



M.I.E.T. ENGINEERING COLLEGE

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)
UG - CSE, EEE & MECH Programs Accredited by NBA, New Delhi.
(An ISO 9001:2015 Certified Institution)
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DEPARTMENT OF MANAGEMENT STUDIES

COURSE OUTCOMES (Regulation – 2017)

The following are the outcomes for the student after successful completion of each course

SEMESTER – I	
C101: BA5101- ECONOMIC ANALYSIS FOR BUSINESS	
C101.1	Understand the basic concepts of Economics
C101.2	Analyze the consumer and producer behavior
C101.3	Assess the Product and factor of market
C101.4	Analyze the macro economic performance
C101.5	Analyze the role of money market equilibrium
C102: BA5102- PRINCIPLES OF MANAGEMENT	
C102.1	Understand the concepts of management
C102.2	Plan the management process
C102.3	Organize various activities for recruitment, career development to develop the organization
C102.4	Managing the people through the directing
C102.5	Evaluate the organization through controlling techniques
C103: BA5103 ACCOUNTING FOR MANAGEMENT	
C103.1	Understand the concept of financial accounting
C103.2	Assess the company accounts
C103.3	Analyze the financial statement of organization
C103.4	Analyze the cost accounting
C103.5	Analyze the accounting using computerized environment
C 104: BA5104 LEGAL ASPECTS OF BUSINESS	
C104.1	Understand the commercial law
C104.2	Understand the company law
C104.3	Apply the Industrial law
C104.4	Incorporate Income tax and sales tax act

C104.5	Implement the consumer protection Act and cyber laws.
C 105: BA5105 ORGANIZATIONAL BEHAVIOUR	
C105.1	Understand the concept of organizational behavior
C105.2	Analyze the Individual behavior of organization
C105.3	Evaluate group behavior in organization structure
C105.4	Develop the leadership qualities
C105.5	Assess the dynamics of organizational behavior
C 106: BA5105 STATISTICS FOR MANAGEMENT	
C106.1	Understand the basic concepts of statistical methods in management
C106.2	Assess the sampling distribution
C106.3	Analyze the samples using parametric test
C106.4	Analyze the samples using non parametric test
C106.5	Apply the correlation and regression in estimation
C 107: BA5106 TOTAL QUALITY MANAGEMENT	
C107.1	Understand the various dimension of the qualities of management
C107.2	Understand the principles and philosophies of quality management
C107.3	Apply the statistical process for control the business
C107.4	Apply various tools and techniques for quality management
C107.5	Create the quality system for continuous improvement
C108 BA5111 SPOKEN AND WRITTEN COMMUNICATION	
C108.1	Understand the concept of personal communication
C108.2	Apply the employability skills
C108.3	Develop the concept of workplace communication
C108.4	Cultivate the skills of research writing
C108.5	Utilize the creative writing concepts
SEMESTER II	
C 201 BA5201 APPLIED OPERATIONS RESEARCH	
C201.1	Apply linear programming in complex problem
C201.2	Solve the transportation model problems
C201.3	Analyze the integer programming and game theory in complex problems
C201.4	Control the inventory models by using simulation and decision theory
C201.5	Solve the multi-channel business using queuing theory and replacement models

C 202 BA5202 BUSINESS RESEARCH METHODS	
C202.1	Understand the concept of business research methods
C202.2	Use the various research design technique to improve the business
C202.3	Apply various techniques for data collection and process of data
C202.4	Analyze the process of data preparation by using statistical techniques
C202.5	Prepare research report for business
C 203: BA5203 FINANCIAL MANAGEMENT	
C203.1	Cognize the foundation of finance
C203.2	Make investment decisions for management of finance
C203.3	Make decision for financing dividend different culture
C203.4	Estimate the working capital for dissimilar managements
C203.5	Analyze the long term sources of finance
C 204: BA5204 HUMAN RESOURCE MANAGEMENT	
C204.1	Use the several perspectives in human resource management
C204.2	Choose best fit employee
C204.3	Train to become executive for human resource management
C204.4	Enhance employee interest to sustain
C204.5	Evaluate the performance of human resources for various stage
C 205 :BA5205 INFORMATION MANAGEMENT	
C205.1	Analyze the different information for management
C205.2	Analyze the flowchart through system design
C205.3	Use various analysis technique to design the information system
C205.4	Apply various techniques for database management
C205.5	Produce new IT initiatives in E- business management
C 206 : BA5205 MARKETING MANAGEMENT	
C206.1	Utilize the different marketing management methods
C206.2	Analyze the marketing strategies
C206.3	Take the marketing mix decisions of improve the marketing
C206.4	Analyze the buyer behavior
C206.5	Analyze the information system through market research
C 207: BA5206 OPERATIONS MANAGEMENT	
C207.1	Understand the importance of operations management

