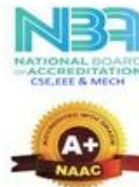




# M.I.E.T. ENGINEERING COLLEGE

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai)  
UG - CSE, EEE & MECH Programs Accredited by NBA, New Delhi  
Accredited with 'A+' grade by NAAC  
An ISO 9001:2015 Certified Institution  
Recognized by UGC under section 2(f) & 12(B) of UGC Act, 1956  
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## DEPARTMENT OF MANAGEMENT STUDIES

### COURSE OUTCOMES (Regulation – 2021)

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

#### SEMESTER – I

#### C 101: BA 4101- STATISTICS FOR MANAGEMENT

C101.1	Understand the foundational statistical concepts
C101.2	Choose the statistical tools
C101.3	Analyze data by statistical techniques
C101.4	Forecast the statistical methods for business
C101.5	Interpret statistical findings to resolve the issues in business management

#### C 102: BA 4102 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

C102.1	Comprehend the fundamental principles in management
C102.2	Analyze the behavior of individuals
C102.3	Analyze the behavior of groups within organizations
C102.4	Gain an awareness of ethical issues in management.
C102.5	Understand the organization behavior

#### C 103: BA 4103 MANAGERIAL ECONOMICS

C103.1	Understand the economic concepts.
C103.2	Analyze the customer and consumer behavior
C103.3	Forecast the product market
C103.4	Understand the basics of macro economics
C103.5	Analyze the monetary policy and fiscal policy

#### C 104: BA 4104 ACCOUNTING FOR DECISION MAKING

C104.1	Understand the basic concepts related to accounts
C104.2	Analyze the financial statement of the organization
C104.3	Apply the concept of cost accounting to prepare financial statement
C104.4	Evaluate the marginal cost of the product.
C104.5	Prepare a budget for production

<b>C 105: BA 4105 LEGAL ASPECTS OF BUSINESS</b>	
<b>C105.1</b>	Understand the basic concepts of commercial law
<b>C105.2</b>	Use company and competition act
<b>C105.3</b>	Apply the various act in Industry
<b>C105.4</b>	Apply corporate tax & GST for products and services
<b>C105.5</b>	Apply consumer protection act, cyber laws and IPR in business.
<b>C 106 BA 4106 INFORMATION MANAGEMENT</b>	
<b>C106.1</b>	Understand the concept of Information management
<b>C106.2</b>	Design the information system using different methodologies
<b>C106.3</b>	Manage the collected data effectively
<b>C106.4</b>	Control the system securely
<b>C106.5</b>	Update the latest trends in information management.
<b>C 107 BA 4107 INDIAN ETHOS</b>	
<b>C107.1</b>	Understand the basic concepts of Indian ethos
<b>C107.2</b>	Handle issues of business ethics
<b>C107.3</b>	Apply the ethical knowledge in value systems
<b>C107.4</b>	Follow the ethos in leadership
<b>C107.1</b>	Apply the basic concepts of Indian ethos in business
<b>C 108 BA 4112 BUSINESS COMMUNICATION (LABORATORY)</b>	
<b>C108.1</b>	Understand good communication and managerial skills
<b>C108.2</b>	Excel in different forms of written communication required in a business context
<b>C108.3</b>	Develop good presentation skills
<b>C108.4</b>	Face the interview by the skills learned
<b>C108.5</b>	Ability to prepare Business reports
<b>SEMESTER II</b>	
<b>C 201 BA 4201 QUANTITATIVE TECHNIQUES FOR DECISION MAKING</b>	
<b>C201.1</b>	Understand the concept of Linear Programming
<b>C201.2</b>	Apply linear programming techniques in different models
<b>C201.3</b>	Make decision for different situations.
<b>C201.4</b>	Control the inventory for various model
<b>C201.5</b>	Apply queuing theory and replacement models for prioritization

