



RSR RUNGTA COLLEGE OF ENGINEERING & TECHNOLOGY

Rungta Knowledge City

Kohka - Kurud Road, Bhilai (C.G.)-490024

Recognized by AICTE, New Delhi and Affiliated to CSVTU, Bhilai.

DEPARTMENT OF MANAGEMENT

Course Outcomes

Programme	Master of Business Administration
Semester:	I
Course Name:	Management Concept & Processes (New)
Course Code:	576111 (76)
CO1:	Defining & explaining the nature, scope, importance & principles of management and development of management thoughts
CO2:	Describing the planning, its concepts, objectives & steps, also to understand forecasting technique & strategy formulation.
CO3:	Explain organizing, its principles, centralization, decentralization, employee empowerment, Bureaucracy & Adhocracy, Motivation & theories of motivation.
CO4:	Defining & explaining staffing, organization structure and its types, Directing & Coordinating, CSR and value chain management.
CO5:	Explaining about controlling its nature, scope, functions, process and techniques, Cost benefit analysis and new approaches in management..

Programme	Master of Business Administration
Semester:	I
Course Name:	Quantitative Techniques in Management (New)
Course Code:	576112 (76)
CO1:	Analyze the mathematical basis of managerial decision with basic mathematics tools - AP & GP and Matrices & Determinants
CO2:	Describing the data presentation methods like tables and charts. Measures of central tendency, Measures of dispersion and Measures of symmetry..
CO3:	Defining & explaining about probability, Bayes' Theorem, Inverse probability, Theoretical distribution.
CO4:	Describing about sampling concept, different types of tests, simple correlation and regression.
CO5:	Explaining the index numbers, time series analysis and forecasting and trend analysis.



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Programme	Master of Business Administration
Semester:	I
Course Name:	Behavioural Science (New)
Course Code:	576113 (76)
CO1:	Describing the human behaviour and its conceptual framework, behaviour model and determinants of organizational effectiveness.
CO2:	Analyze individual dynamics, attitudes and its components, values and emotional intelligence.
CO3:	Explaining the intra personal processes and inter personal processes, theory and application of learning, motivation & leadership.
CO4:	Define & explain group dynamics, its importance and need, intra group and inter group processes and team building & development.
CO5:	Explaining transactional analysis its types and methods, types of conflicts, negotiation process and issues, cooperation & competetion.
Programme	Master of Business Administration
Semester:	I
Course Name:	Managerial Economics (New)
Course Code:	576114 (76)
CO1:	Explaining the nature and scope of managerial economics, its fundamental concepts, concept of profit and its theories.
CO2:	Analyze the theory of demand its law, nature and determinants, elasticity of demand, law of supply its nature and equilibrium.
CO3:	Describing about cost analysis - incremental, oppurtunity, and marginal cost and production analysis & production function.
CO4:	Define & explain the price output decision under different market conditions, market structure.
CO5:	Explaining the trade cycles, economic forecasting for business and concept and measurement of National Income.



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Programme	Master of Business Administration
Semester:	I
Course Name:	Managerial Communication (New)
Course Code:	576115 (76)
CO1:	Explaining the nature & importance of business communication and to understand channels & media of communication its effectiveness, process & barriers.
CO2:	Describing about written communication & its structure, business writing, business letter, job application & CV writing.
CO3:	Explaining the presentation skills, presenting seminars, team presentation & business presentations.
CO4:	Describing about group discussions, meetings & conferences and interviews.
CO5:	Define & explain corporate communication strategies and ethics in business communication.

Programme	Master of Business Administration
Semester:	I
Course Name:	Accounting for Managers (New)
Course Code:	576116 (76)
CO1:	Explain the concept of financial accounting its importance & scope and preparation of Journal, Ledger and Trial Balance
CO2:	Define & explain the preparation of financial statements, P&L Account & Balance Sheet.
CO3:	Explaining about the concept of cost accounting its need, importance and scope.
CO4:	Define & explain the different costing methods.
CO5:	To learn and gain knowledge about different costing techniques.



