



**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.



# 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 4<sup>th</sup> SEM SESSION 2020-21

SEMESTER IV												
S. No.	Code	Course Title	Evaluation Scheme									Credit
			Sessional Exams									
			L	T	P	CT	TA	Total	ESE	Total		
1	KMB401	Project Management	4	0	0	30	20	50	100	150	3	
2	KMB402	Entrepreneurship Development	4	0	0	30	20	50	100	150	3	
3	RVE401	Universal Human Values and Professional Ethics	4	0	0	30	20	50	100	150	3	
4		Specialization Group -1	4	0	0	30	20	50	100	150	3	
		Elective 4*										
5		Specialization Group -1	4	0	0	30	20	50	100	150	3	
		Elective 5*										
6		Specialization Group -2	4	0	0	30	20	50	100	150	3	
		Elective 3*										
7	KMB405	Research Project Report and Viva Voce	4	0	0	0	0	100	200	300	6	
		<b>TOTAL</b>							<b>800</b>	<b>1200</b>	<b>24</b>	



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMB401</b>
<b>Sub. Name</b>	<b>Project management</b>

## COURSE OUTCOMES

CO1	Students will be able to understand the characteristics of Project and Project Management Knowledge
CO2	The students will understand the managerial process along with tools & techniques used in Project management Knowledge
CO3	Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling Comprehending
CO4	Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMB402</b>
<b>Sub. Name</b>	<b>Entrepreneurship Development</b>

## COURSE OUTCOMES

CO1	Developing understanding of basic concepts of entrepreneurship.
CO2	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies
CO3	Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources
CO4	Comprehend and develop skills to Develop a Business Plan
CO5	Students to have a basic understanding of Launching a New Venture

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBMK04</b>
<b>Sub. Name</b>	<b>Marketing of services</b>

## COURSE OUTCOMES

CO1	Understand and explain the nature and objectives of Service Marketing
CO2	Use critical analysis to percieve service shortcomings in reference to ingredients to create service excellence
CO3	Be able to identify critical issues related to service design such as identifying and managing customer service experience, expectations, perceptions and outcomes
CO4	Provide a theoretical and practical basis for assessing service performance using company examples
CO5	Identify and discuss characteristics and challenges of managing service firms in modern world

## 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>KMBMK05</b>
<b>Sub. Name</b>	<b>Marketing Analytics</b>

## COURSE OUTCOMES

CO1	Students will develop the skills in Marketing Analytics
CO2	Students will be acquainted with better understanding of real life marketing data and its analysis
CO3	Students will develop analytical skill for effective marketing decision making in real life environment

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBHR04</b>
<b>Sub. Name</b>	<b>Strategic HRM</b>

## COURSE OUTCOMES

CO1	Understanding the dimensions of strategic HRM
CO2	Applying the learning of SHRM in organizational context
CO3	Able to evaluate the impacts of SHRM on competitive advantages
CO4	Desired level of expertise on organizational knowledge management through SHRM
CO5	Understanding the International culture in SHRM

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBHR05</b>
<b>Sub. Name</b>	<b>International HRM</b>

## COURSE OUTCOMES

CO1	Understanding the contexts of International HRM
CO2	Knowledge about the HR Processes in International Context
CO3	Able to evaluate the impacts of Globalisation on HRM
CO4	Desired level of expertise on organizational processes
CO5	Understanding the international culture

## CO-PO Matrix

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



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBFM04</b>
<b>Sub. Name</b>	<b>Working Capital Management</b>

## COURSE OUTCOMES

CO1	Understand the objectives & functioning of WCM
CO2	Investigate funds flow cycles and their impact on working capital management objectives.
CO3	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
CO4	Formulate appropriate working capital management policies to achieve corporate objectives.
CO5	Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

## CO-PO Matrix

Course Outcome	PO1	P O2	PO3	PO4	PO5	PO6
CO1	3	3	3		2	3
CO2	2	2	3		2	3
CO3	3	3	3		2	3
CO4	3	3	2		2	2
CO5	3	3	2	1	2	2
Average	3	3	3	1	2	3



# IMS Engineering College, Ghaziabad

<b>Sub Code</b>	<b>KMBFM05</b>
<b>Sub. Name</b>	<b>Financial derivatives</b>

## COURSE OUTCOMES

CO1	Understand about various Derivative instruments
CO2	Understand various future and option strategies of hedging risk
CO3	Have knowledge about various models and techniques and its applications
CO4	Apply various swap strategies to reduce risk

## CO-PO Matrix

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



<b>Sub Code</b>	<b>KVE401</b>
<b>Sub. Name</b>	<b>UHVPE</b>

### COURSE OUTCOMES

CO1	Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society
CO2	Distinguish between the Self and the Body, understand the meaning of Harmony in the Self the Co-existence of Self and Body.
CO3	Understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society
CO4	Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.
CO5	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

### CO-PO Matrix

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