

Arka Educational & Cultural Trust (Regd.)



Jain Institute of Technology, Davangere

(A Unit of Jain group of Institutions, Bengaluru)

323, Near VeereshwaraPunyashrama, Avaragere, Davangere- 577003.

Department of Master of Business Administration

Course Name	MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	Semester	1
Course code	18MBA11	Batch	2018 -2020

Course Outcomes

CO.1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
CO.2	Understand the overview of management, theory of management and practical applications of the same.
CO.3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
CO.4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
CO.5	Understand and demonstrate their exposure on recent trends in management.



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Department of Master of Business Administration

Course Name	MANAGERIAL ECONOMICS	Semester	1
Course code	18MBA12	Batch	2018 - 2020

Course Outcomes

CO.1	The student will understand the application of Economic Principles in Management decision making
CO.2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
CO.3	The Student will be able to understand, assess and forecast Demand.
CO.4	The student will apply the concepts of production and cost for optimization of production.
CO.5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
CO.6	The student will be able to identify, assess profits and apply BEP for decision making.

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Department of Master of Business Administration

Course Name	ACCOUNTING FOR MANAGERS	Semester	1
Course code	18MBA13	Batch	2018 -2020

Course Outcomes

CO.1	Demonstrate theoretical knowledge and its application in real time accounting.
CO.2	Demonstrate knowledge regarding accounting principles and its application.
CO.3	Capable of preparing financial statement of sole trading concerns and companies.
CO.4	Independently undertake financial statement analysis and take decisions.
CO.5	Comprehend emerging trends in accounting and taxation.

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Department of Master of Business Administration

Course Name	BUSINESS STATISTICS & ANALYTICS	Semester	1
Course code	18MBA14	Batch	2018 -2020

Course Outcomes

CO.1	Facilitate objective solutions in business decision making under subjective conditions
CO.2	Demonstrate different statistical techniques in business/real-life situations
CO.3	Understand the importance of probability in decision making.
CO.4	Understand the need and application of analytics
CO.5	Understand and apply various data analysis functions for business problems.

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Department of Master of Business Administration

Course Name	MARKETING MANAGEMENT	Semester	1
Course code	18MBA15	Batch	2018 -2020

Course Outcomes

CO.1	Develop an ability to assess the impact of the environment on marketing function.
CO.2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
CO.3	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
CO.4	Build marketing strategies based on product, price, place and promotion objectives.
CO.5	Synthesize ideas into a viable marketing plan.

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Department of Master of Business Administration

Course Name	MANAGERIAL COMMUNICATION	Semester	1
Course code	18MBA16	Batch	2018 -2020

Course Outcomes

CO.1	The students will be aware of their communication skills and know their potential to become successful managers.
CO.2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively
CO.3	The students will be introduced to the managerial communication practices in business those are in vogue.
CO.4	Students will get trained in the art of business communication with emphasis on analysing business situations
CO.5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment

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Department of Master of Business Administration

Course Name	HUMAN RESOURCE MANAGEMENT	Semester	2
Course code	18MBA21	Batch	2018 -2020

Course Outcomes

CO.1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees
CO.2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure.
CO.3	Identify the various training methods and design a training program.
CO.4	Understand the concept of performance appraisal process in an organization.
CO.5	List out the regulations governing employee benefit practices.

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Department of Master of Business Administration

Course Name	FINANCIAL MANAGEMENT	Semester	2
Course code	18MBA22	Batch	2018 -2020

Course Outcomes

CO.1	Understand the basic financial concepts
CO.2	Apply time value of money
CO.3	Evaluate the investment decisions
CO.4	Analyze the capital structure and dividend decisions
CO.5	Estimate working capital requirements

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Department of Master of Business Administration

Course Name	RESEARCH METHODOLOGY	Semester	2
Course code	18MBA23	Batch	2018 -2020

Course Outcomes

CO.1	Understand various research approaches, techniques and strategies in the appropriate in business.
CO.2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
CO.3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
CO.4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

