

Chandigarh Business School of Administration

Vision of Chandigarh Business School of Administration

“To be recognized as the leading business school creating committed professionals determined to serve the society”

Mission of Chandigarh Business School of Administration

M1	To continuously grow and become a fountainhead among the business schools through effective teaching learning processes and pre-placement training.
M2	To strengthen connections with the academia, industry and alumni to facilitate overall development of the students.
M3	To enhance business and technological knowledge of students by providing state-of-the-art facilities.
M4	To provide opportunities to the students for global exposure through international tie-ups.
M5	To develop research, innovation and entrepreneurial culture among students and faculty.
M6	To create ethical and socially responsible professionals for the society.

MBA Department

<u>Vision of MBA Department</u>	
“To be the best management department aimed at developing competent and socially sensitive professionals striving for excellence.”	
<u>Mission of MBA Department</u>	
M1	To develop the expertise for leadership and professionalism through student centric methods and Training and Placement Practices.
M2	To build strong relationships with the industry, alumni and academia to enhance learning.
M3	To provide international exposure to students through tie-ups with foreign universities and colleges.
M4	To encourage entrepreneurship by fostering creativity, critical thinking, industry partnerships, and research and innovation.
M5	To equip students with the skills and values necessary to become ethically and socially conscious professionals who contribute positively to society.

Program Outcomes (POs) of MBA Department		
1	Business Environment and Domain Knowledge	Apply knowledge of management theories and practices to solve business problems.
2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions	Construct analytical and critical thinking abilities for data-based decision making.
3	Leadership and Teamwork	Develop value based leadership ability for investigations and research study
4	Global Exposure and Ethical Understanding	Analyze and communicate global, economic, legal, and ethical aspects of business.
5	Self-directed and Life-long Learning	Develop lifelong- management skills with the practice of modern tools and technology.
6	Effective Communication	Lead themselves and others in the achievement of organizational goals, communicating and contributing effectively in the team environment

Program Educational Objectives (PEOs) MBA Department	
PEO1	Inculcate knowledge in students with experiential learning and prepare them for advance study and lifelong learning.
PEO2	Develop strategic understanding of fundamental principles of business and competencies in different functional area of management.
PEO3	Prepare the students for dynamic business environment and apply their perspectives through innovation and creativity.
PEO4	Develop responsiveness to social issues and ability to identify business solutions to address the same. Students will also be able to understand the issues of business ethics.
PEO5	Inculcate leadership skills, professionalism, effective communication skills, interpersonal skills and team work in students so as to enable them to manage and collaborate in diverse work environments.

Course Outcomes of Semester I MBA

After the Completion of the Course, students will be able to:

1. Foundations of Management (26C2BAP-101)

SEMESTER 1st	COURSE CODE 26C2BAP-101	TYPE Core
Course Code	Course Outcomes	
C101.1	Explain the foundational managerial concepts and their contemporary relevance in dynamic organizational environments.	
C101.2	Make use of strategic management frameworks to address responsible and sustainable managerial decision-making.	
C101.3	Classify organizational design and managerial relationships to enhance structural and human resource effectiveness.	
C101.4	Analyze the importance of managerial mechanisms that ensure coordination, performance monitoring, and organizational efficiency.	
C101.5	Develop innovative managerial approaches by integrating global practices and emerging management paradigms.	

2. Managerial Economics (26C2BAP-102)

SEMESTER 1st	COURSE CODE 26C2BAP-102	TYPE Core
Course Code	Course Outcomes	
C102.1	Explain the fundamental economic concepts and their relevance to managerial decision-making.	
C102.2	Identify demand behavior, elasticity and forecasting techniques.	
C102.3	Explore market structures and competitive dynamics to understand firm-level strategic outcomes.	
C102.4	Compare pricing decisions and factor market dynamics in managerial economics.	
C102.5	Discuss macroeconomic variables and their impact on business environment.	

3. Quantitative Techniques (26C2BAP-103)

SEMESTER 1st	COURSE CODE 26C2BAP-103	TYPE Core
Course Code	Course Outcomes	
C103.1	Analyze the concepts of central tendency and dispersion to interpret the business related data.	
C103.2	Identify the applications of the correlation and regression in data analysis.	
C103.3	Examine various probability distribution methods to analyse the data.	
C103.4	Evaluate the various operational techniques in business problems.	
C103.5	Develop project management tools for efficient planning and control.	

4. Accounting for Managers (26C2BAP-104)

SEMESTER 1st	COURSE CODE 26C2BAP-104	TYPE Core
Course Code	Course Outcomes	
C104.1	Explain the basic accounting concepts, principles, conventions, process and accounting cycle involved in financial accounting.	
C104.2	Apply the concept of accounting to prepare the financial statements.	
C104.3	Analyze the costing and budgeting techniques for effective cost control.	
C104.4	Evaluate financial statements using management accounting tools.	
C104.5	Formulate business decisions using marginal costing, CVP analysis, standard costing, and variance analysis.	

