

St. Xavier's Catholic College of Engineering, Chunkankadai, Nagercoil - 629003.

2020 -- 2021

Course Outcomes

Program: Master of Business Administration

Semester:1

Course:Economics Analysis for Business-[BA5101]	
Upon completion of the course, the students will.../ will be able to...	
CO1 :	Understand basic economic problem facing society apply theory to practical problems in a business context
CO2 :	Utilize the business cycle implications and determine the interaction of demand and supply in the marketplace.
CO3 :	
CO4 :	Analyse the interrelationships between economic variables and evaluate the major economic aggregates and how they are measured.
CO5 :	Apply the appropriate economic tools to conduct a meaningful analysis of the economy in a professional ethical context.
Course:Accounting for Management-[BA5103]	
Upon completion of the course, the students will.../ will be able to...	
CO1 :	Students will understand the basics of Accounting and preparation of financial statements
CO2 :	Students will understand the Corporate Accounting system
CO3 :	Students will understand the Financial statement analysis, ratios, Fund flow and cash flow analysis
CO4 :	Students will understand the Costing system and control of costs
CO5 :	Students will understand the Computerized Accounting system fundamentals and applications
Course:Legal Aspects of Business-[BA5104]	
Upon completion of the course, the students will.../ will be able to...	
CO1 :	Demonstrate knowledge and the students can understand the basic rules & the key terms involved in Indian contract Act.
CO2 :	Ability to summarize the key legal provisions of Corporates function.
CO3 :	Explore the laws relating to Industrial Act and the rights of employees.
CO4 :	Describes the key elements in Corporate tax plan, GST and the students can analyze the income generation of Government.
CO5 :	Outline the overall view of consumer rights, cyber crimes and IPR from a legal and managerial perspectives.
Course:Organizational Behavior-[BA5105]	
Upon completion of the course, the students will.../ will be able to...	
CO1 :	Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
CO2 :	Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
CO3 :	Analyze the complexities associated with management of the group behavior in the organization.
CO4 :	Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
CO5 :	Ability to engage all members of the team to work in coordination and are motivated to

work together to achieve the best results.
Course:Statistics for Management-[BA5106]
Upon completion of the course, the students will.../ will be able to...
CO1 : To facilitate objective solutions in business decision making under subjective conditions
CO2 : The students will have a fundamental knowledge of the probability concepts
CO3 : Students will have acquired a mathematical foundation applicable to business and economics, and social sciences in general
CO4 : It gives ideas and would be able to demonstrate the applications of these techniques to problems drawn from industry, management and other engineering fields.
CO5 : Students should be able to develop the skills to identify the appropriate statistical technique such as Z-tests, t-tests, F-tests, correlation and simple regression for the analysis of data.
Course:Total Quality Management-[BA5107]
Upon completion of the course, the students will.../ will be able to...
CO1 : To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight
CO2 : Know about quality concepts, management and the contribution of quality gurus
CO3 : Aware of the concepts of SPC, QFD, FMEA and process capability
CO4 : Possess the thorough knowledge on the various quality tools and techniques
CO5 : Able to design and implement the quality systems
Course:Spoken and Written Communication-[BA5111]
Upon completion of the course, the students will.../ will be able to...
CO1 : Students will Get into the habit of writing regularly
CO2 : Students can express themselves in different genres of writing from creative to critical to factual writing.
CO3 : Students can take part in print and online media communication
CO4 : Students will be able to read quite widely to acquire a style of writing
CO5 : Students will be able to identify their area of strengths and weaknesses in writing.
CO6 : Students will speak confidently with any speakers of English, including native speakers.
CO7 : Students will speak effortlessly in different contexts – informal and formal
Course:Principles of Management-[BA5102]
Upon completion of the course, the students will.../ will be able to...
CO1 : The students should be able to gain knowledge in elements of effective management
CO2 : To gain knowledge how to apply planning process in organization
CO3 : Students able to know the organizing techniques in business and company
CO4 : To gain knowledge in communication and its process companies
CO5 : To know the controlling process techniques and how to apply in organisation

Semester:2

Course:BUSINESS RESEARCH METHODS-[BA5202]
Upon completion of the course, the students will.../ will be able to...
CO1 : Students will learn the Fundamentals of Business Research
CO2 : Students will Learn Research design and measurement
CO3 : Students will learn data collection for Business Research
CO4 : Students will learn data analysis for the preparation of reports

