



ACHARYA INSTITUTE OF TECHNOLOGY

Affiliated to Visvesvaraya Technological University, Belagavi,
Approved by AICTE, New Delhi, Recognized by Govt. of Karnataka and
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DEPARTMENT OF MASTERS OF BUSINESS ADMINISTRATION

2022 SCHEME

Course Name	Course Code	CO. No.	Course Outcomes
Principles of Management and Organizational Behaviour	22MBA11	CO1	Gain practical experience in the field of Management and Organizational Behaviour.
		CO2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.
		CO3	Comprehend and apply management and behavioural models to relate attitude, perception and personality.
		CO4	Analyze the recent trends in Management and OB models.
Entrepreneurship Development	22MBA12	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.
Accounting for Managers	22MBA13	CO1	Know what and how books of accounts and financial statements are prepared.
		CO2	How to interpret financial statements of companies for decision making
		CO3	Independently undertake financial statement analysis and take decisions,
Statistics for Managers	22MBA14	CO1	Understand how to organize, manage, and present the data
		CO2	Use and apply a wide variety of specific statistical tools



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		CO3	Understand the applications of probability in business
		CO4	Effectively interpret the results of statistical analysis
		CO5	Develop competence of using computer packages to solve the problems.-
Marketing Management	22MBA15	CO1	Comprehend the concepts of Marketing Management.
		CO2	Gain knowledge on consumer behaviour and buying process
		CO3	Understand concept of Product and Brand Management, Branding and Pricing strategies
		CO4	Identify marketing channels and the concept of product distribution, techniques of sales promotion
		CO5	Simply ideas into a viable marketing plan for various modes of marketing.
Business Communication	22MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.
		CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
		CO3	The students will be introduced to the managerial communication practices in business those are in vogue.
		CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.
HUMAN RESOURCE MANAGEMENT	22MBA21	CO1	Understand and gain practical experience in the field of Human Resource Concepts, functions and theories
		CO2	Acquire conceptual insight of Human Resource and various functions of HR.
		CO3	Apply personnel, managerial and welfare aspects of HR.
		CO4	Perceive greater understanding about HR practices.
		CO5	Perceive knowledge about the future trends in HRM
FINANCIAL MANAGEMENT	22MBA22	CO1	Understand the basic financial concepts
		CO2	Apply time value of money
		CO3	Evaluate the investment decisions
		CO4	Estimate working capital requirements
		CO5	Analyze the capital structure and dividend decisions



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Research Methodology and IPR	22MBA23	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
		CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
		CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
		CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.
		CO5	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.-
OPERATIONS RESEARCH	22MBA24	CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
		CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
		CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
		CO4	Understand and apply the network diagram for project completion
STRATEGIC MANAGEMENT	22MBA25	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
		CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
		CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
		CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.
MANAGERIAL ECONOMICS	22MBA26	CO1	The student will understand the application of Economic Principles in



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			Management decision making.
		CO2	The student will learn 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
LOGISTICS AND SUPPLY CHAIN MANAGEMENT	22MBA31	CO1	Demonstrate knowledge of the functions of logistics and supply chain management.
		CO2	Relate concepts and activities of the supply chain to actual organizations
		CO3	Analyse the role of technology in logistics and supply chain management.
		CO4	Evaluate cases for effective supply chain management and its implementation.
Information Technology for Managers	22MBA32	CO1	Understand the importance of Information technology for business.
		CO2	Develop insights into technology and investigate its impact on Business.
		CO3	Understand Various Measures of Technology available in corporate world.
		CO4	Understanding how creativity and innovative Technologies help to find a solution to problems.
CONSUMER BEHAVIOUR	22MBA303	CO1	The students will be able understand the background and concepts of consumer behaviour.
		CO2	The students will be able to identify the dynamics of consumer behaviour and the basic factors that influence the consumers decision process
		CO3	The students will be able to demonstrate how concepts may be applied to marketing strategy.
		CO4	Students will be able to apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments.
Sales and Retail Management	22MBAMM304	CO1	Understand the selling techniques in an organisation.