<b>C 202- BA4202 FINANCIAL MANAGEMENT</b>	
<b>C202.1</b>	Understand the concepts behind the foundation of finance
<b>C202.2</b>	Make sound investment and financing decisions.
<b>C202.3</b>	Decide financing and investing money in different sectors
<b>C202.4</b>	Estimate the capital investment
<b>C202.5</b>	Assess the long and short term finance in Indian capital market
<b>C 203- BA4203 HUMAN RESOURCE MANAGEMENT</b>	
<b>C203.1</b>	Understand the key concepts and theories of human resource management
<b>C203.2</b>	Understand human resource planning and recruitment
<b>C203.3</b>	Develop the human resource by different types of training
<b>C203.4</b>	Analyze the concepts involved in employee engagement
<b>C203.5</b>	Control the organization
<b>C 204- BA4204 OPERATIONS MANAGEMENT</b>	
<b>C204.1</b>	Understand the current trends in operations management
<b>C204.2</b>	Analyze the value chain models for effective operation
<b>C204.3</b>	Design the process chart for different operations
<b>C204.4</b>	Plan and control the operations for effective management
<b>C204.5</b>	Evaluate the quality of management
<b>C 205- BA4205 BUSINESS RESEARCH METHODS</b>	
<b>C205.1</b>	Understand the basic concept of research methods
<b>C205.2</b>	Apply research design and measurement for valuable business methods
<b>C205.3</b>	collect data by various techniques
<b>C205.4</b>	Prepare the data and make analysis for business problems
<b>C205.5</b>	Prepare the report by considering ethical business
<b>C 206- BA4206 BUSINESS ANALYTICS</b>	
<b>C206.1</b>	Plan for the organizational decision making process
<b>C206.2</b>	Allocate human resource by using business analytics
<b>C206.3</b>	Apply the tools of descriptive analytics for problem solving
<b>C206.4</b>	Estimate the future demand through predictive analytics
<b>C206.5</b>	Apply prescriptive analytics for the development of organization
<b>C 207- BA4207 MARKETING MANAGEMENT</b>	
<b>C207.1</b>	Distinguish functional areas of marketing management
<b>C207.2</b>	Apply the marketing strategies for promotion

<b>C207.3</b>	Assess the role of decision making in marketing mix
<b>C207.4</b>	Analyze the customer behaviour
<b>C207.5</b>	Assess the dynamic marketing trends
<b>C 208- BA4212 Data Analysis and Business Modeling Lab</b>	
<b>C208.1</b>	Analyze the descriptive statistics
<b>C208.2</b>	Analyze the parametric and Non-parametric test
<b>C208.3</b>	Analyze the investment portfolio
<b>C208.4</b>	Analyze the transportation and assignment problems
<b>C208.5</b>	Develop inventory models
<b>SEMESTER III</b>	
<b>C301- BA4301 STRATEGIC MANAGEMENT</b>	
<b>C301.1</b>	Conceptualize the strategic management process
<b>C301.2</b>	Evaluate the competitive advantage in business environment
<b>C301.3</b>	Analyze the internal organizational level strategies
<b>C301.4</b>	Apply strategies to plan and control
<b>C301.5</b>	Analyze the issues of profit and non-profit organizations.
<b>C302- BA4302 -INTERNATIONAL BUSINESS</b>	
<b>C302.1</b>	Acquire knowledge on the basic concepts of International Business
<b>C302.2</b>	Analyze the various trade related theories in international business.
<b>C302.3</b>	Interpret the various ways to enter into global market
<b>C302.4</b>	Globalize the production, marketing and finance
<b>C302.5</b>	Develop the human resource for international business
<b>C303- BA4002 - FINANCIAL MARKETS</b>	
<b>C303.1</b>	Create investment avenue
<b>C303.2</b>	Utilize the regulatory system of Indian capital marketing
<b>C303.3</b>	Utilize the regulatory system of stock exchange
<b>C303.4</b>	Evaluate the internal and external finance environment
<b>C303.5</b>	Apply the various tools and techniques to evaluate the portfolio management
<b>C303- BA4001 - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>	
<b>C304.1</b>	Understand the various Investment process
<b>C304.2</b>	Analyze the fundamentals of finance
<b>C304.3</b>	Technically analyze the financial markets
<b>C304.4</b>	Apply strategies for selection of investment portfolio
<b>C304.5</b>	Create different pricing models

