and use different models of consumer behaviour.

Subject : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code : 18MBA301B

CO1	Recall different financial Instruments, Regulations of the Capital Market mechanism.
CO2	Interpreting different practices of investment, understanding the risk return relationships and demonstrate different theories of investment and portfolio analysis.
CO3	Identifying different investment opportunities, applying different theories to construct portfolios and solve Investment problems.
CO4	Examining the portfolio performances, Comparing Mutual fund plans and Investment schemes of companies.
CO5	Evaluate the investment opportunities by using different tools and techniques.
CO6	Constructing efficient portfolios by combining different investment opportunities in to consideration.

Subject : MANPOWER PLANNING

Subject Code : 18MBA 301C

CO1	Understand the objective of manpower planning and the factors influencing the need for manpower planning.
CO2	Analyze the need to use different forecasting techniques in determining future manpower requirement.
CO3	Identify and examine the characteristics of organization while applying the techniques in determining future manpower.
CO4	Apply Statistical and Mathematical Models in Manpower Planning under different theories and framework.
CO5	Evaluate and analyze the steps involved in assessing competencies, Gap analysis and strategy development for manpower planning.
CO6	Develop the model for up-keeping the Qualitative aspects of Manpower Planning.

Subject : Sales and Distribution Management

Subject Code : 18MBA302A

CO1	Recall the conceptual framework & challenges in the field of sales management.
CO2	Explain different elements of sales management and personal selling skills for effective salesmanship.



CO4	Explain channel behavior to manage conflicts among channel members.
CO5	Develop understanding about stock keeping units for a profitable inventory management.
CO6	Design a blueprint to develop an effective logistics and supply chain management system.

Subject : FINANCIAL DERIVATIVES

Subject Code : 18MBA302B

CO1	Recall different financial instruments, Define financial derivatives, the types of derivatives
CO2	Demonstrate knowledge of all aspects of derivative market theory and the roles they play in the financial markets
CO3	Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications
CO4	Critically analyze and evaluate the techniques used to value options and the factors that determine valuation
CO5	Enable to estimate and select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging
CO6	Adopt the advanced techniques for pricing derivatives, Formulate Investment models using derivative Instruments.

Subject : EMPLOYEE RELATIONS

Subject Code : 18MBA302C

CO1	Define Labour and employment Laws in India
CO2	Explain different Mechanism of dispute settlement
CO3	Explain compensation and benefits available to the workmen under the legislations through the Payment of Wages act, Minimum wages Act
CO4	Point out various rights and benefits available to the workmen under the legislations through the E.S.I. Act, 1948, the employees provident fund Act,1952 and Factories Act.
CO5	Compare the machinery contemplated under the provisions of the Industrial Disputes Act for the prevention and settlement of Industrial Disputes Act,
CO6	Develop conceptual understanding of Employee standing order and Industrial Dispute Act and its implications in practice.

Subject : Digital Marketing

Subject Code : 18 MBA 303A

CO1	Recall the basic concept of digital marketing and its key drivers.
CO2	Explain digital consumer and community behavior.



CO3	Apply SEO techniques for effective online marketing.
CO4	Analyze email marketing and content strategies for effective CRM in digital marketing.
CO5	Evaluate various display ad placement techniques.
CO6	Develop and design mobile marketing for a product or service.

Subject : Advanced Management Accounting

Subject Code : 18MBA303B

CO1	Recall the concepts of cost, type of product, various methods and techniques of costing and cost management theory .
CO2	Demonstrate various classification of cost, cost center, the methods and techniques of costing.
CO3	Design the costing system to implement it in various organization to determine cost and have proper control
CO4	Can examine the existing system of costing in an organization and efficiency of operation.
CO5	Evaluate the cost efficiency of various organizational functions.
CO6	Develop a process of efficient cost management system.