CO5 : Students will learn report design and ethics in preparing the business research report
Course:FINANCIAL MANAGEMENT-[BA5203]
Upon completion of the course, the students will.../ will be able to...
CO1 : Students will gain knowledge and skills needed for management of financial resources.
CO2 : Possess the techniques of managing finance in an organization.
CO3 : Will secure knowledge on the running cost and efficiency in carrying on business.
CO4 : Can able to prepare optimum capital structure for an organization
CO5 : Gain knowledge about the various sources of finance available.
Course:HUMAN RESORCE MANAGEMENT-[BA5204]
Upon completion of the course, the students will.../ will be able to...
CO1 : Ability to apply the business acumen gained in practice
CO2 : Ability to understand and solve managerial issues.
CO3 : Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
CO4 : Ability to upgrade their professional and managerial skills in their workplace.
CO5 : Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
Course:INFORMATIONS MANAGEMENT-[BA5205]
Upon completion of the course, the students will.../ will be able to...
CO1 : Student gains knowledge on effective applications of information systems in business
CO2 : Ability to make system analysis and develop a system, system development life cycle
CO3 : Explore and use various types Database management system
CO4 : Gains knowledge on computer crimes, how it is controlled and various techniques of security and testing
CO5 : Make use of new I.T initiatives and act ethically in the new business era
Course:MARKETING MANAGEMENT-[BA5207]
Upon completion of the course, the students will.../ will be able to...
CO1 : Knowledge of analytical skills in solving marketing related problems
CO2 : Awareness of marketing management process
CO3 : Get a clear idea on consumer market and industrial market and consumers behavior.
CO4 : Know the marketing mix decisions and its policies, methods and developments
CO5 : Wide knowledge on marketing research, online marketing and behavior on online marketing consumers.
Course:DATA ANALYSIS AND BUSINESS MODELLING-[BA5211]
Upon completion of the course, the students will.../ will be able to...
CO1 : Knowledge of spreadsheets and data analysis software for business modelling
CO2 : Apply Spread sheets tools in the area of revenue management, forecasting and risk & sensitivity analysis
CO3 : Analyze research data and apply statistical tools for data analysis and interpretation using SPSS software
CO4 : Solve inventory and transportation problems using TORA & POM for creating managerial models and decision making
Course:APPLIED OPERATIONS RESEARCH-[BA5201]
Upon completion of the course, the students will.../ will be able to...
CO1 : develop a fundamental understanding of linear programming models
CO2 : solve transpotation models and assignment models

CO3 :	Conceptualize the principle of optimality and sub-optimization, formulation and computational procedure of integer programming
CO4 :	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.
CO5 :	apply the basic characteristic features of a queuing system and acquire skills in analyzing queuing models.

Course:OPERATIONS MANAGEMENT-[BA5206]

Upon completion of the course, the students will.../ will be able to...	
CO1 :	To provide a broad introduction in the field of operations management
CO2 :	To explain the concepts, strategies, tools and techniques of planning in operations management
CO3 :	To provide details on the activities of production department
CO4 :	To make students understand the importance of materials management
CO5 :	To make students think how projects are carried out

Course:DATA ANALYSIS AND BUSINESS MODELLING-[BA5211]

Upon completion of the course, the students will.../ will be able to...	
CO1 :	Knowledge of spreadsheets and data analysis software for business modelling
CO2 :	Apply Spread sheets tools in the area of revenue management, forecasting and risk & sensitivity analysis
CO3 :	Analyze research data and apply statistical tools for data analysis and interpretation using SPSS software
CO4 :	Solve inventory and transportation problems using TORA & POM for creating managerial models and decision making

Semester:3

Course:Brand Management-[BA5001]

Upon completion of the course, the students will.../ will be able to...	
CO1 :	Demonstrate knowledge and understanding of the nature and processes of branding, brand performance and key principles of strategic brand management.
CO2 :	Evaluate the scope of brand management activity across the overall organizational context and analyses how it relates to other business areas.
CO3 :	Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
CO4 :	Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
CO5 :	Ability to engage more confidently in and contribute brand building projects, developments and discussions.