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Programme	Master of Business Administration
Semester:	I
Course Name:	Business Law (New)
Course Code:	576117 (76)
CO1:	Describing the Indian Contract Act and Sale of Goods Act.
CO2:	To gain knowledge about Patent Law and Law relating to consumer protection.
CO3:	To understand the Partnership Act of 1932 its formation, procedure and registration of firm.
CO4:	To learn and gain knowledge about companies act 1956, MoA, AoA and Prospectus.
CO5:	To understand the Negotiable instrument act of 1881, Law of IT Act 2000

Programme	Master of Business Administration
Semester:	I
Course Name:	Business Ethics & CSR (New)
Course Code:	576118 (76)
CO1:	To define & explain the concept of CSR, ethical and governance issues.
CO2:	To explain about CSR and consumer protection, consumerism and competitive strategy.
CO3:	Explaining the wider concept of social responsibility, cost benefit analysis and Ethics & human rights.
CO4:	Defining & explaining the corporate ethics its principles and concepts and factors influencing business ethics..
CO5:	Explain the case analysis of failure of leading corporate, overview of NGO & CSR.

Programme	Master of Business Administration
Semester:	II
Course Name:	Management Information & DSS (New)
Course Code:	576211 (76)
CO1:	Introduction to IT, DBMS and software development life cycle.
CO2:	To learn and gain knowledge and uses of MIS, TPS, OAS and ESS
CO3:	Explaining the DSS, ES and functional application of TPS, OAS, MIS, DSS, ESS & ES in the organization.
CO4:	Designing MIS and software solution, Simon's model for decision making.
CO5:	To learn how business use information system and achieving operational excellence.



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Programme	Master of Business Administration
Semester:	II
Course Name:	Research Methodology (New)
Course Code:	576212 (76)
CO1:	Describing about research, its processes, problems and objectives.
CO2:	Define & explain the research design and methods of data collection and projective techniques..
CO3:	Explaining the sampling design, questionnaire design and data collection & preparation method.
CO4:	Describing how to summarise the data, data analysis techniques, multivariate techniques.
CO5:	Explaining the interpretation and report writing and application of research in the functional areas of management.

Programme	Master of Business Administration
Semester:	II
Course Name:	Marketing Management (New)
Course Code:	576213 (76)
CO1:	Explaining the marketing philosophies, management process and marketing mix.
CO2:	Analyzing the market analysis research, market segmentation, selection & positioning.
CO3:	Describing about product planning and pricing, product decisions, brand management and product life cycle.
CO4:	Define & explain promotion & distribution decisions, logistics decision and distribution channel decision.
CO5:	Explaining marketing organization & control, green marketing, direct & online marketing, customer value and retention.

Programme	Master of Business Administration
Semester:	II
Course Name:	Advanced Financial Management (New)
Course Code:	576214 (76)
CO1:	Explaining the concept of financial management, discounting and compounding techniques.
CO2:	Analyzing the cost of different sources of raising capital, dividend theories and practices in INDIA.
CO3:	Describing the capital structure, operating and financial leverage.
CO4:	Define & explain the budget concepts and analysis of ratio, fund & cash flow statement.
CO5:	Describing the management of working capital, receivable management & management of cash..



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Programme	Master of Business Administration
Semester:	II
Course Name:	Human Resource Management (New)
Course Code:	576215 (76)
CO1:	Explaining the concepts & perspectives on HRM and resource management.
CO2:	Describing the HRM policies and job analysis & its methods.
CO3:	Define & explain the HR recruitment and selection, man power training
CO4:	Explaining the quality of work life, employee empowerment, ethics, justice & fair treatment .
CO5:	Describing about strategic HRM and new approaches

Programme	Master of Business Administration
Semester:	II
Course Name:	Production & Operation Management (New)
Course Code:	576216 (76)
CO1:	Describing the production management and types of production intermittent
CO2:	Explaining the facility design and location, layout objectives and types.
CO3:	Define & explain about capacity planning, TQM, basics of ERP and JIT
CO4:	Explain work study, its measurement, work simplification and study recording techniques.
CO5:	Analyzing industrial safety & safety management and maintenance management.

