



**DEPARTMENT OF BUSINESS ADMINISTRATION
ACHARYA INSTITUTE OF TECHNOLOGY**

Affiliated to Visvesvaraya Technological University, Belagavi, Govt. of Karnataka.

Approved by AICTE, New Delhi and Accredited by NAAC

Acharya Dr. S. Radhakrishnan Road, Acharya P.O, Soladevanahalli, Bangalore – 560107

Website: <https://www.ait.ac.in>

Email: hod-mba@acharya.ac.in

**DEPARTMENT OF BUSINESS ADMINISTRATION
2024 SCHEME**

Course Name	Course Code	CO NO.	Course Outcomes
Management and Organizational Behaviour	MBA 101	CO1	Apply the concepts & principles of management in an organization
		CO2	Comprehend & correlate all the management functions
		CO3	Acquire conceptual knowledge of management, various functions of Management, and theories in OB.
		CO4	Comprehend and apply management and behavioural models to relate attitude, perception, and personality.
		CO5	Gain insights into the effectiveness of teams and demonstrate the skills required for leading teams
		CO6	Develop various dimensions in creating organizational culture and understand the ethical issues of OB
Financial Accounting & Reporting	MBA102	CO1	Explain the meaning, objectives, concepts, conventions, and standards of accounting, and distinguish between single and double entry systems.
		CO2	Record business transactions in journals, post them into ledgers, prepare a trial balance, and construct subsidiary books including two and three-column cash books.
		CO3	Prepare final accounts of companies in vertical format with adjustments as per the Companies Act, and analyze the effects of window dressing.
		CO4	Analyze financial statements using trend analysis, comparative analysis, and ratio analysis, and prepare financial reports with the help of Excel
		CO5	Prepare bank reconciliation statements by identifying causes of differences between cash book and pass book balances, using both manual and Tally approaches.
		CO6	Compute depreciation using Straight Line and WDV methods and discuss emerging areas in accounting such as sustainability reporting, forensic accounting, and AI in accounting.
Economics for Decision Making	MBA103	CO1	The student will understand the application of Economic Principles in Management decision making.



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		CO2	The student will earn the microeconomic concepts and apply them for effective functioning of a Firm and Industry.
		CO3	The Student will be able to understand, assess and forecast the demand.
		CO4	The student will apply the concepts of production and cost for optimization of production
		CO5	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.
		CO6	The student will be able to understand the impact of macroeconomic concepts.
Business Statistics	MBA104	CO1	Interpret the various measures of central tendency, dispersion, skewness, and kurtosis using descriptive statistics with accuracy.
		CO2	Distinguish relationships between variables with correlation and regression techniques in business contexts
		CO3	Categorize probability rules and theoretical distributions to analyze uncertainty in business situations for better decision making
		CO4	Organize time series to forecast business trends with appropriate techniques
		CO5	Justify business decisions with appropriate parametric and non-parametric hypothesis testing techniques
		CO6	Design statistical reports using SPSS for effective business data interpretation
Marketing Management	MBA105	CO1	Gain knowledge of the fundamental concepts and significance of marketing in business.
		CO2	Insights into consumer behaviour patterns and factors shaping purchase decisions.
		CO3	Practical understanding of product management, branding, and pricing strategies in marketing
		CO4	Critical assessment of various distribution channels and promotional tools in marketing mix
		CO5	Deeper comprehension of segmentation, targeting, and positioning strategies for effective marketing
		CO6	Informed perspective on current marketing innovations and emerging trends in the industry



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Managerial Communication	MBA106	CO1	Describe the key concepts of communication in managerial contexts.
		CO2	Apply oral, non-verbal, and listening techniques for effective interpersonal communication.
		CO3	Analyse workplace communication needs and craft structured business messages.
		CO4	Analyse business reports, proposals, and meeting documentation for clarity and impact.
		CO5	Assess business situations using case-based learning and demonstrate employment communication skills.
		CO6	Deliver presentations, apply negotiation strategies, and demonstrate workplace etiquette.
Human Resources Management	MBA201	CO1	The Students will be able to remember and understand the major functions, principles, competencies and models of HRM
		CO2	The Students will be able to understand and apply the knowledge gained about HR Planning, Recruitment & Selection, and Training & Development
		CO3	The Students will be able to Apply and Analyse about HR functions like compensation & Benefits, Performance & Appraisal, and Industrial Relations
		CO4	The Students will be able to analyse and evaluate different HRM models used in Small and Medium enterprises and service sector
		CO5	The Students will be able to Analyse, Evaluate and Apply different technologies and innovations being used in modern HRM
		CO6	The Students will be able to create new systems, and models for effective HRM to achieve maximum ROI
Financial Management	MBA202	CO1	Understand the basic concepts and scope of financial management and the Indian financial system.
		CO2	Apply time value of money principles to financial decision-making.
		CO3	Analyze the cost of capital and evaluate sources of long-term finance.
		CO4	Evaluate capital budgeting proposals using various appraisal techniques.
		CO5	Examine capital structure planning and dividend decisions of firms.
		CO6	Analyze and estimate working capital requirements and manage short-term financing.