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Department of Master of Business Administration

Course Name	LEGAL AND BUSINESS ENVIRONMENT	Semester	2
Course code	18MBA24	Batch	2018 -2020

Course Outcomes

CO.1	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate
CO.2	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
CO.3	To give the students an insight on Winding up of the companies , Mode of winding up of the companies.
CO.4	To student will have an understanding of the macro environment of Business and various macroeconomic concepts
CO.5	The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time
CO.6	The student will be exposed to various economic policies of the country and the state of economy

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Department of Master of Business Administration

Course Name	STRATEGIC MANAGEMENT	Semester	2
Course code	18MBA25	Batch	2018 -2020

Course Outcomes

CO.1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
CO.2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage
CO.3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
CO.4	To help students understand the strategic drive in multinational firms and their decisions in different markets
CO.5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making

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Department of Master of Business Administration

Course Name	ENTREPRENEURSHIP DEVELOPMENT	Semester	2
Course code	18MBA26	Batch	2018 -2020

Course Outcomes

CO.1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
CO.2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
CO.3	Become aware about various sources of funding and institutions supporting entrepreneurs.
CO.4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.

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Department of Master of Business Administration

Course Name	CONSUMER BEHAVIOR (MARKETING SPECIALISATION)	Semester	3
Course code	18MBAMM301	Batch	2018 -2020

Course Outcomes

CO.1	Explain the background and concepts vital for understanding Consumer Behaviour.
CO.2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.
CO.3	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.

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Department of Master of Business Administration

Course Name	RETAIL MANAGEMENT	Semester	3
Course code	18MBAMM302	Batch	2018 -2020

Course Outcomes

CO.1	Find out the contemporary retail management, issues, and strategies
CO.2	Evaluate the recent trends in retailing and its impact in the success of modern business.
CO.3	Relate store management and visual merchandising practices for effective retailing.

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Department of Master of Business Administration

Course Name	SERVICES MARKETING	Semester	3
Course code	18MBAMM303	Batch	2018 -2020

Course Outcomes

CO.1	Develop an understanding about the various concepts and importance of Services Marketing.
CO.2	Enhance knowledge about emerging issues and trends in the service sector
CO.3	Learn to implement service strategies to meet new challenges.

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Department of Master of Business Administration

Course Name	MARKETING RESEARCH & ANALYTICIS	Semester	3
Course code	18MBAMM304	Batch	2018 -2020

Course Outcomes

CO.1	Comprehend the objectives of Market research & its application in solving marketing problems.
CO.2	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
CO.3	Generalize and interpret the data with the help of various measurement techniques.
CO.4	To understand the emergence of new trends in research.

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Department of Master of Business Administration

Course Name	BUSINESS MARKETING	Semester	3
Course code	18MBAMM305	Batch	2018 -2020

Course Outcomes

CO.1	Describe the nature of business markets and the related concepts.
CO.2	Familiarize the business buying behaviour of industrial customers.
CO.3	Analyze business situations in the context of buyer-seller relationships.
CO.4	Apply concepts of pricing strategies for industrial goods
CO.5	To evaluate the significance of E –Commerce in Business Marketing

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Department of Master of Business Administration

Course Name	SUPPLY CHAIN MANAGEMENT	Semester	3
Course code	18MBAMM306	Batch	2018 -2020

Course Outcomes

CO.1	Demonstrate knowledge of the functions of logistics and supply chain management.
CO.2	To relate concepts and activities of the supply chain to actual organizations.
CO.3	Highlight the role of technology in logistics and supply chain management
CO.4	Evaluate cases for effective supply chain management and its implementation.

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Department of Master of Business Administration

Course Name	BANKING & FINANCIAL SERVICES (FINANCE SPECIALISATION)	Semester	3
Course code	18MBAFM301	Batch	2018 -2020

Course Outcomes

CO.1	The Student will be acquainted to various Banking and Non-Banking financial services in India.
CO.2	The Student will understand the activities of Merchant Banking and credit rating.
CO.3	The Student will be equipped to understand micro financing and other financial services in India
CO.4	The Student will understand how to evaluate and compare leasing & hire purchase.

