



TECHNOCRATS INSTITUTE OF TECHNOLOGY (EXCELLENCE)

(Run by ChandravadaniMahilaShikshaSamiti, Bhopal)

Approved By AICTE New Delhi & Govt. of Madhya Pradesh

Affiliated To Rajeev Gandhi Proudyogiki Vishwavidyalaya, Bhopal

Anand Nagar Post Piplani, BHEL, Bhopal-21, Ph. No.- 0755-2751801 Fax- 0755-2751679 website:www.ittexcellence.net



Branch: Department of MBA	
Name of Subject: CODE 11 Management Concepts & Practices-CP 101	
Student will be able to:	
CO1	Apply Management concepts within ethical boundaries.
CO2	Evaluate management principles in prevailing business situations.
CO3	Apply the concept and tools of planning in business decision making.
CO4	Recommend organizational principles in department for smooth business functioning.
CO5	Develop effective communication and leadership skills.

Name of Subject: CODE 12 Quantitative Methods-CP102	
Student will be able to:	
CO1	Analyze data to compute various measures of central tendency and get meaningful information.
CO2	Analyze data through different methods of Dispersion.
CO3	Estimate probability and perform probability theoretical distributions.
CO4	Discover Correlation and Regression model to understand their implication on Business performance.
CO5	Apply practical application of inferential statistics to provide solution to managerial and socio-economic issues.

Name of Subject: CODE 13 Managerial Economics CP-103	
Student will be able to:	
CO1	Discover the significance of demand elasticity in relevant market.
CO2	Determine Cost and Production analysis for forecasting purpose from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO3	Evaluate market structure and develop relevant pricing strategy through critical thinking based on principles of micro-economics.
CO4	Predict how consumers and other firms in an industry, will respond to economic decisions made by a business, and how to incorporate these responses into their decisions.
CO5	Anticipate the responses of economic decision and take decisions

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Name of Subject: CODE 15 Communication Skills-CP104	
Student will be able to :	
CO1	Effectively communicate to share thoughts and ideas in personal and professional work.
CO2	Create efficiently the business reports, business emails, office memos, business letters etc. to gain competitive advantage in business communication.
CO3	Confident delivering and designing of business reports and business proposals and business presentations.
CO4	Deliver effective public speeches, confidently communicate in interviews, face group discussions and communicate at conferences.
CO5	Apply theories and concepts of effective non verbal communication to professional atmosphere. Demonstrate impressive personal behaviors (dressing/ grooming/ etiquettes and manners) during professional meetings, conferences, trainings etc

Name of Subject: CODE 16 International Business Environment -CP105	
Student will be able to:	
CO1	Create strategies to grow business to global markets by applying the concepts of International business.
CO2	Assess International Business Environment with reference to the Demography, Political environment, Cultural and Socio Economic and Legal environment to Create marketing and promotional strategies
CO3	Solve trade disputes in accordance with the norms of World Trade Organization (WTO) and trade agreements, to take correct business decisions pertaining to International Trade.
CO4	Apply different kinds foreign exchange management techniques to manage working capital of any multinational company in an efficient and effective manner.
CO5	Appraise key skills required by HR professionals working in an international organization to deal with dynamic employee management.

Name of Subject: CODE 18 Accounting For Managers – CO 106	
Student will be able to:	
CO1	Apply the concepts of Accounting equations, Indian and Global accounting standards, GST implications, Ledger accounting and trial balance in business accounting.
CO2	Analyze the various types of Financial Statements, Profit and Loss statements, Balance Sheet to forecast the financial targets.
CO3	Create the Comparative accounts statements, perform Ratio analysis and prepare the analysis report for cash flow in a business.
CO4	Compile account statements, inventory valuation, yearly budgets, cost volume profit analysis and business forecasts.
CO5	Do cost based financial analysis in any business environment using the concepts of financial cost accounting, cost control and cost reduction analysis and evaluate cost sheets.