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Research Methodology and IPR	MBA203	CO1	The student will be able to understand and apply the key concepts and methodologies of business research to solve management problems, make informed business decisions and address ethical challenges.
		CO2	The students will be able to apply research design concepts, types and methods and critically analyse to choose the appropriate research design for the study undertaken
		CO3	The students will be able to analyse sampling, types and methods and able to choose the right sampling methods for the study undertaken
		CO4	The students will be able to comprehend various data collection methods, types and techniques and able to choose the appropriate measurement scales to conduct research
		CO5	The students will be able to comprehend various steps of analysing the data by applying various statistical tools and write the report effectively.
		CO6	The students will be able to understand the different kinds of IP, its criteria, process and procedure for IP Protection.
Operations Research	MBA204	CO1	Understand the evolution, definitions, scope, applications, characteristics, and limitations of Operations Research, and appreciate its role in quantitative decision-making
		CO2	Formulate linear programming problems and solve them using graphical and simplex methods for optimal resource allocation.
		CO3	Apply decision-making techniques under uncertainty and risk, and solve job sequencing problems using appropriate models.
		CO4	Solve transportation problems using initial solution methods and optimize them using MODI, handling unbalanced and degenerate cases.
		CO5	Analyze game theory models and assignment problems using strategies like the Hungarian method and dominance principle.
		CO6	Construct and interpret network diagrams using CPM and PERT techniques for effective project planning and management
Corporate Strategy	MBA205	CO1	Understand the foundational concepts, nature, characteristics, and process of strategic management.



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		CO2	Assess external business environments using tools like Porter’s Five Forces and industry analysis.
		CO3	Analyse internal capabilities and organizational resources using tools such as SWOT, RBV, and value chain analysis.
		CO4	Examine and formulate appropriate business-level and corporate-level strategies including integration, diversification, and Blue Ocean strategies.
		CO5	Apply strategic implementation concepts including resource allocation, restructuring, and managing change.
		CO6	Analyse organizational performance through strategic evaluation tools and address modern strategic challenges such as ESG and contingency planning.
Entrepreneurship Development	MBA206	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively.
		CO2	To know about the various business models and B-Plans across Business sectors.
		CO3	Able to understand the importance of marketing and different forms of businesses
		CO4	Become aware about various sources of funding and institutions supporting entrepreneurs
		CO5	Awareness about legal aspects and ways to protect the ideas.
		CO6	To understand the ways of starting a business and to know how to foster their ideas.
Logistics & Supply Chain Management	MBA301	CO1	Demonstrate Knowledge and understanding the fundamentals of logistics and supply chain management
		CO2	Apply Skills and Knowledge in the supply chain strategy for supply chain innovation success
		CO3	Analyse the role of technology in logistics information system and supply chain management
		CO4	Analyse the role of inventory management and various techniques of the same for supply chain
		CO5	Design the distribution network and transportaion network with the technology integration
		CO6	Analyse the supply chain network with an integration of technology like CPFR and digitisation
International Business	MBA302	CO1	Demonstrate a comprehensive understanding of the concepts, scope, and significance of international business



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		CO2	Analyze the global business environment and its political, economic, cultural, legal, and technological influences.
		CO3	Evaluate and apply key theories and models of international trade and investment to real-world scenarios.
		CO4	Critically assess the roles and functions of major international institutions and regulatory bodies.
		CO5	Examine the structure, strategies, and operations of multinational corporations in the global business context.
		CO6	Apply the principles of international human resource management, marketing, and finance to solve complex global business challenges.
Consumer Behaviour	MBAMM313	CO1	Understand the concepts and significance of consumer behavior in marketing decision-making
		CO2	Identify and analyze factors influencing consumer attitudes, motivation, perception, and learning
		CO3	Evaluate consumer decision-making processes and apply suitable marketing strategies.
		CO4	Conduct and interpret basic consumer research to gain marketing insights
		CO5	Assess the influence of groups, social class, culture, and subculture on consumer behavior.
		CO6	Apply consumer behavior knowledge to design effective marketing and CRM strategies
Sales & Retail Management	MBAMM314	CO1	Explain the fundamental concepts of Sales Management, selling skills, and selling strategies used in modern business contexts.
		CO2	Analyze the process of designing sales territories, setting sales quotas, and managing recruitment, selection, and training of sales personnel.
		CO3	Evaluate techniques of motivating and compensating the sales force and apply performance appraisal methods in domestic and international contexts.
		CO4	Examine the structure and dynamics of retailing, including retail formats, multichannel strategies, FDI implications, and ethical issues in retailing