5. Business Environment and Indian Economy (26C2BAP-105)		
SEMESTER 1st	COURSE CODE 26C2BAP-105	TYPE Core
Course Code	Course Outcomes	
C105.1	Explain the business environment and the role of economic systems and public policies in business.	
C105.2	Make use of major legal and regulatory frameworks governing business in India.	
C105.3	Examine the interrelationship of technology, innovation, globalization, and international trade.	
C105.4	Determine key features, challenges, and employment trends in the Indian economy.	
C105.5	Elaborate India's development strategies, foreign trade, and infrastructure policies.	

6. Business Ethics and CSR (26C2BAP-106)		
SEMESTER 1st	COURSE CODE 26C2BAP-106	TYPE Core
Course Code	Course Outcomes	
C106.1	Explain the concepts and importance of Business Ethics in modern organizations.	
C106.2	Apply ethical theories and moral development models in business decision-making.	
C106.3	Analyze ethical issues in Marketing, HRM, Accounting and Finance.	
C106.4	Evaluate the role of CSR and Corporate Governance in sustainable business growth.	
C106.5	Develop ethical approaches using ESG, sustainability and digital ethics in business practices.	

7. Business Communication for Managerial Effectiveness (26C2BAP-107)		
SEMESTER 1st	COURSE CODE 26C2BAP-107	TYPE Core
Course Code	Course Outcomes	
C107.1	Explain the role of effective communication in professional interactions within diverse and digital business environments.	
C107.2	Utilize structured writing approaches to organize and convey managerial messages effectively.	
C107.3	Examine communication strategies to adapt written messages for diverse audiences and digital platforms.	
C107.4	Compare presentation and group communication practices for effective managerial interaction in virtual and physical settings.	
C107.5	Develop professional communication competencies for employment interactions and organizational simulations.	

8. Design Thinking (26C2BAP-108)		
SEMESTER 1st	COURSE CODE 26C2BAP-108	TYPE AECC
Course Code	Course Outcomes	
C108.1	Explain the principles, process, and importance of Design Thinking in innovation and digital business contexts.	
C108.2	Apply empathy tools and customer research techniques to identify real-world marketing and business problems.	
C108.3	Develop creative solutions using ideation frameworks and structured brainstorming techniques.	
C108.4	Design prototypes and validate innovative ideas using testing and feedback mechanisms.	
C108.5	Evaluate innovation strategies and integrate design thinking into digital marketing decision-making.	

9. Technical Skills for Managers (26C2BAP-109)		
SEMESTER 1st	COURSE CODE 26C2BAP-109	TYPE Ability Enhancement
Course Code	Course Outcomes	
C109.1	Apply advanced Excel functions including logical, lookup, and text functions for solving managerial decision-making problems.	
C109.2	Organize, clean, structure, and validate business datasets using Excel data preparation tools.	
C109.3	Perform business data analysis using PivotTables, Pivot Charts, and analytical reporting techniques.	
C109.4	Develop interactive managerial dashboards using advanced charting and visualization tools.	
C109.5	Conduct forecasting and scenario analysis and implement basic automation for business reporting.	

Course Outcomes of Semester II MBA		
After the Completion of the Course, students will be able to:		
1. Business Analytics for Decision Making (26C2BAP-201)		
SEMESTER 2nd	COURSE CODE 26C2BAP-201	TYPE Core
Course Code	Course Outcomes	
C201.1	Explain fundamental concepts of statistics and their role in managerial decision making under uncertainty.	
C201.2	Apply sampling techniques, probability concepts, and probability distributions to solve business decision problems.	
C201.3	Analyze statistical inference techniques by formulating and testing hypotheses using appropriate tools for effective decision-making.	
C201.4	Evaluate relationships between variables using correlation, regression techniques and forecasting methods for business decisions.	
C201.5	Elaborate on index numbers and time series techniques for forecasting and effective business decision-making.	

2. Legal Environment for Business (26C2BAP-202)		
SEMESTER 2nd	COURSE CODE 26C2BAP-202	TYPE Core
Course Code	Course Outcomes	
C202.1	Interpret the framework of jurisprudence, Indian legal system and special contracts in business situations.	
C202.2	Explain legal provisions of the Sale of Goods Act, including transfer of ownership and contract performance.	
C202.3	Apply partnership and negotiable instruments laws in business contexts.	
C202.4	Analyze company formation, corporate structure and directors' roles under company law.	
C202.5	Elaborate the relevance of consumer protection and information technology laws in digital business.	

3. Marketing Management (26C2BAP-203)		
SEMESTER 2nd	COURSE CODE 26C2BAP-203	TYPE Core
Course Code	Course Outcomes	
C203.1	Demonstrate the core marketing concepts and the strategic role of marketing.	
C203.2	Derive insights about the marketing environment and opportunities using research and data.	
C203.3	Examine STP and product-services marketing strategies for creating customer value.	
C203.4	Determine appropriate pricing, distribution, B2B, CRM, and global marketing strategies.	
C203.5	Explain the concept of digital marketing, IMC, sustainability, ethics, and BoP approaches in marketing practice.	