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		CO2	Develop a plan for organizing, staffing & training sales force.
		CO3	Organize sales territories to maximize selling effectiveness.
		CO4	Evaluate sales management strategies.
		CO5	Find out the contemporary retail management issues and strategies.
		CO6	Evaluate the recent trends in retailing and its impact in the success of modern business.
		CO7	Understand Relate store management and visual merchandising practices for effective retailing.
Strategic Cost Management	22MBAFM303	CO1	Understand the goals and strategies of business units.
		CO2	Determine standard costing and variance analysis cost control in Business decision making.
		CO3	Applications of Management accounting and control systems in Corporate. L3
		CO4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing; marginal costing and activity based costing.L5
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	22MBAFM304	CO1	Understand the capital market and various Instruments for Investment.
		CO2	Assess the risk and return associated with investments and methods to value securities.
		CO3	Analyze the Economy, Industry and Company framework for Investment.
		CO4	Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.
ADVANCED FINANCIAL MANAGEMENT	22MBAFM305	CO1	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
		CO2	Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate & Analyse the complexities associated with management of cost of funds in the capital Structure
		CO3	Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems
		CO4	Be aware of the techniques of cash, inventory and receivables management
Banking & Services Operations	22MBAFM306	CO1	The Student will be acquainted to various Banking and Non-Banking financial services in India



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		CO2	The Student will understand the activities of Merchant Banking and credit rating.
		CO3	The Student will be equipped to understand micro financing and other financial services in India
		CO4	The Student will understand how to evaluate and compare leasing & hire purchase
RECRUITMENT AND SELECTION	22MBAHR303	CO1	Gain the practical insight of various principles and practices of recruitment and selection.
		CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries.
		CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors.
		CO4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.
Industrial Relations And legislations	22MBAHR304	CO1	Gain practical experience related to labour legislations in India across various sectors.
		CO2	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.
		CO3	Develop the greater understanding of IR concepts and its application in solving various issues in IR.
		CO4	Apply the IR and labour laws concepts in various industries in India.
Introduction to Python, Data and Control Systems	22MBABA303	CO1	Understand the concepts of python programming
		CO2	Structure a simple Python programs for solving problems.
		CO3	Apply the knowledge to decompose a Python program into functions.
		CO4	Analyse and Represent compound data using Python lists, tuples, dictionaries.
		CO5	Read and write data form/to files in Python Program.
EXPLORATORY DATA ANALYSIS FOR BUSINESS	22MBABA304	CO1	Understand Data Mining and its importance .
		CO2	Apply knowledge of research design for business problems
		CO3	Analyze the cause and effect relationship between the variables from the analysis
		CO4	Evaluate Regression and decision tree based methods to solve business problems
INTERNSHIP	20MBAIN307	CO1	Students will be able to analyze and understand the organizational structure, business functions, and workflow models, applying theoretical concepts to real-



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			world business scenarios.
		CO2	Students will effectively apply strategic management frameworks such as McKinsey's 7S Framework and Porter's Five Forces Model to evaluate and assess the competitive environment and internal dynamics of the organization under study.
		CO3	Students will perform a detailed analysis of an organization, including a SWOT analysis and financial statement analysis, to assess the organization's strengths, weaknesses, opportunities, and threats, along with its financial health.
		CO4	Students will demonstrate proficiency in professional communication and presentation skills by preparing a comprehensive organization study report and delivering a clear, concise, and well-structured viva-voce presentation.
International Business	22MBA401	CO1	Defining international business and describe how it differs from domestic business with respect to laws, regulations and taxation.
		CO2	Identify and describe factors and forces that affect an organization's decision to internationalize its business.
		CO3	Describe and compare strategies for internationalization.
		CO4	Identify and analyze challenges in working, communicating and negotiating in a cross-cultural context.
		CO5	Discuss the role of corporate social responsibility (CSR) in international business practice.
INNOVATION AND DESIGN THINKING	22MBA402	CO1	Understand the Design Thinking process from business management perspective.
		CO2	Apply the knowledge and skills of DT in prototype development for product/service innovations.
		CO3	Analyse sustainable and societal challenges and find solutions.
		CO4	Evaluate the pros and cons for sustainable development by applying DT.
STRATEGIC BRAND MANAGEMENT	22MBAMM403	CO1	Comprehend & correlate all the management functions to brand creation /
		CO2	Ability to develop the branding strategies
		CO3	Demonstrate their acumen in applying managerial and behavioural concepts in creating brand equity
		CO4	Ability to analyse the global brands and their SWOT.