Course:Consumer Behaviour-[BA5002]

Upon completion of the course, the students will.../ will be able to...	
CO1 :	To understand the concepts of consumer behaviour and its application in purchase decisions
CO2 :	Students can gain knowledge in basic consumer models and its theories
CO3 :	To analyse the reasons and motives for consumer buying behaviour
CO4 :	To analyse the relationship between psychological social and cultural drives behind

<p>consumer behaviour and marketing</p> <p>CO5 : To identify the dynamics of human behaviour and the basic factors that influence the consumers decision process</p>
Course:Services Marketing-[BA5006]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : Will be able to apply the concepts of services marketing in promoting services</p> <p>CO2 : Utilize the market knowledge to tap the unearthed opportunities</p> <p>CO3 : Able to convert the idea conceived into a well-developed service product</p> <p>CO4 : Able to make the promotional strategies and delivery channels</p> <p>CO5 : Able to apply marketing strategies for different Industries</p>
Course:Security Analysis and Portfolio Management-[BA5012]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : Possess a managerial outlook on investments.</p> <p>CO2 : Able to read and understand the outcomes out of fundamental analysis.</p> <p>CO3 : Ability to evaluate the technical analysis of reports.</p> <p>CO4 : Able to acquire the ability to ascertain the impact of portfolio construction.</p> <p>CO5 : Able to identify the profitable trade-off between risk and return.</p>
Course:Entrepreneurship Development-[BA5014]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : Good knowledge about entrepreneurship and socio economic development</p> <p>CO2 : Knowledge about the financial institutions that promotes entrepreneurs</p> <p>CO3 : Knowledge about creative ideas in business valuation</p> <p>CO4 : To gain knowledge on entrepreneurial development programmes</p> <p>CO5 : Students gain knowledge about the market and its changing scenario</p>
Course:Labour Legislations-[BA5016]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : To know the development and the judicial setup of Labour Laws.</p> <p>CO2 : To learn the salient features of welfare and wage Legislations.</p> <p>CO3 : To learn the laws relating to Industrial Relations, Social Security and Working conditions.</p> <p>CO4 : To understand the laws related to working conditions in different settings.</p> <p>CO5 : To learn the laws relating to Industrial Relations, Social Security and Working conditions</p>
Course:Managerial Behaviour and Effectiveness-[BA5017]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : Students Will be to understand and adopt different models, methods and dimensions of Managerial job behavior</p> <p>CO2 : Students will learn to design, implement and measure the managerial job</p> <p>CO3 : Students can understand the environmental factors influencing the managerial job</p> <p>CO4 : Students will be able to understand the importance of self-management and Negotiation</p> <p>CO5 : Students will be able to study and adopt innovation and creativity for managing</p>
Course:International Trade Finance-[BA5031]
<p>Upon completion of the course, the students will.../ will be able to...</p> <p>CO1 : Possess good knowledge on international trade and export, import procedures</p> <p>CO2 : Knowledge on source and application of export import finance</p> <p>CO3 : Able to deal with Foreign Exchange dealings and Management</p> <p>CO4 : Practical knowledge in export import documentation and its usage</p>

CO5 : Keep abreast of current export promotional measures of govt of India
Course:International Business Management-[BA5301]
Upon completion of the course, the students will.../ will be able to...
CO1 : Students would be familiar with global business environment and concepts
CO2 : Helps the students formulate new strategies that would enhance the transformation process at International levels
CO3 : Enriches the importance of strategic management process for an organization
CO4 : Acquainted with functional domain practices.
CO5 : They would be familiar with conflicts situations and ethical issues in global business
Course:Strategic Management-[BA5302]
Upon completion of the course, the students will.../ will be able to...
Analyze the main structural features of an industry and develop strategies that position the
CO1 : firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
CO2 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
Appraise the resources and capabilities of the firm in terms of their ability to confer
CO3 : sustainable competitive advantage and formulate strategies that leverage a firm's core competencies
CO4 : Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios
CO5 : The two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage
Course:Summer Training-[BA5311]
Upon completion of the course, the students will.../ will be able to...
CO1 : Understand on job skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO2 : Get insight in working of the real organizations and learn actual supervised professional experience
CO3 : Understand the specific functional areas and match linkages among different functions and departments.
CO4 : Understand perspective about business organizations in their totality.
CO5 : Discover career opportunities to students in exploring in their areas of interest.

Semester:4

Course:Project Work-[BA5411]
Upon completion of the course, the students will.../ will be able to...
CO1 : Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
Systematically identify relevant theory and concepts, relate these to appropriate
CO2 : methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
CO3 : Engage in systematic discovery and critical review of appropriate and relevant information sources

CO4 : Appropriately apply qualitative and/or quantitative evaluation processes to original data
CO5 : Understand and apply ethical standards of conduct in the collection and evaluation of data
and other resources