4. Human Resource Management (26C2BAP-204)		
SEMESTER 2nd	COURSE CODE 26C2BAP-204	TYPE Core
Course Code	Course Outcomes	
C204.1	Explain the concepts, evolution, objectives, and strategic role of Human Resource Management.	
C204.2	Analyze the HRM environment, human resource planning, and job analysis processes.	
C204.3	Apply HR functions related to recruitment, selection, training, development, career planning, and performance appraisal.	
C204.4	Evaluate compensation systems, quality of work life, employee welfare, and industrial relations practices.	
C204.5	Examine contemporary and emerging trends in HRM for sustainable organizational performance.	

5. Production and Operations Management (26C2BAP-205)		
SEMESTER 2nd	COURSE CODE 26C2BAP-205	TYPE Core
Course Code	Course Outcomes	
C205.1	Describe the role of Production and Operations Management in improving organizational performance.	
C205.2	Examine facility location, layout, capacity planning, and work study for operational efficiency.	
C205.3	Demonstrate the application of production planning and quality management tools for process and product improvement.	
C205.4	Interpret JIT, lean production, and inventory models for waste reduction and productivity improvement.	
C205.5	Formulate strategies using purchasing practices, value analysis, and emerging trends in operations management.	

6. Corporate Finance & Policy (26C2BAP-206)		
SEMESTER 2nd	COURSE CODE 26C2BAP-206	TYPE Core
Course Code	Course Outcomes	
C206.1	Demonstrate the evolution, objectives, and interface of corporate finance.	
C206.2	Apply the techniques of time value of money and security valuation methods.	
C206.3	Evaluate cost of capital in relation to capital structure theories.	
C206.4	Assess the capital budgeting decisions and dividend approaches.	
C206.5	Examine working capital approaches and recent financial market developments.	

7. Entrepreneurship and Project Management (26C2BAP-207)		
SEMESTER 2nd	COURSE CODE 26C2BAP-207	TYPE Core
Course Code	Course Outcomes	
C207.1	Interpret the concept, characteristics, functions, and types of entrepreneurs in the business environment.	
C207.2	Identifying the role, challenges, and support systems related to women, rural, and social entrepreneurship.	
C207.3	Analyze entrepreneurial motivation, creativity techniques, and opportunity recognition for new venture creation.	
C207.4	Explain legal issues, intellectual property rights, and business planning processes involved in starting and managing a venture.	
C207.5	Create project plans by applying project management tools, financial evaluation techniques, and recent entrepreneurial trends.	

8. Research Methodology (26C2BAP-208)		
SEMESTER 2nd	COURSE CODE 26C2BAP-208	TYPE Core
Course Code	Course Outcomes	
C208.1	Describe research meaning, objectives, process, and problem formulation through literature review.	
C208.2	Examine research design types and identify variables and causal relationships.	
C208.3	Apply measurement scales and data collection methods ensuring validity and reliability.	
C208.4	Examine sampling concepts and select appropriate probability and non-probability sampling techniques.	
C208.5	Develop structured research reports using proper format, referencing, and presentation standards.	

9. Technical Skills for Managers (26C2BAP-209)		
SEMESTER 2nd	COURSE CODE 26C2BAP-209	TYPE Ability Enhancement
Course Code	Course Outcomes	
C209.1	Explain fundamental Python concepts and their relevance to managerial decision making.	
C209.2	Analyze business data using Python libraries to derive meaningful insights.	
C209.3	Apply Python techniques to automate routine managerial tasks.	
C209.4	Develop simple Python scripts for reporting and managerial decision support.	
C209.5	Interpret and evaluate data insights generated through Python-based analysis for managerial decision-making.	

Course Outcomes of Semester III MBA

After the Completion of the Course, students will be able to:

1. Organization Behaviour and Design (25C2BAP-301)

SEMESTER 3rd	COURSE CODE 25C2BAP-301	TYPE Core
Course Code	Course Outcomes	
C301.1	Explain OB foundations, individual behaviour determinants, and apply learning theories to workplace behaviour modification.	
C301.2	Evaluate personality traits, attitudes, perceptual processes, and emotional intelligence to influence employee responses.	
C301.3	Assess motivation strategies, leadership styles, learning organisations and transactional analysis to enhance individual and group performance.	
C301.4	Analyze group formation processes, group properties and organizational culture for effective team management.	
C301.5	Analyze organizational dynamics, design factors, structure types, conflict, power and politics for adaptive strategies.	

2. AI for Managers (25C2BAP-302)

SEMESTER 3rd	COURSE CODE 25C2BAP-302	TYPE Core
Course Code	Course Outcomes	
C302.1	Explain the fundamental concepts and applications of Artificial Intelligence in business management.	
C302.2	Make use of AI technologies in managerial decision-making.	
C302.3	Investigate the issues associated with AI implementation in organizations.	
C302.4	Recommend AI-driven business solutions across different functional areas.	
C302.5	Develop AI adoption strategies that enhance innovation, operational efficiency, and competitive advantage in organizations.	

