



MEWAR UNIVERSITY

Department of Management

Program outcome of an MBA

The program outcome of an MBA (Master of Business Administration) includes a combination of general business knowledge and specialized skills in a particular area of focus. Some common program outcomes for MBA programs are:

PO-1 Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues

PO-2 Leadership: Graduates of MBA programs should have the knowledge and skills to effectively lead teams and organizations.

PO-3 Strategic Thinking: Graduates should be able to analyze complex business problems, identify opportunities, and develop and implement effective strategies to achieve business objectives.

PO-4 Financial Management: Graduates should have a strong understanding of financial concepts and be able to apply them to make informed business decisions.

PO-5 Communication Skills: Graduates should have excellent oral and written communication skills, as well as the ability to collaborate with others and work effectively in teams.

PO-6 Ethical Decision-Making: Graduates should have a solid understanding of ethical principles and be able to apply them to make ethical and socially responsible business decisions.

PO-7 Global Business: Graduates should have a comprehensive understanding of global business trends and be able to navigate the complexities of conducting business in a global marketplace.

PO-8 Specialized Knowledge: Depending on the area of focus, graduates should have specialized knowledge and skills in areas such as marketing, finance, human resources, operations, or entrepreneurship.





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Program specific outcomes (PSOs)

MBA program in Marketing

PSO-1 Apply marketing concepts and theories: Graduates of the MBA in Marketing program should be able to apply fundamental marketing concepts and theories to analyze business problems, identify market opportunities, and develop marketing strategies.

PSO-2 Conduct market research: Graduates should be able to conduct market research, analyze the results and use the findings to develop effective marketing strategies that address customer needs.

PSO-3 Develop marketing plans: Graduates should be able to create comprehensive marketing plans that integrate various marketing elements such as product, pricing, promotion, and distribution, to meet business objectives.

PSO-4 Analyze consumer behavior: Graduates should be able to analyze consumer behavior, understand their needs and preferences, and develop strategies to effectively target them.

PSO-5 Apply digital marketing techniques: Graduates should be able to apply digital marketing techniques such as social media, email marketing, content marketing, and search engine optimization to reach and engage customers.

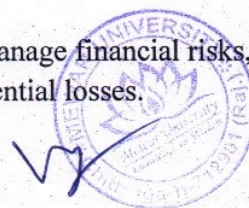
Overall, the MBA in Marketing program aims to develop graduates who possess a strong understanding of marketing principles and techniques, and who can apply them to real-world business situations to achieve organizational objectives.

MBA in Finance

PSO-1 Financial Analysis: Graduates of an MBA in Finance program should be able to analyze financial data to evaluate the financial performance of a company and make informed decisions.

PSO-2 Investment Management: Graduates should have a deep understanding of investment strategies, asset pricing, and portfolio management to make sound investment decisions for clients.

PSO-3 Risk Management: Graduates should be able to identify and manage financial risks, including credit risk, market risk, and operational risk, to minimize potential losses.





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PSO-4 Corporate Finance: Graduates should have a strong grasp of corporate finance principles and be able to apply them to make decisions related to capital budgeting, capital structure, and financial planning.

PSO-5 Financial Reporting and Compliance: Graduates should be able to understand and comply with accounting principles and financial reporting requirements, including GAAP and SEC regulations.

MBA in Human Resource Management (HRM)

PSO-1 Talent Acquisition and Retention: Graduates of an MBA in HR program should be able to develop and implement effective recruitment and retention strategies to attract and retain top talent.

PSO-2 Employee Relations: Graduates should be able to manage employee relations issues and ensure a positive work environment that fosters employee engagement and productivity.

PSO-3 Training and Development: Graduates should be able to design and deliver training programs that enhance employee skills and knowledge, and contribute to the overall success of the organization.

PSO-4 Performance Management: Graduates should be able to design and implement performance management systems that align with organizational goals and drive employee performance.

PSO-5 Compensation and Benefits: Graduates should be able to design and implement compensation and benefits packages that attract and retain top talent, while balancing the financial needs of the organization





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Program specific outcome BBA

PSO 1 : Understand of the corporate world

PSO 2 : Analyse the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.

PSO 3 : Determine conceptual and analytical abilities required for effective decision making.

PSO 4 : Understand the dynamic and complex working environment of Business.

PSO 5 : Understand the problems faced by the business sector in the Current scenario.





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Course Outcomes

BBA-I SEM

Code 111: Course- Principles of Management

CO-1: Analyze organizational structures and functions to identify key management principles.

CO-2: Apply management theories and concepts to real-world business scenarios for effective decision-making.

CO-3: Evaluate the role of leadership and motivation in achieving organizational goals and fostering employee engagement.

CO-4: Assess the importance of ethical and social responsibility in managerial decision-making and organizational practices.

CO-5: Develop effective communication and interpersonal skills to enhance managerial effectiveness and foster positive workplace relationships.

Code 112: Course-Financial Accounting

CO-1: Analyze financial transactions and prepare accurate financial statements.

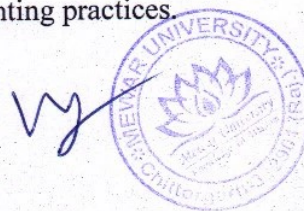
CO-2: Apply accounting principles and standards to record and classify financial data.

CO-3: Interpret and analyze financial statements to evaluate the financial performance of an organization.