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INTEGRATED MARKETING COMMUNICATIONS	22MBAMM404	CO1	The students will be able to define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
		CO2	The students will be getting an idea to explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies
		CO3	The students will get the ability to create an integrated marketing communications plan which includes promotional strategies.
		CO4	The students will get trained in the art of drafting, prepare advertising copy and design other basic IMC tools ethically Situations.
Global Financial Management	22MBAFM403	CO1	The student will have an understanding of the International Financial Environment.
		CO2	The student will learn about the foreign exchange market, participants and transactions. .
		CO3	The student will be able to use derivatives in foreign exchange risk management.
		CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
MERGERS ACQUISITIONS AND CORPORATE RESTRUCTURING	22MBAFM404		To explain the major forms and objectives of corporate restructuring.
		CO1	To describe the process of value creation under different forms of M & A
		CO2	To Understand M&A with its different classifications, strategies, theories, synergy etc.
		CO3	To Conduct financial evaluation of M&A
		CO4	To Analyze and demonstrate the accounting aspects of Amalgamation
RISK MANAGEMENT AND INSURANCE	22MBAFM405	CO1	Understand various types of risks.
		CO2	Assess the process of identifying and measuring the risk.
		CO3	Acquaint with the functioning of life Insurance in risk management.
		CO4	Understand general insurance contract.
INDIRECT TAXATION	22MBAFM406	CO1	Explain the various terms related to Indian Goods and Service tax (GST)



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		CO2	Analyze whether a person is eligible to obtain registration as well as filing of returns under GST law.
		CO3	Have clarity on Provisions of levy and collection of GST in India
		CO4	Assess the Value of goods and services based on provisions of Time, value and Place of supply.
		CO5	Understand the concept of import and export procedure for Custom duty
		CO6	Identify Customs duty provisions and valuation of imported goods
CONFLICT & NEGOTIATION MANAGEMENT	22MBAHR403	CO1	Understand the concepts of conflict and negotiation and its role
		CO2	Learn various contemporary methods of conflict and negotiation.
		CO3	Gain insights of various conflict handling mechanisms
		CO4	Demonstrate the cross-cultural and gender dimensions of negotiation
Global HRM	22MBAHR404	CO1	Understand various practices within the field of global HRM.
		CO2	Describe HR concepts, policies and practices to deal with issues in an international context.
		CO3	Appraise the impact of global factors in shaping HR practices.
		CO4	Apply the concepts of HR in global perspective.
Machine learning	22MBABA403	CO1	Understand the concepts of Machine learning
		CO2	Apply the knowledge of Data visualisation and accurate decision making
		CO3	Analyse the Big data and pattern using machine learning algorithms
		CO4	Evaluate the Data Structure and provide immersive experience to users
HR Analytics	22MBABA404	CO1	Have an understanding of How HR function adds value and demonstrates the value in business terms
		CO2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
		CO3	Convert soft factors in a people management context into measurable variables across various domains.
		CO4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization.
PROJECT REPORT	22MBAPR407	CO1	Identify and analyze a business problem within an organization or through independent research.



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		CO2	Design and execute a research study, including data collection and analysis, using appropriate methodologies.
		CO3	Interpret research findings and provide practical recommendations based on analysis.
		CO4	Present research work effectively through written reports and oral presentations, demonstrating professional communication skills.

2020 SCHEME

Course Name	Course Code	CO. No.	Course Outcomes
MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	20MBA11	CO1	Gain practical experience in the field of Management and Organization Behaviour
		CO2	Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour.
		CO3	Apply managerial and behaviour knowledge in real world situations.
		CO4	Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality.
		CO5	Understand and demonstrate their exposure on recent trends in management.
MANAGERIAL ECONOMICS	20MBA12	CO1	The student will understand the application of Economic Principles in Management decision making.
		CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
		CO3	The Student will be able to understand, assess and forecast 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.
ACCOUNTING FOR MANAGERS	20MBA13	CO1	Demonstrate theoretical knowledge and its application in real time accounting.
		CO2	Capable of preparing financial statement of companies.