**C305- BA4003 - BANKING AND FINANCIAL SERVICES****C305.1** Understand the basics of Indian Banking System.**C305.2** Analyze the sources and risk involved in management**C305.3** Understand the advanced technology implemented in banking sectors**C305.4** Analyze the asset based financial services**C305.5** Use the insurance and other financial related services**C306- BA4030 - E-BUSINESS MANAGEMENT****C306.1** Understand the basic components of the E-Commerce**C306.2** Understand the need for technology infrastructure**C306.3** Use various business application models**C306.4** Analyze the importance of security issues in payments on E-Commerce**C306.5** Solve the legal issues involved in E-commerce.**C307- BA4031 - ENTERPRISE RESOURCE PLANNING****C307.1** Understand the basic concept in ERP**C307.2** Utilize the ERP functional modules**C307.3** Plan and implement the ERP**C307.4** Analyze the impact factors after implementation**C307.5** Develop advanced trends for the development of the organization**C308 BA4029 SOCIAL MEDIA AND WEB ANALYTICS****C308.1** Understand the basics concepts of Social media skills**C308.2** Create a social media community**C308.3** Evaluate the social media policies.**C308.4** Apply the concepts of web analytics.**C308.5** Create the website design for search engines**C309 BA4011 - SERVICES MARKETING****C309.1** Understand the role of services in economy**C309.2** Analyze the service market potential, classification of services,**C309.3** Evaluate the concept of service life cycle and development**C309.4** Analyze the concept of pricing of services**C309.5** Apply the service marketing strategies**C310 BA4013 - PRODUCT AND BRAND MANAGEMENT**

<b>C310.1</b>	Understand the new product development process
<b>C310.2</b>	Understand the concept of brand positioning
<b>C310.3</b>	Analyze the concepts of Branding in Indian market.
<b>C310.4</b>	Manage the various types of branding.
<b>C310.5</b>	Understand the importance of intangible strategic asset
<b>C311 BA4014 - DIGITAL MARKETING</b>	
<b>C311.1</b>	Understand the digital marketing strategies
<b>C311.2</b>	Analyze the search engine optimization in digital marketing.
<b>C311.3</b>	Utilize the social media for branding
<b>C311.4</b>	Analyze the social media for various marketing campaigns
<b>C311.5</b>	Evaluate the digital transformation
<b>C312 BA4022 QUALITY MANAGEMENT</b>	
<b>C312.1</b>	Understand the evolution of Quality management
<b>C312.2</b>	Analyze the quality philosophies and practices
<b>C312.3</b>	Apply statistical process control to enhance quality.
<b>C312.4</b>	Use quality tools to improve an organization's quality performance
<b>C312.5</b>	Use ISO standards in quality management systems
<b>C313 BA4026 PROJECT MANAGEMENT</b>	
<b>C313.1</b>	Understand the roles and responsibilities of a project manager
<b>C313.2</b>	Utilize the project plans and managing the budget format
<b>C313.3</b>	Ability to schedule and allocate resources to projects
<b>C313.4</b>	Create and manage a new project
<b>C313.5</b>	Evaluate and control complete projects
<b>C314 BA4023 MATERIALS MANAGEMENT</b>	
<b>C314.1</b>	Understand the Fundamentals of Material Management
<b>C314.2</b>	Analyze the requirements for material planning, scheduling and controlling
<b>C314.3</b>	Ability to apply inventory management models
<b>C314.4</b>	Understand the purchasing practices
<b>C314.5</b>	Apply material management systems and procedures in warehouse management
<b>C315: BA4016 - INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS</b>	
<b>C315.1</b>	Understand the concept of industrial relations in the organization.
<b>C315.2</b>	Understand the concept of industrial disputes
<b>C315.3</b>	Implement the labor welfare measures in the organization

<b>C315.4</b>	Utilize the rules for safety, health provisions and occupational hazards in the organization
<b>C315.5</b>	Understand the different types of labors and their statutory provision in the organization.
<b>C316: BA4017 - ORGANIZATIONAL, DESIGN, CHANGE AND DEVELOPMENT</b>	
<b>C316.1</b>	Understand the concepts of change management
<b>C316.2</b>	Analyze the factors for organizational design and change
<b>C316.3</b>	Manage the skills required for any change in the organization
<b>C316.4</b>	Utilize the managerial skills for the development in organizations.
<b>C316.5</b>	Evaluate the development of organization.
<b>C317 BA4019 - REWARD AND COMPENSATION MANAGEMENT</b>	
<b>C317.1</b>	Use the skills in reward management systems.
<b>C317.2</b>	Analyze the various dimensions of Compensation Management.
<b>C317.3</b>	Create new policies and strategies for reward management systems
<b>C317.4</b>	Analyze the employees retention
<b>C317.5</b>	Evaluate the current reward systems and process in an organization.
<b>SEMESTER IV</b>	
<b>C401 BA 4411 PROJECT WORK</b>	
<b>C401.1</b>	Solve the real-world business problem
<b>C401.2</b>	Analyze complex business issues and relevant factors
<b>C401.3</b>	Interpret relevant data for solving the problems
<b>C401.4</b>	Analyze business problems and alternative solutions
<b>C401.5</b>	Delegate tasks, coordinate efforts, and resolve conflicts.