



ASTHA School of Management

Course Outcome

Subject : Management Principles & Organizational Behaviour (MPOB)

Subject Code : MBPC1001

CO-1	Define, remember, understand, explain and interpret various concept of Management and organizational behaviour, managerial levels, roles, and skills managerial functions. such as Planning, Organising, Staffing, Directing and Controlling.
CO-2	Analyse and identify various aspects of individual organizational behaviour such as personality, perception, values, attitude, motivation and their impacts.
CO-3	Evaluate group and team dynamics, including stages of development and factors influencing effectiveness, and assess leadership skills, roles, and styles, including the Managerial Grid and the role of leadership in organizational context.
CO-4	Integrate and implement important managerial and behavioural skills to empower the students to appreciate the requirement of behavioural code of conduct in the world of business.

Subject : Marketing Management

Subject Code : MBPC1002

CO-1	Identify the key analytical frameworks and tools used in marketing.
CO-2	Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.
CO-3	Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings
CO-4	Analyse 4 Ps of marketing and its application across industries.

Subject : Financial Accounting And Analysis

Subject Code : MBPC1003

CO-1	Explain the role of accounting as a language for financial communication of businesses, and meet the needs of both external and internal users using accounting principles.
CO-2	Illustrate the complete accounting process, including journalizing transactions, posting them to ledger, maintaining subsidiary books, preparing trial balance and drawing the financial statements for sole traders.
CO-3	CO-3: Demonstrate a comprehensive understanding of corporate accounts, including the concepts of shares, share capital, the issuance of shares, instalment payments, share buybacks, and the use of debentures and bonds in corporate financing.
CO-4	Analyse corporate financial statements using techniques like Common Size Statement, Trend Analysis, Ratio Analysis, and Cash Flow Analysis as per IND AS 7.

Subject : Managerial Economics

Subject Code : MBEV1001

CO-1	Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.
CO-2	Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.
CO-3	Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.



CO-4	Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle.
------	--

Subject : Quantitative Techniques

Subject Code : MBQT1001

CO-1	Demonstrate proficiency with statistical analysis of data. To lay adequate theoretical foundation to study various applied fields in statistics. To know how global business decisions depends on the statistical analysis of data and specific relationship between two or more variables.
CO-2	Develop the ability to build and assess data-based models. Quantitative analysis of data, problem solving approach and use of mathematical techniques.
CO-3	Recognize the importance and value of Operations Research and linear programming in solving practical problems in real business world. Interpret the transportation models' solutions and infer solutions to the real-world problems. Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.
CO-4	Recognize and solve game theory and Markove's chain. Know when simulation and dynamic programming can be applied in real world problems.
CO-5	Learn the context around which decisions must be taken, evaluate all factors involved developing possibilities, how to assess each possibility against set criteria to identify the best option and then how to develop that into a successful decision. Develop leadership quality to handle projects in real situation by using scientific tools, and implement suitable quality control measures.

Subject : Business Communication

Subject Code : MBEV1002

CO-1	Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.
CO-2	Develop awareness of Techniques of active Listening and fluent speaking.
CO-3	Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.
CO-4	Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.
CO-5	Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.
CO-6	Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

Subject : Universal Human Values, Ethics And Environment

Subject Code : MBEV1003

CO-1	Develop a comprehensive understanding of Universal Human Values (UHV) and their practical applications in personal, familial, societal, and business contexts.
CO-2	Analyze ethical principles and theories in business decision-making, fostering a culture of integrity, responsibility, and leadership.
CO-3	Evaluate environmental issues, regulations, and sustainable business practices to mitigate ecological degradation and promote corporate responsibility.
CO-4	Assess the dynamic business environment, including economic, political, and ethical dimensions, to navigate challenges and opportunities in diverse socio-economic landscapes.