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Name of Subject: Organisational Behaviour CODE 21	
Student will be able to:	
CO1	Apply the concept of individuals and group behaviour to improve organization's effectiveness.
CO2	Compare Individual Behaviour on the basis of their perception, learning, attitude, personality, values and job satisfaction.
CO3	Apply theories of motivation in organization.
CO4	Analyze the effect of organizational culture & climate for effective management.
CO5	Develop leadership skill to cope with resistance to change, stress and burnout.

Name of Subject: Human Resource Management CODE 23	
Student will be able to:	
CO1	Estimate the role of digitalization in Human Resource Management and issues in International HRM.
CO2	Plan for Human resource recruitment and selection process.
CO3	Evaluate Human resources training and development methods of employees.
CO4	Evaluate job performance for appraisal.
CO5	Decide for Employee welfare and industrial relation and settle disputes.

Name of Subject: Financial Management CODE 24	
Student will be able to:	
CO1	Interpret different basic concept / fundamentals of business finance.
CO2	Evaluate different capital budgeting techniques & its application on investment decisions.
CO3	Analyze the impact of various financing alternatives on the wealth maximization and valuation of the firm.
CO4	Analyze the different pattern of capital structure & its impact on wealth of the firm.
CO5	Examine firm's dividend policy and working capital.


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Name of Subject: Marketing Management Code 25	
Student will be able to:	
CO1	Assess marketing environment to decide marketing mix.
CO2	Analyze consumer and industrial markets to decide market segmentation, targeting and positioning (STP strategy).
CO3	Create pricing and promotion strategies for existing as well as new product.
CO4	Select efficient marketing channel and decide appropriate supply chain management and logistics.
CO5	Assess the digital platform dynamics of marketing in business from global perspective within legal boundaries.

Name of Subject: Research Methodology CODE 27	
Student will be able to:	
CO1	Elaborate significance of research for practical application in business.
CO2	Analysis research proposal through literature review, statement of the problem, framing of objectives, research design and testing of hypothesis.
CO3	Apply knowledge of carrying out a sample survey with the various sampling designs.
CO4	Identify suitable measures, scales and sources of information for data collection.
CO5	Analyzing statistical Techniques, Hypothesis testing and report writing.

Name of Subject: Project Management CODE 28	
Student will be able to:	
CO1	Select project after examining its phase in Project Management Life cycle.
CO2	Identify the required project manager's skills to manage project management team.
CO3	Apply PERT and CPM techniques for project scheduling.
CO4	Estimate the resource availability to allocate it according to related requirement.
CO5	Evaluate project at various stages through different methods.

Name of Subject: CP301- Business Policy And Strategic Management	
Student will be able to:	
CO1	Apply the concept of strategic planning in developing the Mission, Vision and Business Policy of an Organisation.
CO2	Evaluate the internal and external business environment through Industry analysis, Value Chain and SWOT analysis.
CO3	Formulate strategy on the basis of SFAS (Strategic Factor Analysis Summary) Matrix to achieve business objectives.
CO4	Apply strategic techniques to meet the challenges in the strategy implementation phase.
CO5	Evaluating the implied strategy through different control techniques like Balanced scorecard and Auditing.


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Name of Subject: CP302 Decision Support Systems And Management Information Systems	
Student will be able to:	
CO1	Analyse the relation between business process and organisation need to develop appropriate information systems.
CO2	Design Information system with the use of Technology like Cloud Computing, Big Data, Data Warehousing, Data Mining, ERP, SCM, CRM.
CO3	Apply different data analytics techniques in Marketing, HR and Finance sectors for taking effective informed decisions.
CO4	Analyse complex financial and operational data using Excel to support managerial decision making.
CO5	Create data visualization through visualization tools, dashboard, business intelligence to support decision making.