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		CO3	Independently undertake financial statement analysis and take decisions.
		CO4	Comprehend emerging trends in accounting and computerization of Accounting systems.
BUSINESS STATISTICS	20MBA14	CO1	Facilitate objective solutions in business decision making under subjective conditions.
		CO2	Demonstrate different statistical techniques in business/real-life situations.
		CO3	Understand the importance of probability in decision making.
		CO4	Understand the need and application of analytics.
		CO5	Understand and apply various data analysis functions for business problems.
MARKETING MANAGEMENT	20MBA15	CO1	Develop an ability to assess the impact of the environment on marketing function.
		CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying .
		CO3	Understand concept of Branding, development of product and significance of market segmentation , targeting and positioning.
		CO4	Identifying marketing channels and the concept of product distribution.
		CO5	Identifying techniques of sales promotion , significance of marketing research.
		CO6	6. Synthesize ideas into a viable marketing plan for various modes of marketing
MANAGERIAL COMMUNICATION	20MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.
		CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
		CO3	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
		CO4	The students will be introduced to the managerial communication practices in business those are in vogue.
		CO5	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis



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			on analysing business situations
HUMAN RESOURCE MANAGEMENT	20MBA21	CO1	Gain practical experience in the field of Human Resource Concepts, functions and theories.
		CO2	Acquire the conceptual insight of Human Resource and various functions of HR.
		CO3	Apply personnel, managerial and welfare aspects of HR.
		CO4	Develop a greater understanding about HR practices, analyse the trends in the field of HR.
FINANCIAL MANAGEMENT	20MBA22	CO1	Understand the basic financial concepts
		CO2	Apply time value of money
		CO3	Evaluate the investment decisions
		CO4	Estimate working capital requirements
		CO5	Analyze the capital structure and dividend decisions
RESEARCH METHODOLOGY	20MBA23	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
		CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
		CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
		CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular
OPERATIONS RESEARCH	20MBA24	CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
		CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
		CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
		CO4	Understand and apply the network diagram for project completion
STRATEGIC MANAGEMENT	20MBA25	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
		CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an



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			organizational structure for domestic and overseas operations and gain competitive advantage.
		CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage.
		CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets.
		CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.
ENTREPRENEURSHIP AND LEGAL ASPECTS	20MBA26	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 company and to know how to protect their ideas.
EMERGING EXPONENTIAL TECHNOLOGIES	20MBA301	CO1	1. Identify different emerging technologies
		CO2	2. Select appropriate technology and tools for a given task
		CO3	3. Identify necessary inputs for application of emerging technologies
		CO4	4. Understand the latest developments in the area of technology to support business
TECHNOLOGY & OPERATIONAL STRATEGY	20MBA302	CO1	1. Acquire the knowledge about the concepts of production and operation management
		CO2	2. Demonstrate the basic concepts of process mapping
		CO3	3. Evaluate the importance of Lean Manufacturing
		CO4	4. Develop strategies of Total quality management
		CO5	5. Understand the roles of ISO standards and production system
SERVICES MARKETING	20MBAMM303	CO1	1. Develop an understanding about the various concepts and importance of Services Marketing.



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		CO2	2. Enhance knowledge about emerging issues and trends in the service sector.
		CO3	3. Learn to implement service strategies to meet new challenges.
MARKETING RESEARCH & ANALYTICS	20MBAMM304	CO1	1. Comprehend the objectives of Market research & its application in solving marketing problems.
		CO2	2. Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
		CO3	3. Generalize and interpret the data with the help of various measurement techniques.
		CO4	4. To understand the emergence of new trends in research.
INVESTMENT MANAGEMENT	20MBAFM303	CO1	1. The student will understand the capital market and various Instruments for Investment.
		CO2	2. The learner will be able to assess the risk and return associated with investments and methods to value securities.
		CO3	3. The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
		CO4	4. The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.
DIRECT TAXATION	20MBAFM304	CO1	1. Understand the basics of taxation and process of computing residential status.
		CO2	2. Calculate taxable income under different heads.
		CO3	3. Understand deductions and calculation of tax liability of Individuals.
		CO4	4. Know the corporate tax system.
BANKING & FINANCIAL SERVICES	20MBAFM305	CO1	1. The Student will be acquainted to various Banking and Non-Banking financial services in India.
		CO2	2. The Student will understand the activities of Merchant Banking and credit rating.
		CO3	3. The Student will be equipped to understand micro financing and other financial services in India.
		CO4	4. The Student will understand how to evaluate and compare leasing & hire purchase.
ADVANCED FINANCIAL	20MBAFM306	CO1	1. Get an overview of capital structure theories.