Programme	Master of Business Administration
Semester:	II
Course Name:	Materials Management (New)
Course Code:	576217 (76)
CO1:	Explaining about integrated materials function & management and codification & standardisation.
CO2:	Define & explain purchasing system, price forecasting, buyer-seller relationship & ethics
CO3:	Describing stores & warehousing- its management, transport & traffic management.
CO4:	Define & explain value stream mapping
CO5:	Explaining the inventory management, inventory overview and JIT



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Programme	Master of Business Administration
Semester:	II
Course Name:	Entrepreneurship Development (New)
Course Code:	576218 (76)
CO1:	Explaining entrepreneurship development, its concept & perspective, role of entrepreneur and entrepreneurial culture
CO2:	Define & explain entrepreneurial characteristics, building entrepreneurial organisation.
CO3:	Describing about identifying business opportunities and planning for business planning process
CO4:	Explaining Project management, Technical financial marketing and working capital.
CO5:	Describing the role of Central Govt. in Promoting Entrepreneurship and problems of Entrepreneurs

Programme	Master of Business Administration
Semester:	III
Course Name:	Optimization Methods (New)
Course Code:	576311 (76)
CO1:	Describing Optimization methods, Linear programming and Graphical Analysis
CO2:	Define & explain the Transportation model and its different methods.
CO3:	Explaining assignment problem and its different methods
CO4:	Analyzing waiting line models & sequencing model
CO5:	Explaining about network analysis (CPM), (PERT) and project scheduling

Programme	Master of Business Administration
Semester:	III
Course Name:	Organizational Development (New)
Course Code:	576312 (76)
CO1:	Explaining the organisation and its environment and organisational effectiveness..
CO2:	To gain knowledge and build understanding about organisational development and its change
CO3:	Describing about Organisational conflict and Transactional analysis.
CO4:	Define & explain Organisational culture, climate and its cross culture dynamics..
CO5:	Explaining the process of Empowerment, Management of gender issues and creativity in organisation.



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Programme	Master of Business Administration
Semester:	III
Course Name:	Innovation & Technology Management (New)
Course Code:	576313 (76)
CO1:	Explaining the Management of Technology and Technological change.
CO2:	Describing Innovation Management its types process and economics of innovation.
CO3:	Define & explain about Technology evolution, diffusion and its competitive consequences of Technological change.
CO4:	Describing the Technology Intelligence, Technology scanning, monitoring and Analytical tools
CO5:	Explaining about Technology-Business Connection, Acquisition and technology transfer and Technology support system

Programme	Master of Business Administration
Semester:	III
Course Name:	Consumer Behaviour (New)
Course Code:	576314 (76)
CO1:	To learn and understand the consumer behaviour, marketing management and consumer buying behaviour
CO2:	To gain knowledge about consumer modeling, consumer decision making and its process.
CO3:	To learn and understand the Individual Determinants of consumer behaviour
CO4:	To learn and understand consumer attitude and behaviour, motivation and strategies for attitude change..
CO5:	To understand the Influence of social class, group dynamics and consumer reference groups.

Programme	Master of Business Administration
Semester:	III
Course Name:	Marketing Research (New)
Course Code:	576331 (76)
CO1:	Describing Marketing Research, theoretical framework, hypothesis, specification of information needed.
CO2:	Explaining Exploratory Research Design, Descriptive research design and casual research design.
CO3:	Describing about Questionnaire Design, Sampling design process and Data collection methods.
CO4:	Define & explain the Data analysis Test of association, Multivariate Data and its applications.
CO5:	Explaining the Applications of Marketing Research, Marketing Advertising Research and International Marketing Research.



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Programme	Master of Business Administration
Semester:	III
Course Name:	Sales Management (New)
Course Code:	576335 (76)
CO1:	Describing the Role of Salesperson and management of Accounts Receivables
CO2:	Explaining Selling Skills, Theories of selling and Prospecting sales resistance.
CO3:	Define & explain Sales organization and coordination of personal selling with other department
CO4:	Explaining the sales effort, Budgeting, Designing Territories, Territory Management
CO5:	Describing the sales force management, Motivating and compensating sales personnel.

Programme	Master of Business Administration
Semester:	III
Course Name:	Security Analysis & Portfolio Management (New)
Course Code:	576341 (76)
CO1:	Explain Corporate Finance and alternative valuation Approaches to specific cases.
CO2:	Describing Working Capital Management and the liquidity position of a company.
CO3:	Define & explain the Capital Budgeting and International project appraisal
CO4:	Explaining the Banking Relationship, Objective setting determination of negotiation strategy.
CO5:	Describing the Merger and Acquisition Market, the process design and other M&A issues.

