



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

6. Product & Branding Management

CO1: Understand the Fundamentals of Product Management

CO2: Analyze Product Life Cycle (PLC) and Develop Marketing Strategies

CO3: Develop Branding and Brand Positioning Strategies

CO4: Apply Brand Management Techniques and Strategies

7. B2B Marketing

CO1: Understand the Fundamentals of Business Marketing

CO2: Apply Segmentation, Targeting, and Positioning Strategies in Business Markets

CO3: Analyze Distribution and Channel Management in Business Markets

CO4: Develop Skills in Tendering, Negotiation, and Market Logistics Decisions

8. FINANCE

Security Analysis & Portfolio Management

CO1: Understand the Basics of Investment and Risk-Return Analysis

CO2: Apply Investment Models for Portfolio Selection and Analysis

CO3: Analyze and Evaluate Securities Using Fundamental and Technical Analysis

CO4: Develop Portfolio Management Strategies and Evaluate Performance

9. Financial Derivatives

CO1: Understand the Fundamentals and Types of Financial Derivatives

CO2: Apply Hedging and Arbitrage Strategies Using Futures and Options

CO3: Analyze and Implement Options Strategies for Risk Management

CO4: Evaluate and Apply Swap Contracts in Financial Markets

10. Advanced Management Accounting

CO1: Understand the Fundamentals of Cost and Management Accounting

CO2: Apply Costing Methods and Techniques for Decision Making

CO3: Implement Budgetary Control and Variance Analysis Techniques

CO4: Use Performance Measurement Tools and Financial Metrics

11. Project Appraisal and Financing

CO1: Understand Project Identification and Formulation Processes



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CO2: Apply Cost Estimation and Project Appraisal Techniques

CO3: Understand Project Financing and Risk Analysis Techniques

CO4: Evaluate and Monitor Project Performance and Termination

12. Business Taxation

CO1: Understand the Fundamentals of Direct Taxation

CO2: Apply Taxation Principles to Compute Income from Different Sources

CO3: Understand Indirect Taxation and GST

CO4: Analyze Taxation and Exemption Provisions

13. Behavioural Finance

CO1: Understand the Foundations of Behavioral Finance and Market Strategies

CO2: Apply Prospect Theory and Mental Accounting in Investment Decision Making

CO3: Analyze the Influence of Investor Sentiment and External Factors on Market Behavior

CO4: Evaluate Behavioral Corporate Finance and Heuristics in Financial Decision Making

14. Mergers and Corporate Restructuring

CO1: Understand the Role of Financial Policy in Corporate Strategy

CO2: Analyze Mergers and Acquisitions (M&A) Processes and Their Impact on Corporate Strategy

CO3: Evaluate Corporate Takeovers and Motivations Behind M&A Activities

CO4: Examine Corporate Restructuring and Financial Reconstruction Techniques

HUMAN RESOURCES

15. Manpower Planning

CO1: Understand the Objectives and Techniques of Manpower Forecasting

CO2: Develop Effective Manpower Plans Using Competency Mapping and Data Collection Methods

CO3: Apply Statistical Models for Advanced Manpower Planning

CO4: Strategize HRP through Gap Analysis and Strategic Manpower Planning

16. Employee Relations

CO1: Understand the Importance and Core Issues of Employee Relations

CO2: Explore Different Approaches and Systems in Industrial Relations



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CO3: Understand the Role of Trade Unions and the Process of Collective Bargaining

CO4: Explore the Role of Tripartite Bodies and Workers' Participation in Management

17. Compensation and Benefit Management

CO1: Understand the Theoretical and Conceptual Foundations of Compensation

CO2: Explore Wage Administration and Determination Techniques

CO3: Analyze Employees' Benefits and Compensation Structures

CO4: Assess and Implement Effective Incentive Schemes and Pay-for-Performance Models

18. Performance Management System

CO1: Understand the Key Concepts and Process of Performance Management

CO2: Evaluate and Apply Performance Measures and Appraisal Systems

CO3: Analyze the Linkage Between Performance Management and Reward Systems

CO4: Implement Performance Management in Practice and Develop Improvement Strategies

19. Team Dynamics

CO1: Understand the Characteristics and Processes of Effective Teams

CO2: Analyze and Address Key Issues in Team Dynamics

CO3: Examine Organizational Context and Impact on Team Performance

CO4: Develop Skills for Effective Team Leadership and Management

20. Strategic HRM

CO1: Understand the Concept of Strategic HRM and its Linkage to Business Strategy