Subject : Entrepreneurship & Legal Environment**Subject Code : MBEV1004**

CO-1	Rationalise for studying Entrepreneurship Development and realizing that entrepreneurs are wealth creators in our society.
CO-2	Demonstrate a fundamental comprehension of business opportunities and implementing them practically.
CO-3	Discuss unique start-up or entrepreneurial ideas in groups and present a business plan that articulates and applies financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.
CO-4	Demonstrate an in-depth understanding of the Start-up ecosystem in India and become conversant with sources of new finances, use of technology, customer acquisition concepts, etc. The focus will be on creating sustainable businesses.

Subject : IT Skills For Managers**Subject Code : MBPC1201**

CO-1	Proficiently apply the knowledge gained with essential office software tools and their diverse applications across various settings.
CO-2	Effectively integrate Google Services into their tasks, enabling streamlined workflows and enhanced productivity.
CO-3	Demonstrate competency in utilizing Excel for data analysis, including functions, formulas, and statistical tools.
CO-4	Gain proficiency in the principles of DBMS, encompassing database types, normalization, and SQL syntax, for efficient data management.

Subject : Management Lessons From Ancient India**Subject Code : MBEV1005**

CO-1	Demonstrate a deep understanding of the ancient Indian knowledge system, including its philosophical, spiritual, and managerial dimensions, and apply this understanding to contemporary management challenges.
CO-2	Critically analyse the evolution of Indian management thought, recognizing key influencers and schools of thought, and synthesize these insights to develop a holistic approach to management.
CO-3	Evaluate the management perspectives presented in Vedantic, Jain, Buddhist, and epic literature (such as the Ramayana, Mahabharata, and Bhagavad Gita), identifying common themes and principles, and apply them to address complex organizational issues
CO-4	Develop practical skills in leadership, governance, conflict resolution, ethical management, team building, personal development, and knowledge management, drawing from the rich tapestry of ancient Indian texts and adapting them to modern organizational contexts.

Subject : Business Communication Lab**Subject Code : MBEV1201**

CO-1	Create Documents
CO-2	Develop group communication skills
CO-3	Demonstrate business etiquette.
CO-4	Demonstrate presentation skills.
CO-5	Understand and evaluate self to develop Emotional Intelligence
CO-6	Develop interviewing and responding skills.



Subject : Corporate Finance**Subject Code : MBPC1004**

CO-1	Explain the foundational concepts including finance functions, financial goals, agency problems, time value of money, risk and return concepts, and various sources of funds.
CO-2	Interpret the concepts of cost of capital and apply various capital budgeting techniques to evaluate investment proposals.
CO-3	Describe the capital structure and its theories, analyse the impact of leverage on financing decisions, and apply dividend theories for effective dividend policies.
CO-4	Identify strategies for effective current assets management including cash, receivables, and inventory to take working capital decisions.

Subject : Cost And Management Accounting**Subject Code : MBPC1005**

CO-1	Acquire, describe and explain fundamental knowledge of cost accounting concepts and identify the various elements to calculate the total cost and unit cost of a product or service.
CO-2	Evaluate and interpret different methods costing to ascertain and control the costs in manufacturing and service industries.
CO-3	Use costing techniques for short-term decision-making and product cost analysis.
CO-4	Illustrate and utilize advanced management tools for budgeting, standard setting, locating variances and evaluation of performance.

Subject : Human Resources Management**Subject Code : MBPC1006**

CO-1	Explain & interpret different concepts, Functions & Processes of HRM.
CO-2	Apply different tools and techniques for managing human resources in an organization.
CO-3	Analyze, identify problems and develop skill sets in managing human resources in an organizational context.
CO-4	Integrate the knowledge of HR concepts to Plan and design human resource intervention & strategies for an organization.

Subject : Business Research**Subject Code : MBQT1002**

CO-1	Utilize the knowledge of research methodology in solving various business problems.
CO-2	Distinguish various alternative course of action available for a particular situation.
CO-3	To introduce students to the tools and techniques of econometrics.
CO-4	To develop expertise in decision-making through the use of statistical tools and techniques.
CO-5	Judge and select best possible alternatives to solve business problems

Subject : Business Analytics**Subject Code : MBPC1008**

CO-1	Apply business analytics techniques to solve practical problems.
CO-2	Use tools like R programming to analyze and visualize data.
CO-3	Understand predictive analysis methods such as regression and classification.
CO-4	Gain skills in marketing, finance, and supply chain analytics.
CO-5	Analyze big data to improve strategic decision-making.