C207.2	Plan the requirements for different operation
C207.3	Design the product with work system
C207.4	Utilize different techniques for material management
C207.5	Schedule the projects by using various management techniques
C208:BA5211 DATA ANALYSIS AND BUSINESS MODELING	
C208.1	Analyze the descriptive statistics
C208.2	Evaluate parametric and non-parametric model
C208.3	Simulate risk and sensitivity analysis
C208.4	Analyze transportation and Assignment problems
C208.5	Evaluate the inventory models
SEMESTER III	
C 301:BA5301 INTERNATIONAL BUSINESS MANAGEMENT	
C301.1	Understand the environment of global business
C301.2	Analyze the International investment
C301.3	Utilize the strategies involved in international business
C301.4	Predict the production, marketing, human resource and finance in global business
C301.5	Apply ethics in international business management.
C302: BA5302 STRATEGIC MANAGEMENT	
C302.1	Apply the different strategies in management to develop the organization
C302.2	Evaluate the competitive advantage in various context
C302.3	Frame the strategy for successful business
C302.4	Implement and evaluate the strategy in the business unit
C302.5	Resolve the strategic issues
C303:BA5001 BRAND MANAGEMENT	
C303.1	Understand the purpose of branding.
C303.2	Apply the brand strategies for build strong brand
C303.3	Promote branding by various modes
C303.4	Extend the branding by different brand adoption
C303.5	Asses the brand performance
C304 BA5006 SERVICES MARKETING	
C304.1	Analyze the growth of the service marketing in different sectors

C304.2	Analyze the opportunities in service market
C304.3	Asses the service quality through various design
C304.4	Design service delivery system for promotion
C304.5	Apply service strategic techniques in different areas
C305 BA5005 RETAIL MARKETING	
C305.1	Understand the basic requirement of retail marketing
C305.2	Use the different retail formats in retail marketing
C305.3	Take retailing decision for several environment in retail marketing
C305.4	Establish retail shop management for various sectors
C305.5	Analyze the behaviors of retail shoppers
C306 BA5008 Banking Financial Services Management	
C306.1	Understand the overview of Indian banking system
C306.2	Analyze the various deposit schemes in banking sector
C306.3	Analyze the financial sickness and distress
C306.4	Apply the various techniques of financial performance for diversification in business
C306.5	Innovate the various services in E-banking
C307 BA5022 MERCHANT BANKING AND FINANCIAL SERVICES	
C307.1	Understand the relevance of merchant banking in India
C307.1	Analyze the merchant banking issues
C307.1	Apply the fee based service in merchant and finance
C307.1	Examine the different financial services for fund generation
C307.1	Utilize the fund for ventures and startups
C308 BA5012 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	
C308.1	Categorize the investment for secure investment
C308.2	Asses the securities markets in various sectors
C308.3	Forecast the required finance in different investment
C308.4	Analyze the various methods for technical analysis in securities market
C308.5	Implement the portfolio management in various findings
C309 BA5014 ENTREPRENEURSHIP DEVELOPMENT	
C309.1	Understand the basic concepts of Entrepreneurship
C309.2	Use the various schemes offered by state and central Govt. for entrepreneurs

C309.3	Prepare the business plan for product sale
C309.4	start up the small business through resource mobilization
C309.5	Manage the small business by monitoring and evaluating
C310 BA5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE	
C310.1	Comprehend the various industrial relation concepts in public sector
C310.2	Identify the causes of industrial disputes
C310.3	Evaluate the welfare measures for labors
C310.4	Implement the various safety provisions to industrial safety
C310.5	Evaluate the welfare measures of special category labors
C311 BA5017 MANAGERIAL BEHAVIOUR AND EFFECTIVENESS	
C311.1	Comprehend the various dimensions of managerial jobs
C311.2	Examine the various managerial skills for future development
C311.3	Assess the managerial effectiveness
C311.4	Analyze the issues in organizational environment
C311.5	Improve the self skills for organization.
C312 BA5020 ADVANCED DATABASE MANAGEMENT SYSTEM	
C312.1	Handle advanced database management systems
C312.2	Implement database management systems in various sectors of management system
C312.3	Apply distributed database of solving and optimizing the databases
C312.4	Employ object oriented in management system
C312.5	Incorporate latest trends in database management systems
C313 BA5024 E- BUSINESS MANAGEMENT	
C313.1	Manage the e-business in all the sector
C313.2	Apply the technology and infrastructure in E-Business
C313.3	Develop the business application for various sector
C313.4	Securely transfer the payment for E-Business
C313.5	Handle legal related issues
C314 BA502 Enterprise Resource planning	
C314.1	Analyze all the aspects of ERP requirements
C314.2	Solve the small, medium and large enterprise issues through ERP
C314.3	Implement the ERP in small, medium and large enterprise

C314.4	Manage the post implementation of ERP
C314.5	Update the ERP as per the latest trends
C315 BA5019 Strategic Human Resource Management	
C315.1	Analyze the need of the HRM
C315.2	Handle the Human Resource by e sources
C315.3	Analyze the cultural changes in the human resources
C315.4	Develop the human resources by conducting various models
C315.5	Carry out coaching & counseling for employee development
II Year/SEMESTER : IV	
C401 BA5411 Project work	
C401.1	Identify the problem in management system
C401.2	Conduct literature survey to identify the existing status of the problem
C401.3	Develop the project methodology for solving the issue
C401.4	Solve the problem by implementing the management skills
C401.1	Prepare report for presentation