Programme	Master of Business Administration
Semester:	III
Course Name:	Taxation & Tax Planning (New)
Course Code:	576345 (76)
CO1:	Explaining the Basic concepts of Taxation, Agriculture income and Residential status its determination and tax liability.
CO2:	Describing the computation of taxable income under the head salary, house property, Calculation of GAV, NAV .
CO3:	Define & explain income from business or professions and its computation, capital gains and income from other sources.
CO4:	Explaining about set-off and carry forward of losses, calculation total income of firms and tax liability
CO5:	Defining the indirect taxes, merits and demerits of VAT and Tax planning and Tax management



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Programme	Master of Business Administration
Semester:	III
Course Name:	Human Resource Planning & Development (New)
Course Code:	576351 (76)
CO1:	Explaining the HRM and linkage of HR Planning with other HR functions and work measurement, method, work study.
CO2:	Describing about HRM tools , Job Analysis and Recruitment, sources-internet based, Placement Agencies.
CO3:	Define & explain about HRD, HRD Subsystem/ Process mechanisms, Tax analysis and Development supervision, counselling and mentoring.
CO4:	Analyzing the organizing for HRD and HRD in service industries (Banking, Hospital, Event etc) HRD Audit.
CO5:	Explaining about the changing environment of HRD and changing demands of employers.

Programme	Master of Business Administration
Semester:	III
Course Name:	Performance Management (New)
Course Code:	576355 (76)
CO1:	Describing the concept, role and significance of performance and strategic planning linkages.
CO2:	Explaining about the performance planning and goal setting, performance management system for performance improvement.
CO3:	Defining how to establishing and operationalising performance management system.
CO4:	Define & explain Performance management strategic and interventions and term based performance management.
CO5:	Explaining the culture based performance management and leadership based performance management



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Programme	Master of Business Administration
Semester:	III
Course Name:	RDBMS & SQL Concepts (New)
Course Code:	576363 (76)
CO1:	Explaining the database approach, various data models and schemas and instances..
CO2:	Defining & explaining about the DBMS, Data base user and Data base languages and interfaces.
CO3:	Describing the ER Model,Enhanced ER Model, Keys -primary and Functional dependencies.
CO4:	Analyze the SQL, DDL, DML DCL,and Transactions
CO5:	Explaining the Emerging field in DBMS and data warehousing and mining.

Programme	Master of Business Administration
Semester:	III
Course Name:	Software Engineering & Project Management (New)
Course Code:	576366 (76)
CO1:	Define & explain the introduction of SE, decision table structure of SRS.
CO2:	Describing about project management, project scheduling and risk management assessment control & monitoring
CO3:	Explain software configuration management process, building block of case.
CO4:	Define & explain software testing.
CO5:	Describing software reengineering & economics of reengineering.

Programme	Master of Business Administration
Semester:	III
Course Name:	Production Planning & Control (New)
Course Code:	576371 (76)
CO1:	Explaining the production planning, tactical planning & operational planning.
CO2:	Describing about facility planning & aggregate planning.
CO3:	Define & explain the capacity planning, break even analysis & single product case.
CO4:	Explain the material requirement planning, lead time, common use time & time phasing.
CO5:	Describing about inventory control, ABC analysis and economic order quantity.



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Programme	Master of Business Administration
Semester:	III
Course Name:	Quality Control, Quality Assurance & Reliability (New)
Course Code:	576375 (76)
CO1:	Describe about the quality control, total quality system and quality control in service sector..
CO2:	Explain about some philosophies & quality management practices.
CO3:	Describing the fundamentals of statistical concepts & graphical methods of data presentation.
CO4:	Define & explain about statistical process control using control charts.
CO5:	Explaining process capability analysis, reliability and design of experiments.

Programme	Master of Business Administration
Semester:	IV
Course Name:	Corporate Strategy (New)
Course Code:	576411 (76)
CO1:	Describing strategic decision making, general vocabulary of SM
CO2:	Explain about environment scanning techniques & strategic step application.
CO3:	Define & explain about the Corporate level strategies, Business level strategies & Industry level analysis
CO4:	Explaining about Strategy implementation: Resource allocation, Projects and Procedural issues. Organization structure and systems in strategy implementation.
CO5:	Analyzing the strategic control and operational Control, Organizational systems and Techniques of strategic evaluation.