3. Technical Skills for Managers (25C2BAP-303)

SEMESTER 3rd	COURSE CODE 25C2BAP-303	TYPE Ability Enhancement
Course Code	Course Outcomes	
C303.1	Explain the role of Business Intelligence and Power BI in supporting data-driven managerial decision making.	
C303.2	Apply Power Query tools to clean, transform, and prepare business datasets for analysis.	
C303.3	Analyze business data using data modelling techniques and DAX functions in Power BI.	
C303.4	Design interactive dashboards and visual reports to communicate managerial insights effectively.	
C303.5	Evaluate and share business intelligence reports using Power BI Service for collaborative decision making.	

4. Human Values, De-addiction and Traffic Rules (25C2BAP-305)

SEMESTER 3rd	COURSE CODE 25C2BAP-305	TYPE AECC
Course Code	Course Outcomes	
C305.1	Explain the need and principles of human values for achieving harmony and sustainable happiness.	
C305.2	Apply the understanding of self ('I') and body to maintain harmony within the individual.	
C305.3	Analyze human relationships and societal interactions based on trust, respect, and mutual fulfillment.	
C305.4	Interpret the interdependence and coexistence in nature for maintaining ecological and social harmony.	
C305.5	Develop value-based approaches for ethical decision-making in personal, professional, and societal life.	

5. Human Values, De-addiction and Traffic Rules (Lab/Seminar) (25C2BAP-313)

SEMESTER 3rd	COURSE CODE 25C2BAP-313	TYPE AECC
Course Code	Course Outcomes	
C313.1	Explain human aspirations and the role of self-exploration in developing human values.	
C313.2	Apply self-reflection techniques to identify harmony between thoughts, behavior, and actions.	
C313.3	Analyze real-life situations and case studies to understand value-based relationships.	
C313.4	Recommend personal habits and social practices in relation to ethical and sustainable living.	
C313.5	Elaborate value-based solutions and action plans for responsible and harmonious living.	

6. Summer Training Report (25C2BAP-311)

SEMESTER 3rd	COURSE CODE 25C2BAP-311	TYPE Core
Course Code	Course Outcomes	
C311.1	No subject-specific COs listed; evaluation is based on the Summer Training Report guidelines provided in Annexure I.	

7. Comprehensive Viva-Voce (25C2BAP-312)

SEMESTER 3rd	COURSE CODE 25C2BAP-312	TYPE Core
Course Code	Course Outcomes	
C312.1	No subject-specific COs listed; students must demonstrate clarity, confidence, and application of core-subject knowledge up to Semester II.	

8. MOOC (NCC) (26C2BAP-313)

SEMESTER 3rd	COURSE CODE 26C2BAP-313	TYPE VAC
Course Code	Course Outcomes	
C313.1	Course outcomes are defined by the online platform for the specific MOOC course chosen by the student.	

9. Digital Marketing (25C2BAP-PE1-01)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE1-01	TYPE Elective
Course Code	Course Outcomes	
CPE1-01.1	Explain the strategic role of digital marketing in contemporary business environments.	
CPE1-01.2	Develop audience segmentation perspectives to enhance digital customer engagement and retention.	
CPE1-01.3	Classify digital advertising and search strategies to improve online visibility and market positioning.	
CPE1-01.4	Recommend social media campaign strategies for effective brand communication and performance outcomes.	
CPE1-01.5	Develop integrated digital marketing approaches using social media platforms for business growth.	

10. Consumer Behaviour (25C2BAP-PE1-02)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE1-02	TYPE Elective
Course Code	Course Outcomes	
CPE1-02.1	Explain the foundations and emerging dynamics of consumer behaviour in contemporary markets.	
CPE1-02.2	Apply behavioural perspectives to understand individual consumer responses and preferences.	
CPE1-02.3	Analyze social and cultural influences shaping consumer attitudes and marketplace behaviour.	
CPE1-02.4	Compare consumer decision processes and innovation adoption patterns in evolving markets.	
CPE1-02.5	Develop strategic marketing insights using consumer behaviour perspectives in digital and sustainable contexts.	

11. Services Marketing (25C2BAP-PE1-03)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE1-03	TYPE Elective
Course Code	Course Outcomes	
CPE1-03.1	Explain the foundations of service marketing and the role of service quality in shaping customer experiences.	
CPE1-03.2	Apply service design perspectives to enhance customer relationships and service delivery environments.	
CPE1-03.3	Analyze service delivery systems and operational strategies influencing service performance and customer participation.	
CPE1-03.4	Interpret integrated service communication and pricing approaches in competitive service markets.	
CPE1-03.5	Develop innovative service marketing strategies addressing digital transformation and evolving customer expectations.	