CO-4: Utilize accounting software and tools to perform financial calculations and generate reports.

CO-5: Apply ethical and professional standards in financial accounting practices.

Code 113: Course- Micro Economics





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CO-1: Analyze the fundamental principles and concepts of Microeconomics, including supply and demand, market equilibrium, and consumer behavior.

CO-2: Evaluate the impact of market structures, such as perfect competition, monopoly, and oligopoly, on pricing, output, and market efficiency.

CO-3: Apply economic theories and models to analyze individual decision-making processes, including utility maximization, production choices, and cost minimization.

CO-4: Assess the role of government intervention in Microeconomics, including evaluating the effectiveness of policies aimed at correcting market failures, promoting competition, and addressing externalities.

CO-5: Utilize economic tools and techniques, such as elasticity of demand, production functions, and cost analysis, to solve real-world problems and make informed business decisions.

Code 114: Course-Business Mathematics

CO-1: Apply mathematical concepts and techniques to solve real-world business problems.

CO-2: Analyze and interpret financial data using mathematical models and tools.

CO-3: Utilize statistical methods to analyze and present business data accurately.

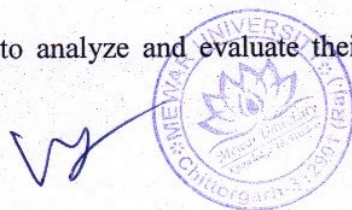
CO-4: Make informed business decisions by applying quantitative reasoning and critical thinking skills.

CO-5: Communicate mathematical ideas and solutions effectively to stakeholders in a business context.

Code 115: Course-Basics of Financial Services

CO-1: Demonstrate an understanding of the fundamental principles and concepts related to financial services.

CO-2: Apply knowledge of financial products and services to analyze and evaluate their features and suitability for specific customer needs.





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CO-3: Interpret and analyze financial statements and reports to assess the financial health and performance of organizations within the financial services industry.

CO-4: Demonstrate proficiency in using financial tools and techniques to make informed financial decisions, such as budgeting, investing, and risk management.

CO-5: Communicate effectively, both orally and in writing, using appropriate terminology and formats commonly used in the financial services industry to convey financial information and recommendations.

Code 116: Course -Personality Development

CO-1: Demonstrate self-awareness and reflection in order to understand one's own strengths, weaknesses, and areas for personal growth.

CO-2: Apply effective communication skills to enhance interpersonal relationships and express ideas clearly and confidently.

CO-3: Utilize strategies and techniques for managing stress, building resilience, and maintaining emotional well-being.

CO-4: Analyze and adopt appropriate non-verbal cues, body language, and presentation skills to create a positive impression in various social and professional contexts.

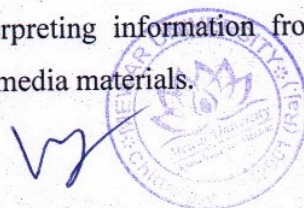
CO-5: Develop a personal growth plan and demonstrate progress towards achieving personal and professional goals through self-motivation and self-discipline.

Code 117: Course -English Language & General Awareness I

CO-1: Demonstrate proficiency in written and spoken English language skills, including grammar, vocabulary, and sentence structure.

CO-2: Develop effective reading comprehension strategies to understand and analyze various types of texts, such as articles, essays, and literary works.

CO-3: Enhance critical thinking skills by evaluating and interpreting information from diverse sources, including news articles, opinion pieces, and multimedia materials.





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CO-4: Cultivate a broad understanding of general awareness topics, including current events, social issues, cultural diversity, and historical perspectives.

CO-5: Apply effective communication skills to express ideas, opinions, and arguments clearly and persuasively in both oral and written forms, using appropriate language conventions and rhetorical devices.

BBA- II SEM

Code 121: Course- Financial Management

CO-1: Apply financial analysis techniques to evaluate the performance and profitability of a company.

CO-2: Analyze financial statements to assess the financial health and stability of an organization.

CO-3: Formulate effective financial strategies to optimize capital structure and maximize shareholder value.

CO-4: Apply risk management techniques to identify and mitigate financial risks in a business environment.

CO-5: Utilize financial management tools and techniques to make informed investment decisions and manage financial resources efficiently.

Code 122: Course -Business Statistics

CO-1: Analyze and interpret statistical data to support informed decision-making in a business context.

CO-2: Apply various statistical techniques to solve business problems and make accurate forecasts.

CO-3: Evaluate the reliability and validity of data sources and statistical methods used in business research.





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CO-4: Communicate statistical findings effectively through written reports and visual presentations.

CO-5: Demonstrate proficiency in using statistical software tools to analyze and interpret business data.

Code 123: Course -Human Resource Management

CO-1: Analyze the role of human resource management in organizations, identifying key principles and practices.

CO-2: Evaluate the impact of HRM strategies on employee performance, job satisfaction, and organizational effectiveness.

CO-3: Apply relevant laws, regulations, and ethical principles to ensure fair and effective HRM practices within organizations.

CO-4: Design and implement recruitment and selection processes that attract and retain qualified and diverse talent.

CO-5: Develop and execute employee training and development programs to enhance skills, knowledge, and performance within the organization.

.Code 124: Course- Business Law

CO-1: Analyze and apply the fundamental legal principles and concepts of business law in different business scenarios.

CO-2: Evaluate the legal implications and consequences of business decisions and transactions in accordance with the relevant statutory and common law principles.

