



Chandigarh Engineering College, Landran

Department of Business Administration

### Course Outcomes (COs) for Department of Business Administration

#### C101: Foundation of Management

Course Code	Course Outcomes
C101.1	To comprehend fundamental concepts and principles of management with significance of manager's role.
C101.2	To demonstrate the evolution of management thought and contribution of various management thinkers.
C101.3	To enhance the planning and decision making skills amongst the students.
C101.4	To get acquaint with the knowledge of staffing, organizing and coordination so that students can work in teams.
C101.5	Identify the areas to control and Selecting the Appropriate controlling methods/Techniques

#### Managerial Economics, MBA102-18: C102

Course Code	Course Outcomes
C102.1	To Comprehend the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making.
C102.2	To analyze the demand and supply conditions of firm and industry with concepts of price, cross and income elasticity of demand.
C102.3	To identify production cost structure and concept of revenue under different stages of production and establish the linkage between production function and cost function.
C102.4	To formulate and investigate different forms of market and to determine their price and output.
C102.5	To acquaint the basic concepts of macroeconomics and shall be able to measure national income using different approaches.

#### Quantitative Techniques MBA104-18: C103

Course Code	Course Outcomes
C103.1	To comprehend the fundamental concepts of statistics in business decisions making.



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C103.2	To comprehend the concepts of central tendency and variation in managerial decision making.
C103.3	To articulate the correlation, regression analysis and their applications in data analysis.
C103.4	To enhance knowledge in probability theory, linear programming and game theory.
C103.5	To acquaint the transportation and the operations techniques for carrying schedule of projects.

#### Accounting For Managers and Reporting MBA104-18 : C104

Course Code	Course Outcomes
C104.1	To comprehend & apply the accounting principles and concepts for solving the various business situations and comprehend the formats of financial statements in various form of business organization
C104.2	To apply various decision-making tools relating to cost accounting in manufacturing concerns for taking different kind of decisions.
C104.3	To acquaint with the tools of financial statement analysis for comprehending the financial health
C104.4	To comprehend recent developments in accounting and using those developments for handling the various types of assets and changing conditions of markets
C105.5	To synthesize the international standards for maintaining the financial statements and comparing the financial results

#### Business Environment & Indian Economy MBA105-18: C105

Course Code	Course Outcomes
C105.1	To comprehend how an entity operates in a complex business environment
C105.2	To explain legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment
C105.3	To analyze the impact of dynamics of business environment on Business enterprise
C105.4	To evaluate the way various types of economic systems, play a significant role in the success of a business.
C105.5	To describe the characteristics of Indian Economy and its impact business environment.



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**Business Ethics & CSR MBA 106-18: C106**

Course Code	Course Outcomes
C106.1	To conceptualize the comprehending of Business Ethics and contemporary ethical issues in a business context
C106.2	To synthesize ethical decision making, ethical reasoning, the dilemma resolution process and application of ethics to contemporary business practices.
C106.3	To evaluate the drivers of Corporate Social Responsibility and its models.
C106.4	To infer the key perspectives of Corporate Sustainability and its Reporting Framework guidelines.
C106.5	To get acquaint with concept of corporate governance and comprehend the application of Governance models in business practices.

**Business Communication MBA 107-18: C107**

Course Code	Course Outcomes
C107.1	To comprehend the core concepts of business communication
C107.2	To implement the listening skills, non-verbal communication skills and business etiquettes
C107.3	To recognize the importance of social networking technologies in business communication
C107.4	To apply the collaborative skills of writing effective business messages, letters and reports
C107.5	To develop the presentation skills and interview skills using visual aids
C107.6	To formulate employment messages and resume writing skills

**2<sup>nd</sup> Semester**

**Business Analytics for Decision Making MBA201-18: C108**

Course Code	Course Outcomes
C108.1	To develop a deeper and rigorous comprehending of fundamental concepts in business decision making under subjective conditions.
C108.2	To equip the students with an ability to select, comprehend and apply



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	appropriate analytical tools in the analysis of quantitative data.
C108.3	To prepare and evaluate the model through multiple regression and multiple correlation.
C108.4	To create a good quantitative purpose statement and good quantitative research questions and hypotheses.
C108.5	To criticize the concept and procedure of sampling, data collection, data analysis, interpretation of output and reporting.
C108.6	To predict the future of sales using the time series method & index numbers in a concern.