12. Talent Acquisition and Development (25C2BAP-PE2-01)

SEMESTER 3rd	COURSE CODE 25C2BAP-PE2-01	TYPE Elective
Course Code	Course Outcomes	
CPE2-01.1	Explain the concepts, scope, processes, tools, and systems of Talent Management and their role in organizational effectiveness.	
CPE2-01.2	Apply the linkage between business strategy and talent management processes including workforce planning and talent assessment.	
CPE2-01.3	Analyze the impact of organizational environment, leadership, culture, and ethics on talent planning, development, and retention.	
CPE2-01.4	Determine talent planning, succession planning, and innovative acquisition practices in line with industry trends.	
CPE2-01.5	Design sustainable compensation and total rewards strategies to enhance talent engagement, performance, and retention.	

13. Human Resource Analytics (25C2BAP-PE2-02)

SEMESTER 3rd	COURSE CODE 25C2BAP-PE2-02	TYPE Elective
Course Code	Course Outcomes	
CPE2-02.1	Explain the fundamentals and strategic role of HR analytics in addressing talent management challenges.	
CPE2-02.2	Apply HR metrics, data, and KPIs ethically to support HR decisions aligned with business strategy.	
CPE2-02.3	Analyze HR data using appropriate analytical techniques and HR analytics tools.	
CPE2-02.4	Interpret HR analytics tools for effective HR interventions.	
CPE2-02.5	Develop predictive and real-time HR analytics models for workforce planning and talent management.	

14. Organizational Change and Development (25C2BAP-PE2-03)

SEMESTER 3rd	COURSE CODE 25C2BAP-PE2-03	TYPE Elective
Course Code	Course Outcomes	
CPE2-03.1	Explain the theories, models, and foundations of planned organizational change and development.	
CPE2-03.2	Apply systems theory and action research approaches to diagnose and manage organizational change.	
CPE2-03.3	Analyze organizational issues and design OD interventions at individual, group, and organizational levels.	
CPE2-03.4	Estimate consultant-client relationships, ethics, and professional standards in OD practice.	
CPE2-03.5	Design strategies to address contemporary challenges in organizational change including digital transformation and sustainability.	

15. Employee Relations (25C2BAP-PE2-04)

SEMESTER 3rd	COURSE CODE 25C2BAP-PE2-04	TYPE Elective
Course Code	Course Outcomes	
CPE2-04.1	Explain concepts and approaches to Industrial Relations, including trade unions and gig economy.	
CPE2-04.2	Apply dispute resolution mechanisms under the Industrial Disputes Act, 1947.	
CPE2-04.3	Analyze labour laws and workplace issues such as safety, diversity and harassment.	
CPE2-04.4	Validate social security and wage laws affecting unorganized and gig workers.	
CPE2-04.5	Develop labour welfare frameworks integrating labour standards and ESG practice.	

16. Banking & Insurance Management (25C2BAP-PE3-01)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE3-01	TYPE Elective
Course Code	Course Outcomes	
CPE3-01.1	Describe the structure and functioning of the Indian banking and financial system.	
CPE3-01.2	Apply banking concepts to analyze accounts, lending, rural banking, microfinance, and e-banking operations.	
CPE3-01.3	Analyze risk management principles and examine the role of insurance and bancassurance.	
CPE3-01.4	Validate life insurance principles and differentiate among insurance products for financial planning.	
CPE3-01.5	Discuss insurance, reinsurance, and electronic banking systems in a digital banking environment.	

17. Financial Modeling (25C2BAP-PE3-02)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE3-02	TYPE Elective
Course Code	Course Outcomes	
CPE3-02.1	Infer integrated three-statement financial models using advanced Excel techniques and automation tools.	
CPE3-02.2	Apply forecasting, valuation, and scenario analysis techniques incorporating AI-driven analytics and data visualization tools.	
CPE3-02.3	Explore corporate financial performance using modern finance practices including FinTech applications and automation frameworks.	
CPE3-02.4	Predict ESG (Environmental, Social, and Governance) factors into financial valuation and risk assessment models.	
CPE3-02.5	Design data-driven financial dashboards and automated reporting systems for strategic financial decision-making.	

18. Management of Financial Services (25C2BAP-PE3-03)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE3-03	TYPE Elective
Course Code	Course Outcomes	
CPE3-03.1	Explain the structure, role, and evolution of financial services and financial sector reforms.	
CPE3-03.2	Make use of investment and intermediary services in Financial Sector.	
CPE3-03.3	Categorize modern financial innovations.	
CPE3-03.4	Explain the concepts of asset-liability management and select risk management techniques.	
CPE3-03.5	Adapt emerging trends in financial sector.	

19. Investment Analysis and Portfolio Management (25C2BAP-PE3-04)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE3-04	TYPE Elective
Course Code	Course Outcomes	
CPE3-04.1	Explain key investment concepts, various avenues, and assessing processes along with associated market risks.	
CPE3-04.2	Identify the functions of capital markets and financial derivatives with their expected payoffs.	
CPE3-04.3	Analyze the markets through fundamental analysis techniques.	
CPE3-04.4	Interpret the role of daily price movements and market trends using technical analysis tools and techniques.	
CPE3-04.5	Construct, evaluate, and optimize investment portfolios by applying modern portfolio theories.	