CO-3: Assess and interpret contractual agreements, including their formation, terms, and remedies, to ensure compliance with legal requirements and protect the interests of parties involved.





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CO-4: Demonstrate an understanding of the legal framework governing business entities, including partnerships, corporations, and limited liability companies, and the rights and responsibilities of their stakeholders.

CO-5: Examine and analyze the ethical and social responsibilities of businesses, including issues related to corporate governance, sustainability, and corporate social responsibility, in compliance with legal regulations and professional codes of conduct.

Code 125: Course- Macro Economics

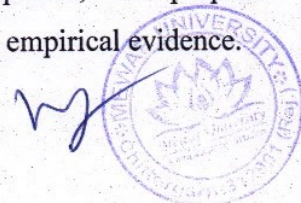
CO-1: Analyze the fundamental concepts and theories of macroeconomics to understand the behavior of aggregate economic variables such as national income, employment, and inflation.

CO-2: Evaluate the role of government policies and institutions in influencing macroeconomic conditions and outcomes, including fiscal policy, monetary policy, and international trade.

CO-3: Apply macroeconomic models and tools to analyze the determinants of economic growth, business cycles, and unemployment, and assess their implications for policymaking and economic stability.

CO-4: Assess the impact of global economic forces on domestic economies, including the effects of international trade, exchange rates, and financial markets on macroeconomic variables.

CO-5: Critically evaluate current macroeconomic issues and debates, such as income inequality, sustainability, and the challenges of economic development, and propose informed policy recommendations based on theoretical frameworks and empirical evidence.





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- CO1.** Developing the ability to use accounting concepts and principles.
- CO2.** Understanding the nature and purpose of financial statement.
- CO3.** Demonstrating the ability to use a basic accounting system to create (record, classify and summarize) the business transactions.
- CO4.** Applying the use of the fundamental accounting equation to analyze the effect of business transactions on an organization.

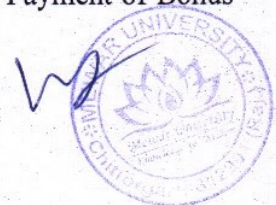
Code 232: Course- Organizational Behaviour

- CO1.** To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
- CO2.** To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
- CO3.** To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.
- CO4.** To develop creative and innovative ideas that could positively shape the organizations.
- CO5.** To accept and embrace in working with different people from different cultural and diverse background in the workplace.

Code 233: Course -Industrial Law

Upon successful completion of the course a student will be able to:

- CO1.** Students should able to elaborate the concept of Industrial Relations.
- CO2.** The students should able to illustrate the role of trade union in the industrial setup.
- CO3.** Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965





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CO4. Student should be able to summarize the important provisions of Social Security Legislations, in reference to Employees State Insurance Act 1948, Employees Provident Fund Act 1952, Payment of Gratuity Act 1972.

Code 234: Course -Entrepreneurship Development

Upon successful completion of the course a student will be able to:

CO1. Student manager will be able to outline the role of entrepreneurship in economic development.

CO2. Given the scenario, student manager will be able to identify the barriers for woman entrepreneurs.

CO3. For a given problem, Student manager will be able to develop business idea.

CO4. Given a business idea Student manager will be able to determine key elements of business plan.

CO5. Student manager will be able to list the objective and role of given institutions which supports the entrepreneurs.

Code 235: English Language & General Awareness III

CO-1: Analyze and interpret various literary texts to demonstrate an enhanced understanding of English language and literature.

CO-2: Apply effective communication skills to convey ideas and information in oral and written forms with clarity and coherence.

CO-3: Evaluate and critically analyze socio-cultural issues and current affairs to enhance general awareness and develop a global perspective.

CO-4: Demonstrate proficiency in using advanced English language structures and vocabulary in both formal and informal contexts.

CO-5: Employ effective research skills to gather relevant information from diverse sources and present it in a well-structured and cohesive manner.





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CO5: Demonstrate knowledge and ability to identify risk areas, evaluate safety measures

CO6: Demonstrate knowledge and ability to review, analyze events and relate to case studies

BBA V SEM

Code 351: Course - Research Methodology

CO1: Develop the ability to apply the methods while working on a research project work

CO2: Describe the appropriate statistical methods required for a particular research design

CO3: Choose the appropriate research design and develop appropriate research hypothesis for a research project

CO4: Develop a appropriate framework for research studies

Code 352: Course - Operation Research

CO-1: Demonstrate a comprehensive understanding of the fundamental concepts and principles of Operation Research.

CO-2: Apply mathematical modeling techniques to formulate real-world problems as linear programming, integer programming, and network flow models.

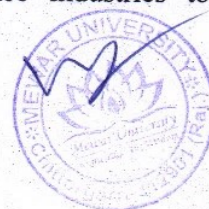
CO-3: Analyze and evaluate optimization algorithms and methods for decision-making processes in various operational scenarios.

CO-4: Interpret and communicate the results of optimization models and algorithms effectively through written reports and presentations.

CO-5: Employ appropriate software tools and technologies to solve complex operational problems and optimize resource allocation.

Code 353: Course-Management of Small & Medium Enterprises

CO-1: Analyze the principles and practices of banking and insurance industries to comprehend their role in the financial system.





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Upon successful completion of the course a student will be able to:

CO1. Construct the financial statements of company within the frame work of Ind AS

CO2. Develop a process for redemption of Preference shares

CO3. Construct the Restructuring of capital structure in the financial statement of Joint stock company ltd.