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MANAGEMENT		CO2	2. Understand and assess the dividend policy of the firm.
		CO3	3. Realize the importance of management of working capital in an organization.
		CO4	4. Be aware of the techniques of cash, inventory and receivables management
HUMAN RESOURCE ANALYTICS	20MBAHR304	CO1	1. Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions.
		CO2	2. Acquire conceptual knowledge of HRA frameworks, models and approaches.
		CO3	3. Illustrate the application of datafication of HR, predictive analytics tools and techniques.
		CO4	4. Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.
ORGANISATION STUDY	18MBAOS307	CO1	Students will be able to analyze and understand the organizational structure, business functions, and workflow models, applying theoretical concepts to real-world business scenarios.
		CO2	Students will effectively apply strategic management frameworks such as McKinsey's 7S Framework and Porter's Five Forces Model to evaluate and assess the competitive environment and internal dynamics of the organization under study.
		CO3	Students will perform a detailed analysis of an organization, including a SWOT analysis and financial statement analysis, to assess the organization's strengths, weaknesses, opportunities, and threats, along with its financial health.
		CO4	Students will demonstrate proficiency in professional communication and presentation skills by preparing a comprehensive organization study report and delivering a clear, concise, and well-structured viva-voce presentation.
B2B MARKETING MANAGEMENT	20MBAMM401	CO1	1. Understand significance of B2B marketing .
		CO2	2. Ability to create an integrated marketing communications plan which includes promotional strategies.
		CO3	3. Effectively use marketing communication for customer acquisition
		CO4	4. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics



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LOGISTICS AND SUPPLY CHAIN MANAGEMENT	20MBAMM402	CO1	1. Demonstrate knowledge of the functions of logistics and supply chain management.
		CO2	2. To relate concepts and activities of the supply chain to actual organizations.
		CO3	3. Highlight the role of technology in logistics and supply chain management.
		CO4	4. Evaluate cases for effective supply chain management and its implementation
DIGITAL MARKETING MANAGEMENT	20MBAMM403	CO1	1. Recognize appropriate e-marketing objectives.
		CO2	2. Appreciate the e-commerce framework and technology.
		CO3	3. Illustrate the use of search engine marketing, online advertising and marketing strategies.
		CO4	4. Develop social media strategy's to solve business problems.
STRATEGIC BRAND MANAGEMENT	20MBAMM404	CO1	1. Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
		CO2	2. Understand the overview of management, theory of management and practical applications of the same.
		CO3	3. Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
		CO4	4. Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
		CO5	5. Understand and demonstrate their exposure on recent trends in management
RISK MANAGEMENT AND INSURANCE	20MBAFM401	CO1	1. Understand various types of risks.
		CO2	2. Assess the process of identifying and measuring the risk.
		CO3	3. Acquaint with the functioning of life Insurance in risk management.
		CO4	4. Understand general insurance contract.
FINANCIAL DERIVATIVES	20MBAFM402	CO1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
		CO2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems.
		CO3	Application of financial derivatives in risk management.
		CO4	Critically evaluate various financial derivatives.



