



EASA COLLEGE OF ENGINEERING & TECHNOLOGY (ECET)

— ULTIMATE DESTINATION FOR TECHNICAL EXCELLENCE —

APPROVED BY AICTE, NEW DELHI | AFFILIATED TO ANNA UNIVERSITY, CHENNAI

NH - 47, PALAKKAD MAIN ROAD, NAVAKKARAI (P.O), COIMBATORE, TAMIL NADU - 641105

Course Outcome Statements

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Regulations 2017

Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5101 ECONOMIC ANALYSIS FOR BUSINESS
Year of Study:	2019-2020

Course Code and Name : BA5101 ECONOMIC ANALYSIS FOR BUSINESS		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C101.1	Apply the concept of opportunity cost	K3
C101.2	Employ marginal analysis for decision making	K2
C101.3	Analyze operations of markets under varying competitive conditions	K4
C101.4	Analyze causes and consequences of unemployment, inflation and economic growth	K4
C101.5	Apply the concept of opportunity cost	K2

Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5102 – Principles of Management
Year of Study :	2019-2020

Course Code and Name : BA5102 – Principles Of Management		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C102.1	The students should be able to describe and discuss the elements of effective management	K2
C102.2	Discuss and apply the planning, organizing and control processes	K2
C102.3	Describe various theories related to the development of leadership skills, motivation techniques, teamwork and effective communication	K2
C102.4	Communicate effectively through both oral and written presentation	K2
C102.5	Integrate management principles into management practices	K3



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Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA4103-ACCOUNTING FOR MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA4103-ACCOUNTING FOR MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C103.1	Possess a managerial outlook at accounts.	K2
C103.2	Preparation of financial statement analysis	K3
C103.3	Understand the management and cost accounting techniques	K2
C103.4	Apply the management and cost accounting techniques for decision making	K3
C103.5	Assess the accountancy standards of practices in India	K2

Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5104 LEGAL ASPECTS OF BUSSINESS
Year of Study :	2019-2020

Course Code and Name : BA5104 LEGAL ASPECTS OF BUSSINESS		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C104.1	Understand the fundamental legal principles in developing various contracts and commercial laws in the business world.	K2
C104.2	Identify the common forms of business associations and elements of corporate governance.	K2
C104.3	Develop insights regarding the laws related to industrial environment.	K3
C104.4	Ability to understand the fundamentals of corporate tax and GST.	K2
C104.5	Understand the role of consumer rights and cyber laws in the modern business environment.	K2



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Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5105 & ORGANISATIONAL BEHAVIOUR
Year of Study :	2019-2020

Course Code and Name : BA5105 & ORGANISATIONAL BEHAVIOUR		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C105.1	Understanding of various management concepts and skills required in the business world	K2
C105.2	In-depth knowledge of various functions of management in a real time management context	K2
C105.3	Understanding of the complexities associated with management of individual behavior in the organizations	K2
C105.4	Develop the skillset to have manage group behaviour in Organizations	K2
C105.5	Insights about the current trends in managing organizational behaviour	K2

Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5106 STATISTICS FOR MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA5106 STATISTICS FOR MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C106.1	Summarize data visually and numerically.	K1
C106.2	Build and assess data-based models.	K2
C106.3	Learn and apply the tools of formal inference.	K3
C106.4	Mathematical and probabilistic foundations of statistical inference.	K2
C106.5	Execute statistical analyses with professional software	K4



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Programme: Master of Business Administration	
Year & Semester:	I&I
Course Code & Name:	BA5107 TOTAL QUALITY MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA5107 TOTAL QUALITY MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C107.1	Understanding of the evolution of operations management practices and world class manufacturing processes	K2
C107.2	Knowledge about capacity planning, strategic sourcing and procurement in organizations	K2
C107.3	Enhances the understanding of product development and design process	K1
C107.4	Ability to forecast demand and overcome bottlenecks	K1
C107.5	Provides insight to Quality management tools and practices	K2

Programme: Master of Business Administration	
Year & Semester:	I&II
Course Code & Name:	BA5201 APPLIED OPERATIONS RESEARCH
Year of Study :	2019-2020

Course Code and Name :BA5201 APPLIED OPERATIONS RESEARCH		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C108.1	Formulate and obtain the optimal solution for Linear Programming problems.	K2
C108.2	Determine the optimal solution for Transportation problems.	K2
C108.3	Determine the optimal solution for Assignment problems.	K2
C108.4	Determine the best strategy and value of the given game model.	K2
C108.5	Plan, Schedule and Control the given project	K2



