



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Al-Ameen Educational Campus, Near Lalbagh Main Gate
Hosur Road, Bangalore-560 027

III Semester MBA - **Course Outcome**

Course Code	Subject	CO Code	Course Outcome
3.1	Strategic Management and Business Ethics	CO1	Explain the importance, scope and concept of Strategy and Strategic Management Process Prepare Vision, Mission statements and define goals, objectives for organization
		CO2	Identify Critical Success Factors. Key Performance Indicators and Key Result Areas for any given service sector Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making
		CO3	Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making Apply the concepts of BCG matrix and GE9 cell matrix for Business Portfolio Analysis
		CO4	Apply the concepts of BCG matrix and GE9 cell matrix for Business Portfolio Analysis Prepare Value Chain Analysis and identify the areas of concern affecting Customer Satisfaction
		CO5	Explain the importance, Generic Strategies and its role in achievement of Corporate Strategies
		CO6	Explain the concepts of Business Ethics Discussion on Case study relevant to Ethical dilemmas and Strategic Management

Course Code	Subject	CO Code	Course Outcome
3.2	Production and Operation Research	CO1	Identify and articulate importance and scope of production and operations management. Factors affecting plant location, layout and other facilities of the manufacturing setup.
		CO2	Identify and articulate how quality control techniques are adopted and used to understand six sigma and elimination of wastes, lean operations, JIT,

			KANBAN
		CO3	Student gain knowledge of productivity and types of productivity
		CO4	Understand the major functions that include managing purchases, inventory control and maintenance.
		CO5	Understand the concept of decision making. Identify and articulate the nature and significance of OR and application of OR in management
		CO6	Student learn formulation of LLP and to find the optimal solution using graphical and simplex method

Course Code	Subject	CO Code	Course Outcome
3.4.3	Learning and Development	CO1	To develop an understanding of the evolution of training & development from a tactical to a strategic function
		CO2	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training
		CO3	To understand the concept of training audit & training evaluation
		CO4	To learn how design a training module and execute it
		CO5	To understand the need for and concept of Performance Management
		CO6	To understand various strategies used by organizations to measure performance & reward for the same

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3.4.2	Talent Management and Employee Engagement	CO1	Talent management improves employee experience that has a direct impact on client satisfaction and higher ROI

		CO2	It focuses on the attraction, acquisition, and retention of talent in organizations.
		CO3	Aim is to discuss the issues from two perspectives: managing talent in organizations as well as managing one's own talents as an individual.
		CO4	Understanding each of the building blocks in Talent Management
		CO5	Developing Knowledge on Measuring the Effectiveness of Talent Management initiatives

Course Code	Subject	CO Code	Course Outcome
3.4.1	Performance Management and Competency Mapping	CO 1	To study about components of pay structure in India
		CO 2	To study about the various statutory provisions relating to wage policy in India
		CO 3	To learn about various methods of wage payment
		CO 4	To understand the concept and elements of Reward
		CO 5	To study about various Exit Policies

Course Code	Subject	CO Code	Course Outcome
3.3.3	Consumer Behaviour and Neuro Marketing	CO1	Able to realize the importance of enhancing the value of customer through relationship marketing
		CO2	Able to understand the need for studying consumer behaviour
		CO3	Gain knowledge on various consumer behaviour models and its application in real life situations

		CO4	Enables students in understanding a range of psychological processes that consumers undergo in buying decisions and apply strategies accordingly
		CO5	Develops creative solutions to unsustainable consumption decisions and its ethical implications on society
		CO6	Identify and find implications as to how cultural differences influence consumer buying behaviour

Course Code	Subject	CO Code	Course Outcome
3.3.1	Rural and Green Marketing	CO1	Identify and articulate importance and scope of rural marketing. Concepts relating to components of rural markets, classification of rural markets, rural marketing process.
		CO2	To analyze the impact of changing rural environment, Understanding profiling of rural customer, rural market segmentation, rural marketing strategies, pricing policy and rural communication.
		CO3	Understand Green marketing concepts, rules of green marketing, green marketing segments, ecological footprints and carbon footprints.
		CO4	Identify the key process elements of sustainable strategy and its implementation
		CO5	Students will be able to gain knowledge on concepts of services marketing, identify the challenges and issues in services marketing, draw the blueprint.
		CO6	Students should be able to understand the Gap model of service quality and design initiatives to enhance service quality through customization.