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INDIRECT TAXATION	20MBAFM403	CO1	1. Have clarity about GST system in India
		CO2	2. Understanding of levy and collection of GST in India
		CO3	3. Have an overview of customs duty in India
		CO4	4. Understanding of valuation for customs duty.
MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING	20MBAFM404	CO1	1. Understand M&A with its different classifications, strategies, theories, synergy etc.
		CO2	2. Conduct financial evaluation of M&A
		CO3	3. Analyse the results after evaluation
		CO4	4. Critically evaluate different types of M&A, takeover and antitakeover strategies
CORPORATE VALUATION	20MBAFM405	CO1	1. Understand corporate valuation and valuation process
		CO2	2. Familiarize with the standard techniques of corporate valuation
		CO3	3. Develop analytical skills relevant for corporate valuation and value based management
		CO4	4. Critically evaluate IPOs, M&As, Bankruptcy cases
INTERNATIONAL FINANCIAL MANAGEMENT	20MBAFM406	CO1	1. The student will have an understanding of the International Financial Environment.
		CO2	2. The student will learn about the foreign exchange market, participants and transactions.
		CO3	3. The student will be able to use derivatives in foreign exchange risk management.
		CO4	4. The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
ORGANISATIONAL LEADERSHIP	20MBAHR401	CO1	1. Understand the fundamental concepts and principles, theories of Organizational Leadership.
		CO2	2. Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.
		CO3	3. Developing better insight in understanding the leadership traits that influence them to work effectively in group.
		CO4	4. Demonstrate their ability to apply of their knowledge in organizational leadership.
PERSONAL GROWTH AND INTERPERSONAL EFFECTIVENESS	20MBAHR402	CO1	1. Have in-depth understanding the various personality traits which promotes personal growth.
		CO2	2. Analyze the concepts of human personality, behaviour and functioning of mind



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		CO3	3. Learn and apply the psychometrics tests in understanding the personality traits.
		CO4	4. Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.
PROJECT REPORT	20MBAPR407	CO1	Identify and analyze a business problem within an organization or through independent research.
		CO2	Design and execute a research study, including data collection and analysis, using appropriate methodologies.
		CO3	Interpret research findings and provide practical recommendations based on analysis.
		CO4	Present research work effectively through written reports and oral presentations, demonstrating professional communication skills.



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2018 SCHEME

Course Name	Course Code	CO. No.	Course Outcomes
MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	18MBA11	CO1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.
		CO2	Understand the overview of management, theory of management and practical applications of the same
		CO3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals .
		CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.
		CO5	Understand and demonstrate their exposure on recent trends in management.
MANAGERIAL ECONOMICS	18MBA12	CO1	The student will understand the application of Economic Principles in Management decision making.
		CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.
		CO3	The Student will be able to understand, assess and forecast 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 identify, assess profits and apply BEP for decision making.
ACCOUNTING FOR MANAGERS	18MBA13	CO1	Demonstrate theoretical knowledge and its application in real time accounting.
		CO2	Demonstrate knowledge regarding accounting principles and its application.
		CO3	Capable of preparing financial statement of sole trading concerns and companies.
		CO4	Independently undertake financial statement analysis and take decisions.
		CO5	Comprehend emerging trends in accounting and taxation.



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BUSINESS STATISTICS & ANALYTICS	18MBA14	CO1	Facilitate objective solutions in business decision making under subjective conditions.
		CO2	Demonstrate different statistical techniques in business/real-life situations.
		CO3	Understand the importance of probability in decision making
		CO4	Understand the need and application of analytics
		CO5	Understand and apply various data analysis functions for business problems.
MARKETING MANAGEMENT	18MBA15	CO1	Develop an ability to assess the impact of the environment on marketing function.
		CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.
		CO3	Explain how companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the market place.
		CO4	Build marketing strategies based on product, price, place and promotion objectives.
		CO5	Synthesize ideas into a viable marketing plan
MANAGERIAL COMMUNICATIO N	18MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.
		CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.
		CO3	The students will be introduced to the managerial communication practices in business those are in vogue
		CO4	Students will get trained in the art of business communication with emphasis on analysing business situations
		CO5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.
HUMAN RESOURCE MANAGEMENT	18MBA21	CO1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.



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		CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure
		CO3	Identify the various training methods and design a training program.
		CO4	Understand the concept of performance appraisal process in an organization.
		CO5	List out the regulations governing employee benefit practices
FINANCIAL MANAGEMENT	18MBA22	CO1	Understand the basic financial concepts.
		CO2	Apply time value of money
		CO3	Evaluate the investment decisions.
		CO4	Analyze the capital structure and dividend decisions
		CO5	Estimate working capital requirements
RESEARCH METHODOLOGY	18MBA23	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
		CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems
		CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
		CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business
LEGAL AND BUSINESS ENVIRONMENT	18MBA24	CO1	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
		CO2	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
		CO3	To give the students an insight on Winding up of the companies, Mode of winding up of the companies.
		CO4	
STRATEGIC MANAGEMENT	18MBA25	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.