Subject : Management Information System**Subject Code : MBPC1009**

CO-1	Apply MIS concepts to analyze and solve business problems using technology-driven approaches.
CO-2	Align IT strategies with business goals, effectively managing enterprise systems.
CO-3	Leverage emerging technologies to identify innovation opportunities.
CO-4	Use decision support and knowledge management systems for effective decision-making.

Subject : STRATEGIC MANAGEMENT**Subject Code : MBPC1010**

CO-1	Interpret the concept of corporate strategy.
CO-2	Analyse the inter-linkages between the strategy of the organization and the structure of the organization.
CO-3	Identify the different levels of corporate strategy and able to chart strategies for the organisation that derive from both the external and internal analyses performed.
CO-4	Examine the reasons for developing Strategies and analyse the resources and capabilities of the organization.

Subject : HEALTH & WELLNESS**Subject Code : MBEV1202**

CO-1	To understand the concept of health and wellness and its relevance in daily life.
CO-2	To be aware of the relation between mind-body and its relevance.
CO-3	To adopt healthy physical habits and behaviours for well-being.

Subject : INTRODUCTION TO AI**Subject Code : MBPC1011**

CO-1	After completing the course, the students will be able to:
CO-2	Recognize fundamental AI concepts and vocabulary, discerning prominent figures in AI enterprises.
CO-3	Apply project methodologies in machine learning and data science, demonstrating adeptness in selecting and managing AI activities.
CO-4	Analyze deployment of AI solutions, and integrating advanced collaborative technologies for team synergy.
CO-5	Evaluate ethical dimensions of AI, perceptive biases, vulnerabilities, and societal consequences, development ethical awareness.

Subject : Digital Marketing**Subject Code : MBPC3001**

CO-1	Gain knowledge about the designing, developing and promoting through Blogs, Website, and Social Networks.
CO-2	Utilise the search engines for better visibility in the online world.
CO-3	Create and implement different strategies in the social networking sites.
CO-4	Design e-mail marketing, Affiliate Marketing, Content Marketing, Display Advertising and Mobile marketing campaigns for promotional activities..
CO-5	Implement google analytics for identifying, filtering and tracking the day today business activities in the organisation.



Subject: Sales & Distribution Management**Subject Code: MBPC3002**

CO-1	Develop effective sales strategies: Gain the knowledge and skills to develop comprehensive sales strategies that align with business objectives, market conditions, and customer needs, resulting in increased sales revenue and market share.
CO-2	Optimize distribution channels: Learn to evaluate and select appropriate distribution channels, including direct and indirect channels, to ensure efficient product delivery, maximize market reach, and minimize costs.
CO-3	Build and manage sales teams: Acquire the ability to recruit, train, motivate, and manage sales teams, enabling them to effectively engage with customers, meet sales targets, and contribute to the overall success of the organization.
CO-4	Analyse logistics operations, identify areas for improvement, and propose effective solutions that enhance overall supply chain performance. Develop an effective online marketing strategy to drive customer engagement, increase brand visibility, and optimize logistics operations within an e-commerce environment.

Subject: Retail Management**Subject Code: MBPC3003**

CO-1	Interpret retail industry fundamentals: Gain a solid understanding of the fundamental principles, concepts, and dynamics of the retail industry, including market trends, consumer behaviour, and competitive analysis.
CO-2	Apply effective retail management strategies: Develop the ability to apply strategic thinking and decision-making skills to manage key aspects of retail operations, such as merchandising, inventory control, store layout, and pricing.
CO-3	Enhance customer service and sales techniques: Acquire the knowledge and skills necessary to provide exceptional customer service and employ effective sales techniques to drive customer satisfaction, loyalty, and maximize sales revenue.
CO-4	Develop and disseminate a strategic roadmap for building and managing a successful retail brand that drives customer loyalty, increases market share, and enhances the overall brand equity of the retail business.

