



HKBK COLLEGE OF ENGINEERING, Bengaluru, Karnataka
DEPARTMENT OF MANAGEMENT STUDIES
Course outcome (Post - graduate Course outcome) for 2020 Scheme

Course Name: Management & Organizational Behavior Sub Code:20MBA11

CO	Course Outcomes
CO1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
CO2	Understand the overview of management, theory of management and practical applications of the same.
CO3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
CO5	Understand and demonstrate their exposure on recent trends in management.

Course Name: Managerial Economics Sub Code:20MBA12

CO	Course Outcomes
CO1	The student will understand the application of Economic Principles in Management decision making.
CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
CO3	The Student will be able to understand, assess and forecast Demand.
CO4	The student will apply the concepts of production and cost for optimization of production.
CO5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
CO6	The student will be able to understand macroeconomic concepts.

Course Name: Accounting For Managers Sub Code:20MBA13

CO	Course Outcomes
CO1	Demonstrate theoretical knowledge and its application in real time accounting.
CO2	Capable of preparing financial statement of companies.
CO3	Independently undertake financial statement analysis and take decisions.
CO4	Comprehend emerging trends in accounting and computerization of Accounting systems

Course Name: Business Statistics**Sub Code:20MBA14**

CO	Course Outcomes
CO1	Facilitate objective solutions in business decision making under subjective conditions.
CO2	Demonstrate different statistical techniques in business/real-life situations.
CO3	Understand the importance of probability in decision making.
CO4	Understand the need and application of analytics.
CO5	Understand and apply various data analysis functions for business problems.

Course Name: Marketing Management**Sub Code:20MBA15**

CO	Course Outcomes
CO1	Develop an ability to assess the impact of the environment on marketing function.
CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying .
CO3	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning.
CO4	Identifying marketing channels and the concept of product distribution.
CO5	Identifying techniques of sales promotion , significance of marketing research.
CO6	Synthesize ideas into a viable marketing plan for various modes of marketing

Course Name: Managerial Communication**Sub Code:20MBA16**

CO	Course Outcomes
CO1	The students will be aware of their communication skills and know their potential to become successful managers.
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
CO3	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
CO4	The students will be introduced to the managerial communication practices in business those are in vogue.
CO5	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.

Course Name: Human Resource Management**Sub Code:20MBA21**

CO	Course Outcomes
CO1	Gain practical experience in the field of Human Resource Concepts, functions and theories.

CO2	Acquire the conceptual insight of Human Resource and various functions of HR.
CO3	Apply personnel, managerial and welfare aspects of HR.
CO4	Develop a greater understanding about HR practices, analyse the trends in the field of HR. 2018 Syllabus

Course Name: Financial Management

Sub Code:20MBA22

CO	Course Outcomes
CO1	Understand the basic financial concepts
CO2	Apply time value of money
CO3	Evaluate the investment decisions
CO4	Analyze the capital structure and dividend decisions
CO5	Estimate working capital requirements

Course Name: Research Methodology

Sub Code:20MBA23

CO	Course Outcomes
CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular.

Course Name: Operations Research

Sub Code:20MBA24

CO	Course Outcomes
CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems.
CO4	Understand and apply the network diagram for project completion

Course Name: Strategic Management

Sub Code:20MBA25

CO	Course Outcomes
CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
CO2	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.
CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.
CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

Course Name: Entrepreneurship And Legal Aspects

Sub

Code:20MBA25

CO	Course Outcomes
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opport Moduleies in order to setup a business and to think creatively.
CO2	To know about the various business models and B-Plans across Business sectors.
CO3	Able to understand the importance of marketing and different forms of businesses.
CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.
CO5	Awareness about legal aspects and ways to protect the ideas.
CO6	To understand the ways of starting a company and to know how to protect their ideas.