



GANDHI INSTITUTE OF EXCELLENT TECHNOCRATS
SANTI NIKETAN, GHANGAPATANA, BHUBANESWAR-752054
DEPARTMENT OF MBA

COURSE OUT COMES 1ST YEAR

1. Course outcomes for Managerial Economics

CO-1: Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.

CO-2: Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.

CO-3: Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.

CO-4: Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle.

2. Business Communication

CO-1: Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.

CO-2: Develop awareness of Techniques of active Listening and fluent speaking.

CO-3: Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.

CO-4: Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.

CO-5: Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.

CO-6: Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

3. UNIVERSAL HUMAN VALUES, ETHICS AND ENVIRONMENT

CO-1: Develop a comprehensive understanding of Universal Human Values (UHV) and their practical applications in personal, familial, societal, and business contexts.

CO-2: Analyze ethical principles and theories in business decision-making, fostering a culture of integrity, responsibility, and leadership.

CO-3: Evaluate environmental issues, regulations, and sustainable business practices to mitigate ecological degradation and promote corporate responsibility.

CO-4: Assess the dynamic business environment, including economic, political, and ethical dimensions, to navigate challenges and opportunities in diverse socio-economic landscapes.



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4. ENTREPRENEURSHIP & LEGAL ENVIRONMENT

CO-1: Rationalise for studying Entrepreneurship Development and realizing that entrepreneurs are wealth creators in our society.

CO-2: Demonstrate a fundamental comprehension of business opportunities and implementing them practically.

CO-3: Discuss unique start-up or entrepreneurial ideas in groups and present a business plan that articulates and applies financial, operational, organizational, market, and sales knowledge to identify paths to value creation through 1) company formation (for-profit); 2) social innovation (non-profit); or 3) intellectual property licensing.

CO-4: Demonstrate an in-depth understanding of the Start-up ecosystem in India and become conversant with sources of new finances, use of technology, customer acquisition concepts, etc. The focus will be on creating sustainable businesses.

5. MANAGEMENT LESSONS FROM ANCIENT INDIA

CO-1: Demonstrate a deep understanding of the ancient Indian knowledge system, including its philosophical, spiritual, and managerial dimensions, and apply this understanding to contemporary management challenges.

CO-2: Critically analyse the evolution of Indian management thought, recognizing key influencers and schools of thought, and synthesize these insights to develop a holistic approach to management.

CO-3: Evaluate the management perspectives presented in Vedantic, Jain, Buddhist, and epic literature (such as the Ramayana, Mahabharata, and Bhagavad Gita), identifying common themes and principles, and apply them to address complex organizational issues.

CO-4: Develop practical skills in leadership, governance, conflict resolution, ethical management, team building, personal development, and knowledge management, drawing from the rich tapestry of ancient Indian texts and adapting them to modern organizational contexts.

6. BUSINESS COMMUNICATION LAB

CO-1: Proficiently apply the knowledge gained with essential office software tools and their diverse applications across various settings.

CO-2: Effectively integrate Google Services into their tasks, enabling streamlined workflows and enhanced productivity.

CO-3: Demonstrate competency in utilizing Excel for data analysis, including functions, formulas, and statistical tools.

CO-4: Gain proficiency in the principles of DBMS, encompassing database types, normalization, and SQL syntax, for efficient data management.



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7. MARKETING MANAGEMENT

CO-1: Identify the key analytical frameworks and tools used in marketing. CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.

CO-3: Examine the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings

CO-4: Analyse 4 Ps of marketing and its application across industries.

8. FINANCIAL ACCOUNTING AND ANALYSIS

CO-1: Explain the role of accounting as a language for financial communication of businesses, and meet the needs of both external and internal users using accounting principles.

CO-2: Illustrate the complete accounting process, including journalizing transactions, posting them to ledger, maintaining subsidiary books, preparing trial balance and drawing the financial statements for sole traders.

CO-3: Demonstrate a comprehensive understanding of corporate accounts, including the concepts of shares, share capital, the issuance of shares, instalment payments, share buybacks, and the use of debentures and bonds in corporate financing.

CO-4: Analyse corporate financial statements using techniques like Common Size Statement, Trend Analysis, Ratio Analysis, and Cash Flow Analysis as per IND AS

9. MANAGEMENT PRINCIPLES & ORGANIZATIONAL BEHAVIOUR

CO-1: Define, remember, understand, explain and interpret various concept of Management and organizational behavior, managerial levels, roles, and skills managerial functions. Such as Planning, Organizing, Staffing, Directing and Controlling.

CO-2: Analyse and identify various aspects of individual organizational behavior such as personality, perception, values, attitude, motivation and their impacts.

CO-3: Evaluate group and team dynamics, including stages of development and factors influencing effectiveness, and assess leadership skills, roles, and styles, including the Managerial Grid and the role of leadership in organizational context.

CO-4: Integrate and implement important managerial and behavioral skills to empower the students to appreciate the requirement of behavioral code of conduct in the world of business.

10. QUANTITATIVE TECHNIQUES

CO-1: Demonstrate proficiency with statistical analysis of data. To lay adequate theoretical foundation to study various applied fields in statistics. To know how global business decisions depends on the statistical analysis of data and specific relationship between two or more variables.

CO-2: Develop the ability to build and assess data-based models. Quantitative analysis of data, problem solving approach and use of mathematical techniques.



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CO-3: Recognize the importance and value of Operations Research and linear programming in solving practical problems in real business world. Interpret the transportation models' solutions and infer solutions to the real-world problems. Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.