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		CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage.
		CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage
		CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets
		CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.
ENTREPRENEURSHIP AND LEGAL ASPECTS	18MBA26	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
		CO2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
		CO3	Become aware about various sources of funding and institutions supporting entrepreneurs
		CO4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities
CONSUMER BEHAVIOR	18MBAMM301	CO1	Explain the background and concepts vital for understanding Consumer Behaviour.
		CO2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain
		CO3	Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour.
RETAIL MANAGEMENT	18MBAMM302	CO1	Find out the contemporary retail management, issues, and strategies
		CO2	Evaluate the recent trends in retailing and its impact in the success of modern business
		CO3	Relate store management and visual merchandising practices for effective retailing.



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SERVICES MARKETING	18MBAMM303	CO1	Outline the concept of Discrete Fourier Transform (DFT), Fast Fourier transform(FFT), digital filters and Digital Signal processors
		CO2	Compute DFT for short/long duration input sequence using DFT properties and FFT algorithm
		CO3	Design digital IIR/FIR filter for given specification
		CO4	Realize digital IIR /FIR filters in Direct forms and cascade, lattice structure
BANKING & FINANCIAL SERVICES	18MBAFM301	CO1	The Student will be acquainted to various Banking and Non-Banking financial services in India.
		CO2	The Student will understand the activities of Merchant Banking and credit rating
		CO3	The Student will be equipped to understand micro financing and other financial services in India.
		CO4	The Student will understand how to evaluate and compare leasing & hire purchase
INVESTMENT MANAGEMENT	18MBAFM302	CO1	The student will understand the capital market and various Instruments for Investment
		CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities.
		CO3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management.
		CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management
DIRECT TAXATION	18MBAFM303	CO1	Understand the basics of taxation and process of computing residential status.
		CO2	Calculate taxable income under different heads
		CO3	Understand deductions and calculation of tax liability of Individuals
		CO4	Know the corporate tax system.
ADVANCED FINANCIAL MANAGEMENT	18MBAFM304	CO1	Get an overview of capital structure theories.
		CO2	Understand and assess the dividend policy of the firm.



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		CO3	Realize the importance of management of working capital in an organization.
		CO4	Be aware of the techniques of cash, inventory and receivables management
COST MANAGEMENT	18MBAFM305	CO1	Understand various cost methods and techniques with their features, merits and demerits).
		CO2	Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems .
		CO3	Analyse the results after applying various costing methods and techniques.
		CO4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity based costing.
PROJECT APPRAISAL, PLANNING & CONTROL	18MBAFM306	CO1	Students would learn capital budgeting and project financing
		CO2	Students would be quipped to appraise a project
		CO3	Students would learn to prepare a Business plan
		CO4	To understand various financial and technical aspects of project management.
RECRUITMENT AND SELECTION	18MBAHR301	CO1	Gain the insights of various principles and practices of recruitment and selection in an industry.
		CO2	Equip students with various selection procedure practiced in industry
		CO3	Develop students with latest selection tools in the corporate sector.
		CO4	Develop students with various testing of job recruitment and selection
HR ANALYTICS	18MBAHR302	CO1	Have an understanding of How HR function adds value and demonstrates the value in business terms
		CO2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.



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		CO3	Convert soft factors in a people management context into measurable variables across various domains
		CO4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization
COMPENSATION & REWARD SYSTEM	18MBAHR303	CO1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
		CO2	Determine the performance based compensation system for business excellence and solve various cases
		CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.
		CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.
INTERNSHIP	20MBAIN307	CO1	Students will be able to analyze and understand the organizational structure, business functions, and workflow models, applying theoretical concepts to real-world business scenarios.
		CO2	Students will effectively apply strategic management frameworks such as McKinsey's 7S Framework and Porter's Five Forces Model to evaluate and assess the competitive environment and internal dynamics of the organization under study.
		CO3	Students will perform a detailed analysis of an organization, including a SWOT analysis and financial statement analysis, to assess the organization's strengths, weaknesses, opportunities, and threats, along with its financial health.
		CO4	Students will demonstrate proficiency in professional communication and presentation skills by preparing a comprehensive organization study report and delivering a clear, concise, and well-structured viva-voce presentation.
SALES MANAGEMENT	18MBAMM401	CO1	Understand the apply the selling techniques in an organisation.
		CO2	Develop a plan for organising, staffing & training sales force.
		CO3	Organise sales territories to maximize selling effectiveness.
		CO4	Evaluate sales management strategies