Subject: Services Marketing**Subject Code: MBPC3004**

CO-1	Interpret the Concept of Services and intangible products.
CO-2	Discuss the relevance of the services Industry to Industry.
CO-3	Examine the characteristics of the services industry and the modus operandi.
CO-4	Analyse and evaluate the role and relevance of Quality in Services

Subject: Security Analysis & Portfolio Management**Subject Code: MBPC3005**

CO-1	Identify the investment opportunities and the nature of investment decisions.
CO-2	Design optimal portfolio and evaluate them using models.
CO-3	Apply precise modules to securities performance and forecasting.
CO-4	Outline and examine the relational and exploratory methods and influences considered by technical analysts.



Subject: Derivatives And Risk Management**Subject Code: MBPC3006**

CO-1	Describe about basics of financial derivative products and traders etc. of financial derivative and concept about Risk Management.
CO-2	Analyse different concept and technicalities of forward and future contracts and evaluating the value of the contracts
CO-3	Apply different concept and technicalities of Options contracts and determining the pricing of options using Binomial and Black Scholes model
CO-4	Describe different concept and technicalities of Swap contracts.

Subject: Indian Financial System And Services (Ifss)**Subject Code: MBPC3007**

CO-1	Analyse the structure, functions, and recent trends in the Indian banking system and describe the role of different types of banks in providing various banking services and products, including deposit and loan products.
CO-2	Analyse the principles and types of insurance, and explain the applicability of different insurance products in the Indian market.
CO-3	Outline the functioning of money market and capital market, including the role and functions of various players, instruments, and institutions, as well as the trading mechanisms and regulations in place for primary and secondary markets.
CO-4	Illustrate and differentiate between different investment options available in the financial market, including mutual funds, stock market investments, venture capital, leasing, and hire purchase, and evaluate their suitability for different types of investors.

Subject: Project Appraisal And Financing**Subject Code: MBPC3008**

CO-1	Describe the basic features of a project management
CO-2	Evaluate the project by using various appraisal techniques.
CO-3	Do financial appraisal of a project (Cost Benefit Analysis of a Project).
CO-4	Identify about various sources of project financing.
CO-5	Analyse about the state of infrastructure project in India.

Subject: Manpower Planning And Development**Subject Code: MBPC3009**

CO-1	Apply the conceptual knowledge of Manpower Planning and development in managing the work force.
CO-2	Analyse the various models involved in manpower planning and Competency Mapping.
CO-3	Evaluate HRD Roles and challenges for producing Intellectual Capital to the organization.
CO-4	Implementing Need assessment result and design training programmes.

Subject: Performance Management System**Subject Code: MBPC3010**

CO-1	Interpret an organization's performance management process that is compliant with law and support organizational mission and strategy.
CO-2	Identify various organizational performance management program and best practice and define attributes of effective performance management systems.
CO-3	Develop and apply job-related performance standard and performance indicators that reflect the employee's range of responsibilities.
CO-4	Integrate the knowledge to implement appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weakness.



Subject: HR Analytics And HRIS**Subject Code: MBPC3011**

CO-1	Understand the key concepts of HR Analytics, HR metrics and HRIS and its importance in the present workplace scenario.
CO-2	Applying the method of capturing, examining and purifying data and calculation of various metrics
CO-3	Analyse the HR metrics, employee records and for predictive insights.
CO-4	Design strategies for the successful implementation of HRIS.

Subject: Industrial Relations And Labour Legislations**Subject Code: MBPC3012**

CO-1	Define and understand different principles of industrial relations, including the scope, approaches, and mechanisms for dispute resolution.
CO-2	Acquire knowledge of occupational safety, health, and working condition regulations to ensure compliance and promote a safe working environment.
CO-3	Develop and evaluate the effectiveness of social security provisions and wage regulations.
CO-4	Assess the effectiveness and challenges of implementing labour codes, in the context of contemporary industrial relations issues.