Course Code	Subjects	CO Code	Course Outcome
3.2.1	Investment Analysis and Portfolio Management	CO1	Explain meaning and importance, functions of financial system. Explain financial markets money market and capital market. Explain regulators of financial system in India. Explain stock exchange, characteristics and functions of stock exchanges. Explain financial institutions in India. Elaborate

			recent developments in Indian money market.
		CO2	Theory and Numerical from Risk and Return of Individual Securities
		CO3	Theory and Numerical from Portfolio Optimization model of Markowitz and Sharpe Single Index Model
		CO4	Markowitz Model, Sharpe's single index model, Capital Asset pricing model: Basic Assumptions, CAPM Equation, Security Market line, Extension of Capital Asset pricing Model - Capital market line, SML VS CML. Arbitrage Pricing Theory: Arbitrage, Equation, Assumption, Equilibrium, APT AND CAPM.(Theory & Problems).
		CO5	Theory and Numerical from Portfolio Evaluation and Portfolio Revision
		CO6	Theory from Fundamental Analysis and Efficient Market Hypothesis (EMH). Overview of Behavioral finance Theory of technical analysis numerical and interpretations of technical indicators like RSI, ROC and moving averages

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3.2.2	Corporate Taxation for Managers	CO1	Calculation of Taxable income and tax liability. Encouraging the students to register as tax return preparers. Students can be exposed to filing of tax returns of Individual assesses.
		CO2	Understand the basics of taxation and process of computing residential status. Understand deductions and calculation of tax liability of Individuals.
		CO3	Know the corporate tax system. Meaning of Salary, Allowances, Valuation & Taxability of Perquisites, Death cum Retirement benefits, Deductions against Salary. Income from House Property (Theory Only). (Problems on salary Income
		CO4	Calculate taxable income under different heads. Income Tax Act, 1961, Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Basis of charge and scope of total

			income , Residential Status and Incidence of Tax, Incomes which do not form part of Total Income (Sec.10), Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual assessee).
		CO5	Income under capital gain, basis of charge, transfer of capital asset, inclusion & exclusion from capital asset, capital gain, computation of capital gain, deductions from capital gains. Income from Other Sources (Theory Only). (Problems on computation of Income from capital gain).
		CO6	Income under the head Profit and Gains of Business or Professions and its computation- basic method of accounting- scheme of business deductions/ allowance- deemed profits- maintenance of books, Depreciation. (Problems on computation of income from business/ profession of Individual assessee and Depreciation).

Course Code	Subject	CO Code	Course Outcome
3.2.3	Corporate Valuation and Financial Modeling	CO1	This study lesson has made an endeavour to throw light on crucial elements of business valuation- Genesis of Valuation; Need for Valuation; Hindrances in Valuation; Business Valuation Approaches etc. After reading this lesson the reader will be conversant with fundamentals of valuation.
		CO2	This lesson have made an attempt to encompass the critical concepts whose understanding is needed to execute the assignments relating to mergers and acquisitions, convincing banks and financial institutions at the time of raising finance to meet working capital and long-term capital requirements, handle taxation related matters, to meet various statutory requirements etc.
		CO3	Valuation of public sector enterprises has also gained prominence, especially after disinvestment of public sector enterprises. Thus, this lesson has delved deep into various Indian Valuation Standards.

		CO4	Mere theoretical knowledge about valuation is not sufficient. A professional or senior management official undertaking valuation process needs to be acquainted with various methods used in valuation. Keeping this pertinent point in view, this lesson have covered various business valuation methods, like, Discounted Cash Flow Analysis (DCF); Comparable Transactions Method; Comparable Market Multiples Method; Economic Value Added Approach; Free Cash Flow to Equity etc.
		CO5	Indian Accounting Standard acts as a lighthouse for the companies in treatment of various business transactions. In this regard, one of the crucial financial treatments pertains to share based payment.Prescribes financial reporting in respect of share-based benefits and is relevant for companies which remunerate their employees by share-based (or stock option) schemes, such as Employee Stock Options (ESOP), Share Appreciation Rights (SAR), Phantom Equity, Share Purchase Plans (SPP) etc. This lesson have given emphasis on equity-settled share based payment transactions, transactions in which services are received, hurdles or bottlenecks in evaluation of the fair value of the equity instruments etc.
		CO6	This lesson has focused upon important dimensions, like, Dynamic and Non-dynamic aspects of business models, Timing of cash flows and Revenue Drivers, Working capital management, Maximum finance required, Sensitivity analysis etc.