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Econometrics & Decision Science (New)
Course Code:	576412 (76)
CO1:	Explaining the Methodology of Econometrics, Objectives and Characteristics, Input-Output Analysis, National Income Accounting Matrix, Hawkins-Simon Method, Limitations of Input-Output Analysis
CO2:	Describing the Game Theory – Introduction and Concept of Games, Two Person Zero Sum Game. Saddle Point- Maximin and Minimax Principles. Graphical Solutions for 2XM and NX2 Problems.
CO3:	Define & explain about Markov Chain Analysis – Markov Processes, State Transition Matrix, Steady State Conditions.
CO4:	Explaining Decision Analysis: Concept, Decision Criteria, Decision under Uncertainty, Decision under Risk. Decision Tree, Problems on Decision Trees.
CO5:	Describing Simulation: Basic Concepts of Simulation, Simulation Methodology, Monte Carlo Simulation: Designing Mathematical Simulation Models Using Random Numbers.

Programme	Master of Business Administration
Semester:	IV
Course Name:	Product & Brand Management (New)
Course Code:	576431 (76)
CO1:	To learn Product Management: Product Classification, Levels, Product Mix and Product Line Decisions, New Product Development Process and Marketing Organizations
CO2:	To understand Market Potential & Sales Forecasting: Forecasting target market potential and sales, Methods of estimating market and sales potential, Method of Sales forecasting, Developing Product Strategy
CO3:	To gain knowledge about Branding (Definitions, Significance, Brand knowledge, Brand Building: Steps in Brand Building, Brand Positioning
CO4:	To learn & understand Designing & Sustaining Branding Strategies, Brand Leveraging & Brand Performance
CO5:	To understand Brand Equity (Concept, Significance): Brand Equity Models, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Retail Management (New)
Course Code:	576435 (76)
CO1:	To understand Retail Management: - overview, the retailing concept and its framework, Retail Institutions: types and its characteristics
CO2:	To learn Managing retail business, Asset management and budgeting. Importance of supply chain management in retail Business.
CO3:	To gain knowledge about Merchandise management and price: merchandising philosophy, Financial merchandise management
CO4:	To learn & understand Retail promotion mix and its strategy, Retail Brand and its significance
CO5:	To gain knowledge about Supply chain management & vendor relation's role in Retail, Store operations - size & place allocation, store maintenance, inventory management.

Programme	Master of Business Administration
Semester:	IV
Course Name:	Management of Working Capital (New)
Course Code:	576441 (76)
CO1:	To understand the overview of Working Capital Management, Levels of Working Capital Investments, Approaches of Working Capital Financing, Concept of Operating Cycle, Calculation of Working Capital
CO2:	Receivables Management, Determination of Appropriate Receivable Policy, Heuristic Approach, Discriminate Analysis, Sequential Decision Analysis.
CO3:	To learn the meaning of Cash Management , Motives for Holding Cash, Factors determining Cash Balance, Determining the optimum level of Cash, Baumol Model, Beranek Model, Miller-Orr Model, Stone Model, Optimization Model
CO4:	To gain knowledge about Financial Forecasting, Forecasting Collection from Accounts Receivable, Inventory Control Devices, Inventory Management and Valuation, Inventory Management and Cash Flow Timeline
CO5:	Payables Management, Trade Credit, Terms of Purchase, Working Capital Control and Banking Policy Integrating Working Capital and Capital Investment Process.



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Banking & Insurance (New)
Course Code:	576445 (76)
CO1:	Explaining the Overview of Indian financial systems and markets, Reserve bank of India (RBI): Role, functioning, Overview of financial services
CO2:	Life Insurance: Concept and significance, Insurance Pricing; Governmental Regulation of Insurance
CO3:	Describing General Insurance: Principles, products (Fire, Marine, Motor vehicles, public liability, third party insurance, medi-claim and health policies, group insurance, burglary insurance).
CO4:	Define & explain Banking industry: Banking structure in India, capital adequacy norms for banks, SLR, CRR, CAR. Analyzing bank performance
CO5:	Basic issues in banking: Non-performing Assets, Merchant Banking Services: Managing of issues shares and bonds

