

Rizvi Institute of Management Studies and Research

Master of Management Studies Course Outcomes

| Semester | Subject Code | Subjects | CO's | Course Outcomes |
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| SEM I | C1.1 | Perspective Management | CO 1 | Identify the relationships between organizational mission, goals, and objectives |
| | | | CO 2 | Relate various stakeholders and their significance in business. |
| | | | CO 3 | Interpret how internal and external environments shape organizations and their responses |
| | | | CO 4 | Develop critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management |
| | | | CO 5 | Analyze organizational design and structural issues |
| | | | CO 6 | Decide citizenship involved in taking conscious steps for societal advancement at individual level and organizational level |
| | C1.2 | Financial Accounting | CO 1 | Discuss and Explain specific concepts, theories, tools and techniques or Financial Accounting. |
| | | | CO 2 | Demonstrate the competencies and experiential learning that enables students to function individual |
| | | | CO 3 | Employ critical thinking to different analyse financial data as well as effects of financial accounting methods on the financial statement. |
| | C1.3 | Operations Management | CO 1 | Understand the basic concepts, principles, tools and techniques of operations management |
| | | | CO 2 | Understand the problems Issues and latest developments of operations management. |
| | | | CO 3 | Apply the concepts, tools and techniques learnt for operational analysis and decision making |
| | | | CO 4 | Evaluation for performing quantitative and qualitative analysis in the contemporary environment for acquiring problem solving and analytical thinking skill |
| | C1.4 | Managerial Economics | CO 1 | Understand both the theory and practice of Managerial Economics |
| | | | CO 2 | Apply economic concepts for managerial decisions |

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| | | | CO 3 | Analyze the influence of factors that impact business profits | |
| | C1.5 | Business Statistics | CO 1 | Demonstrate the basic concepts of Statistics. | |
| | | | CO 2 | Analyze the business situations using statistical tools. | |
| | | | CO 3 | Apply statistical knowledge to make business decisions. | |
| | | | CO 4 | Apply various data analysis techniques to support decisions | |
| | E1.6 | Effective and Management Communication | CO 1 | To understand the importance of communication and its process | |
| | | | CO 2 | To use channels of communication and understand the essentials of verbal and non-verbal communication | |
| | | | CO 3 | To function effectively in a global organisation | |
| | E1.9 | Organizational Behaviour | CO 1 | Comprehend the basic concepts of Organizational Behaviour | |
| | | | CO 2 | Identify human behaviour in organizations to enhance their performance | |
| | | | CO 3 | Practice critical analytical skills that will help diagnose problems in organizations and generate effective solutions | |
| | E1.14 | Information Technology for Management | CO 1 | To understand the significance of information technology, conceptual framework of networking, communication technology, database etc. for individual & business management | |
| | | | CO 2 | To understand role, impact and emerging trends of information technology for management and its application at individual ,organizational level society and similarly for business alignment. | |
| | SEM II | C2.1 | Marketing Management | CO 1 | Describe and explain theoretical concepts and framework of marketing management |
| | | | | CO 2 | Identify and relate the marketing concepts to industry practices |
| CO 3 | | | | Analyze industry cases and their marketing problems to synthesize solutions and thereby develop decision-making skills in the broader marketing domain | |
| CO 4 | | | | Demonstrate theoretical learning by applying the same to develop an actionable marketing plan | |

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| | C2.2 | Financial Management | CO 1 | Apply and critically evaluate finance and investment theory with reference to the concept and operation of financial markets. |
| | | | CO 2 | Apply and critically evaluate corporate finance techniques and theories of financial statements for decision-making. |
| | | | CO 3 | Identify, define, and analyse problems and identify and create processes to solve them |
| | C2.3 | Operations Research | CO 1 | Demonstrate how to maximize the profit or minimize the loss using minimum resources available. |
| | | | CO 2 | Apply these solutions in real world problem to get maximum benefit at the right time and at right place |
| | | | CO 3 | Develop better quantitative information for making managerial decision which will develop more effective approach to the problems. |
| | | | CO 4 | Understand the relationship between the OR specialist and the Manager |
| | | | CO 5 | Explain OR techniques are Superior to general knowledge |
| | C2.4 | Human Resources Management | CO 1 | Define terminologies and functions of Human Resource Management |
| | | | CO 2 | Explain concepts, techniques and practices in the management of human resources |
| | | | CO 3 | Demonstrate better human relations in the organization by the development, application and evaluation of policies, procedures and programs relating to human resources |
| | C2.5 | Business Research Methods | CO 1 | Identify various methods of research by recognizing the importance to investigate problems for research |
| | | | CO 2 | Demonstrate how to organize and conduct research applying modern analytical tools for business management decisions |
| | | | CO 3 | Prepare and produce data to interpret the findings from the study |
| | | | CO 4 | Integrate the findings of research and formulate strategies for business |
| | E2.8 | Business Environment | CO 1 | Learn Environmental scanning techniques and understand multi-faceted environment factors of business |
| | | | CO 2 | Analyze the business environment and evaluate factors which have impact on business |
| | | | CO 3 | Demonstrate modification in business strategies whenever required and alerting organization of the |