Name of Subject: FSF-1 Financial management-Security Analysis And Investment Management	
Student will be able to:	
CO1	Analyse different types of Investment options, Indian stock market and asset allocation to construct efficient portfolios
CO2	Evaluate various investment options in Govt securities to allocate resources efficiently
CO3	Identify the potential return, risks, and suitability of different investments for different clients or situations by using mechanics of investments
CO4	Determine the intrinsic value of a security with Valuation theories to identify potential undervalued or overvalued opportunities.
CO5	Identify the trends, support and resistance in stock markets to build portfolio and make investment decisions

Name of Subject: FSF2 Financial Management- Working Capital Management	
Student will be able to:	
CO1	Apply principles of working capital management to estimate working capital requirement of Business concern.
CO2	Develop effective credit and collection policies by applying various aspects of accounts receivable management to balance sales growth with financial risk.
CO3	Create strategies for maximising liquidity and control cash flows to maximise value of funds
CO4	Apply various techniques like EOQ, VED, ABC analysis for effective inventory management.
CO5	Determine working capital financing mix to ensure the efficient management of short-term financial resources and support its growth strategies.

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Name of Subject: FMS 1 Marketing Management- Consumer Behaviour	
Student will be able to:	
CO1	Relate consumer behaviour to marketing strategy decisions on the basis of consumer involvement level.
CO2	Predict how consumer process information, create perception, perceive different stimuli and get motivated for decision making.
CO3	Apply the consumer attitude theories to craft their marketing strategy in resonance to consumers' attitude and thus motivate them to make buying decision in favor of specific product.
CO4	Develop marketing strategy considering the effect of different factors like Psychographics and lifestyle, culture etc on consumer buying behaviour.
CO5	Identify key indicators of consumer engagement specifically in digital era.

Name of Subject: FMM2 Marketing Management- Advertising Management	
Student will be able to:	
CO1	Develop advertising within legal, ethical and social boundaries
CO2	Plan to communicate advertisements effectively by using appropriate model and evaluation concept
CO3	Create advertising budget for effective campaign considering all relevant factors that affects.
CO4	Propose appropriate media and advertising agency taking digitalization under consideration
CO5	Differentiate between advertising and sales promotion tools & techniques

Name of Subject: FSO1 HR Management-Industrial Relations And Labour Law	
Student will be able to	
CO1	Apply industrial relations law and labour legislation to manage industries and its labour.
CO2	Resolve issues related to trade union and manage its working in national interest.
CO3	Propose the appropriate resolution to identified industrial conflicts and disputes.
CO4	Develop employee safety and welfare plans to meet worker needs.
CO5	Recommend for Labour Welfare, Disputes settlement, Wages and Social Security


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Name of Subject: FSO2 HR Management- Management Training And Development	
Student will be able to:	
CO1	Discover benefits and challenges of employee training
CO2	Design training modules based on training need assessment
CO3	Evaluate the training program as per organisation need
CO4	Develop training modules to increase the effectiveness of a training programme by providing engaging content.
CO5	Evaluate the effectiveness of a training programme in achieving its objectives

Name of Subject: FSB1 Banking & Financial Services Management- Managemnet Of Banking And Insurance Institutions	
Student will be able to:	
CO1	Identify commercial banking operations, regulations and legal framework.
CO2	Minimize interest rate risk, credit risk, liquidity risk and operational risk faced by the banks to maximize liquidity and profitability.
CO3	Differentiate between working of various forms of banking in India
CO4	Apply knowledge of types of insurance & its regulations, to calculate risks, manage investments and advise clients effectively.
CO5	Apply relevant legal principles to factual situations involving insolvency.

Name of Subject: FSB2-Banking & Financial Services Management-Financial Planning And Wealth Management	
Student will be able to:	
CO1	Decide about the financial plan like budgeting, saving for retirement, paying off debt, or planning for a down payment on a home and future financial growth.
CO2	Use basic concept of risk management to utilize insurance as a risk management tool.
CO3	Evaluate different options for pension schemes and the pros and cons of each choice
CO4	Differentiate between types of investments to construct an optimal client portfolio by appropriate allocation of wealth amongst risky assets and the risk free security.
CO5	Apply the knowledge of Indian Tax system to balance the taxes, in financial planning

Name of Subject: FSR1 Retail Management-Retail Concepts And Practices	
Student will be able to	
CO1	Examine the significance of retailing with special reference to India
CO2	Identify challenges of Indian retail industry against global competitiveness to predict future perspectives of Indian retail industry.
CO3	Develop new retailing format or optimize existing formats to enhance retailers value proposition
CO4	Create efficient & adaptable organizational retail structures to drive retail store operation smoothly and manage human resource efficiently.
CO5	Apply strategies to optimize space allocation effectively by selecting the right store location, layout and design.


