



# MEENAKSHI COLLEGE OF ENGINEERING

No-12, Vembuli Amman Koil Street, West K.K Nagar,  
Chennai - 600 078

## DEPARTMENT OF MANAGEMENT STUDIES

REGULATION 2017

SEMESTER - I

### Course Outcomes

#### **Course Name: ECONOMICS ANALYSIS FOR BUSINESS(BA5101)**

<b>CO1</b>	Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy
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#### **Course Name: PRINCIPLES OF MANAGEMENT (BA5102)**

<b>CO1</b>	The students should be able to describe and discuss the elements of effective management,
<b>CO2</b>	Discuss and apply the planning, organizing and control processes
<b>CO3</b>	describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication,
<b>C04</b>	communicate effectively through both oral and written presentation.

#### **Course Name: ACCOUNTING FOR MANAGEMENT (BA5103)**

<b>CO1</b>	Possess a managerial outlook at accounts.
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#### **Course Name: LEGAL ASPECTS OF BUSINESS (BA5104)**

<b>CO1</b>	Legal insight will be established in the business practices according to the situation of changing environment
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#### **Course Name: ORGANIZATIONAL BEHAVIOUR (BA5105)**

<b>CO1</b>	Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.
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#### **Course Name: STATISTICS FOR MANAGEMENT (BA5106)**

<b>CO1</b>	To facilitate objective solutions in business decision making under subjective conditions.
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**Course Name: TOTAL QUALITY MANAGEMENT (BA5107)**

<b>CO1</b>	To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight.
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**Course Name: SPOKEN AND WRITTEN COMMUNICATION (BA5111)**

<b>CO1</b>	Get into the habit of writing regularly.
<b>CO2</b>	Express themselves in different genres of writing from creative to critical to factual writing
<b>CO3</b>	Take part in print and online media communication
<b>CO4</b>	Read quite widely to acquire a style of writing and
<b>CO5</b>	Identify their area of strengths and weaknesses in writing.
<b>CO6</b>	Speak confidently with any speakers of English, including native speakers
<b>CO7</b>	Speak effortlessly in different contexts – informal and formal.

**Course Name: BRAND MANAGEMENT (BA5001)**

<b>CO1</b>	Have a solid understanding of the key ‘branding’ concepts, methods and tools used by marketing practitioners.
<b>CO2</b>	Be able to more confidently engage in and contribute to ‘brand building’ projects, developments, and discussions.

**SEMESTER – II**

**Course Name: APPLIED OPERATIONS RESEARCH (BA5201)**

<b>CO1</b>	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.
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**Course Name: BUSINESS RESEARCH METHODS (BA5202)**

<b>CO1</b>	Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.
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**Course Name: FINANCIAL MANAGEMENT (BA5203)**

<b>CO1</b>	Possess the techniques of managing finance in an organization
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**Course Name: HUMAN RESOURCE MANAGEMENT (BA5204)**

<b>CO1</b>	Students will gain knowledge and skills needed for success as a human resources professional
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**Course Name: INFORMATION MANAGEMENT (BA5205)**

<b>CO1</b>	Gains knowledge on effective applications of information systems in business
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**Course Name: OPERATIONS MANAGEMENT (BA5206)**

<b>CO1</b>	Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.
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**Course Name: MARKETING MANAGEMENT (BA5207)**

<b>CO1</b>	Knowledge of analytical skills in solving marketing related problems.
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<b>CO2</b>	Awareness of marketing management process
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**Course Name: DATA ANALYSIS AND BUSINESS MODELING (BA5211)**

<b>CO1</b>	Knowledge of spreadsheets and data analysis software for business modeling.
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**SEMESTER – III**

**Course Name: INTERNATIONAL BUSINESS MANAGEMENT (BA5301)**

<b>CO1</b>	Students would be familiar with global business environment, global strategic management practices and get acquainted with functional domain practices. They would be familiar with conflicts situations and ethical issues in global business.
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**Course Name: STRATEGIC MANAGEMENT (BA5302)**

<b>CO1</b>	This Course will create knowledge and understanding of management concepts principles and skills from a people, finance, marketing and organisational perspectives the development of appropriate organisational policies and strategies within a changing context to meet stakeholder interests information systems to learn from failure key tools and techniques for the analysis and design of information systems, including their human and organisational as well as technical aspects.
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**Course Name: BRAND MANAGEMENT (BA5001)**

<b>CO1</b>	Have a solid understanding of the key 'branding' concepts, methods and tools used by marketing practitioners.
<b>CO2</b>	Be able to more confidently engage in and contribute to 'brand building' projects, developments, and discussions.

**Course Name: INTEGRATED MARKETING COMMUNICATION (BA5004)**

<b>CO1</b>	Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.
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**Course Name: SERVICES MARKETING (BA5006)**

<b>CO1</b>	Will be able to apply the concepts of services marketing in promoting services.
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**Course Name: BANKING FINANCIAL SERVICES MANAGEMENT (BA5008)**

<b>CO1</b>	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
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**Course Name: MERCHANT BANKING AND FINANCIAL SERVICES (BA5011)**

<b>CO1</b>	Good knowledge on merchant banking activities
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**Course Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (BA5012)**

<b>CO1</b>	Become a good investment analyst
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**Course Name: ENTREPRENEURSHIP DEVELOPMENT (BA5014)**

<b>CO1</b>	Students will gain knowledge and skills needed to run a business.
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**Course Name: INDUSTRIAL RELATIONS AND LABOUR WELFARE (BA5015)**

<b>CO1</b>	Students will know how to resolve industrial relations and human relations problems and promote welfare of industrial labour.
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**Course Name:** ORGANISATIONAL THEORY, DESIGN AND DEVELOPMENT (BA5018)

<b>CO1</b>	Students will be able to analyze organizations more accurately and deeply by applying organization theory.
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**Course Name:** STRATEGIC HUMAN RESOURCE MANAGEMENT (BA5019)

<b>CO1</b>	Students will have a better understanding of the tools and techniques used by organizations to meet current challenges.
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**Course Name:** LOGISTICS MANAGEMENT (BA5025)

<b>CO1</b>	To enable an efficient method of moving products with optimization of time and cost
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**Course Name:** PROJECT MANAGEMENT (BA5028)

<b>CO1</b>	To apply project management principles in business situations to optimize resource utilization and time optimisation.
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**Course Name:** SUPPLY CHAIN MANAGEMENT (BA5030)

<b>CO1</b>	Ability to build and manage a competitive supply chain using strategies, models, techniques and information technology.
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