20. Marketing Analytics (25C2BAP-PE4-01)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE4-01	TYPE Elective
Course Code	Course Outcomes	
CPE4-01.1	Observe the market conditions in the era of social media and digital markets.	
CPE4-01.2	Identify the applications of statistical tools on marketing data metrics for competitive advantage and price analysis.	
CPE4-01.3	Figure out the use of analytics and big data in determining promotion strategies.	
CPE4-01.4	Interpret the scope of marketing analytics problem in a scientific and process-driven manner.	
CPE4-01.5	Discuss importance, usage and types of the analytics in the evolving electronic market.	

21. Data Sciences using R (25C2BAP-PE4-02)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE4-02	TYPE Elective
Course Code	Course Outcomes	
CPE4-02.1	Explain the fundamental concepts and business applications of Data Science.	
CPE4-02.2	Apply statistical methods using R software for data analysis in business contexts.	
CPE4-02.3	Analyze probability and regression models along with classification techniques for data science problems.	
CPE4-02.4	Evaluate ensemble and clustering techniques for pattern discovery in datasets.	
CPE4-02.5	Simulate the performance mechanism of machine learning models using validation and evaluation methods.	

22. Analytics with Tableau & Power BI (25C2BAP-PE4-03)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE4-03	TYPE Elective
Course Code	Course Outcomes	
CPE4-03.1	Explain organizational reporting perspectives, standards, KPIs, balanced scorecards, dashboards, and performance measurement frameworks clearly.	
CPE4-03.2	Develop Tableau data preparation skills including connections, cleaning, joins, blending, and metadata management.	
CPE4-03.3	Analyse interactive visualizations, dashboards, forecasts, clusters, and time-series analyses.	
CPE4-03.4	Choose Import, transform, and manage business data using Power BI.	
CPE4-03.5	Construct interactive reports and dashboards for managerial analysis and decision-making.	

23. Introduction to Python (25C2BAP-PE4-04)		
SEMESTER 3rd	COURSE CODE 25C2BAP-PE4-04	TYPE Elective
Course Code	Course Outcomes	
CPE4-04.1	Outline fundamental programming concepts and Python syntax for business applications.	
CPE4-04.2	Make use of control structures, functions and modules to solve business problems.	
CPE4-04.3	Examine and implement Python data structures for structured data handling.	
CPE4-04.4	Determine programs for file handling, exception handling and automation tasks.	
CPE4-04.5	Adapt Python basics for introductory data analysis and business decision-making.	

Course Outcomes of Semester IV MBA		
After the Completion of the Course, students will be able to:		
1. Corporate Strategy (25C2BAP-401)		
SEMESTER 4th	COURSE CODE 25C2BAP-401	TYPE Core
Course Code	Course Outcomes	
C401.1	Describe the strategic management process, strategic intent and external environmental analysis.	
C401.2	Interpret industry structure and organizational resources using strategic analysis frameworks.	
C401.3	Apply corporate-level strategies including diversification, integration and restructuring.	
C401.4	Distinguish strategy implementation mechanisms and strategic control systems in organizations.	
C401.5	Explain strategic responses to digital transformation, sustainability and innovation challenges.	

2. Workshop on Indian Ethos (25C2BAP-402)		
SEMESTER 4th	COURSE CODE 25C2BAP-402	TYPE Core
Course Code	Course Outcomes	
C402.1	Explain Indian ethos, cultural values, and their relevance in management practices.	
C402.2	Demonstrate value-based management principles and ethical practices in business decision-making.	
C402.3	Examine management principles from Indian scriptures and their application in organisations.	
C402.4	Determine workplace stress causes and apply Indian techniques for effective stress management.	
C402.5	Apply responsible management approaches based on Indian learning systems and Karma philosophy.	

3. Technical Skills for Managers (25C2BAP-403)		
SEMESTER 4th	COURSE CODE 25C2BAP-403	TYPE AECC
Course Code	Course Outcomes	
C403.1	Explain Business Intelligence concepts and the Tableau interface for managerial analytics.	
C403.2	Classify business data by connecting, cleaning, and transforming datasets using Tableau tools.	
C403.3	Apply calculated fields and Level of Detail (LOD) expressions for effective data analysis in Tableau.	
C403.4	Develop interactive dashboards and visual reports to support managerial decision-making.	
C403.5	Design and manage the sharing of reports using Tableau Server or Tableau Public.	

4. Capstone Project (26C2BAP-403)		
SEMESTER 4th	COURSE CODE 26C2BAP-403	TYPE Project
Course Code	Course Outcomes	
C403.1	No subject-specific COs . The capstone project requires in-depth knowledge of the chosen specialization, research methodology, and statistical tools, along with faculty approval and access to reliable primary/secondary data, strong analytical ability, technical proficiency, and adherence to academic ethics and deadlines.	