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Department of Master of Business Administration

Course Name	INVESTMENT MANAGEMENT	Semester	3
Course code	18MBAFM302	Batch	2018 -2020

Course Outcomes

CO.1	The student will understand the capital market and various Instruments for Investment.
CO.2	The learner will be able to assess the risk and return associated with investments and methods to value securities.
CO.3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
CO.4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

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Department of Master of Business Administration

Course Name	DIRECT TAXATION	Semester	3
Course code	18MBAFM303	Batch	2018 -2020

Course Outcomes

CO.1	Understand the basics of taxation and process of computing residential status
CO.2	Calculate taxable income under different heads.
CO.3	Understand deductions and calculation of tax liability of Individuals.
CO.4	Know the corporate tax system.

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Department of Master of Business Administration

Course Name	ADVANCED FINANCIAL MANAGEMENT	Semester	3
Course code	18MBAFM304	Batch	2018 -2020

Course Outcomes

CO.1	Get an overview of capital structure theories.
CO.2	Understand and assess the dividend policy of the firm.
CO.3	Realize the importance of management of working capital in an organization
CO.4	Be aware of the techniques of cash, inventory and receivables management

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Department of Master of Business Administration

Course Name	COST MANAGEMENT	Semester	3
Course code	18MBAFM305	Batch	2018 -2020

Course Outcomes

CO.1	Understand various cost methods and techniques with their features, merits and demerits).
CO.2	Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems .
CO.3	Analyse the results after applying various costing methods and techniques.
CO.4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity based costing

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Department of Master of Business Administration

Course Name	PROJECT APPRAISAL, PLANNING & CONTROL	Semester	3
Course code	18MBAFM306	Batch	2018 -2020

Course Outcomes

CO.1	Students would learn capital budgeting and project financing
CO.2	Students would be quipped to appraise a project.
CO.3	Students would learn to prepare a Business plan
CO.4	To understand various financial and technical aspects of project management

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Department of Master of Business Administration

Course Name	RECRUITMENT AND SELECTION(HUMAN RESOURCES SPECIALISATION)	Semester	3
Course code	18MBAHR301	Batch	2018 -2020

Course Outcomes

CO.1	Gain the insights of various principles and practices of recruitment and selection in an industry
CO.2	Equip students with various selection procedure practiced in industry
CO.3	Develop students with latest selection tools in the corporate sector.
CO.4	Develop students with various testing of job recruitment and selection

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Department of Master of Business Administration

Course Name	HR ANALYTICS	Semester	3
Course code	18MBAHR302	Batch	2018 -2020

Course Outcomes

CO.1	Have an understanding of How HR function adds value and demonstrates the value in business terms
CO.2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
CO.3	Convert soft factors in a people management context into measurable variables across various domains.
CO.4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization

Course Name	COMPENSATION & REWARD SYSTEM	Semester	3
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Department of Master of Business Administration

Course code	18MBAHR303	Batch	2018 -2020
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Course Outcomes

CO.1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
CO.2	Determine the performance based compensation system for business excellence and solve various cases.
CO.3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
CO.4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus

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Department of Master of Business Administration

Course Name	LEARNING AND DEVELOPMENT	Semester	3
Course code	18MBAHR304	Batch	2018 -2020

Course Outcomes

CO.1	Understand the concepts of learning and development and its role
CO.2	Learn various contemporary methods of learning and development.
CO.3	Gain insights of various training evaluation methods and career planning.
CO.4	Develop students with career management systems.

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Department of Master of Business Administration

Course Name	INDUSTRIAL RELATIONS AND LEGISLATIONS	Semester	3
Course code	18MBAHR305	Batch	2018 -2020

Course Outcomes

CO.1	Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
CO.2	Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
CO.3	Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations
CO.4	Implementation of various industrial acts to an industry working.