Programme	Master of Business Administration
Semester:	IV
Course Name:	Strategic Human Resource Management (New)
Course Code:	576453 (76)
CO1:	Introduction to Strategic HRM: Definition, need and importance, Human Resource Environment: Technology and structure
CO2:	RECRUITMENT AND RETENTION STRATEGIES, Quality of work life; Work – life balance; Employee empowerment, Employee involvement
CO3:	TRAINING AND DEVELOPMENT STRATEGIES: Creating a learning organization; Competency mapping; Multi-Skilling Succession planning; Cross cultural training
CO4:	PERFORMANCE MANAGEMENT STRATEGIES: Defining key result areas (KRA), REWARD AND COMPENSATION STRATEGIES: Performance based pay
CO5:	RETRENCHMENT STRATEGIES: Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Emerging Issues in HR Management (New)
Course Code:	576455 (76)
CO1:	Explaining the Changing Environment Human Resource Management, Changing Role of HRM, New practice in International Human Resource Management, Perspective of International HRM.
CO2:	Describing about Managing Human Resource in Virtual Organization, Human Resource Audit-components, process, benefits and scope in Globalization.
CO3:	Human Resource Accounting- Meaning and Objectives, Advantages, Limitations, Methods of Valuation of Human Resource, Controlling Cost of Human Resources.
CO4:	Human Resource Information System-Need for HRIS, Advantages of HRIS, Uses of HRIS, designing of HRIS, Computerized HRIS, Limitations of HRIS.
CO5:	Evaluation of Performance for Development: Competency Mapping, 360 Degree Concept, Six Sigma Practices, Flexi Work and Benefit to Organization, Induction Programme and its importance in Globalized Era..

Programme	Master of Business Administration
Semester:	IV
Course Name:	Business Process Re-Engineering & ERP (New)
Course Code:	576461 (76)
CO1:	Introduction to BPR; BPR life cycle methodology; BPR principles and competitive advantage; Business functions, processes and data requirements; BPR Teams; BPR implementation and change management
CO2:	Explaining ERP; ERP evolution and introduction to enabling technologies, Business modeling for ERP Implementation
CO3:	Define & explain ERP integration with functional areas of organization
CO4:	Describing about ERP Application in various businesses: Manufacturing, services, E- Governance
CO5:	Define & explain ERP domains and solution providers: SAP, ORACLE, SARA.



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Internet Marketing (New)
Course Code:	576465 (76)
CO1:	Introduction to Internet Marketing, Internet fundamentals: Operations, Management, the Web, and Wireless
CO2:	Consumers and Online Behaviour, Marketing Strategy in the Internet Marketing, International Environment of the Internet Marketing
CO3:	Data Management: Database, Data Warehousing, and Data Mining, The Internet Marketing Plan
CO4:	Explaining Internet Marketing Mix (Product, Price, Place, Promotion)
CO5:	Describing Marketing Site Development: Contents, Design and Construction, Design in the Internet Marketing

Programme	Master of Business Administration
Semester:	IV
Course Name:	Supply Chain Management (New)
Course Code:	576471 (76)
CO1:	Definition of SCM and how it works, goal of SCM and its impact on a firm's success, Supply chain drivers and obstacles
CO2:	Demand forecasting in supply chain, aggregate planning, managing predictable variability.
CO3:	Managing economies of scale in the supply chain, determining optimal level of product availability
CO4:	Describing Sourcing decisions in a supply chain, transportation, pricing and revenue management
CO5:	Coordination in the supply chain, application of information technology and E-business, Value stream mapping, measuring performance in the supply chain



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Quality Management Systems (New)
Course Code:	576475 (76)
CO1:	Total Quality in Organizations: Quality as a Management Framework, Human Resource Management for Quality; Employee Involvement and Participative Management
CO2:	Explaining the Philosophies and Frameworks, Management and Awards : ISO 9000:2000 ; Six Sigma, Leadership and Strategic Planning
CO3:	Describing the Process Management: Process Improvement; Process Control; Designing Processes for Quality
CO4:	Explaining about Performance Measurement and Strategic Information Management : The Scope of Performance Measurement ; The Cost of Quality ; Measuring the Return on Quality
CO5:	Building And Sustaining Total Quality Organizations, Change Management; Sustaining the Quality Organization; Self-Assessment Processes