#### Legal Environment for Business MBA 202-18 : C109

Course Code	Course Outcomes
C109.1	To apprehend the legal and regulatory framework of business environment and transactions.
C109.2	To get acquaint with the fundamental legal principles behind contractual agreements.
C109.3	To Infer with the legal provisions of sales of goods Act
C109.4	To Conceptualize rules of negotiable instruments in legal environment
C109.5	To Synthesize with the legal rules governing admission, retirement and death of partner and dissolution of partnership firm.
C109.6	To apply the legal framework relating to the process of incorporation of Joint Stock Company in real life situations.

#### Marketing management MBA203-21: C110

Course Code	Course Outcomes
C110.1	To comprehend and memorize the key concepts of Marketing Management
C110.2	To classify and analyze the complexities of marketing environment
C110.3	Implementation of market segmentation, targeting and positioning strategies for effective decision making
C110.4	To comprehend and use the concepts of product mix, product life cycle and the new product development process.
C110.5	Evaluate, design and develop the marketing mix strategies
C110.6	To illustrate knowledge about the emerging trends in marketing



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### Human Resource Management MBA204-18 : C111

Course Code	Course outcomes
C111.1	To comprehend the fundamentals, Environmental analysis and evolution of HRM
C111.2	To acquaint with functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection.
C111.3	To Synthesize the role of training, development, career planning , wage and salary administration and performance appraisal functions in human resource development.
C111.4	To examine the concerns of government towards provisions of employee health, safety and welfare and comprehending the concept of Industrial relations.
C111.5	To articulate mechanisms adopted by the organizations for settlement of disputes via collective bargaining , and grievance redressal procedures

### Productions and Operations Management MBA205-18: C112

Course Code	Course Outcomes
C112.1	To comprehend the importance of Production and Operations management in business environment
C112.2	To comprehend the concept of facility layout, capacity planning, work measurement and production planning and control
C112.3	To enhance the knowledge of quality management through TQM, statistical quality control and acceptance
C112.4	To demonstrate the concept of JIT and inventory management to eliminate the wastages in production
C112.5	To acquaint the concepts of purchase management and value analysis

### Corporate Finance and Policy MBA 206-21: C113

Course Code	Course Outcomes
C113.1	To comprehend the evolution, objectives and functions of corporate finance and recognize the interface of corporate finance with other functional areas.



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C113.2	To illustrate the concept of time values of money and valuation of securities.
C113.3	To articulate the significance of Cost of capital while framing up the capital structure and appraising the various theories of capital structure for taking various decisions
C113.4	To Design the optimum capital budget while devastating the various capital expenditure techniques and extracting the best plan while using the concept of leverage
C113.5	To comprehend the Indian financial markets and its reevaluation over the time

### Entrepreneurship and project Management MBA207-18

Course Code	Course Outcomes
C114.1	To apprehend the characteristics, functions, traits and types of entrepreneurs.
C114.2	To enhance entrepreneurial motivation and idea generation through creativity, innovation and exploring new entry opportunities.
C114.3	To comprehend concept of intellectual property for safeguarding business ideas and to develop business plan.
C114.4	To get acquaint with the ways of ending venture and reasons of failure of entrepreneurial ventures.
C114.5	To Synthesize the basic concepts of project management and analyze different phases of project management.

### Computer Applications For Business MBAGE-18 : C115

Course Code	Course Outcomes
C115.1	To develop comprehending of computer fundamentals, functions and their classifications
C115.2	To integrate computer technology with decision-making and problem solving skills.
C115.3	To demonstrate proficiency in Microsoft word & Excel.
C115.4	To apply formatting and editing features to enhance worksheets.