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Name of Subject: FSR2 Retail Management-Marketing Concepts In Retail Management	
Student will be able to:	
CO1	Examine consumer behavior in retail market for developing its segmentation, targeting and positioning strategy.
CO2	Create and evaluate Merchandise Management Process.
CO3	Manage supply chain effectively considering technology use in retailing.
CO4	Develop effective retail marketing and communication mix.
CO5	Build sustainable customer relationship management to enrich retail customer service experience.

Name of Subject: CP: 402 Business Legislation	
Student will be able to:	
CO1	Apply legal aspects of the laws affecting businesses related to Indian contract Act 1872
CO2	Apply basic legal knowledge to promotion and incorporation of companies and merger and acquisition in view of the multinational companies operating in India.
CO3	Apply provisions related to Intellectual Property Rights & laws related to Companies Act 2002
CO4	Apply provisions of pollution control 1955, Environment Protection act 1986 and the laws related to Information Technology Act 2000 to serve their specific purpose as and when required .
CO5	Resolve fundamental legal issues by using Industrial Disputes Act 1947, Consumer Protection act 1986, Consumers Disputes redressal Agencies and Right of Consumers which is pertaining to the business world to manage businesses effectively.

Name of Subject: CP-403 :Entrepreneurship Development & Management	
Student will be able to:	
CO1	Entrepreneurship - Analyze the Qualities and competencies of entrepreneur and also to improve the social and economic development
CO2	IDEA GENERATION - Develop understanding of converting an Idea to an opportunity
CO3	MANAGERIAL Aspects of Small Business- Analyze environmental set up relating to small industry and small business
CO4	Financing and managing the new venture- Understanding and apply the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures
CO5	Entrepreneurial Support System-Evaluate opportunities provided in the various sources business financing for starting a new venture and think of methods to create a bias free society

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Name of Subject: FSF-3 Financial Management "Management Of Financial Services"	
Student will be able to:	
CO1	Financial System and Markets -Analysis knowledge of recent knowledge about financial Services
CO2	Management of risk in Financial Services: - Ability to compare and contrast various banking Services and the regulatory environment in which the Merchant Bankers operates in India
CO3	Managing of issues Shares and bonds- Demonstrate the ability to apply Strategies related bond and share
CO4	Other financial services- Evaluate integrated knowledge of the functional areas of financial services & industry in the real world situation.
CO5	Banking and insurance- Apply the knowledge of current information, models, and techniques and practices in all of the major business disciplines

Name of Subject: FFM-4 Financial Management "Strategic Corporate Finance"	
Student will be able to:	
CO1	Corporate Strategies and its impact on corporate Finance: - Evaluate strategic alternatives available to corporations.
CO2	Financial strategy: -Apply and evaluate analytical tools used in making investment decisions.
CO3	Corporate tax:- To Analyse the basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices
CO4	Financial Product:- analyse how financial markets and instruments operate and how they can be used to achieve economic objectives
CO5	Joint Venture:-To demonstrate innovative financial decisions in joint venture and how ethical principles are implemented in corporate acquisition programmes


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Name of Subject: FSM-3 Marketing Management "Sales And Distribution Management"	
Student will be able to:	
CO1	Students will develop knowledge, understanding and skills in Sales force management as well as to learn the modes of sales presentation, recruiting and selecting sales personnel and also sales meeting
CO2	Apply or demonstrate the approaches, strategies and applications related to sales & distribution management
CO3	Analyze the various situations, market conditions, and strategies related to quotas, marketing intermediaries, channel dynamics in sales & distribution management
CO4	Apply the sales & distribution management decisions and strategies on logistics, Inventory management and supply chain management of different businesses.
CO5	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.