5. MOOC (26C2BAP-404)		
SEMESTER 4th	COURSE CODE 26C2BAP-404	TYPE VAC
Course Code	Course Outcomes	
C404.1	Course outcomes are defined by the online platform for the specific MOOC course chosen by the student.	

6. Integrated Marketing Communications and Sales Management (25C2BAP-PE1-04)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE1-04	TYPE Elective
Course Code	Course Outcomes	
CPE1-04.1	Outline the role of IMC in marketing, brand building, and organizational performance.	
CPE1-04.2	Examine IMC tools including advertising, sales promotion, PR, direct, and digital marketing.	
CPE1-04.3	Apply the concepts of sales management, personal selling, and forecasting for effective sales strategies.	
CPE1-04.4	Determine sales operations, sales force management, and customer psychology for sales effectiveness.	
CPE1-04.5	Interpret recent IMC and sales management trends for informed managerial decisions.	

7. Retail Management (25C2BAP-PE1-05)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE1-05	TYPE Elective
Course Code	Course Outcomes	
CPE1-05.1	Examine the foundations, evolution, and structure of retailing in the Indian and global environment.	
CPE1-05.2	Obtain retail formats, ownership patterns, and business models for strategic decision-making.	
CPE1-05.3	Analyse the principles of store operations and human resource management in retail organizations.	
CPE1-05.4	Integrate customer service systems, retail technologies, and global practices to improve retail performance.	
CPE1-05.5	Identify emerging trends and sustainable models to design future-ready retail strategies.	

8. International and Social Media Marketing (25C2BAP-PE1-06)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE1-06	TYPE Elective
Course Code	Course Outcomes	
CPE1-06.1	Explain international marketing concepts, global marketing environment, and market entry strategies.	
CPE1-06.2	Analyze international trade policies and effective global marketing & distribution strategies.	
CPE1-06.3	Interpret social media marketing frameworks and digital consumer behavior in online markets.	
CPE1-06.4	Design social media marketing campaigns using digital tools and analytics.	
CPE1-06.5	Examine AI, data analytics, and emerging technologies in global digital marketing.	

9. Product and Brand Management (25C2BAP-PE1-07)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE1-07	TYPE Elective
Course Code	Course Outcomes	
CPE1-07.1	Explain product management concepts, portfolio planning, and competitive product-brand positioning in dynamic markets.	
CPE1-07.2	Interpret product planning, development processes, test marketing, and market entry strategies for successful new product introduction.	
CPE1-07.3	Inspect branding principles, brand structures, and customer-based brand equity concepts in brand development decisions.	
CPE1-07.4	Outline brand loyalty, brand performance, brand equity management, and brand growth strategies in domestic and global markets.	
CPE1-07.5	Examine emerging digital and sustainable branding trends to design future-ready product and brand strategies.	

10. International Human Resource Management (25C2BAP-PE2-05)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE2-05	TYPE Elective
Course Code	Course Outcomes	
CPE2-05.1	Explain the concept, scope, and contextual differences between domestic and international HRM.	
CPE2-05.2	Examine international staffing, recruitment, and selection practices including diversity issues.	
CPE2-05.3	Demonstrate training, development, and repatriation practices for managing expatriates and multicultural teams.	
CPE2-05.4	Interpret performance management, international compensation systems, and knowledge transfer in multinational corporations.	
CPE2-05.5	Discuss international industrial relations, comparative HRM practices, and emerging IHRM trends.	

11. Strategic HRM (25C2BAP-PE2-06)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE2-06	TYPE Elective
Course Code	Course Outcomes	
CPE2-06.1	Explain the relevance of Strategic Human Resource Management towards business and corporate strategy management.	
CPE2-06.2	Demonstrate strategic HR practices that align workforce plans with business objectives.	
CPE2-06.3	Examine behavioral factors influencing strategy implementation, leadership, culture, and talent management.	
CPE2-06.4	Analyse global HRM practices and staffing approaches for managing multinational workforce.	
CPE2-06.5	Formulate innovative HR strategies using digital technologies, analytics, and artificial intelligence.	

12. Leadership and Team Dynamics (25C2BAP-PE2-07)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE2-07	TYPE Elective
Course Code	Course Outcomes	
CPE2-07.1	Interpret the concepts, roles, skills, traits, and ethical foundations of effective leadership.	
CPE2-07.2	Categorise appropriate leadership theories, styles, and development approaches for building high-performance organizations.	
CPE2-07.3	Analyze the role of strategic and ethical leadership in shaping vision, culture, change, and learning organizations.	
CPE2-07.4	Develop team dynamics, performance, conflict, communication, and collaborative behaviors for effective team leadership.	
CPE2-07.5	Create leadership and team strategies aligned with emerging trends, digital transformation, diversity, and virtual work environments.	