CO2: Analyze and Design HR Systems Aligned with Organizational Goals

CO3: Develop HR Strategies for Enhancing Organizational Outcomes

CO4: Examine Global and Comparative Strategic HRM Practices

21. Industrial Legislations

CO1: Understand the Overview and Historical Context of Labour Laws in India

CO2: Analyze Key Labour Legislations and their Impact on Employment Conditions

CO3: Understand Social Security and Welfare Benefits under Labour Laws

CO4: Examine Industrial Relations Laws and Mechanisms for Dispute Resolution

OPERATIONS MANAGEMENT



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22. Supply Chain Management & Logistics

CO1: Understand the Foundations of Supply Chain Management and its Impact on Business Performance

CO2: Analyze Demand Forecasting, Distribution Management, and Logistics Models in Supply Chains

CO3: Evaluate Supply Chain Sustainability and Technology Integration

CO4: Explore Vendor Management and Procurement Logistics for Global and Domestic Sourcing

23. Pricing and Revenue Management

CO1: Understand the Basics and Applications of Revenue Management (RM)

CO2: Analyze Economic Concepts and Pricing Strategies in Revenue Management

CO3: Evaluate Network and Capacity Control in Revenue Management

CO4: Apply Revenue Management Practices in Various Industries

24. Operations Strategy

CO1: Understand the Foundations of Operations Strategy and Framework

CO2: Evaluate Systems, Processes, and Capacity Strategies in Operations

CO3: Analyze Quality and Technology Strategies in Operations Management

CO4: Develop and Implement Purchasing, Supply Network, and Sustainability Strategies

25. Sales and Operation Planning

CO1: Understand the Key Concepts and Phases of Operations Planning and Control

CO2: Apply Forecasting and Aggregate Planning Techniques to Operations

CO3: Analyze and Implement Capacity Planning in Operations

CO4: Manage Operations Scheduling and Distribution Planning in Various Contexts

26. Management of Manufacturing System

CO1: Understand and Analyze Different Manufacturing Systems and Processes

CO2: Apply Principles of Just-in-Time (JIT) Systems to Improve Manufacturing Efficiency

CO3: Utilize Theory of Constraints (TOC) in Operations Planning and Control

CO4: Understand Flexible Manufacturing Systems (FMS) and Their Applications

27. Sourcing Management

CO1: Understand the Foundations and Strategies of Global Sourcing

CO2: Analyze and Evaluate Supplier Performance and Market Conditions



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CO3: Apply Analytical Tools for Sourcing and Pricing Strategies

CO4: Integrate Sustainability and Technological Innovations into Sourcing Practices

28. Operations Research Applications

CO1: Demonstrate understanding of Operations Research fundamentals and optimization models

CO2: Apply Scheduling and Routing Methods in Resource-Constrained Environments

CO3: Implement Optimization Techniques for Decision-Making in Complex Systems

CO4: Analyze and Design Solutions for Supply Chain and Staffing Optimization Problems

SYSTEMS MANAGEMENT

29. Data Mining for Business Decisions

CO1: Understand foundational concepts and applications of data mining

CO2: Apply predictive modeling techniques to solve real-world problems

CO3: Conduct association rule mining and classification for insights

CO4: Demonstrate best practices in advanced analytics and BI techniques

30. Business Analytics

CO1: Understand the scope and applications of business analytics

CO2: Apply data visualization techniques for effective data presentation

CO3: Perform data analysis and hypothesis testing using SPSS

CO4: Analyze and interpret data using R and Rattle for business insights

31. E-Commerce and Digital Markets

CO1: Explain the fundamental concepts and models of e-commerce

CO2: Analyze digital payment systems and digital marketing strategies

CO3: Examine channel functions and entrepreneurial aspects of e-business

CO4: Design effective e-commerce strategies using technology and e-marketing tools

32. Managing Digital Platforms

CO1: Explain the foundational concepts and types of digital platforms

CO2: Assess platform competition, technology, and governance in the digital economy

CO3: Develop strategic social media and cross-media marketing approaches

CO4: Integrate digital innovation and branding into marketing strategies



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33. Strategic Management of IT

CO1: Explain the levels and processes involved in strategy formulation for IT applications

CO2: Develop IT strategic plans and identify critical success factors

CO3: Analyze the role of Strategic Information Systems (SIS) and inter-organizational systems (IOS)

CO4: Assess transformation drivers and the strategic role of IT in organizational change

34. Managing Digital Innovation and Transformation

CO1: Explain the five domains of digital transformation and their impact on business

CO2: Classify types of digital transformations and analyze their applications in business

CO3: Develop strategies for building digital capabilities and addressing transformation challenges

CO4: Assess the role of cloud computing in digital transformation initiatives

35. Managing Software Projects

CO1: Differentiate between software projects and other types of projects in terms of scope, stakeholders, and management control

CO2: Evaluate software projects and programs using project portfolio and risk evaluation techniques

CO3: Select appropriate project management approaches and process models for software development

CO4: Apply software effort estimation techniques for effective project planning