Name of Subject: FSM-4 Marketing Management "Service Marketing"	
Student will be able to:	
CO1	Emergence of service Economy -To understand the difference between goods and services, service products, and key elements of service marketing mix
CO2	Consumer behaviour in services- Evaluate and apply the approaches, strategies and applications related to services marketing
CO3	Distribution and promotion strategies of services - Apply or demonstrate the approaches, strategies and applications related to promotion of services marketing
CO4	Role of service employees- Analyse the various situations, market conditions, and strategies related to services marketing.
CO5	Customer Satisfaction- To understand and Analyse the gap of service quality, the reason for gap, and the strategies for closing gap

Name of Subject: FSO3: Human Resource Management "Human Resource Planning & Development"	
Student will be able to:	
CO1	To Analyze the purpose, process, methods and applications of Macro level manpower planning and Human Resource Planning in the context of different organizational strategies
CO2	Apply the demonstrate the approaches, strategies and applications related to Workforce flow mapping and manpower demand and supply forecasting
CO3	To Analyze the concept of job analysis and various issues that need to be taken care of during job analysis which include job description job specification etc.
CO4	To Apply the application of different concepts of human resource management like HRD climate, QWL and management of change in various situations.
CO5	Apply and relate key HRM practices, such as TQM, HRD in strategic organization, human resources valuation and accounting in Human resources management.


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Name of Subject: FSO-4 Human Resource Management "Compensation Management"	
Student will be able to:	
CO1	Compensation philosophies and Approaches- Analyse the nuances of the crucial issues in compensation management.
CO2	Compensation classification-.To study and evaluating various techniques of employee retentions through pay grade and salary matrix
CO3	Wages Structure and salary structure- apply the various salary and wages structure
CO4	sales Compensation Plan-. Apply and relate the theoretical knowledge of compensation subject to the practical aspects.
CO5	Wage Board- understand and Apply the theoretical knowledge of recruitment selection, and compensation subject to the practical aspects

Name Of Subject: FSR-3 Retail Management "Management Of Retail Operations"	
Student will be able to:	
CO1	To analyse various Retail operations and strategies evaluate them.
CO2	To analyse the market research for retail management, Trading area analysis, Research before and after setting up a retail store.
CO3	To apply the retail management terminology including Mall management, Retail store operations and Management of retail brand.
CO4	To Apply the application of different concepts of retail management information system, Application of I.T. to retail management strategies and trends in retailing
CO5	To analyse the evolution of Financial aspects of retail, Retail audit and measures of performance evaluation in retail management.

Name of Subject: FSR-4 Retail Management "Retail Merchandising And Supply Chain Management"	
Student will be able to:	
CO1	Create appropriate merchandise mix and design effective visual merchandising by proper space management.
CO2	Estimate budget, plan and forecast for merchandise requirement on the basis of stock management.
CO3	Evaluate use of IT in retail distribution and replenishment and Compare different replenishment methods.
CO4	Distinguish between strategies applied in retail and manufacturing supply chain management.
CO5	Discuss category specific supply chain issues and apply IT for its effective management.


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Name of Subject: FSB-4 Banking & Financial Service Management "Financial Risk Management"	
Student will be able to:	
CO1	Create appropriate merchandise mix and design effective visual merchandising by proper space management.
CO2	Estimate budget, plan and forecast for merchandise requirement on the basis of stock management.
CO3	Evaluate use of IT in retail distribution and replenishment and Compare different replenishment methods.
CO4	Distinguish between strategies applied in retail and manufacturing supply chain management.
CO5	Discuss category specific supply chain issues and apply IT for its effective management.

Name of Subject: FSB-3 Banking & Financial Service Management "Financial Institutions And Markets"	
Student will be able to:	
CO1	Analyse the working of Indian Financial system and financial market
CO2	Evaluate different financial markets for making informed decisions about one own's as well as business financial investments.
CO3	Estimate how term structure, determinants, and theories impact interest rates which are crucial for financial decisions
CO4	Assess risk in financial institutions and minimize it with different risk management tools like Balance sheet, derivative securities, loan sales and securitization to anticipate potential threats, make informed decisions, and protect institutional well-being.
CO5	Compare financial market functioning at global level on basis of its mechanics and global investments instruments like Eurobonds, Euro notes, Euro equities.


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