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C115.5	To operate variety of styles, themes, and conditional formats to customize worksheets.
C115.6	To construct data base, reports and labels, Multiple Tables for data management

### 3<sup>rd</sup>Semester

#### Organizational Behaviour & Design MBA301-18 : C201

Course Code	Course Outcomes
C201.1	Able to comprehend the concept of organizational behavior and various challenges faced by the organization
C201.2	Apply the concepts of individual behavior (learning, personality, perception, attitude, and motivation) to improve the overall performance
C201.3	To identify the various leadership models and gain an in-depth comprehending of their practice in the real world.
C201.4	comprehending and analysis of group behavior and how it affect employees' organizational behavior
C201.5	To apprehend the knowledge about conflict management related to professional organization

#### Marketing Research MBA302-18 : C202

C202.1	Able to comprehend the marketing research process and its applicability in marketing decision-making.
C202.2	To identify the different research methods and able to apply them.
C202.3	To apply various data collection techniques for their research projects
C202.4	To analyze and distinguish between different research designs for development of a research proposal.
C202.5	To design effective questionnaires and how to assess their reliability and validity.
C202.6	To apprehend data analytic techniques using SPSS.

#### Human Values, De addiction & Traffic Rules HVPE101-18 : C203

C203.1	To Identify the need and analyze the process of value based education, happiness and prosperity in all aspects.
C203.2	To contrast the knowledge between the needs and activities of the 'Self' and that of the 'Body'



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C203.3	To analyze the foundational values of relationships to ensure the harmony in society and family.
C203.4	To conceptualize of undivided society, harmony in nature and holistic perception of harmony at all levels of existence.
C203.5	To comprehend the human conduct and competence in professional ethics

**Seminar on Summer Training MBA303-18: C204\***

C204*.1	To acquire knowledge about the company's working environment.
C204*.2	To comprehend and use real-time problem-solving methodologies in industry
C204*.3	To practice the theoretical knowledge of the research process to solve business problems
C204*.4	To articulate the experience in the industry in the form of presentation in front of Evaluation committee

**Comprehensive Viva-Voce MBA304-18: C205\*\***

C205**.1	To evaluate the student's overall knowledge gained in the program domain.
C205**.2	Able to appear for the viva and present his views cogently and precisely.
C205**.3	To show different analytical and evaluation abilities to respond opened questions by the expert.
C205**.4	To demonstrate the professional etiquette suitable for career progression.

**Consumer Behaviour MBA921-18: C206**

C206.1	To acquaint students with the fundamental concepts of Consumer Behavior, decision-making process and applications.
C206.2	To Identify and explain the personal and environmental factors which influence consumer decision making
C206.3	To analyze the complexities of buying behavior and decision making
C206.4	To apply the insights of consumer behavior for developing marketing communication strategies





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C206.5	To synthesize the interlink age of consumer behavior as a management process
C206.6	To formulate promotional strategies with opinion leadership

#### Services Marketing MBA922-18: C207

C207.1	Comprehend the basic concepts of service marketing
C207.2	Differentiate between Product and services marketing.
C207.3	Demonstrate Service gap model with details and closing of gap
C207.4	Apply the integrated services marketing communications and services marketing triangle.
C207.5	Apprehend various pricing strategies and pricing approaches in service sectors.
C207.6	Visualize service marketing applications in different service sectors

#### Investment Analysis and Portfolio Management MBA911-18: C208

C208.1	To comprehend the basic concepts, various investment avenues & its process and market risk
C2082	To comprehend the operations of primary & secondary markets and the impact of various environmental factors on investment by studying process of fundamental analysis.
C2083	To demonstrate the role of daily price movements in the financial market by the process of technical analysis
C2084	To exhibit the construction of portfolio and evaluating it for optimum portfolio
C208.5	To acquaint the knowledge of financial derivatives and computation of their expected payoffs

#### Management of Financial Services MBA912-18: C209

C2091	To comprehend the concept of financial services, their importance & related Financial sector reforms
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C209.2	To comprehend the structure of various funds, depository system & other financial services.
C2093	To acquaint with system & working of financial agencies like credit rating, leasing, merchant banking and venture capitalist.
C2094	To know the process and importance of factoring, securitization & plastic money
C209.5	To elucidate the process of asset liability management and risk management in banks

### Organizational Change and Development MBA931-18: C210

C210.1	To comprehend organization change and examine the theories of planned change, their relevant foundations, strengths and weaknesses.
C210.2	To comprehend concepts related to Action Research and OD Process
C2103	To elucidate the role of various intervention strategies in organizational development.
C210.4	To identify the role of Power and Politics in OD
C210.5	To analyze various issues in the relationship between client and consultant relationship.