Subject : Compensation and Benefits Management

Subject Code : 18MBA303C

CO1	Remember the elements of compensation structure
CO2	Understanding philosophy of human resources and the concept of reward strategy with special reference of compensation remuneration
CO3	Applying various costing elements by conducting a remuneration survey
CO4	Analyze the CTC (cost to company) of each employee while considering the inflation factor
CO5	Evaluate various types of variables of pay and create a salary offer template
CO6	Develop & create various measures for dealing national and international compensation.

Subject : Service Marketing

Subject Code : 18MBA304A

CO1	Define and explain various terminologies, concepts and nature and scope of service marketing
CO2	Demonstrate the knowledge of extended marketing mix for services;
CO3	Apply the service gap model and recognize the challenges faced in services delivery as outlined in the services gap model;
CO4	Analyze the need for innovations in services and robust demand-supply management for business sustainability



CO5	Specify, analyze and select markets for specific services product.
CO6	Develop strategies for improving service quality efficiently.

Subject : Project Appraisal and Financing

Subject Code : 18MBA304 B

CO1	Remembering and Understanding the definition ,nature, scope and importance of Project and Project Management.
CO2	Understanding the mechanism involved in appraising the project from commercial as well as from social point of view along with the cost and financing aspects.
CO3	Applying the key management mechanism in identifying, screening and selecting the right Project.
CO4	Analyzing the viabilities of Projects from different perspectives while deciding for its execution.
CO5	Evaluating different alternative models in selecting and managing the projects to cope with the changing business environment.
CO6	Creating a suitable project management model to apply it in varied circumstances and arriving at a better and up-to date project management structure.

Subject : Performance Management System

Subject Code : 18MBA304C

CO-1	Understand and Remember the concepts and stages of Performance Management system. Also understand traditional as well as modern appraisal method.
CO-2	Understand and appreciate the importance of implementing well-designed performance management systems and apply how performance management feeds into other core HR functions.
CO-3	Demonstrate different communication skills required when managing achievement and underachievement. Apply various reward system strategies like pay fair and justify remuneration on the basis of their efforts, skills and competencies.
CO-4	Analyse and apply various traditional and modern methods used to evaluate employee performance.
CO-5	Examine and evaluate employee's performance using different performance measures (EFQM, EVA, Balance score-card etc.)
CO-6	Create and develop feedback form for employees which help in reviewing their own performance in an organization . Also Design different HR practices for employees.

Subject : Retail Management

Subject Code : 18 MBA 401A

CO1	Remember the basic concept of retailing and different retail formats.
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CO2	Explain retail consumer behavior in different types of buying decisions.
CO3	Utilize the knowledge of business districts while taking retail location decisions
CO4	Analyze merchandise planning mechanism and different retail layouts and designs.
CO5	Evaluate various tools of retail sales promotion.
CO6	Develop retail branding strategies.

Subject : Business Taxation
Subject code:18MBA 401B

CO1	Understand and Remember various forms of Tax like: Direct Tax, Indirect tax, VAT& GST with its constitutional framework and power & responsibilities conferred to different set-ups with their functional jurisdiction.
CO2	Understanding different source of income of Individual and Corporate assessee and its computation for tax purpose.
CO3	Analyze and Apply the criteria laid down in the tax laws in determining the residential status of assessee and their taxable income from various heads with applicable deductions and exemptions.
CO4	Analyzing and Applying the mechanism laid down in tax laws in determining different Indirect tax liabilities of Individual and corporate assessee in its present form.
CO5	Evaluating the mechanism by using information technology within the framework of tax laws in deriving the taxable income of assessee from their respective sources with applicable deductions and exemptions so as to depicts a true and actual figures of their tax liabilities
CO6	Creating and deriving the tax planning & management formats in compliance with the prevailing tax laws to minimize the overall tax liabilities of assessee.