CO-4: Recognize and solve game theory and Markove's chain. Know when simulation and dynamic programming can be applied in real world problems.

CO-5: Learn the context around which decisions must be taken, evaluate all factors involved developing possibilities, how to assess each possibility against set criteria to identify the best option and then how to develop that into a successful decision. Develop leadership quality to handle projects in real situation by using scientific tools, and implement suitable quality control measures.

11. Human Resource Management (HRM).

CO-1: Explain & interpret different concepts, Functions & Processes of HRM.

CO-2: Apply different tools and techniques for managing human resources in an organization.

CO-3: Analyze, identify problems and develop skill sets in managing human resources in an organizational context.

CO-4: Integrate the knowledge of HR concepts to Plan and design human resource intervention & strategies for an organization.

12. HEALTH & WELLNESS

CO-1: To understand the concept of health and wellness and its relevance in daily life.

CO-2: To be aware of the relation between mind-body and its relevance.

CO-3: To adopt healthy physical habits and behaviours for well-being.

13. COST AND MANAGEMENT ACCOUNTING

CO-1: Acquire, describe and explain fundamental knowledge of cost accounting concepts and identify the various elements to calculate the total cost and unit cost of a product or service.

CO-2: Evaluate and interpret different methods costing to ascertain and control the costs in manufacturing and service industries.

CO-3: Use costing techniques for short-term decision-making and product cost analysis.

CO-4: Illustrate and utilize advanced management tools for budgeting, standard setting, locating variances and evaluation of performance.



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14. OPERATIONS MANAGEMENT

CO-1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

CO-2: Analyse and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & AMP; scheduling and sequencing techniques in operation environments.

CO-3: Develop aggregate capacity plans and MPS in operation environments.

CO-4: Plan and implement suitable quality control measures in Quality Circles to TQM.

15. STRATEGIC MANAGEMENT

CO-1: Interpret the concept of corporate strategy

CO-2: Analyse the inter-linkages between the strategy of the organization and the structure of the organization.

CO-3: Identify the different levels of corporate strategy and able to chart strategies for the organization that derive from both the external and internal analyses performed.

CO-4: Examine the reasons for developing Strategies and analyze the resources and capabilities of the organization.

16. BUSINESS ANALYTICS

CO-1: Apply business analytics techniques to solve practical problems.

CO-2: Use tools like R programming to analyze and visualize data.

CO-3: Understand predictive analysis methods such as regression and classification.

CO-4: Gain skills in marketing, finance, and supply chain analytics.

CO-5: Analyze big data to improve strategic decision-making.

17. MANAGEMENT INFORMATION SYSTEM

CO-1: Apply MIS concepts to analyze and solve business problems using technology-Driven approaches.

CO-2: Align IT strategies with business goals, effectively managing enterprise systems.

CO-3: Leverage emerging technologies to identify innovation opportunities.

CO-4: Use decision support and knowledge management systems for effective decision- making.

18. INTRODUCTION TO AI

CO-1: After completing the course, the students will be able to:



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CO-2: Recognize fundamental AI concepts and vocabulary, discerning prominent figures in AI enterprises.

CO-3: Apply project methodologies in machine learning and data science, demonstrating adeptness in selecting and managing AI activities.

CO-4: Analyze deployment of AI solutions, and integrating advanced collaborative technologies for team synergy.

CO-5: Evaluate ethical dimensions of AI, perceptive biases, vulnerabilities, and societal consequences, development ethical awareness.

19. BUSINESS RESEARCH

CO-1: Utilize the knowledge of research methodology in solving various business problems.

CO-2: Distinguish various alternative course of action available for a particular situation.

CO-3: To introduce students to the tools and techniques of econometrics.

CO-4: To develop expertise in decision-making through the use of statistical tools and techniques.

CO-5: Judge and select best possible alternatives to solve business problems



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COURSE OUT COMES 2nd YEAR

MARKETING

1. Consumer Behavior

CO1: Analyze Consumer Behavior Theories and Decision-Making Processes

CO2: Examine Psychological and Social Influences on Consumer Behavior

CO3: Apply Segmentation and Psychographic Analysis for Targeting

CO4: Explore Consumer Behavior Models and Online Marketing Dynamics

2. Sales and Distribution Management

CO1: Understand the Fundamentals of Sales Management

CO2: Develop Skills in Sales Force Management and Motivation

CO3: Analyze and Design Customer-Oriented Distribution Channels.

CO4: Apply Logistics and Supply Chain Management in Modern Marketing

3. Digital Marketing

CO1: Understand the Fundamentals of Digital Marketing

CO2: Apply Search Engine Marketing and Social Media Strategies.

CO3: Implement CRM and Customer Experience (CX) in Digital Marketing.

CO4: Use Ad Tools and Mobile Marketing Techniques for Campaign Optimization.

4. Service Marketing

CO1: Understand the Fundamentals of Services Marketing

CO2: Apply Quality Models and Service Delivery Channels

CO3: Develop Relationship Marketing and Customer Retention Strategies

CO4: Analyze Service Consumer Behavior and Service Recovery Strategies

5. Retail Management

CO1: Understand the Fundamentals of Retailing and Retail Marketing

CO2: Apply Retail Location and Merchandise Planning Strategies

CO3: Implement Visual Merchandising and Retail Atmospherics

CO4: Develop Effective Retail Pricing and Brand Management Strategies