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Programme: Master of Business Administration	
Year & Semester:	I & II
Course Code & Name:	BA5202– Business Research Methods
Year of Study :	2019-2020

Course Code and Name : BA5202 – Business Research Methods		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C109.1	Students will understand and appreciate scientific inquiry	K2
C109.2	Students would know to write research proposals	K1
C109.3	The students would be able to undertake a systematic outlook towards business situation for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems	K2
C109.4	Students would be able to analyze data and find solutions to the problems	K4
C109.5	Students could prepare research reports	K3

Programme: MASTER OF BUSINESS ADMINISTRATION	
Year & Semester:	I & II
Course Code & Name:	BA5203 –Financial Management
Year of Study :	2019-2020

Course Code and Name : BA5203– Financial Management		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C110.1	Identify the concepts of financial decision of an organization	K2
C110.2	Recognize the time value of money	K2
C110.3	Learn the capital budgeting and cost of capital techniques	K2
C110.4	Understand how to decide the decision of capital structure and distribution of dividend	K2
C110.5	Assess the short-term and long- term sources of finance	K2



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Programme: Master of Business Administration	
Year & Semester:	I & II
Course Code & Name:	BA5204 HUMAN RESOURCE MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA5204 HUMAN RESOURCE MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C111.1	Gained knowledge on the various aspects of HRM	K2
C111.2	Gain knowledge needed for success as a human resources professional.	K2
C111.3	Develop the skills needed for a successful HR manager	K3
C111.4	Prepared to implement the concepts learned in the workplace.	K3
C111.5	Aware of the emerging concepts in the field of HRM	K1

Programme: Master of Business Administration	
Year & Semester:	I & II
Course Code & Name:	BA5205 - INFORMATION MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA5205 - INFORMATION MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C112.1	Learn the basics of data and information system.	K1
C112.2	Understand the system development methodologies	K2
C112.3	Understand database management system and its types.	K2
C112.4	Learn the various technologies in information system and its security.	K1
C112.5	Gains knowledge on effective applications of information systems in business.	K2



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Programme: Master of Business Administration	
Year & Semester:	I & II
Course Code & Name:	BA5206 Operations Management
Year of Study :	2019-2020

Course Code and Name : BA5206 Operations Management		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C113.1	Understanding of the evolution of operations management practices and world class manufacturing processes	K2
C113.2	Knowledge about capacity planning, strategic sourcing and procurement in organizations	K1
C113.3	Enhances the understanding of product development and design process	K2
C113.4	Ability to forecast demand and overcome bottlenecks	K1
C113.5	Provides insight to Quality management tools and practices	K2

Programme: Master of Business Administration	
Year & Semester:	I&II
Course Code & Name:	BA5207-MARKETING MANAGEMENT
Year of Study :	2019-2020

Course Code and Name : BA5207-MARKETING MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C114.1	Applied knowledge of contemporary marketing theories to the demands of business and management practice.	K1
C114.2	Enhanced knowledge of marketing strategies for consumer and industrial marketing.	K2
C114.3	Deep understanding of choice of marketing mix elements and managing integrated marketing channels.	K1
C114.4	Ability to analyze the nature of consumer buying behavior.	K2
C114.5	Understanding of the marketing research and new trends in the arena of marketing.	K1



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5301 International Business Management
Year of Study :	2020-2021

Course Code and Name : BA5301 International Business Management		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C201.1	In Depth knowledge of driving factors of international Business	K1
C201.2	Understanding of theories of trade and investment practiced in the global world	K2
C201.3	Deep Insights in to various market entry strategies followed by Global Organizations	K2
C201.4	Ability to identify the various global production and supply chain issues and have an understanding of foreign exchange determination system	K3
C201.5	Enhance the cognitive knowledge of managing business across the cultures	K1

Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5302 STRATEGIC MANAGEMENT
Year of Study :	2020-2021

Course Code and Name : BA5302 STRATEGIC MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C202.1	Ability to understand the Strategic management process and social responsibility of business organizations	K1
C202.2	In-depth understanding about the need for developing competitive advantage for organizations	K2
C202.3	Provides insights into various corporate and business level strategies	K2
C202.4	Facilitates to identify the various control systems required for organizational strategy implementation process	K1
C202.5	Enhances the cognitive knowledge about various strategic issues and development of new business models	K2