Subject : Team Dynamics at Work
Subject Code : 18 MBA 401C

CO1	Understanding Teams, Defining Team Success,
CO2	Explain the knowledge of performance appraisal and its component of employee performance, productivity and organizational effectiveness.
CO3	Demonstrate the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.
CO4	To point out the types of wages and the practice of wage differentials in different industry
CO5	Compare between employee training and employee development as it impacts organizational strategy and competitive advantage.
CO6	Develop conceptual understanding of career planning, promotion, talent management and employee engagement



Subject : Product and Brand Management

Subject Code : 18 MBA 402 A

CO1	Identify the basic concepts of PBM and its implementation in the organizational setting.
CO2	Explain various fundamentals of Brand Management and compute brand value and equity.
CO3	Apply different concepts in Brand management like Brand Identity Prism, Brand Life Cycle etc.
CO4	Analyze the importance of brands and branding to a firm and its consumers.
CO5	Evaluate conceptual clarity among students regarding concepts of Product Management and Product Classification
CO6	Develop New Product concept using the theoretical knowledge

Subject : BEHAVIORAL FINANCE

Subject Code : 18MBA402B

CO1	Remember the Nature, Scope and significance Behavioral Finance and understand the investors sentiments and Bubble creation
CO2	Understanding the aspects of Expected Utility theory, Prospect theory, Allais paradox, Ellsberg's paradoxes and framing of mental accounting.
CO3	Apply different behavioural finance theory to map the risk attitude and the framing of mental accounting of investors.
CO4	Analyze different behavioural finance theory to determine the Market strategy, rationality in investment decision, portfolio movement.
CO5	Evaluate different behavioural finance theory to select the right market strategy, appropriate risk level and confidence level, suitable portfolio construction.
CO6	Create suitable structural model to determine the equation of risk attitude, framing of mental accounting and construction of portfolio through the application of behavioural finance theory.

Subject : Strategic HRM

Subject Code : 18 MBA 402 C

CO1	Remembering the concept of strategic human resource management and to understand its relevance in organizations.
CO2	Understand and discuss the value of key strategic human resource management concepts
CO3	Apply the factors determining pay rates & the different investment aspects in job security.
CO4	Analyse the strategic issues and strategies required to select and develop manpower resources.
CO5	Evaluate the strengths and weakness of SHRM practices across context.



CO6	Develop & create various measures for dealing Global HRM & International competitive advantage.
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Subject : B2B Marketing
Subject Code : 18 MBA403A

CO1	Define and explain various terminologies, concepts and nature and scope of B2B marketing
CO2	Understanding the business market & environment
CO3	Apply the concepts of B2B Marketing for Buying decision making process
CO4	Analyzing and Identifying the factors responsible for Selection of right segment in B2B Marketing.
CO5	Specify, analyze and select markets for specific products
CO6	Develop strategies for managing supply chain efficiently.

Subject : Mergers and Corporate Restructuring
Subject Code : 18 MBA403B

CO1	Explain the concept of corporate restructuring as a strategic decision and the relevance of different aspects of Financial Management in this regard.
CO2	Understanding different forms of strategic framework for Corporate restructuring purpose.
CO3	Applying the mechanism of strategic framework within the ambit of financial management in restructuring the organization and accomplishing sustainable development.
CO4	Analyzing different forms of strategic policy in an in-depth manner to make an alignment of strategic policy and financial management theory for achieving sustainable organizational goal.
CO5	Evaluating different forms of corporate restructuring and apply the right one at the right time in right ways as part of strategic policy decision for growth and Sustainance.
CO6	Create a suitable restructuring model in alignment with the financial management theory to achieve sustainable organizational objectives.

Subject : Industrial Legislations
Subject Code : 18 MBA 403 C

CO1	Demonstrate descriptive knowledge of the field of industrial legislations.
CO2	Understand the ways in which industrial legislations strategies are core parts of organisational and industry sustainability.
CO3	Apply the essential concepts of industrial legislations and their interrelationship at the personal, organisational and national levels.
CO4	Analyse ways in which Industrial legislations policies affect women, youth and migrant workers, the environment.



CO5	Investigate solutions to industrial legislations problems based on research and assessment of current practices.
CO6	Strengthen key competencies in group participation, oral and written communication and persuasion, critical thinking, problem-solving, information processing and planning

