



MEENAKSHI COLLEGE OF ENGINEERING

No-12, Vembuli Amman Koil Street, West K.K Nagar,
Chennai - 600 078

DEPARTMENT OF MANAGEMENT STUDIES

Regulation 2021

Course Outcomes

SEMESTER – I

Course Name: Statistics for Management (BA4101)

CO1	To facilitate objective solutions in business decision making.
CO2	To understand and solve business problems.
CO3	To apply statistical techniques to data sets, and correctly interpret the results
CO4	To develop skill-set that is in demand in both the research and business environments.
CO5	To enable the students to apply the statistical techniques in a work setting.

Course Name: MANAGEMENT CONCEPT AND ORGANISATION BEHAVIOUR (BA4102)

CO1	Understanding of various management concepts and skills required in the business world
CO2	In-depth knowledge of various functions of management in a real time management context
CO3	Understanding of the complexities associated with management of individual behavior in the organizations
CO4	Develop the skill set to have manage group behavior in Organizations
CO5	Insights about the current trends in managing organizational behavior

Course Name: MANAGERIAL ECONOMICS (BA4103)

CO1	To introduce the concepts of scarcity and efficiency
CO2	To explain principles of microeconomics relevant to managing an organization
CO3	To describe principles of macroeconomics
CO4	To have the understanding of economic environment of business.
CO5	To study about the policies that regulate economic variables

Course Name: ACCOUNTING FOR DECISION MAKING (BA4104)

CO1	A thorough grounding of financial accounting concepts
CO2	Preparation of financial statement analysis
CO3	Understand the management and cost accounting techniques
CO4	Apply the management and cost accounting techniques for decision making
CO5	Assess the accountancy standards of practices in India

Course Name: LEGAL ASPECTS OF BUSINESS (BA4105)

CO1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world
CO2	Identify the common forms of business associations and elements of Corporate Governance
CO3	Develop insights regarding the laws related to industrial environment
CO4	Ability to understand the fundamentals of corporate tax and GST
CO5	Understand the role of consumer rights and cyber laws in the modern business environment

Course Name: INFORMATION MANAGEMENT (BA4106)

CO1	Learn the basics of data and information system.
CO2	Understand the system development methodologies.
CO3	Understand database management system and its types.
CO4	Learn the various technologies in information system and its security.
CO5	Gains knowledge on effective applications of information systems in business.

Course Name: ENTREPRENEURSHIP DEVELOPMENT (BA4032)

CO1	The learners will gain entrepreneurial competence to run the business efficiently.
CO2	The learners are able to undertake businesses in the entrepreneurial environment
CO3	The learners are capable of preparing business plans and undertake feasible projects.
CO4	The learners are efficient in launching and develop their business ventures successfully
CO5	The learners shall monitor the business effectively towards growth and development

Course Name: INDIAN ETHOS (BA4111)

CO1	The learners are able to apply the basic concepts of Indian ethos and value systems at work.
CO2	The learners can handle issues of business ethics and offer solutions in ethical perspectives
CO3	The learners are professionally efficient and skilful in value systems and culture
CO4	The learners are capable in ethically manage business towards well being of the society
CO5	The learners can be socially effective in undertaking business responsibilities

Course Name: BUSINESS COMMUNICATION (LABORATORY) (BA4112)

CO1	Develop good managerial communication skills
CO2	Ability to excel in different forms of written communication required in a business context
CO3	Develop good presentation skills
CO4	In-depth understanding of interview skills
CO5	Ability to prepare Business reports

SEMESTER – II**Course Name: QUANTITATIVE TECHNIQUE FOR DECISION MAKING (BA4201)**

CO1	Linear programming in product mix decisions
CO2	Transportation and assignment in logistics and job allocation scenarios
CO3	Game theory and heuristics of decision making in real time decisions
CO4	Inventory management and replacement models in manufacturing context
CO5	Queuing and simulation in real time scenario optimization

Course Name: FINANCIAL MANAGEMENT (BA4202)

CO1	Identify the concepts of financial decision of an organization.
CO2	Recognize the time value of money
CO3	Learn the capital budgeting and cost of capital techniques
CO4	Understand how to decide the decision of capital structure and distribution of dividend
CO5	Assess the short-term and long-term sources of finance

Course Name: HUMAN RESOURCE MANAGEMENT (BA4203)

CO1	Students would have gained knowledge on the various aspects of HRM
CO2	Students will gain knowledge needed for success as a human resource professional.
CO3	Students will develop the skills needed for a successful HR manager
CO4	Students would be prepared to implement the concepts learned in the workplace.
CO5	Students would be aware of the emerging concepts in the field of HRM

Course Name: OPERATIONS MANAGEMENT (BA4204)

CO1	Understanding of the evolution of operations management practices and world class manufacturing processes
CO2	Knowledge about capacity planning, strategic sourcing and procurement in organizations
CO3	Enhances the understanding of product development and design process
CO4	Ability to forecast demand and overcome bottlenecks
CO5	Provides insight to Quality management tools and practices.