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5002&Consumer Behaviour
Year of Study :	2020-2021

Course Code :BA5002&Consumer Behaviour		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C203.1	Consumer orientation and consumption	K2
C203.2	Intrinsic influences	K3
C203.3	Effects of external influences	K1
C203.4	Models of consumer and industrial buying	K2
C203.5	The decision making process	K2

Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5005 RETAIL MARKETING
Year of Study :	2020-2021

Course Code and Name : BA4008 RETAIL MARKETING		
Course Code	CO Statements	Knowledge Level
The students should be able to		
B204.1	Provide insights on retail operation	K1
B204.2	Understand effective methods and strategies required for retail management	K2
B204.3	Understand how to utilize resources and techniques used in retail management	K2
B204.4	Understand analysis of store location, merchandising, products and pricing.	K2
B204.5	Gain knowledge about shopping behaviour	K1



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5006 SERVICE MARKETING
Year of Study :	2020-2021

Course Code and Name : BA5006 SERVICE MARKETING		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C205.1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities	K1
C205.2	Develop and justify marketing planning and control systems appropriate to service-based activities	K2
C205.3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty	K1
C205.4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.	K2
C205.5	Recognise the challenges faced in services delivery as outlined in the services gap model	K1

Programme Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA45008 BANKING AND FINANCIAL SERVICES
Year of Study :	2020-2021

Course Code and Name : BA4003 BANKING AND FINANCIAL SERVICES		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C206.1	Understand the overall structure and functions of Indian financial system.	K2
C206.2	Gain knowledge about regulations governing Indian banking system.	K1
C206.3	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks.	K3
C206.4	Familiarise the students with the concepts of e-banking.	K1
C206.5	In-depth understanding of fee-based and fund-based financial services in India.	K2



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5010 & DERIVATIVES MANAGEMENT
Year of Study :	2020-2021

Course Code and Name : BA5010& DERIVATIVES MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C207.1	Possess good skills in hedging risks using derivatives	K1
C207.2	Understand about future contract and options	K2
C207.3	Learning in depth about options and swaps	K3
C207.4	Knowing about the evolution of derivative markets	K2
C207.5	Develop in depth knowledge about stock options and index futures in NSE	K1

Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA4001 - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
Year of Study :	2020-2021

Course Code and Name : BA4001 - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C208.1	Understand the concept of investment and identify the investment alternatives to investors.	K2
C208.2	Learn the nuances of fundamental analyses and technical analyses.	K2
C208.3	Analyse and evaluate the value of securities.	K4
C208.4	Explain how to construct an efficient portfolio.	K1
C208.5	Explore the various methods through which portfolio evaluation could be done.	K5



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA4032 – ENTREPRENEURSHIP DEVELOPMENT
Year of Study :	2020-2021

Course Code and Name : BA4032- ENTREPRENEURSHIP DEVELOPMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C209.1	The learners will gain entrepreneurial competence to run the business efficiently.	K1
C209.2	The learners are able to undertake businesses in the entrepreneurial environment	K2
C209.3	The learners are capable of preparing business plans and undertake feasible projects	K2
C209.4	The learners are efficient in launching and develop their business ventures successfully	K1
C209.5	The learners shall monitor the business effectively towards growth and development..	K2

Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA 5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE
Year of Study :	2020-2021

Course Code and Name : BA 5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C210.1	Industrial relations system and Trade unions .	K1
C210.2	Industrial Disputes and labour welfare measures	K2
C210.3	Labour legislation introduction and legal provisions for factory workers, wages and Bonus	K3
C210.4	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship	K2
C210.5	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.	K1



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Programme: Master of Business Administration	
Year & Semester:	II & III
Course Code & Name:	BA5019 Strategic HUMAN RESOURCE MANAGEMENT
Year of Study :	2020-2021

Course Code and Name : BA5109 Strategic HUMAN RESOURCE MANAGEMENT		
Course Code	CO Statements	Knowledge Level
The students should be able to		
C211.1	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.	K2
C211.2	Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges	K1
C211.3	To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organisations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risk	K2
C211.4	Providing an overview of the counselling and coaching processes and techniques, Developing alternative approach to dealing with problem situations in organisations	K1
C211.5	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers	K2