



IMS Engineering College, Ghaziabad

Department of MBA

2020-21

Course Outcomes (CO) mapping with

Programme Outcomes (PO)

and

Programme Specific Outcomes (PSO)



IMS Engineering College, Ghaziabad

Institute Vision and Mission

Vision

Our vision is to impart Vibrant, Innovative and Global Education to make IMS the world leader in terms of Excellence of Education, Research and to serve the nation in the 21st century.

Mission

- To develop IMSEC as a Centre of Excellence in Technical and Management Education.
- To inculcate in its students the qualities of Leadership, Professionalism, Executive Competence and Corporate understanding.
- To imbibe and enhance Human Values, Ethics and Morals in our students.
- To transform students into Globally Competitive Professionals



IMS Engineering College, Ghaziabad

Department Vision and Mission

Department of MBA

Vision

- To be a leading management department imparting quality management education, undertaking innovative research and developing leaders who can add ethical, economic and social value to the organizations they work for and to the society as a whole.
- To be a leading management department through imparting value based quality management education and research oriented innovation.
- To be a leading management department by imparting quality management education and nurturing the potential of future leaders who can provide sustainable solutions to the contemporary business problems.
- To develop IMSEC MBA as the best university based management department imparting quality management education and providing sustainable solutions to the contemporary management problems of the business and the society.

Mission

1. Equip the students with the most advanced management concepts and skills by adopting application based innovative pedagogy.
2. Evolve and establish an environment of academic excellence, research and innovation beneficial to students, faculty and external stakeholders.
3. Develop intellectual capital both scholarly and practice-oriented to meet the needs of emerging socio-economic environment.
4. Provide transformational learning to create responsible and ethical thought leaders.
5. Foster strong relationships with employers so as to understand their needs and thus, endeavour to bridge the skill gap between industry and academia.



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Program Outcomes

PO1. Apply knowledge of management theories and practices to solve business problems.

PO2. Foster analytical and critical thinking abilities for data-based decision making.

PO3. Integrate and utilize qualitative and quantitative tools and concepts to investigate and solve critical business problems.

PO4. Ability to develop Value based Leadership ability.

PO5. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO6. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.



IMS Engineering College, Ghaziabad

UNIVERSITY SCHEME FOR 1st SEM SESSION 2020-21

Semester I

SN	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	30	20	0	50	100	0	150	3
2	KMBN102	MANAGERIAL ECONOMICS	4	0	0	30	20	0	50	100	0	150	3
3	KMBN103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	30	20	0	50	100	0	150	3
4	KMBN104	BUSINESS STATISTICS & ANALYTICS	3	1	0	30	20	0	50	100	0	150	3
5	KMBN105	MARKETING MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
6	KMBN106	DESIGN THINKING	2	0	0	15	10	0	25	50		75	2
7	KMBN107	BUSINESS COMMUNICATION	3	1	0	30	20	0	50	100	0	150	3
LAB / PRACTICALS													
8	KMBN151	IT SKILLS LAB -1	0	0	3	0		50	50	-	100	150	3
9	KMBN152	MINI PROJECT -1	0	0	3	0	0	25	25	0	50	75	3
												1200	26



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Sub Code	KMBN101
Sub. Name	Management Concepts and Organisational Behavior

COURSE OUTCOMES

CO1	Developing understanding of managerial practices and their perspectives.
CO2	Understanding and Applying the concepts of organizational behaviour
CO3	Applying the concepts of management and analyze organizational behaviors in real world situations
CO4	Comprehend and practice contemporary issues in management.
CO5	Applying managerial and leadership skills among students

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	1	2	1	1	1
CO2	3	2	1	1	1	1
CO3	2	1	2		1	2
CO4	2	1	1	3	2	2
CO5	2	1	1	3	1	2
Average	2	1	1	2	1	2



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Sub Code	KMBN102
Sub. Name	Managerial Economics

COURSE OUTCOMES	
CO1	tudents will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.
CO2	The students would be able to understand the law of demand & supply & their elasticities, evaluate & analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.
CO3	The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world
CO4	The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic
CO5	The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.

CO-PO Matrix

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1		2	
CO2	3	3	3		1	
CO3	3	3	3		1	
CO4	3	3	3		2	
CO5	3	3	3		3	
Average	3	3	3	#DIV/0!	2	#DIV/0!



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Sub Code	KMBN103
Sub. Name	Financial accounting and analysis

CO1	Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	
CO2	Understand about IFRS, Ind AS and IAS for Preparation & reporting of Financial Statements.	
CO3	Create and Prepare financial statements & cash flow in accordance with generally accepted accounting Principles.	
CO4	Analyse, Interpret and communicate the information contained in basic financial statements & explain limitations of such statements.	
CO5	Recognising various types of accounting & utilise the technology & social responsibility in facilitating & enhancing accounting & financial reporting processes.	

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	
CO1	3	2	3		3	2	
CO2	3	2	3		3	2	
CO3	3	3	3		2	3	
CO4	3	3	3		3	3	
CO5	3	3	3		2	3	
Average	3	3	3	#DIV/0!	3	3	



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Sub Code	KMBN104
Sub. Name	Business Statistics and Analytics

COURSE OUTCOMES

CO1	Gaining knowledge of basic concepts/fundamentals of business statistics.
CO2	To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
CO3	Evaluating basic concepts of probability and perform probability theoretical distributions
CO4	To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test
CO5	To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.

CO-PO Matrix

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3		1	
CO2	3	3	3		1	
CO3	3	3	3		1	
CO4	3	3	3		2	
CO5	3	3	3		3	
Average	3	3	3	#DIV/0!	2	#DIV/0!



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Sub Code	KMBN105
Sub. Name	Marketing management

COURSE OUTCOMES

CO1	Remember and comprehend basic marketing concepts
CO2	Understand marketing insights on application of basic marketing concepts
CO3	Able to apply and develop marketing strategies and plans
CO4	Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting
CO5	Develop skills to understand the current global and digital aspect of marketing.

CO-PO Matrix

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	3	1	1	3
CO2	3	3	2	1	3	2
CO3	3	2	2	3	2	3
CO4	1	2	2	1	3	3
CO5	2	3	3	1	2	1
Average	2	2	2	1	2	2



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Sub Code	KMBN106
Sub. Name	Design thinking

COURSE OUTCOMES

CO1	Gain in depth knowledge about creative thinking & design thinking in every stage of problem.
CO2	Applying design thinking to your real life problems/ situations in order to evolve an innovative & workable solutions.
CO3	Understand & Implement design thinking to your real life problems/ situations in order to evolve an innovative & workable solutions.

CO-PO Matrix

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3		3	2
CO2	3	2	3		3	2
CO3	3	3	3		2	3
Average	3	2	3	#DIV/0!	3	2



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Sub Code	KMBN107
Sub. Name	Business Communication

COURSE OUTCOMES

CO1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
CO2	Analyse ethical, legal, cultural, and global issues affecting business Communication.
CO3	Develop an understanding of appropriate organizational formats and channels used in business communications
CO4	Gaining an understanding of emerging electronic modes of communication.
CO5	Developing effective verbal and non verbal communication skills.

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	1			3	1
CO2	1	1			3	1
CO3	1	1			3	1
CO4	1	1			3	1
CO5	1	1			3	1
Average	1	1	#DIV/0!	#DIV/0!	3	1