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		CO5	Design retail organizations and store layouts by integrating principles of retail strategy, supply chain management, and visual merchandising
		CO6	Assess the significance of relationship marketing, retail research, and international retailing trends in enhancing global retail competitiveness.
Strategic Cost Management	MBA FM313	CO1	Understand the goals and strategies of business units.
		CO2	Critically evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing
		CO3	understanding the application of different types of costing adopted by different industries
		CO4	Determine standard costing and variance analysis cost control in Business decision making
		CO5	Applications of Management accounting and control systems in Corporate
		CO6	Understand the goals of responsibility center and their role in present corporate world
Investment Analysis & Portfolio Management	MBA FM314	CO1	Understand different investment avenues, financial instruments, and mutual funds, and their role in securities markets.
		CO2	Analyze the relationship between risk and return by identifying types of risk and calculating risk and return for individual securities and portfolios.
		CO3	Apply valuation techniques for bonds, preference shares, and equity shares using dividend models, P/E ratio, and duration analysis.
		CO4	Evaluate investment opportunities using fundamental (EIC framework) and technical analysis tools, including market efficiency tests and charting techniques.
		CO5	Construct an efficient investment portfolio using Modern Portfolio Theory, CAPM, and Sharpe's Single Index Model.
		CO6	Assess portfolio performance using Sharpe, Treynor, and Jensen indices while applying active and passive portfolio management strategies.
Recruitment & Selection	MBA HR313	CO1	To analyze workforce planning, recruitment strategies, metrics, and ethical considerations for effective hiring decisions.



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		CO2	To conduct job analysis, create competency-based job descriptions, and design motivating jobs for recruitment effectiveness.
		CO3	To evaluate jobs using compensable factors, determine compensation, and apply ethical job evaluation practices.
		CO4	To design interview strategies, apply modern techniques, and assess candidates ethically through simulations and assessments.
		CO5	To apply occupational tests, personality assessments, and non-interview methods to evaluate candidates' suitability.
		CO6	To assess candidate-job fit, conduct checks, finalize hiring decisions, and ensure smooth onboarding and placement.
Industrial Relations & Legislations	MBA HR314	CO1	Elucidate industrial relations concepts, approaches, parties, and contemporary issues in employee relations.
		CO2	Analyze the evolution and objectives of labour legislation and evaluate grievance redressal procedures in India.
		CO3	Apply collective bargaining principles and disciplinary procedures to address workplace conflicts.
		CO4	Analyze employee relations systems and assess legal mechanisms such as conciliation, arbitration, and adjudication.
		CO5	Apply and interpret the Factory Act, Contract Labour Act, Payment of Wages Act, and Minimum Wages Act in workplace scenarios.
		CO6	Evaluate the implementation of Industrial Disputes, Trade Union, ESI, Employee Compensation, Maternity Benefit, EPF, Gratuity, and Bonus Acts.
Introduction to Python data and Control systems	MBA BA313	CO1	Understand and apply Python Basics, Control Flow, Functions, Data Structures
		CO2	Comprehend the applications of Python libraries like Pandas, NumPy, and Matplotlib.
		CO3	Understand and apply Object Oriented Programming: Classes, objects, inheritance, and polymorphism.
		CO4	Understand and implement Basic Concepts of control systems.
		CO5	Implement the simulation of control systems.
		CO6	Analyze and apply Mathematical Models using Python.



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Data Visualization	MBABA314	CO1	Understand the principles of human perception and compare different methods of data representation.
		CO2	Design novel visual representations based on task abstraction and justify the chosen techniques.
		CO3	Differentiate between visualization systems and supporting structures by analyzing their underlying dimensional techniques.
		CO4	Construct visualizations of trees, graphs, and networks by implementing tools such as Tableau and Power BI.
		CO5	Design geographic visualizations of volumetric data and maps to examine the relationship between the data and the representation.
		CO6	Apply established color theory and layout principles to produce clear and effective data visualizations.