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

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.

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.

UNIVERSITY SCHEME FOR EVEN SEM 2 (2020-21)

MBA Scheme of Teaching & Evaluation for Session 2019-20

S. No.	Code	Course Title	Periods			Evaluation Scheme				Total	Credit
						Sessional Exams					
			L	T	P	CT	TA	Total	ESE		
			SEMESTER III								
1	KMB301	Strategic Management	4	0	0	30	20	50	100	150	3
2	KMB302	International Business Management	4	0	0	30	20	50	100	150	3
3		Specialization Group -1 Elective 1*	4	0	0	30	20	50	100	150	3
4		Specialization Group -1 Elective 2*	4	0	0	30	20	50	100	150	3
5		Specialization Group -1 Elective 3*	4	0	0	30	20	50	100	150	3
6		Specialization Group -2 Elective 1*	4	0	0	30	20	50	100	150	3
7		Specialization Group -2 Elective 2*	4	0	0	30	20	50	100	150	3
8	KMB303	Summer Training Project Report & Viva Voce	2	0	0	0	0	50	100	150	3
		TOTAL							800	1200	24

Sub Code	KMB301
Sub. Name	Strategic Management

COURSE OUTCOMES

CO1	Formulate organizational vision, mission, goals and values
CO2	Develop strategies and action plans to achieve an organization's vision, mission and goals
CO3	Develop powers of managerial judgement, how to assess business risk and improve ability to make sound decisions and achieve effective outcomes
CO4	Evaluate and revise programs and procedures in order to achieve organizational goals
CO5	Consider the ethical dimensions of strategic management process

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

Sub Code	KMB302
Sub. Name	**International Business Management**

COURSE OUTCOMES	
CO1	To get an overview of the key issues and concepts of International Business
CO2	Understand how and why the world's countries differ.
CO3	Understand the monetary framework in which international business transactions are conducted .
CO4	Understand the role of International Organizations and Regional Trade blocks
CO5	Implement the decisions for international operations in a superior manner

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

Sub Code	KMBMK01
Sub. Name	Sales and retail management

COURSE OUTCOMES	
CO1	Students will develop knowledge, understanding and skills in Sales force management.
CO2	Acquianted with better understanding of implementation of sales and channel management strategies
CO3	Develop analytical skills for better decision alternatives in sales and channel management problems
CO4	Develop the knowledge, understanding and skills in retail management.
CO5	Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.

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

Sub Code	KMBMK02
Sub. Name	Consumer Behavior and Marketing communication

COURSE OUTCOMES	
CO1	To understand consumer behavior and explain the consumer decision making process
CO2	To define external and internal influences on buying behavior
CO3	To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
CO4	Help to understand what advertising is and its role in advertising and brand promotion.
CO5	Understand the importance of message design and the creativity involved in message designing.

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

Sub Code	KMBMK03
Sub. Name	Digital and social media Marketing

COURSE OUTCOMES	
CO1	Students will develop an understanding of digital and social media marketing practices.
CO2	Students will develop understanding of the social media platforms
CO3	Students will acquire the skill to acquire and engage consumers online.
CO4	Students will develop understanding of building organizational competency by way of digital marketing practices and cost considerations.
CO5	Students will develop understanding of the latest digital practices for marketing and promotion

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

Sub Code	KMBHR01
Sub. Name	Talent management

COURSE OUTCOMES	
CO1	Knowledge of Talent Management Processes
CO2	Understanding for analysis of the impacts of Talent managment in the organization
CO3	Competency to implement Talent management practices
CO4	Competency to develop leadership qualities among subordinate
CO5	Knowledge about the reward system to support Talent management

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

Sub Code	KMBHR02
Sub. Name	Performance and reward management

COURSE OUTCOMES	
CO1	knowledge of Performance management and performance appraisal
CO2	Competency to understand the importance of performance management
CO3	Knowledge about the Compensation and Reward systems in the organization
CO4	Competency to implement the effective reward systems in the organization
CO5	Ability to explain the relevance of competency mapping and understanding its linkage with career development

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

Sub Code	KMBHR03
Sub. Name	Employee relations and labour laws

COURSE OUTCOMES

CO1	Knowledge of Industrial Relation framework .
CO2	Competency to understand the importance of Employee Relation within the perspective of Industrial Relation
CO3	Knowledge about relevant Laws of HR management
CO4	Competency to interpreted and implement the Labour Laws within organization
CO5	Competency to use Collective Bargaining and Grievance redressal Mechanism

CO-PO Matrix

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

Sub Code	KMBFM01	
Sub. Name	**Investment analysis and Portfolio Management**	

CO1	Understand about various investment avenues.
CO2	Understand the value of assets and manage investment portfolio.
CO3	Understand various models of investment & its application.
CO4	Understand and create various investment strategies on the basis of various market conditions.
CO5	Measure riskiness of a stock or a portfolio position.

CO-PO Matrix

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

Sub Code	KMBFM02
Sub. Name	Tax planning and management

COURSE OUTCOMES

CO1	Understand about various tax provisions & Tax Planning.
CO2	Understand the scope of tax planning.
CO3	Have knowledge about various tax dates, Rates & Forms.
CO4	Measure corporate tax & Taxation in case of business restructuring.
CO5	Understand how GST can be calculated & managed.

CO-PO Matrix

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

Sub Code	KMBFM 03	
Sub. Name	**Financial Market & Services**	

CO1	Recognixze the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indianeconomy.
CO2	Interpret the knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreignmarket.
CO3	Classify about the working of micro finance instruments inIndia as well as foreign market
CO4	Interpret the knowledge about the banking industry and demonstrate the various market demand analysis

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