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Department of Master of Business Administration

Course Name	CONFLICT & NEGOTIATION MANAGEMENT	Semester	3
Course code	18MBAHR306	Batch	2018 -2020

Course Outcomes

CO.1	Understand the concepts of conflict and negotiation and its role
CO.2	Learn various contemporary methods of conflict and negotiation.
CO.3	Gain insights of various conflict handling mechanisms.
CO.4	Demonstrate the cross-cultural and gender dimensions of negotiation.

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Department of Master of Business Administration

Course Name	SALES MANAGEMENT (MARKETING SPECIALISATION)	Semester	4
Course code	18MBAMM401	Batch	2018 -2020

Course Outcomes

CO.1	Understand the apply the selling techniques in an organisation.
CO.2	Develop a plan for organising, staffing & training sales force.
CO.3	Organise sales territories to maximize selling effectiveness
CO.4	Evaluate sales management strategies.

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Department of Master of Business Administration

Course Name	INTEGRATED MARKETING COMMUNICATION	Semester	4
Course code	18MBAMM402	Batch	2018 -2020

Course Outcomes

CO.1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
CO.2	Ability to create an integrated marketing communications plan which includes promotional strategies.
CO.3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies
CO.4	Prepare advertising copy and design other basic IMC tools.

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Department of Master of Business Administration

Course Name	DIGITAL & SOCIAL MEDIA MARKETING	Semester	4
Course code	18MBAMM403	Batch	2018 -2020

Course Outcomes

CO.1	Recognize appropriate e-marketing objectives.
CO.2	Appreciate the e-commerce framework and technology
CO.3	Illustrate the use of search engine marketing, online advertising and marketing strategies.
CO.4	Use social media & create templates.
CO.5	Develop social media strategy's to solve business problems.

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Department of Master of Business Administration

Course Name	STRATEGIC BRAND MANAGEMENT	Semester	4
Course code	18MBAMM404	Batch	2018 -2020

Course Outcomes

CO.1	Develop skills for managing brands strategically
CO.2	Compare and contrast the elements of product and brand management.
CO.3	Assess growth-opportunities for brands, e.g., brand extension strategies.
CO.4	Critique the different measures of brand equity.

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Department of Master of Business Administration

Course Name	RURAL MARKETING	Semester	4
Course code	18MBAMM405	Batch	2018 -2020

Course Outcomes

CO.1	Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.
CO.2	Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.
CO.3	Emphasize the different strategies adopted by Indian companies for rural markets.
CO.4	Apply the strategies to be adopted for influencing the rural consumers.

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Department of Master of Business Administration

Course Name	INTERNATIONAL MARKETING MANAGEMENT	Semester	4
Course code	18MBAMM406	Batch	2018 -2020

Course Outcomes

CO.1	Be aware of the differences between domestic marketing and international marketing.
CO.2	Draft international marketing Strategies
CO.3	Note down the import export documentation.

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Department of Master of Business Administration

Course Name	MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING(FINANCE SPECIALISATION)	Semester	4
Course code	18MBAFM401	Batch	2018 -2020

Course Outcomes

CO.1	Understand M&A with its different classifications, strategies, theories, synergy etc
CO.2	Conduct financial evaluation of M&A
CO.3	Analyse the results after evaluation.
CO.4	Critically evaluate different types of M&A, takeover and antitakeover strategies.

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Department of Master of Business Administration

Course Name	RISK MANAGEMENT AND INSURANCE	Semester	4
Course code	18MBAFM402	Batch	2018 -2020

Course Outcomes

CO.1	Understand various types of risks .
CO.2	Assess the process of identifying and measuring the risk
CO.3	Acquaint with the functioning of life Insurance in risk management
CO.4	Understand general insurance contract.