Programme	Master of Business Administration
Semester:	IV
Course Name:	Hospital Management (New)
Course Code:	576481 (76)
CO1:	Planning the Hospital –Planning for a New Hospital- Guiding Principle in Planning Hospital Facilities and Services- Preliminary Survey- Financial Planning
CO2:	Facility Master Plan- Design Team- Design Development Stage- Planning and Hospital Building –Building Contract and Contract Document
CO3:	Organizing of the Hospitals-Organizational Structure-Management Structure- Organizational Charts-Management of the Hospital
CO4:	Recruitment and Selection –Orientation, Training and Development- Getting the Hospital to be in Readiness to Operate Professionally, Nursing Service Administrative Unit- Human Recourse Management-Public Relations Department
CO5:	Explaining Communication Systems- Environmental Control- Solid Waste Management –Transportation – Safety and Security in the Hospital-Safety in Hospital



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Travel & Tourism (New)
Course Code:	576482 (76)
CO1:	To understand Tourism Concept & perspective: Tourism- Meaning and Definition, Changing facets of Tourism, Different perspectives on the study of Tourism
CO2:	Tourism Product: Definition of Tourism Product, Characteristics of Tourism product, Forms of Tourism Product, Natural Tourism products, Man – Made Tourism Products
CO3:	Tourism Development: Importance of tourism development, Rationale for tourism planning, Planning the Infrastructure, Planning the superstructure, Government's role in tourism development
CO4:	Travel Organization (Understanding of Travel Agency and Tour Operator): Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations
CO5:	Describing Approval, Travel Formalities and Tour Package Designing: Procedure for setting up of Travel Agency and Tour Operating Enterprises. Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP)

Programme	Master of Business Administration
Semester:	IV
Course Name:	Transport & Logistics (New)
Course Code:	576483 (76)
CO1:	Logistics and Supply Chain: Trends in logistics costs and performance. Key Issues in Logistics and Supply Chain Management
CO2:	Logistics Network Design: The Role of Major Network Design Decisions in a Supply Chain - Major network design decisions, Objective network design, Solution Approaches -Exact algorithms.
CO3:	Transportation in a Supply Chain: Introduction, Modes of Transportation and their Performance Trends, Air, Ocean Ship, Truck, Rail, Intermodal (Truck/rail), Other Modes – pipelines, barges
CO4:	Explaining Driving down the cost of intermodal services, Use of Intelligent Transportation Systems, Benefits of RFID, Highly complex IT and ITS environments, Re-engineering the railroad, Lean Transportation.
CO5:	Distribution Strategy: Shipping Strategies, Routing and Scheduling in Transportation - Traveling Salesperson Problem (TSP). Capacitated Vehicle Routing Problems (CRVP), Vehicle Routing Problem with Time Windows (VRPTW).



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Insurance (New)
Course Code:	576484 (76)
CO1:	To understand the concept of risk - Kinds and Classification of Risks - Assessment -Transfer - Basic principles of Insurance, the Indian contract act, 1872, IRDA and its regulations
CO2:	To learn & understand Life Insurance - Organization - Indian system - distribution - function of agents, appointment and continuance of agency, remuneration to agents, trends in life insurance
CO3:	To gain knowledge about Life Insurance Policy - Application & Acceptance - Prospectus, proposal forms & other related documents, age proof, special reports policy document. Pensions & Annuities, Actuarial applications.
CO4:	To understand Policy claims, Maturity claims, Survival benefit Payments, Death Claims, Waiver of evidence of title. Exchange control regulations, Payment of premium, payment of claims etc.
CO5:	To learn Group and Health Insurance - Nature of group insurance, Types of group insurance, Gratuity Liability, Group superannuation scheme, other group schemes, Social security schemes - Health Insurance - Principles of Health Insurance

Programme	Master of Business Administration
Semester:	IV
Course Name:	Banking (New)
Course Code:	576485 (76)
CO1:	Banker-Customer relations - Know your Customer[KYC] guidelines-Different Deposit Products - services rendered by Banks - Mandate and Power of attorney; Banker's lien - right of set off - garnishee order - Income tax attachment order etc.
CO2:	Payment and collection of Cheque - duties and responsibilities of paying and collecting banker-protection available to paying and collecting banker under negotiable instruments Act, Opening of accounts for various types of customers
CO3:	Principles of lending - various credit Products/ Facilities - working capital and term loans - Credit Appraisal Techniques - Approach to lending; - credit management - credit monitoring -NPA Management
CO4:	Explaining about different types of documents; Documentation Procedures; Stamping of documents Securities - Different modes of charging - types of collaterals and their characteristics Priority Sector Lending
CO5:	Financial Inclusion Agriculture/SMEs/SHGs/SSI/Tiny Sector financing New Products & Services -Factoring, Securitisation, bancassurance , Mutual Funds etc