### Employee Relations MBA932-18: C211

Year of study:2021-22

C211.1	To comprehend the concept of industrial relations to maintain a sound relationship between the worker & the employer.
C211.2	To analyze the significance of Trade Unions Act & Factories Act
C211.3	To identify the issues that might form an Industrial dispute and the process of dispute settlement machineries.
C211.4	To elucidate the Social Security framework & the Importance of various Acts in IR.
C211.5	To comprehend the concept, classification & Agencies for administering the Labor Welfare Laws.

### Marketing Analytics MBA961-18: C212

C212.1	To analyse market conditions including product, price and customer in the era of social media and digital market.
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C212.2	To comprehend applications of statistical tools on marketing data metrics for competitive advantage.
C212.3	To apprehend the use of analytics and big data in determining pricing and promotion strategies.
C212.4	To analyze case studies to comprehend scope of marketing analytics problem in a scientific and process-driven manner.
C212.5	To comprehend and interpret importance, usage and types of the analytics in the evolving big data environment.

#### Data Sciences Using R MBA962-18: C213

C213.1	To know advanced aspects of big data analytics, applying appropriate machine learning techniques to analyze big data sets
C213.2	To comprehend concepts like Big Data, Data Mining, Data Analytics and Machine Learning
C213.3	To comprehend Data Science and the skill sets needed to be a data scientist.
C213.4	To assess the statistical significance of data mining results, basic statistical modeling and analysis using the open-source tool R and interpreting results.
C213.5	To get insight of various algorithm for data analysis (classification and Clustering) along with evaluation and validation methods. Also comprehending the future trends in Machine learning.

#### Human Values, De-addiction and Traffic Rules (Lab/ Seminar) HVPE102-18: C214\*

C214*.1	To identify the various social issues concerning to society.
C214*.2	To apprehend the various causes which produce social, cultural and human changes in society..
C214*.3	To perceive the responsibilities of a Manager for society and organization in the era of globalization at workplace.
C214*.4	To comprehend the relevance of de-addiction and traffic rules for human being in civilized society in real life situations.

#### 4<sup>th</sup> Semester

#### Corporate Strategy MBA401-18: C215

C215.1	To comprehend the concepts of strategic management process and strategic decision making process
C215.2	To examine various techniques of external as well as internal environmental analysis of business



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C215.3	To identify and evaluate various business level and corporate level strategies
C215.4	To implementation of corporate strategies through leadership
C215.5	To develop various functional plans for successful implementation of strategy
C215.6	To discuss organizational systems and use techniques of strategic evaluation and control.

**Project / Dissertation MBA402-18: C216\*\***

C216**.1	To Recognize a current problem or area that can be studied with the use of relevant methods.
C216**.2	To examine research findings that is relevant to the research topic
C216**.3	To synthesize the study findings and make recommendations for solutions to the problem or opportunity
C216**.4	To Predict future suggestions to the client/industry, including essential assumptions.
C216**.5	To Practice a variety of statistical tests needed in corporate decision-making.

**Workshop of Indian Ethos MBA403-18: C217**

C217.1	To comprehend comprehending of Indian Ethos and values system.
C217.2	To infer with the application of value-based management and ethical practices in business.
C217.3	To Contrast the knowledge of management principles from Vedas and other holy books in business.
C217.4	To Employ different stress management techniques and their applications in organizations.
C217.5	To evaluate characteristics and advantages of ancient Indian system of learning.