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Department of Master of Business Administration

Course Name	INDIRECT TAXATION	Semester	4
Course code	18MBAFM403	Batch	2018 -2020

Course Outcomes

CO.1	Have clarity about GSTsystem in India.
CO.2	Understanding of levy and collection of GSTin India.
CO.3	Have an overview of customs duty in India.
CO.4	Understanding of valuation for customs duty

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Department of Master of Business Administration

Course Name	INTERNATIONAL FINANCIAL MANAGEMENT	Semester	4
Course code	18MBAFM404	Batch	2018 -2020

Course Outcomes

CO.1	The student will have an understanding of the International Financial Environment.
CO.2	The student will learn about the foreign exchange market, participants and transactions
CO.3	The student will be able to use derivatives in foreign exchange risk management
CO.4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.

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Department of Master of Business Administration

Course Name	FINANCIAL DERIVATIVES	Semester	4
Course code	18MBAFM405	Batch	2018 -2020

Course Outcomes

CO.1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits
CO.2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems
CO.3	Application of financial derivatives in risk management.
CO.4	Critically evaluate various financial derivatives.

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Department of Master of Business Administration

Course Name	CORPORATE VALUATION	Semester	4
Course code	18MBAFM406	Batch	2018 -2020

Course Outcomes

CO.1	Understand corporate valuation and valuation process
CO.2	Familiarize himself with the standard techniques of corporate valuation.

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Department of Master of Business Administration

Course Name	PUBLIC RELATIONS (HUMAN RESOURCES SPECIALISATION)	Semester	4
Course code	18MBAHR401	Batch	2018 -2020

Course Outcomes

CO.1	To demonstrate an understanding of the fundamentals tools of public relations practices.
CO.2	To describe the various emerging trends in the field of public relations
CO.3	To analyze the importance of employee communication and organizational change
CO.4	To evaluate the importance of community relations

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Department of Master of Business Administration

Course Name	ORGANIZATIONAL LEADERSHIP	Semester	4
Course code	18MBAHR402	Batch	2018 -2020

Course Outcomes

CO.1	Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership
CO.2	Understand the overview of leadership behavior and motivation in organization
CO.3	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
CO.4	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation

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Department of Master of Business Administration

Course Name	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	Semester	4
Course code	18MBA HR403	Batch	2018 -2020

Course Outcomes

CO.1	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts , policies and practices.
CO.2	Apply concepts and knowledge in deployment, expatriate on international assignments.
CO.3	Evaluate the effects of different human resource and international industrial relations
CO.4	Develop students to adopt international industrial relation strategies.

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Department of Master of Business Administration

Course Name	ORGANIZATION CHANGE AND DEVELOPMENT	Semester	4
Course code	18MBA HR404	Batch	2018 -2020

Course Outcomes

CO.1	Gain insights of change management components, process and its functions.
CO.2	Enable with various OD diagnosing models.
CO.3	Ability to handle various OD interventions.
CO.4	Analyze the role of OD Consultant.

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Department of Master of Business Administration

Course Name	STRATEGIC TALENT MANAGEMENT	Semester	4
Course code	18MBA HR405	Batch	2018 -2020

Course Outcomes

CO.1	Aquire knowledge and the various challenges of acquisition and retention of talents for competitive advantage of the organization
CO.2	Gain insights to develop and retain best talents in the industry.
CO.3	Learn the concepts of competency and its usage in evaluating a person's work.
CO.4	Adhere knowledge in the identified competencies

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Department of Master of Business Administration

Course Name	PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS	Semester	4
Course code	18MBA HR406	Batch	2018 -2020

Course Outcomes

CO.1	Understand the components of personal growth for better self actualization in profession as well as personal front.
CO.2	Gain insights of human personality, attitudes, beliefs, values and their impact on individual behavior and to achieve organizational goals
CO.3	Familiarize the concepts of basic functions of mind to be more creative and innovative
CO.4	Gain insights in the aspects of interpersonal growth and handling conflicts, managing time, self analysis and transactional analysis.