



**IMS Engineering College, Ghaziabad**

# **Department of MBA**

**2020-21**

## **Course Outcomes (CO) mapping with Programme Outcomes (PO)**



# 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.



# IMS Engineering College, Ghaziabad

## 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 2<sup>nd</sup> SEM SESSION 2020-21

### Semester II

SN	CODE	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN201	BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS	4	0	0	30	20	0	50	100	0	150	3
2	KMBN202	HUMAN RESOURCE MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
3	KMBN203	BUSINESS RESEARCH METHODS	4	0	0	30	20	0	50	100	0	150	3
4	KMBN204	FINANCIAL MANAGEMENT & CORPORATE FINANCE	3	1	0	30	20	0	50	100	0	150	3
5	KMBN205	OPERATIONS MANAGEMENT	3	1	0	30	20	0	50	100	0	150	3
6	KMBN206	QUANTITATIVE TECHNIQUES FOR MANAGERS	3	1	0	30	20	0	50	100	0	150	3
7	KMMN207	DIGITAL MARKETING & E COMMERCE	4	0	0	30	20	0	50	100	0	150	3
8	KMBN208	MANAGEMENT INFORMATION SYSTEMS	2	0	0	15	10	0	25	50	0	75	2
			<b>LAB / PRACTICALS</b>										
9	KMBN251	IT SKILLS LAB-2	0	0	2	0	0	25	25	0	0	25	1
10	KMBN252	MINI PROJECT -2	0	0	3	0	0	25	25	0	25	50	2
											1200	26	

L/T/P – Lecture/Tutorial/Practical, CT/TA/PS- Class Test/Teachers Assessment/Practical Session, TE/PE- Term End/ Practical End



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN201</b>
<b>Sub. Name</b>	<b>Business Environment and Legal Aspects of Business</b>

## COURSE OUTCOMES

CO1	Develop understanding & Fundamental knowledge about business environment.
CO2	Develop understanding on the concepts Business Environment & International business environment
CO3	Develop basic understanding of law of contract
CO4	Understanding provisions of companies act concerning incorporation & regulation of business organisation.
CO5	Able to analyse case laws in arriving at conclusions facilitating business decisions.

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN202</b>
<b>Sub. Name</b>	<b>Human Resource Management</b>

## COURSE OUTCOMES

CO1	Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change
CO2	Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization
CO3	Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness
CO4	Show evidence of the ability to analyze, manage and problem solve to deal with challenges and complexities of the practice of collective bargaining
CO5	Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN203</b>
<b>Sub. Name</b>	<b>Business research Methods</b>

## COURSE OUTCOMES

CO1	Knowledge of concept / fundamentals for different types of research.
CO2	Applying relevant research techniques.
CO3	Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques
CO4	Synthesizing different techniques of coding, editing, tabulation and analysis in doing research. .
CO5	Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.

## CO-PO Matrix

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





# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN204</b>
<b>Sub. Name</b>	<b>Financial management and Corporate Finance</b>

## COURSE OUTCOMES

CO1	Understand the different basic concept / fundamentals of Corporate Finance
CO2	Understand the practical application of time value of money and evaluating long term investment decisions
CO3	Developing analytical skills to select the best source of capital ,its structure on the basis of cost of capital
CO4	Understand the use and application of different models for firm's optimum dividend payout.
CO5	Understand the recent trends of primary and secondary market and developing skills for application of various financial services.

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN205</b>
<b>Sub. Name</b>	<b>Operations Management</b>

## COURSE OUTCOMES

CO1	Understand the role of operation in overall business strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms
CO2	Understand and apply the concepts of material management, supply chain management and TQM perspectives
CO3	Identify and evaluate the key factors and their interdependence of these key factors in the design of effective operation systems
CO4	Analyze / Understand the trends and challenges of operations management in the current business environment
CO5	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices

## CO-PO Matrix

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



<b>Sub Code</b>	<b>KMBN206</b>
<b>Sub. Name</b>	<b>Quantitative techniques for managers</b>

### COURSE OUTCOMES

CO1	Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.
CO2	To formulate linear programming problem and to find optimal solution by graphical simplex method.
CO3	Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.
CO4	To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.
CO5	To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.

### CO-PO Matrix

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



<b>Sub Code</b>	<b>KMBN207</b>
<b>Sub. Name</b>	<b>Digital marketing and E commerce</b>

### COURSE OUTCOMES

CO1	Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.
CO2	To able to create and maintain a good website and blog posts.
CO3	Be able to understand and apply SEO and Email Marketing in today's modern world Be able to identify critical issues related to service design such as identifying and managing customer service experience, expectations, perceptions and outcomes
CO4	To apply the Social Media Marketing techniques via various platforms
CO5	To implement various Analytics tools of online marketing

### CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBN208</b>
<b>Sub. Name</b>	<b>Management Information System</b>

<b>COURSE OUTCOMES</b>	
CO1	Be able to understand the importance of information management in business and management.
CO2	To understand and formulate different types of information systems in business
CO3	Be able to apply the theory and concepts in practical with help of software
CO4	To apply various security and ethical issues with Information Systems
CO5	To synthesize applications on Spread sheet and database software

<b>CO-PO Matrix</b>						
Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1				1
CO2	3	1	1			2
CO3	3	1	1			2
CO4	3	1	1			2
CO5	3	1	1			2
Average	3	1	1	#DIV/0!	#DIV/0!	2