**Integrated Marketing Communications and Sales Management MBA923-18: C218**

C218.1	Comprehend and define the key terms, definitions, and concepts used in integrated marketing communications.
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C218.2	Evaluate and develop media and advertising strategies in order to develop competitive IMC Program.
C218.3	Comprehend various promotional strategies in changing e-marketing environment.
C218.4	Apprehend the concepts of sales management and personal selling.
C218.5	Analyze case studies to comprehend sales management, qualities of a salesperson and psychology of customers.
C218.6	Acquaint with the advanced aspects of sales operations such as sales prediction, budgeting, display, sales Quota's and sales territories.

#### International and Social Media Marketing MBA925-18: C219

C219.1	Comprehend various international market entry strategies and challenges.
C219.2	Analyze international marketing environment and barriers related to international trade.
C219.3	Identify the concepts related to international product pricing , promotion and distribution process.
C219.4	Apply social media marketing tools and strategies
C219.5	Plan effective and emerging social media campaigns for various businesses.

#### Mergers, Acquisition and Corporate Restructuring MBA914-18: C220 Year of study:2021-22

C220 .1	To comprehend the different types of merger and acquisition strategies in firms for value creation and competing in the global economy
C220 .2	To acquaint with different reasons to use the acquisition strategies and why firms fail to achieve strategic competitiveness
C220 .3	To analyse the issues, significant in valuation decisions and the factors which work against for achieving success when using an acquisition strategy.
C220 .4	To classify & comprehend reasons for companies to engage in mergers and acquisitions and to define the restructuring strategy
C220 .5	To demonstrate the regulatory aspects of mergers, acquisitions and corporate restructuring

#### International finance and Financial Derivatives MBA915-18: C221



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C221.1	Able to comprehend meaning & theories underlying the concepts of international finance and International Monetary System.
C221.2	To Identify various aspects of forex trading, their management and quotations.
C221.3	To illustrate various theories underlying the concepts of international finance.
C221.4	To analysis various trading strategies using options contracts.
C221.5	Able to discuss the regulatory framework of derivatives contracts in India.

#### International Human Resource Management MBA933-18:C222

C222.1	To conceptualize issues, opportunities and challenges pertaining to international HRM.
C222.2	To comprehend the concept, approaches, issues in Staffing for International assignments to develop competencies in dealing with cross cultural situations.
C222.3	To inculcate the knowledge of strategic roles of HRM especially in areas of Repatriation, Training & development programs of expatriates for Global Operations.
C222.4	To memorize the role of cross cultural leadership in managing multicultural teams, performance management & compensation program for international employees.
C222.5	To evaluate generic and transferable skills-especially in diagnosing IHRM issues critically.

#### Strategic HRM MBA934-18: C223

C223.1	Able to comprehend the concept and the process of strategic HRM
C223.2	To identify the concept of HR environment and strategic role of HR systems in various industries.
C223.3	To apprehend the knowledge of human aspects while implementing strategies in professional organizations.
C223.4	Familiarizations about the concept of global staffing approaches and role of global HRM in successful implementation of MNC strategy.
C223.5	To analyze various challenges and issues in Global HRM



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**Data Visualization for Managers MBA963-18: C224**

C224.1	To identify best practices in data visualization to develop charts, maps, tables and other visual representations of data.
C224.2	To select Tableau's visualization tools for conducting data analysis, by exploration of an unfamiliar dataset
C224.3	To construct compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole.
C224.4	To apply design principles and fundamentals including parameters, data blending, KPI's on very large datasets.
C224.5	To formulate data visualizations, dashboards and Tableau Stories to support relevant communication for diverse audiences.

**Business Forecasting MBA964-18: C225**

C225.1	To comprehend the importance of forecasting along with demand analysis in making accurate decisions in economic and business environments
C225.2	To comprehend various market research techniques and to know the basics in regression analysis, time series analysis and their applications in forecasting
C225.3	To comprehend how to handle the trend, seasonal and cyclical issues in forecasting analysis.
C225.4	To construct forecasting reports to higher level management for vital decision-making process uses linear time series models and also the importance of qualitative forecasting.
C225.5	To use the software packages for developing forecasting models. Also, be prepared for more advanced study of economic and business forecasting.



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