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Management of SME & Family Business (New)
Course Code:	576486 (76)
CO1:	Small and Medium Enterprise: Meaning and definition (evolution), Scope, Role and importance, Steps in setting up a small unit, Policies governing SMEs, Impact of globalization on SME in India, Problems and future prospects of SMEs
CO2:	Managerial Strategies for SME: Managing External Environment, Planning for Success in Small and Medium Business, Management in SME - Crises Management, Production Management, Quality Management
CO3:	SME funding: Requirements of capital (fixed and working), Factors determining capital requirements, Importance of fixed and working capital, Institutions supporting SME's in India
CO4:	Basics of Family structure: Types of family structure, Importance of family business, Responsibilities and rights of shareholders of a family business, Improving family business performance
CO5:	To understand Wealth management: Networking with various agencies like CII, FICCI, NASSCOM, MCCI. Using technology for leveraging business strength, expansion, diversification, modernization, collaboration, strategic tie-ups

Programme	Master of Business Administration
Semester:	IV
Course Name:	Media Management (New)
Course Code:	576487 (76)
CO1:	To understand Media planning, the function of media planning in advertising, Role of Media planner, Challenges in media planning Media Planning process, Media Planning for Consumer Goods
CO2:	To learn Sources of media research, Selecting the suitable media options, Buying Television Space/Air time Buying Radio slot, Types of magazines, Buying magazine space, Types of newspapers, Buying newspaper space.
CO3:	To understand Buying media space for new media, Types of out-of-home advertising, Place-based media, Criteria for selecting the media vehicles. Media timing, Flight, Pulsing, Media Scheduling, Comparing and Evaluating continuity of media
CO4:	To gain knowledge about Advertising Media: Role of media in advertising world, Media strategy & outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet
CO5:	To understand Advertising Planning: Consumer Behavior , segmentation Marketing, positioning ad value, Advertising and Promotion, International Advertising Planning, Creativity & Brand Message



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Programme	Master of Business Administration
Semester:	IV
Course Name:	Event Management (New)
Course Code:	576488 (76)
CO1:	To understand Introduction to Event Management: Defining an event. Event as a marketing tool. Importance and scope of events. Key Elements of Events: Event infrastructure, core concept, core people, core talent, core structure, Concept of market in events
CO2:	To learn the Conceptualizing and Designing Events: 5 C's of events. Activities in event Management. Planning, organizing, staffing, leading, co-ordination, controlling. Event management information systems.
CO3:	To understand Feasibility study- Keys to success, SWOT analysis. Strategic market planning – Setting objectives- developing a strategic marketing plan. Staging and Event: Choosing the event site, developing the theme, conducting rehearsals, providing services, arranging catering.
CO4:	To learn & understand Interpersonal Skills and Public Relations: Communication skills (communication process, types of communication, presentation as an effective tool, common tips.) Necessity of human resource management and human relationships.
CO5:	To learn Promotion and Media: Purpose of promotion, Use of different media – print, networking, radio, T.V, The internet, outdoor media, Sponsorships, Factors to make promotion effective.

Programme	Master of Business Administration
Semester:	IV
Course Name:	Advanced Corporate Communications (New)
Course Code:	576489 (76)
CO1:	Corporate Communication An Overview: Defining and exploring the concept and history of Corporate Communication. Traditional Media: religious / coir groups, traditional art and theatre
CO2:	Media Relations and Research: The necessity of understanding demographics in crafting media, Key media relations techniques, Audience research and feedback. Social Media: Benefits and challenges
CO3:	Define & explain Writing for business audience: Websites, Blogs, Pod-Casting etc. Determine what constitutes news, authoring a press release. Current Trends in Public Relations
CO4:	Explaining about Employee Relations/Internal Communication: The benefits and challenges of upward, downward, and horizontal communication. Customer Communications: Customers as critical corporate external stakeholders
CO5:	Define & explain Crisis Communication and Issues Management: Determine difference between business interruption and crisis. Intercultural Communication and Cross Cultural Communication