CO 4. Calibrate the procedure involved in Amalgamation of companies

CO5. Calibrate the procedure involved in Absorption of companies 6. Explain the implication of unethical accounting practices on the society

Code 245: Course - English Language & General Awareness IV

CO-1: Demonstrate effective oral communication skills in English for various social and professional contexts.

CO-2: Analyze and interpret complex texts, including literary works, academic articles, and media sources, to extract relevant information and develop critical thinking skills.

CO-3: Apply advanced grammar and vocabulary knowledge to enhance written communication in English, ensuring clarity, coherence, and appropriate language usage.

CO-4: Identify and evaluate diverse perspectives on social, cultural, and global issues, demonstrating an understanding of different cultural contexts and fostering a sense of empathy and inclusivity.

CO-5: Utilize information literacy skills to conduct research, evaluate sources, and effectively integrate and cite information from multiple sources in written and oral presentations.

Code 246: Course- Short-Term Industrial Training (3-4 Weeks) Project Report, Presentation & Viva-Voce





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CO-1: Demonstrate comprehensive knowledge and understanding of the industrial training project undertaken during the course.

CO-2: Prepare a well-structured and professionally written project report that effectively communicates the objectives, methodologies, findings, and recommendations of the industrial training project.

CO-3: Develop effective presentation skills to deliver a clear and concise overview of the industrial training project, highlighting key aspects and outcomes.

CO-4: Demonstrate the ability to effectively respond to questions and engage in a viva-voce session to defend the project work, showcasing a deep understanding of the subject matter and its practical application.

CO-5: Apply critical thinking and problem-solving skills to identify challenges encountered during the industrial training project and propose feasible solutions based on acquired knowledge and experiences.

BBA C 4.1 :Course - Income Tax Laws & Practice

CO1. Students would identify the technical terms related to Income Tax.

CO2. Students would determine the residential status of an individual and scope of total income.

CO3. Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.

BBA O 4.3 :Course - Event Management Planning

CO1: Analyze the role of events in image building

CO2: Explain all the steps of planning and organizing an event

CO3: Plan and organize events

CO4: Discuss ways of strategic marketing and media planning for events





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CO-2: Evaluate the various types of banking services and insurance products available to individuals and businesses, considering their features and benefits.

CO-3: Apply risk management techniques in banking and insurance sectors to assess potential risks and develop strategies for minimizing financial losses.

CO-4: Examine the legal and regulatory frameworks governing the banking and insurance industries, ensuring compliance with relevant guidelines and policies.

CO-5: Critically assess the ethical considerations in banking and insurance operations, emphasizing the importance of integrity, transparency, and customer protection.

Code 354: Course -Banking and Insurance

CO-1: Analyze the principles and practices of banking and insurance industries to comprehend their role in the financial system.

CO-2: Evaluate the various types of banking services and insurance products available to individuals and businesses, considering their features and benefits.

CO-3: Apply risk management techniques in banking and insurance sectors to assess potential risks and develop strategies for minimizing financial losses.

CO-4: Examine the legal and regulatory frameworks governing the banking and insurance industries, ensuring compliance with relevant guidelines and policies.

CO-5: Critically assess the ethical considerations in banking and insurance operations, emphasizing the importance of integrity, transparency, and customer protection.

Code 355: Course- English Language & General Awareness V

CO-1: Demonstrate effective communication skills in the English language, both in written and oral forms, to convey ideas and information accurately and confidently.

CO-2: Analyze and interpret a wide range of English texts, including literary works, articles, and business documents, to extract key information and comprehend the underlying messages.





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CO-3: Develop a critical understanding of global issues, cultural diversity, and current affairs, enabling informed discussions and promoting an awareness of the world around them.

CO-4: Apply appropriate strategies to enhance vocabulary, grammar, and language usage, enabling effective expression and comprehension in English across various contexts and domains.

CO-5: Utilize digital tools and platforms effectively to access, evaluate, and present information, fostering digital literacy and harnessing technology for research, communication, and learning purposes.

BBA C 5.3: Course - Logistic & Supply Chain Management

CO-1: Analyze and evaluate the key components of logistic and supply chain management systems to effectively identify and address operational challenges and opportunities.

CO-2: Apply advanced techniques and tools to optimize logistical processes and enhance supply chain performance within diverse business environments.

CO-3: Demonstrate a comprehensive understanding of the principles and practices of inventory management, warehousing, transportation, and distribution in the context of supply chain operations.

CO-4: Evaluate and formulate strategies for risk management and mitigation in logistic and supply chain activities to ensure the smooth flow of goods and services.

CO-5: Utilize information technology and software applications to facilitate efficient coordination, monitoring, and decision-making in logistics and supply chain management operations.

BBA O 5.3: Course -Event Risk Management

CO-1: Analyze and evaluate the key principles and concepts of event risk management in the messages.





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CO-2: Apply risk assessment techniques to identify and categorize potential risks associated with various types of events in the business industry.

CO-3: Develop effective strategies and plans for mitigating and managing event risks, taking into account the specific requirements and objectives of the organization.

CO-4: Utilize appropriate tools and methodologies to monitor and control risks throughout the event lifecycle, ensuring the successful execution of risk management strategies.

CO-5: Demonstrate critical thinking and decision-making skills to anticipate and respond effectively to unexpected risks and challenges that may arise during event planning and execution.

BBA VI SEM

Course - Six months Industrial Internship Program

CO-1 Demonstrate a comprehensive understanding of business operations and apply theoretical knowledge to real-world industrial settings.

CO-2: Analyze and evaluate organizational structures, processes, and practices within the industry to identify areas for improvement and propose suitable strategies.

CO-3: Develop effective communication and interpersonal skills through professional interactions within the industrial environment, fostering teamwork and collaboration.

CO-4: Apply critical thinking and problem-solving abilities to address challenges encountered during the internship, utilizing appropriate tools and techniques.





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CO-5: Reflect on the internship experience and articulate personal and professional growth, demonstrating an enhanced understanding of the industry's dynamics and future career aspirations.

Course Outcome of MBA

MBA I SEM

Code 111: Course - Principles and Practices of Management

CO-1: Apply fundamental management principles to analyze and solve complex business problems.

CO-2: Evaluate various management theories and their practical implications in real-world business scenarios.

CO-3: Critically assess the role of effective leadership in organizational success and develop strategies for enhancing leadership skills.

CO-4: Analyze the functions and processes of different management disciplines, such as planning, organizing, staffing, directing, and controlling.

CO-5: Formulate effective strategies for managing change and innovation in dynamic business environments.

Code 112: Course- Managerial Economics

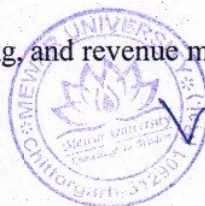
CO-1: Analyze economic theories and concepts to make informed managerial decisions.

CO-2: Evaluate the impact of macroeconomic factors on business operations and strategy.

CO-3: Apply economic principles to assess market structures and predict market behavior.

CO-4: Utilize quantitative methods and tools to analyze and interpret economic data for decision-making.

CO-5: Formulate strategies for cost optimization, pricing, and revenue management based on economic analysis.





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Code 113: Course Accounting and Financial Analysis

CO-1: Apply advanced financial analysis techniques to evaluate the financial performance of organizations and make informed decisions.

CO-2: Analyze and interpret financial statements to assess the financial health and stability of businesses and propose strategies for improvement.

CO-3: Demonstrate a deep understanding of accounting principles, standards, and regulations, and apply them effectively in various financial scenarios.

CO-4: Evaluate investment opportunities, assess risk factors, and develop financial models to support investment decision-making.

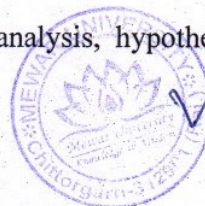
CO-5: Utilize advanced financial tools and techniques to develop financial forecasts, budgets, and financial plans for organizations, taking into account market trends and industry dynamics.

Code 114: Course - Business Statistics

CO-1: Apply statistical concepts and techniques to analyze and interpret business data effectively.

CO-2: Evaluate and employ various statistical methods for decision making and problem-solving in a business context.

CO-3: Utilize statistical software tools to perform data analysis, hypothesis testing, and regression analysis in business scenarios.





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CO-4: Demonstrate the ability to interpret and communicate statistical findings and insights to stakeholders in a clear and meaningful manner.

CO-5: Apply ethical and professional principles when collecting, analyzing, and reporting statistical data in a business environment..

Code 115: Course Financial Management

CO-1: Analyze and interpret financial statements to assess the financial health of an organization.

CO-2: Evaluate different investment opportunities and apply appropriate techniques to make informed financial decisions.

CO-3: Develop strategies for managing working capital effectively and optimizing the firm's liquidity position.

CO-4: Apply financial risk management techniques to identify and mitigate potential risks faced by the organization.

CO-5: Formulate financial plans and budgets that align with the organization's goals and objectives, considering factors such as capital structure, cost of capital, and financial forecasting.

Code 116: Course Human Resource Management

CO-1: Evaluate strategic HRM practices in organizations.

CO-2: Analyze the role of HRM in fostering employee engagement and organizational culture.

CO-3: Apply relevant laws and regulations in managing human resources.

CO-4: Develop effective recruitment and selection strategies to attract and retain top talent.

CO-5: Design and implement performance management systems to enhance individual and organizational performance.

Code 117: Course Marketing Management

CO-1: Analyze market dynamics and develop effective marketing strategies.

CO-2: Evaluate consumer behavior and devise targeted marketing approaches.





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CO-3: Apply market research techniques to gather and interpret relevant data for marketing decision-making.

CO-4: Develop and execute integrated marketing communication plans to effectively reach the target audience.

CO-5: Assess and implement innovative marketing techniques to gain a competitive edge in the market.

Code 118: Course Computer Application in Management

CO-1: Analyze and apply computer-based tools and technologies to solve business problems effectively in a managerial context.

CO-2: Utilize software applications to gather, organize, and interpret data for making informed business decisions.

CO-3: Evaluate the role of computer applications in optimizing organizational processes, enhancing productivity, and improving decision-making efficiency.

CO-4: Demonstrate proficiency in utilizing various software tools for business communication, including presentations, reports, and collaborative platforms.

CO-5: Assess and employ computer-based strategies for managing information systems, cybersecurity, and data privacy in the context of modern businesses.

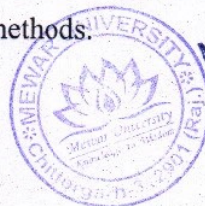
MBA- II SEM

Code 121: Course Research Methodology

CO-1: Apply appropriate research design and methods to address business problems and generate valuable insights.

CO-2: Analyze and evaluate research literature to identify relevant theories, concepts, and frameworks applicable to business research.

CO-3: Develop and execute effective research proposals, including clear research objectives, appropriate sampling techniques, and data collection methods.





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CO-4: Utilize statistical tools and techniques to analyze research data and draw valid conclusions for managerial decision-making.

CO-5: Communicate research findings effectively through well-structured reports and presentations that demonstrate clarity, coherence, and logical reasoning.

Code 122: Course Organizational Behaviour

CO-1: Identify and analyze the various factors influencing individual behavior in organizations, including personality traits, values, and attitudes.

CO-2: Analyze the impact of organizational culture and structure on employee behavior, performance, and job satisfaction.

CO-3: Evaluate the role of leadership styles and their effects on employee motivation, communication, and team dynamics within an organization.

CO-4: Examine the theories and concepts related to organizational change and develop strategies to effectively manage and lead change processes.

CO-5: Apply ethical principles and concepts to analyze ethical dilemmas in organizational settings and develop strategies to promote ethical behavior and corporate social responsibility.

Code 123: Course Strategic Management

CO-1: Analyze and evaluate the strategic management processes and frameworks employed in organizations.





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CO-2: Assess the impact of internal and external environmental factors on strategic decision-making in a business context.

CO-3: Formulate and recommend strategic initiatives that align with organizational goals and objectives.

CO-4: Apply analytical tools and techniques to evaluate the competitive landscape and make informed strategic decisions.

CO-5: Develop effective communication skills to articulate and justify strategic recommendations to diverse stakeholders in a professional manner.

Code 124: Course - Management Accounting

CO-1: Analyze and interpret financial statements to assess the financial health and performance of organizations.

CO-2: Apply cost accounting techniques to support decision-making and optimize resource allocation in business operations.

CO-3: Evaluate budgeting and forecasting processes to facilitate effective planning and control within organizations.

CO-4: Assess and implement relevant management control systems to monitor performance and improve organizational efficiency.

CO-5: Demonstrate proficiency in using management accounting tools and techniques for strategic decision-making in a competitive business environment.

Code 125: Course - Business Law

CO-1: Analyze the legal framework governing business operations and identify the key legal principles and regulations relevant to various business activities.





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CO-2: Evaluate the legal implications of business decisions and propose strategies to mitigate legal risks while maximizing business opportunities.

CO-3: Apply legal concepts and principles to solve business-related legal problems and make informed decisions in compliance with the law.

CO-4: Assess the impact of ethical considerations on business law practices and develop strategies to ensure ethical compliance within the legal framework.

CO-5: Communicate effectively and professionally on legal matters, both orally and in writing, demonstrating an understanding of legal terminology and concepts in the context of business law.

Code 126: Short-Term Industrial Training (3-4 Weeks)

Project Report, Presentation & Viva-Voce

MBA HR-N01 COURSE - Personal Growth, Training and Development

CO-1: Identify and analyze the factors influencing personal growth and development in the context of human resources management.

CO-2: Evaluate the theories and practices of training and development and their relevance to enhancing employee performance and organizational effectiveness.

CO-3: Design and implement effective training programs that align with the strategic goals of an organization and meet the needs of individual employees

CO-4: Assess the impact of training and development initiatives on employee satisfaction, motivation, and overall organizational performance.





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CO-5: Apply techniques for fostering a culture of continuous learning and development within an organization, promoting the professional growth and career advancement of employees.

MBA HR-N02 Industrial Relation and Labour Enactment

CO-1: Demonstrate an in-depth understanding of industrial relations and labor laws.

CO-2: Apply principles of industrial relations to manage employee relations effectively.

CO-3: Analyze and interpret labor enactments and their implications on organizational policies and practices.

CO-4: Develop strategies for conflict resolution and negotiation in the context of industrial relations.

CO-5: Evaluate the impact of labor laws and regulations on organizational performance and devise compliance strategies.

MBA MK-N01 Course Marketing of Services

CO-1: Demonstrate an in-depth understanding of the fundamental concepts and theories related to marketing of services in the business environment.

CO-2: Apply strategic marketing frameworks and tools to analyze, develop, and implement effective marketing strategies specifically designed for service-oriented industries.

CO-3: Evaluate the unique characteristics and challenges associated with marketing services, including intangibility, inseparability, perishability, and variability, and propose appropriate solutions to address them.

CO-4: Utilize market research techniques and methodologies to gather relevant data and insights about target markets, customer preferences, and competitive landscapes in service industries.





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CO-5: Design and implement integrated marketing communication plans for services, employing a mix of traditional and digital marketing channels to effectively reach and engage target audiences, while considering the distinctive features of service delivery.

MBA MK-N02 Course Marketing Research

CO-1: Analyze marketing research methodologies and techniques to gather and interpret relevant data for decision-making in marketing strategies.

CO-2: Apply statistical tools and data analysis techniques to evaluate market trends, consumer behavior, and competitive landscapes.

CO-3: Develop effective research plans, including problem formulation, research design, sampling techniques, and data collection methods, to address marketing challenges and opportunities.

CO-4: Evaluate the validity, reliability, and ethical considerations associated with marketing research data and findings.

CO-5: Communicate research findings and recommendations effectively through written reports and oral presentations, demonstrating the ability to influence marketing decisions and strategies.

MBA FM-N01 Course - Securities Analysis and Investment Management

CO-1: Evaluate financial markets and instruments

CO-2: Analyze investment strategies and portfolio management techniques

CO-3: Apply fundamental and technical analysis to make informed investment decisions

CO-4: Assess risk and return relationships in investment management





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CO-5: Design and present investment recommendations based on comprehensive financial analysis

MBA FM-N02 Course - Tax Planning and Financial Reporting

CO-1: Demonstrate comprehensive knowledge of tax planning principles and strategies for effective financial management in diverse business environments.

CO-2: Apply advanced techniques and tools to analyze financial statements, interpret tax regulations, and develop tax planning strategies in accordance with legal and ethical considerations.

CO-3: Evaluate the impact of tax planning decisions on financial reporting and organizational performance, considering both short-term and long-term implications.

CO-4: Design and implement effective tax planning frameworks, considering the tax implications of business transactions, investments, and international operations.

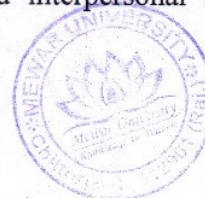
CO-5: Communicate financial information and tax planning recommendations effectively to stakeholders, using appropriate reporting formats and considering their financial literacy levels.

MBA EM- 2.3 Course - Introduction to Event Management and PR

CO-1: Analyze the principles and concepts of event management and public relations.

CO-2: Apply strategic planning techniques to design and execute successful events and PR campaigns.

CO-3: Evaluate the role of effective communication and interpersonal skills in event management and PR.





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CO-4: Assess the ethical and legal considerations involved in event management and PR practices.

CO-5: Develop a comprehensive understanding of the impact of event management and PR on organizational success.

MBA- III SEM

Code 231: Course -Operation Research

CO-1: Apply mathematical optimization techniques to model and solve complex business problems in the context of operations research.

CO-2: Analyze and evaluate data using statistical methods and tools to make informed decisions in operational management.

CO-3: Utilize decision analysis techniques to assess and choose among alternative courses of action for effective resource allocation and risk management.

CO-4: Design and implement mathematical models and simulation techniques to optimize processes and improve operational efficiency.

CO-5: Demonstrate proficiency in using operations research software and tools to solve real-world business problems and support decision-making processes.

Code 232: Course : Management Information System

CO-1: Analyze and evaluate the role of Management Information Systems (MIS) in achieving organizational objectives.

CO-2: Apply strategic thinking and decision-making techniques to leverage MIS for competitive advantage.





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CO-3: Design and develop efficient and effective information systems to support organizational processes and functions.

CO-4: Assess and implement appropriate information security measures to safeguard organizational data and systems.

CO-5: Evaluate emerging technologies and their potential impact on organizational information systems and recommend strategies for their integration.

Code 233: Course -Entrepreneurship Development

CO-1: Identify and evaluate potential business opportunities by conducting thorough market research, analyzing industry trends, and assessing competitive landscapes.

CO-2: Develop comprehensive business plans incorporating financial projections, marketing strategies, and operational frameworks to effectively launch and manage entrepreneurial ventures.

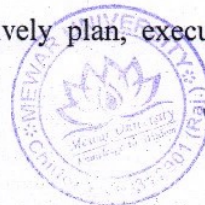
CO-3: Apply critical thinking and problem-solving skills to address challenges and make informed decisions related to entrepreneurship, taking into consideration ethical, legal, and social implications.

CO-4: Demonstrate effective communication and interpersonal skills to foster strategic partnerships, negotiate agreements, and engage with stakeholders in the entrepreneurial ecosystem.

CO-5: Apply innovative thinking and creativity to develop and implement strategies for sustainable growth, adapt to changing market dynamics, and seize new business opportunities.

Code 234: Course-Project Management

CO-1: Apply principles of project management to effectively plan, execute, and control projects in various industries.





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CO-2: Analyze project requirements and stakeholders' expectations to develop comprehensive project plans and schedules.

CO-3: Evaluate and mitigate project risks by employing appropriate risk management techniques and strategies.

CO-4: Utilize project management tools and techniques to monitor project progress, track milestones, and ensure project quality.

CO-5: Demonstrate effective leadership and communication skills to effectively manage project teams and stakeholders throughout the project lifecycle.

Code 235: Course -Corporate Governance, Values and Ethics

CO-1: Identify and analyze the principles and practices of corporate governance in a global business context.

CO-2: Evaluate the impact of corporate values and ethics on organizational performance and sustainability.

CO-3: Apply ethical decision-making frameworks to address complex business dilemmas and promote responsible corporate behavior.

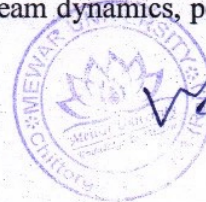
CO-4: Assess the role of stakeholders in corporate governance and develop strategies to enhance stakeholder engagement and trust.

CO-5: Critically analyze the legal and regulatory frameworks governing corporate governance and recommend measures for compliance and risk management.

MBA HR-N03 Course - Team Building and Leadership

CO-1: Analyze the fundamental principles of effective team building and leadership in the context of business organizations.

CO-2: Evaluate different leadership styles and their impact on team dynamics, performance, and organizational success.





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CO-3: Apply strategies and techniques for building cohesive and high-performing teams in diverse business environments.

CO-4: Assess the challenges and opportunities associated with leading teams in global and multicultural settings.

CO-5: Develop and implement effective communication and conflict resolution strategies to foster collaboration, trust, and synergy among team members. MBA HR-N04 Negotiation and Counseling

MBA HR-N04 Course -Negotiation and Counseling

CO-1: Demonstrate the ability to analyze complex business scenarios and apply negotiation strategies to achieve mutually beneficial outcomes.

CO-2: Utilize effective communication and interpersonal skills to foster positive relationships and facilitate productive negotiations in diverse professional settings.

CO-3: Apply ethical principles and professional standards in negotiation processes to uphold integrity and fairness.

CO-4: Develop critical thinking and problem-solving skills to identify and address potential obstacles and conflicts in negotiations, and propose creative solutions.

CO-5: Evaluate and assess the effectiveness of different negotiation techniques and counseling approaches, and apply appropriate methods to adapt to various contexts and stakeholders.

MBA MK-N03 Course Sales and Distribution Management





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CO-1: Analyze sales strategies and develop effective sales plans to achieve organizational goals.

CO-2: Evaluate market trends, customer behavior, and competitive landscapes to devise successful sales and distribution strategies.

CO-3: Apply advanced sales techniques and negotiation skills to enhance customer engagement and close deals effectively.

CO-4: Utilize appropriate sales and distribution channels, including online platforms, to optimize product placement and reach target markets.

CO-5: Assess and manage sales team performance, providing leadership and guidance to enhance overall sales productivity and achieve sustainable growth.

MBA MK-N04 Course -Retail Management

CO-1: Apply strategic management principles to analyze and develop effective retail business models.

CO-2: Evaluate and implement innovative marketing strategies in the context of the retail industry to enhance customer engagement and loyalty.

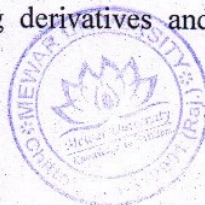
CO-3: Demonstrate proficiency in financial management techniques specific to the retail sector, including budgeting, forecasting, and cost analysis.

CO-4: Develop and implement efficient supply chain management strategies to optimize inventory levels, minimize costs, and improve overall operational performance.

CO-5: Analyze and assess emerging trends in retail technology and their impact on consumer behavior, and utilize this knowledge to drive digital transformation in retail organizations.

MBA FM-N03 Course- Derivatives and Forex Management

CO-1: Analyze the principles and theories underlying derivatives and forex markets to understand their role in global financial management.





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CO-2: Evaluate the various types of derivative instruments and their applications in managing financial risks in different business contexts.

CO-3: Apply quantitative techniques and models to assess the valuation and pricing of derivative instruments, including options, futures, and swaps.

CO-4: Assess the regulatory frameworks and ethical considerations associated with derivatives and forex trading, and understand the implications for financial decision-making.

CO-5: Develop effective strategies for managing foreign exchange risk, including hedging techniques, international investment decisions, and portfolio diversification strategies.

MBA FM-N04 Course- Fundamental of Goods and Services Tax

CO-1: Analyze the key principles and concepts of Goods and Services Tax (GST) and its implications on business operations.

CO-2: Evaluate the compliance requirements and procedures related to GST, including registration, filing returns, and maintaining records.

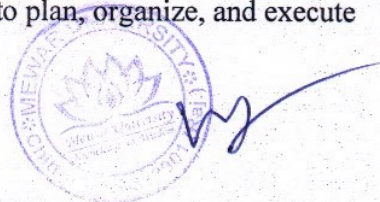
CO-3: Assess the impact of GST on different sectors and industries, and develop strategies to mitigate potential challenges and optimize tax planning.

CO-4: Apply critical thinking and problem-solving skills to analyze real-life case studies and scenarios related to GST, and propose effective solutions to ensure compliance and maximize tax benefits.

CO-5: Demonstrate effective communication skills to present and discuss GST-related concepts, policies, and implications, considering diverse stakeholder perspectives and the evolving regulatory environment.

MBA EM- 3.3 Course- Event Team and Crew Management

CO-1: Apply principles of event team and crew management to plan, organize, and execute successful events.





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CO-2: Analyze the roles and responsibilities of event team members and crew members, and effectively assign tasks and manage their performance.

CO-3: Implement strategies for effective communication and collaboration within event teams and crew members to ensure smooth coordination and execution of events.

CO-4: Evaluate and select appropriate event management tools, technologies, and resources to enhance team productivity and efficiency.

CO-5: Demonstrate leadership skills and decision-making abilities in managing event teams and crews, while adhering to ethical and professional standards in the field of event management.

MBA-IV SEM

Code 241: Industrial Training / Project Report and Viva-Voce

CO-1: Apply theoretical knowledge and practical skills gained during the MBA program to real-world industrial scenarios.

CO-2: Demonstrate effective communication skills through the preparation and presentation of a comprehensive project report and viva-voce examination

CO-3: Analyze and evaluate the business processes and operations of the assigned industrial organization, identifying areas for improvement and proposing relevant solutions.

CO-4: Collaborate with industry professionals and work effectively as part of a team to achieve project goals and objectives

CO-5: Reflect on the overall internship experience, critically assessing personal and professional growth, and identifying future areas of development in the field of industrial management.