13. Performance and Compensation Management (25C2BAP-PE2-08)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE2-08	TYPE Elective
Course Code	Course Outcomes	
CPE2-08.1	Explain the concepts of performance management systems used in organizations.	
CPE2-08.2	Analyze strategic performance management models, review mechanisms, and ethical issues in performance evaluation for building high-performance cultures.	
CPE2-08.3	Categorise compensation and reward management principles to design performance-linked pay systems.	
CPE2-08.4	Interpret compensation management administration practices in the Indian organizational context.	
CPE2-08.5	Elaborate contemporary performance and compensation strategies by integrating emerging trends and industry practices.	

14. Fintech (25C2BAP-PE3-05)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE3-05	TYPE Elective
Course Code	Course Outcomes	
CPE3-05.1	Explain the evolution, concept and impact of FinTech on the financial industry.	
CPE3-05.2	Categorise the role of the major stakeholders in the FinTech ecosystem.	
CPE3-05.3	Elaborate FinTech infrastructure and illustrate the application of blockchain, AI, cloud, and payment systems.	
CPE3-05.4	Contrast FinTech regulatory frameworks in global and Indian regulatory practices.	
CPE3-05.5	Analyze emerging FinTech trends such as robo-advisory, algorithmic trading, digital wealth management, and future innovations.	

15. Behavioral Finance (25C2BAP-PE3-06)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE3-06	TYPE Elective
Course Code	Course Outcomes	
CPE3-06.1	Interpret the fundamental concepts, scope, and theories of behavioural finance using appropriate frameworks.	
CPE3-06.2	Analyze behavioural biases, heuristics, and emotional factors influencing investment decisions.	
CPE3-06.3	Discuss investor behaviour patterns and market anomalies arising from psychological and social factors.	
CPE3-06.4	Determine investor sentiment models, market efficiency, and behavioural corporate finance perspectives.	
CPE3-06.5	Propose insights on recent trends in behavioural finance and their implications for modern financial markets.	

16. Mergers, Acquisitions and Corporate Restructuring (25C2BAP-PE3-07)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE3-07	TYPE Elective
Course Code	Course Outcomes	
CPE3-07.1	Summarize the basic concepts, forms and strategic relevance of M&A and restructuring.	
CPE3-07.2	Identify reasons for success or failure of M&A in addition to its value and takeover issues.	
CPE3-07.3	Apply the concept of restructuring strategies and valuation concepts in M&A.	
CPE3-07.4	Explain financing, accounting and wealth effects of M&A decisions.	
CPE3-07.5	Interpret the role of regulatory, international and emerging trends in M&A and corporate restructuring.	

17. International Finance and Financial Derivatives (25C2BAP-PE3-08)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE3-08	TYPE Elective
Course Code	Course Outcomes	
CPE3-08.1	Explain the foundations and evolution of international finance and monetary systems.	
CPE3-08.2	Apply parity conditions in international financing mechanisms.	
CPE3-08.3	Analyze derivatives, futures, and options for financial decision-making.	
CPE3-08.4	Evaluate advanced derivatives and risk management strategies.	
CPE3-08.5	Examine strategies using recent trends in international finance and derivatives.	

18. Taxation and Personal Financial Planning (25C2BAP-PE3-09)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE3-09	TYPE Elective
Course Code	Course Outcomes	
CPE3-09.1	Interpret the concept, scope, and methods of tax management.	
CPE3-09.2	Apply tax planning techniques for income heads, deductions, exemptions, and loss adjustments.	
CPE3-09.3	Outline the importance of time value of money and financial statement analysis in personal planning.	
CPE3-09.4	Examine personal risk, insurance, and investment planning aligned with financial goals.	
CPE3-09.5	Implement investment instruments and recent taxation trends including digital filing and estate planning.	

19. Data Visualization for Managers (25C2BAP-PE4-05)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE4-05	TYPE Elective
Course Code	Course Outcomes	
CPE4-05.1	Explain the role of data visualization and visual perception principles in managerial decision making.	
CPE4-05.2	Implement the application of visualization techniques and tools to transform business data into meaningful visuals.	
CPE4-05.3	Simulate the design of effective dashboards and KPI-driven visual reports using sound design principles.	
CPE4-05.4	Examine methods of communicating business insights through data storytelling and audience-focused visual narratives.	
CPE4-05.5	Evaluate and use ethical, interactive, and contemporary visualization practices for managerial reporting.	

20. Business Forecasting (25C2BAP-PE4-06)		
SEMESTER 4th	COURSE CODE 25C2BAP-PE4-06	TYPE Elective
Course Code	Course Outcomes	
CPE4-06.1	Outline the importance of forecasting and demand analysis in managerial decision making.	
CPE4-06.2	Explain the techniques of qualitative and quantitative forecasting for business data.	
CPE4-06.3	Evaluate time series and regression-based models for business forecasting.	
CPE4-06.4	Interpret forecasting accuracy and results for managerial applications.	
CPE4-06.5	Integrate forecasting tools and ethical practices to support business planning and decision making.	