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INTEGRATED MARKETING COMMUNICATIO N	18MBAMM402	CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.
		CO2	Ability to create an integrated marketing communications plan which includes promotional strategies.
		CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.
		CO4	Prepare advertising copy and design other basic IMC tools.
DIGITAL & SOCIAL MEDIA MARKETING	18MBAMM403	CO1	Recognize appropriate e-marketing objectives
		CO2	Appreciate the e-commerce framework and technology
		CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies
		CO4	Use social media & create templates
			Develop social media strategy's to solve business problems
MERGERS, ACQUISITIONS &		CO1	Understand M&A with its different classifications, theories, synergy etc.
		CO2	Conduct financial evaluation of M&A
		CO3	Analyse the results after evaluation
		CO4	Critically evaluate different types of M&A, takeover and antitakeover strategies.
RISK MANAGEMENT AND INSURANCE	18MBAFM402	CO1	Understand various types of risks .
		CO2	Assess the process of identifying and measuring the risk.
		CO3	Acquaint with the functioning of life Insurance in risk management
		CO4	Understand general insurance contract.
INDIRECT TAXATION	18MBAFM403	CO1	Have clarity about GST system in India.
		CO2	Understanding of levy and collection of GST in India
		CO3	Have an overview of customs duty in India
		CO4	Understanding of valuation for customs duty.



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INTERNATIONAL FINANCIAL MANAGEMENT	18MBAFM404	CO1	The student will have an understanding of the International Financial Environment.
		CO2	The student will learn about the foreign exchange market, participants and transactions
		CO3	The student will be able to use derivatives in foreign exchange risk management.
		CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
FINANCIAL DERIVATIVES	18MBAFM405	CO1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
		CO2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems
		CO3	Application of financial derivatives in risk management
		CO4	Critically evaluate various financial derivatives.
CORPORATE VALUATION	18MBAFM406	CO1	Identify and differentiate between various corporate valuation approaches, including DCF and non-DCF methods, and apply them in real-world scenarios.
		CO2	Develop proficiency in applying standard corporate valuation techniques such as the Enterprise DCF Model, Relative Valuation, and Option-based Valuation to assess the value of different types of companies.
		CO3	Ability to analyze and make informed strategic financing decisions by understanding the impact of capital structure, market conditions, and valuation in different contexts, including IPOs, M&As, and bankruptcy cases.
		CO4	Gain insights into advanced valuation issues, including the valuation of intangible assets, and develop the skills to assess the influence of factors such as agency costs, financial distress, and government roles on corporate valuation.
PUBLIC RELATIONS	18MBAHR401	CO1	To demonstrate an understanding of the fundamentals tools of public relations practices
		CO2	To describe the various emerging trends in the field of



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			public relations
		CO3	To analyze the importance of employee communication and organizational change.
		CO4	To evaluate the importance of community relations
ORGANIZATIONAL LEADERSHIP	18MBAHR402	CO1	Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.
		CO2	Understand the overview of leadership behavior and motivation in organization.
		CO3	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
		CO4	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation.
INTERNATIONAL HUMAN RESOURCE MANAGEMENT	18MBAHR403	CO1	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts , policies and practices
		CO2	Apply concepts and knowledge in deployment, expatriate on international assignments.
		CO3	Evaluate the effects of different human resource and international industrial relations.
		CO4	Develop students to adopt international industrial relation strategies.
PROJECT WORK	18MBAPR407	CO1	Identify and analyze a business problem within an organization or through independent research.
		CO2	Design and execute a research study, including data collection and analysis, using appropriate methodologies.
		CO3	Interpret research findings and provide practical recommendations based on analysis.
		CO4	Present research work effectively through written reports and oral presentations, demonstrating professional communication skills.



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