Course Name: BUSINESS RESEARCH METHODS (BA4205)

CO1	Students will understand and appreciate scientific inquiry
CO2	Students would know to write research proposals
CO3	The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems
CO4	Students would be able to analyze data and find solutions to the problems.
CO5	Students could prepare research reports

Course Name: BUSINESS ANALYTICS (BA4206)

CO1	Ability to understand the role of Business Analytics in decision making
CO2	Ability to identify the appropriate tool for the analytics scenario
CO3	Ability to apply the descriptive analytics tools and generate solutions
CO4	Understanding of Predictive Analytics and applications
CO5	Knowledge of Prescriptive Analytics and demonstrating business process improvement

Course Name: MARKETING MANAGEMENT (BA4207)

CO1	Applied knowledge of contemporary marketing theories to the demands of business and management practice.
CO2	Enhanced knowledge of marketing strategies for consumer and industrial marketing
CO3	Deep understanding of choice of marketing mix elements and managing integrated marketing channels
CO4	Ability to analyze the nature of consumer buying behavior
CO5	Understanding of the marketing research and new trends in the arena of marketing

SEMESTER-III**Course Name: STRATEGIC MANAGEMENT (BA4301)**

CO1	Ability to understand the Strategic management process and social responsibility of business organizations
CO2	In-depth understanding about the need for developing competitive advantage for organizations
CO3	Provides insights into various corporate and business level strategies
CO4	Facilitates to identify the various control systems required for organizational strategy implementation process
CO5	Enhances the cognitive knowledge about various strategic issues and development of new business models

Course Name: INTERNATIONAL BUSINESS (BA4302)

CO1	In Depth knowledge of driving factors of international Business
CO2	Understanding of theories of trade and investment practiced in the global world
CO3	Deep Insights in to various market entry strategies followed by Global Organizations
CO4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
CO5	Enhance the cognitive knowledge of managing business across the cultures

Course Name: REATIVITY AND INNOVATION LABORATORY (BA4311)

CO1	Provides insights about approaches to creativity and innovation
CO2	Understanding of heuristic models and its applications
CO3	Enhances the knowledge of nature of creativity
CO4	Ability to apply creativity in problem solving
CO5	Knowledge about radical and disruptive models of innovation

Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (BA4001)

CO1	Understand the concept of investment and identify the investment alternatives to investors
CO2	Learn the nuances of fundamental analyses and technical analyses
CO3	Analyze and evaluate the value of securities
CO4	Explain how to construct an efficient portfolio
CO5	Explore the various methods through which portfolio evaluation could be done

Course Name: FINANCIAL MARKETS (BA4002)

CO1	Understanding the basic concepts of the finance markets in India
CO2	Identify the underlying structure and functions of Indian financial markets
CO3	Familiarise the methods of issuing shares and the role of intermediaries in the primary market
CO4	Learn about the trading mechanism in stock market
CO5	Describe the instruments, participants and trading in debt market

Course Name: BANKING AND FINANCIAL SERVICES (BA4003)

CO1	Understand the overall structure and functions of Indian Financial System
CO2	Gain knowledge about regulations governing the Indian Banking system
CO3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
CO4	Familiarize the students with the concept of e-banking
CO5	In-depth understanding of fee-based and fund-based financial services in India

Course Name: SERVICES MARKETING (BA4011)

CO1	Demonstrate an extended understanding of the similarities and differences in service - based and physical product based marketing activities
CO2	Develop and justify marketing planning and control systems appropriate to service - based activities
CO3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
CO4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.
CO5	Recognize the challenges faced in services delivery as outlined in the services gap model

Course Name: INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS (BA4016)

CO1	Industrial relations system and Trade unions
CO2	Industrial Disputes and labour welfare measures
CO3	Labour legislation introduction and legal provisions for factory workers, wages and Bonus
CO4	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
CO5	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention .

Course Name: ORGANISATION DESIGN, CHANGE AND DEVELOPMENT (BA4017)

CO1	The fundamentals of organizational design and structure
CO2	Change process, types, and models of change in organizations
CO3	The fundamentals of organizational development
CO4	Organizational development Interventions
CO5	Organizational evolution and sustenance

Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT (BA4020)

CO1	The basics of IHRM, models and practices
CO2	strategic orientation and cultural context towards IHRM
CO3	International practices on recruitment and selection
CO4	International perspectives on Training, development, performance appraisal
CO5	International practices on Compensation management

Course Name: DIGITAL MARKETING (BA4014)

CO1	To examine and explore the role and importance of digital marketing in today's rapidly changing business environment.
CO2	To focuses on how digital marketing can be utilized by organisations and how its effectiveness can measured.
CO3	To know the key elements of a digital marketing strategy
CO4	To study how the effectiveness of a digital marketing campaign can be measured
CO5	To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.

Course Name: SUPPLY CHAIN MANAGEMENT (BA4021)

CO1	Understanding of supply chain fundamentals
CO2	Ability to design supply chain networks to enhance supply chain performance
CO3	Ability to plan demand based on inventory and supply
CO4	Understanding the role of logistics in supply chain performance
CO5	Awareness of innovations for sustainable supply chains

Course Name: QUALITY MANAGEMENT (BA4022)

CO1	Understanding the evolution of Quality management
CO2	Understanding of quality philosophies and practices
CO3	Ability to apply statistical process control to enhance quality
CO4	Ability to apply quality tools to enhance organization's quality performance
CO5	Awareness of quality management systems

Course Name: PROJECT MANAGEMENT (BA4026)

CO1	Ability to understand the roles and responsibilities of a project manager
CO2	Ability to plan and budget projects
CO3	Ability to schedule and allocate resources to projects
CO4	Ability to manage project organization
CO5	Ability to control and complete projects

Course Name: BUSINESS ETHICS (BA4211)

CO1	The learners can handle issues of business ethics and offer solutions ethical perspectives
CO2	The learners are able to apply the basic concepts of Indian ethos and value systems at work.
CO3	The learners can handle issues of business ethics and offer solutions in ethical perspectives
CO4	The learners are professionally efficient and skillful in value systems and culture
CO5	The learners are capable in ethically manage business towards well being of the society.
CO6	The learners can be socially effective in undertaking business responsibilities

Course Name: C118 –DATA ANALYSIS & BUSINESS MODELLING (BA4212)

CO1	Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
CO2	Facilitates to identify the relationship between variables using data analytical tools
CO3	Provides understanding about forecasting in real time business world using analytical tools
CO4	Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data
CO5	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools