



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

COURSE OUTCOMES OF MBA

SEMESTER I		
MBA 101	Principles and Practices of Management	<ol style="list-style-type: none"> 1. Understand the concept of management and manager. 2. Enlightens the students about Evolution of management thought and Management thinkers 3. To provide the knowledge about Strategic management 4. Practice the process of management's four functions: planning, organizing, leading, and controlling. 5. Enlightens the students about Decentralization vs centralization 6. To provide the knowledge Comparative study Japanese Management and Z-culture of American Companies, Chinese Style Management. 7. The students understand and clarify the concept of international human resource management in case studies.
MBA 102	Organizational Behaviour	<ol style="list-style-type: none"> 1. Analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour. 2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organizational behaviour. 3. Critically evaluate the potential effects of important development in the external environment (such as globalization and advances in technology) on organizational behaviour. 4. Analyze organisational behavioural issues in the context of organisational behaviour theories, models and concepts.
MBA 103	Accounting for Management	<ol style="list-style-type: none"> 1. Understand the role of different branches of accounting i.e. financial accounting, cost accounting and management accounting and able to understand the balance sheets of a company under company's Act, banking company and insurance company. 2. Analyze the financial statements through various tools like ratio analysis, fund flow and cash flow etc. 3. Prepare the cost statement, compute breakeven point, variances of materials and labour and budgets and role of zero base budgeting. 4. Take decisions under 'make and buy decisions' and pricing under special situations. 5. Understand the role of recent developments in cost management i.e. transfer pricing, target costing, activity based costing, life cycle costing, human resource accounting and price level accounting. 6. The students understand and clarify the concepts of



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		security analysis and portfolio management in case studies.
MBA 104	Quantitative Techniques	
MBA 105	Managerial Economics	<ol style="list-style-type: none"> 1. Understand the various social, political, legal and economic and other factors that influence business in India so as to enable appreciates associated opportunities, risks and challenges and their relevance for managerial decisions. 2. Analysis of responsiveness of consumers' demand to changes in the price of a good of service, the price of other goods and services and income. 3. Apply the economic way of thinking to individuals decisions and business decisions. 4. Understand how concept of economic risk can be employed in the managerial decision making process.
MBA 106 *	Business Communication	<ol style="list-style-type: none"> 1. The aim is to develop students ability to communicate correctly and efficiently on matters having relevance to day-to-day business operations. 2. Strategies to improve individuals reading and listening skills. 3. To understand types of communication and letter writing. 4. To understand departmental communication. 5. To understand press release report writing and influences in communication. 6. To understand developing effective public relations, group discussions and presentations. 7. To understand how to resume writing, report writing and interviews. 8. To understand the case methods f learning.
MBA 107 *	Information Technology for Management	<ol style="list-style-type: none"> 1. Students will have gained knowledge of basics of computer and its history. 2. Various storage media and different types of software. 3. Computer networking and its applications. 4. Microsoft office programs. 5. Basics of database management systems.
MBA 108	Viva Voce	
SEMESTER II		
MBA 201	Business Environment	
MBA 202	Production & Operation Management	<ol style="list-style-type: none"> 1. Understand the basic concept of operation management and production management. 2. Understand product design & development and process



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		<p>selection.</p> <ol style="list-style-type: none"> 3. Understand the various changes in operation management, TQM, purchasing management etc. 4. Understand the concept of Quality management & acceptance sampling. 5. Understand the concept of production operation management in case studies.
MBA 203	Human Resource Management	<ol style="list-style-type: none"> 1. Understand how to strategically plan for the human resources needed to meet organizational goal and objectives. 2. To focus on various functions and importance of the HR department in any organization. 3. Define the process of Job analysis, Job description, Job specification & job evaluation. 4. To focus the issues involved in establishing compensation system. 5. Describe the steps required to develop and evaluate the training program. 6. To provide the knowledge about selection, Placement & Training & Development of human resources.
MBA 204	Marketing Management	<ol style="list-style-type: none"> 1. To understand marketing and consumer relationship 2. To analyze Marketing Environment. 3. To apply the key concepts to practical business situations. 4. Understand the concepts, processes of managing the marketing operations of a firm in turbulent business environment.
MBA 205	Financial Management	<ol style="list-style-type: none"> 1. Apply theories of accounting and corporate finance. 2. Apply treasury management and corporate finance techniques. 3. Understand and apply critically evaluate financial accounting techniques. 4. Understand Management accounting techniques. 5. Demonstrate time Management and Work effectively as a part of team.
MBA 206	Research Methodology	<ol style="list-style-type: none"> 6. To define research and describe the research process and research methods. 7. To understand the research context within the faculty of economic and management Sciences. 8. To effectively use the library and its resources in gathering information related to the learners' research project. 9. To understand qualitative research and methods used to execute and validate qualitative research. 10. To know how to perform basic operations with Excel spreadsheets.
HVPE	Human Values	<ol style="list-style-type: none"> 1. Understanding the need, basic guidelines, content and



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
 Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

101*	and Professional Ethics	<p>process for value education.</p> <ol style="list-style-type: none"> Understanding happiness and prosperity correctly. Methods to fulfil the above human aspirations. Understanding the needs of self and body. Understanding the harmony in nature. Ability to utilize the professional competence for augmenting universal human order.
MBA 207	Viva Voce	
SEMESTER III		
MBA 301	Applied Operations Research	<ol style="list-style-type: none"> Recognize the importance and value of operations research and mathematical modelling in solving practical problems in industry. Formulate a managerial decision problem into mathematical model. Understand the operational research models and apply them to real life problems. Able to design new simple models, like: CPM, PERT to improve decision making and develop critical thinking and objective analysis of decision problems. The students understand and clarify the concept of applied operational research in case studies.
MBA 302	Corporate Legal Environment	<ol style="list-style-type: none"> Understand the concept of law of contract. Enlightens the students about sale of goods act. To provide the knowledge about negotiable instrument. To focus on law of insurance. To provide the knowledge about company law. To provide the knowledge about taxation. The students understand and clarify the concept of corporate legal environment in case studies.
MBA 901 (M)	Consumer Behaviour	<ol style="list-style-type: none"> To understand consumer behaviour. To understand market segmentation. To understand individual determinants of consumer behaviour. To understand motivational, personality theories and consumer learning. To understand consumer attitude. To understand external influences on consumer decision making process. To understand personal influences and opinion leadership and diffusion of innovations. To understand introduction to consumer decision making.
MBA 902 (M)	Advertising Management	<ol style="list-style-type: none"> To understand about the marketing communication tools and implements them in designing advertisement



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		<p>strategies.</p> <ol style="list-style-type: none"> 2. To understand how advertising works. 3. To understand advertising media. 4. To understand how building advertising program. 5. To understand how advertising layout. 6. To understand advertising budget. 7. To understand measuring advertising effectiveness. 8. To understand advertising agencies.
MBA 921	Security Analysis and Portfolio Management	<ol style="list-style-type: none"> 1. Understand the basic structure and working of primary and secondary financial markets in India and conversant with computation of risk and return. 2. Understand and appreciate the fundamentals and technical analysis tools for analysing financial securities. 3. Well versed with the concept of a portfolio and understand the principles of portfolio theories. 4. Acquaint and understand portfolio analysis, portfolio evaluation and portfolio revision techniques. 5. Understand the basic concept of derivatives. 6. The students understand and clarify the concept of security analysis and portfolio management in case studies.
MBA 922	Management of Financial Services	<ol style="list-style-type: none"> 1. Understanding deep knowledge of financial services of firm. 2. Understand mutual fund schemes. 3. Apply financial terms to know about credit rating. 4. Understand concept of merchant banking. 5. Access to know about venture capital. 6. Provide knowledge of plastic money.
MBA 961	Social Security & Labour Welfare	<ol style="list-style-type: none"> 1. Understand the concept of social security, social assistance and social insurance. 2. Enlightens the students about payment of wages act, 1936. 3. To provide the knowledge about acts as applicable in India. 4. To focus on employment state insurance act, provide funds and miscellaneous provision Act, gratuity Act. 5. To provide knowledge about I.L.O., labour welfare. 6. To provide the knowledge of labour administration. 7. The students Understand and clarify the concept of social security labour welfare in case studies.
MBA962	Training & Development	<ol style="list-style-type: none"> 1. Develop, refine and implement training and development programs to develop the skills and competencies required in an organisation 2. Creating understanding among students for need, importance and implementation of training



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		<ol style="list-style-type: none"> 3. Assess the potential to achieving employee development by understanding Training and Development System. 4. Monitor and perform ongoing evaluation and assessment of training quality and effectiveness, and review and modify training objectives, methods and course deliverable.
MBA 981	Programming in C	<ol style="list-style-type: none"> 1. Identify and understand the working of different operating systems like Identify and understand the working of key components of a computer system (hardware, software, firmware etc.). 2. Understand computing environment, how computers work and the strengths and limitations of computers. 3. Identify and understand the various kinds of input-output devices and different types of storage media commonly associated with a computer 4. Identify and understand the representation of numbers, alphabets and other characters in computer system 5. Understand, analyze and implement software development tools like algorithm, pseudo codes and programming structure 6. Study, analyze and understand logical structure of a computer program, and different construct to develop a program in 'C' language 7. Write small programs related to simple/ moderate mathematical and logical problems in 'C'. 8. Study, analyze and understand simple data structures, use of pointers, memory allocation and data handling through files in 'C'. 9. windows and Linux etc.
MBA 982	Relational Database Management System	<ol style="list-style-type: none"> 1. Able to master the basic concepts and understand the applications of database systems. 2. Able to construct an Entity-Relationship (E-R) model from specifications and to perform the transformation of the conceptual model into corresponding logical data



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		<p>structures.</p> <ol style="list-style-type: none"> 3. Able to distinguish between good and bad database design, apply data normalization principles, and be aware of the impact of data redundancy on database integrity and maintainability. 4. Able to apply database transaction management and database recovery. 5. Able to construct queries and maintain a simple database using SQL.
SEMESTER IV		
MBA 401	Strategic Management	<ol style="list-style-type: none"> 1. This course objects to combine strategic and managerial approach towards various decisions of management 2. To study planning and levels of management. 3. To make students understand about industry level analysis. 4. Provides learning of corporate level strategies. 5. Provides learning of success factor. 6. Provides exposure to students to make strategy succeed.
MBA 402	Entrepreneurship and Managing Small Medium Business	<ol style="list-style-type: none"> 1. Knowledge about global business environment. 2. Apply effective written and oral communication skills to business situations. 3. Analyze the local business environment. 4. Use critical thinking skills in business situations. 5. Apply an ethical understanding and perspective to business situations.
MBA 906 (M)	Service Marketing	<ol style="list-style-type: none"> 1. Contribution of services sector in GDP of India. 2. Understand the concepts of CRM. 3. Understanding the practical concepts of services marketing. 4. Gaining knowledge about services recovery concepts. 5. Knowing about services marketing triangle and gap filling. 6. Develop team spirit and professional attitude towards the development of designing a services marketing strategies.
MBA 907 (M)	International Marketing	<ol style="list-style-type: none"> 1. Understand the concept of international marketing and trade. 2. Understand the international market segmentation and positioning, screening and selection of market. 3. Provide knowledge of international market selection, entry strategies, international import and export policy, international marketing mix. 4. Understand the current trend In international marketing



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

		<p>management.</p> <p>5. Students understand the concept of international marketing in case studies.</p>
MBA 926	International Finance	<p>1. Provide ability to apply new information technologies in financial solution.</p> <p>2. To analyze and interpret financial and economic data.</p> <p>3. Provides ability to compile financial data and the ability to analyze such data to a professional level.</p>
MBA 927	Banking and Insurance Operations	<p>1. Understand products supplied by commercial banks, insurance companies, mutual investments and pension funds and to evaluate its utilization from a client's point of view.</p> <p>2. Understand complex and well detailed view of the commercial banking, capital markets and insurance products.</p> <p>3. Student gains knowledge about the functioning of the financial system, regulation and role of the central banks.</p> <p>4. Students will know practically financial products, to orientate with an overview of the functioning of domestic and international financial market.</p> <p>5. Students gains knowledge about financial structure of a company, content of financial planning and financial management.</p>
MBA 966	Organization Development	<p>1. Understand the concept and foundations of the organisational development.</p> <p>2. Enlighten the students about action research and management of organizational development process.</p> <p>3. Learning various types of organizational development interventions.</p> <p>4. Understand the issues in consultant client relationship.</p> <p>5. Develop team spirit and professional attitude towards the organizational development.</p>
MBA967	International Human Resource Management	<p>1. Understand the basic concepts of culture, comparison of culture management.</p> <p>2. Enlightens the readers about shift In culture and cross culture communication.</p> <p>3. Understand detailed description on various aspects of cross culture human resource management and cross culture negotiation and cross culture decision making.</p> <p>4. Understand cross culture ethics and also throw light on culture and prevalent in Asia , US and Europe.</p> <p>5. The students understand and clarify the concepts of international human resource management In case studies.</p>
MBA	Programming	



SHAHEED BHAGAT SINGH STATE TECHNICAL CAMPUS
Moga Road, NH-95, Ferozepur -152004
(Established by the Punjab Government)
(Formerly Shaheed Bhagat Singh College of Engineering & Technology)

Department of Management Studies

986	in C++	
MBA 987	E-commerce and Cyber Securities	