Subject: Supply Chain Management & Logistics**Subject Code: MBPC3013**

CO-1	Estimate and evaluate the concept of operational integration and global supply chain integration, different process of supply chain, role of different drivers and demand forecasting. Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains
CO-2	Interpret the foundational role of logistics as it relates to transportation and warehousing. How to align the management of a supply chain with corporate goals and strategies. Strengthen integrative management analytical and problem-solving skills.
CO-3	Learn how logistic and supply chain strategies can create value generation and utilize IT applications. Design and provide a practical approach to support the business' decision-making within the context of supply chain management and the real world.
CO-4	Analyse performance measures to achieve sustainability in supply chain operations. Evaluate environmental, social, and governance risks in end-to-end supply chains. Interpret reverse logistics, recall and recovery operations and spillover effect.

Subject: Project Management**Subject Code: MBPC3014**

CO-1	Students will be able to familiarize with the basic concept and framework of Project Management.
CO-2	To apply and evaluate success parameters of cost, time and quality in project management.
CO-3	To apply various techniques as CPM, PERT and Project Financial Statements etc.
CO-4	To enable students to conceive, evaluate project management feasibility and make it workable.

Subject: Operations Strategy**Subject Code: MBPC3015**

CO-1	Interpret the students about what is operations strategy and how it's applied in the field of operations management.
CO-2	Apply operations strategy in terms of business process, capacity, technology and facilities domains.
CO-3	Analyse the operations strategy in terms of quality and cost perspective.
CO-4	Use operations strategy in the field of purchasing/sourcing and supply chain management.
CO-5	Analyse the operations strategy application in real world scenario.



Subject: Total Quality Management**Subject Code: MBPC3016**

CO-1	Students will be able to familiarize with the basic concept and framework of Total Quality Management (TQM).
CO-2	To understand the contribution of quality Gurus in TQM journey.
CO-3	To grasp the nature and importance of different components, Principles, Tools & techniques that constitute TQM.
CO-4	To describe and discuss the role of techniques used in TQM for various industry and organizations.

Subject: Data Mining For Business Decisions**Subject Code: MBPC3017**

CO-1	Ability to identify patterns and trends in data for informed decision-making.
CO-2	Skills in exploratory analysis, basic metrics, PCA, correlational analysis, and data visualization.
CO-3	Build and interpret predictive models using various techniques for diverse applications.
CO-4	Apply advanced analytics techniques to address complex business challenges and extract actionable insights.

Subject: Managing Digital Innovation And Transformation**Subject Code: MBPC3018**

CO-1	Gain strategic insights into digital transformation domains to align organizational goals effectively.
CO-2	Develop targeted strategies for various digital transformation areas to drive organizational change.
CO-3	Master social media utilization for business transformation, from goal setting to implementation.
CO-4	Acquire skills to manage ongoing digital transformations and develop comprehensive digital strategies for organizational success.

Subject: E-Commerce And Digital Markets**Subject Code: MBPC3019**

CO-1	Gain a thorough understanding of e-commerce fundamentals, including business models, technological foundations, and economic principles.
CO-2	Acquire proficiency in digital marketing strategies, e-CRM techniques, and various digital payment methods.
CO-3	Develop expertise in managing e-business channels, optimizing distribution networks, and leveraging strategic e-marketing tactics to enhance market reach and competitiveness.
CO-4	Cultivate entrepreneurial skills essential for success in e-commerce ventures.

Subject: Managing Digital Platforms**Subject Code: MBPC3020**

CO-1	Develop a comprehensive understanding of digital platforms, including their types, economics, architecture, and governance.
CO-2	Gain insights into platform competition dynamics, technological influences, intellectual property considerations.
CO-3	Acquire proficiency in digital media and marketing strategies, including cross-media marketing, self-branding techniques, and innovative approaches.
CO-4	Develop decision-making skills relevant to digital business innovation, including understanding decision rights and control mechanisms

