

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.

Course Outcomes of Semester I MBA (DM)		
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.	