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| | | | | present and future opportunities and threats for business |
| | | | CO 4 | Develop managerial ability to operate effectively in the contemporary globalized world as managers and entrepreneurs |
| | E2.12 | Entrepreneurship Management | CO 1 | Apply of theories of entrepreneurial strategy through the formulation, implementation and evaluation of a strategic plan for an entrepreneurial organization. |
| | | | CO 2 | Develop business plan /model which facilitate competitive advantage for an entrepreneur. |
| | | | CO 3 | Demonstrate the value of personal and professional development, community services and lifelong learning. |
| | E2.11 | Analysis of Financial Statement | CO 1 | Comprehend the tools used in the financial statement analysis and reporting |
| | | | CO 2 | Demonstrate proficiency in the application of tools to be used in a company |
| | | | CO 3 | Evaluate the performance of a company |
| | | | CO 4 | Analyze the profitability and risk of a company and to project future financials to value a firm |
| | SEM III Common | C3.1 | International Business | CO 1 |
| CO 2 | | | | Understanding global best business practices |
| CO 3 | | | | Analysing trends in global business |
| CO 4 | | | | Understand the application of international business concepts in the industry |
| C3.2 | | Strategic Management | CO 1 | Analyze the concepts of SM and its illustration in the organization |
| | | | CO 2 | Apply his/her knowledge of SM to resolve departmental issues in logistics |
| | | | CO 3 | Formulate and evaluate the strategy of the organization towards achieving organisational objectives |
| | | | CO 4 | Apply the different types of strategies for implementation in various functional departments |

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| | | | CO 5 | Evaluate the strategic fit of the organisations by using different strategic matrixes |
| SEM III Operations | O3.4 | Supply Chain Management | CO 1 | Understand the concepts of Distribution, logistics and supply chain management. |
| | | | CO 2 | Analyze the concepts of SCM and its illustration in the organization |
| | | | CO 3 | Analyze the different types of distribution strategies in the modern world |
| | | | CO 4 | Apply his/her knowledge of SCM to resolve departmental issues in logistics |
| | | | CO 5 | Evaluate the strategy of the organization toward achieving supply chain objectives |
| | O3.5 | Materials Management | CO 1 | Understand material planning |
| | | | CO 2 | Discuss numerical techniques to solve EOQ |
| | | | CO 3 | Discuss purchase or manufacture decision-making |
| | | | CO 4 | Demonstrate practical analysis of problems and optimal solutions |
| | O3.6 | Operations Analytics | CO 1 | Discuss how to convert data to information |
| | | | CO 2 | Discuss numerical techniques to solve operational problems |
| | | | CO 3 | Apply sequencing, assignment, and transport logistics decision making |
| | | | CO 4 | Discuss practical analysis of operational problems and optimal solutions |
| | O3.7 | Manufacturing Resource Planning & Control | CO 1 | Demonstrate how to plan and control manufacturing resources in the competitive business environment |
| | | | CO 2 | Discuss use of various tools, techniques and systems for manufacturing planning and control |
| | | | CO 3 | Discuss challenges faced in manufacturing organization |
| | | | CO 4 | Analyze how to make the best use of available resources |

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| | | | CO 5 | Demonstrate with available resources how to come out with quality and competitive products adhering to delivery schedule and timelines |
| | O3.8 | Service Operations Management | CO 1 | Understand importance of the Service Operations Management |
| | | | CO 2 | Differentiate between Services and Goods |
| | | | CO 3 | Develop timely delivery of quality services to customers |
| | | | CO 4 | Discuss service strategies and service delivery models |
| | | | CO 5 | Understand the approach and methodology in implementing service models in different fields of service types |
| | | | CO 6 | Discuss how to become a successful service operations manager |
| | EO 3.13 | Industrial Engineering Applications & Management | CO 1 | To understand industrial engineering fundamentals in relation to production and manufacturing |
| | | | CO 2 | To understand the framework of industrial engineering and its applications |
| | | | CO 3 | Understand applications in service as well as manufacturing domains |
| | | | CO 4 | Developing insights to manage methods and processes for an organization |
| | | | CO 5 | To understand the optimal utilization of resources without capital investment |
| SEM III Finance | F3.4 | Security Analysis & Portfolio Management | CO 1 | Analyze various alternatives available for investment through concepts |
| | | | CO 2 | Learn to measure risk and return through critical thinking and making decisions. |
| | | | CO 3 | Evaluate the relationship between risk and return through experiential learning. |
| | F3.5 | Financial Markets and Institutions | CO 1 | Classify the different components of the Indian Financial and their functions |
| | | | CO 2 | Comprehend various products issued through different financial institutions in the primary and secondary markets |
| | | | CO 3 | Explain the fixed income market, the different instruments and concepts related to it. |

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| | F3.6 | Corporate Valuation and Mergers & Acquisition | CO 1 | Develop knowledge of appraising various inorganic growth strategies |
| | | | CO 2 | Develop capabilities to estimate the value of a merger or acquisition |
| | | | CO 3 | Develop capabilities to evaluate the strengths or weaknesses of an inorganic growth strategy implemented by firms |
| | F3.7 | Financial Regulations | CO 1 | Understand Financial Regulation in India |
| | | | CO 2 | Comprehend the meaning and objective of each of the Financial Regulation |
| | | | CO3 | Discuss the acts governing the Financial Sector |
| | | | CO 4 | Determine the relevance of each of the sections stated in the regulations |
| | | | CO 5 | Understand the terms under each regulation |
| | | | CO 6 | Understand the importance and relevance of regulations towards safeguarding financial stability and security |
| | F3.8 | Derivatives and Risk Management | CO 1 | Explain various basic concepts related to the derivative market and the functioning of the derivative market. |
| | | | CO 2 | Apply various derivative pricing models confidently and understand factors affecting it. |
| | | | CO 3 | Apply various basic and advanced derivative strategies to mitigate the financial risk |
| | | | CO 4 | Illustrate the risk management using option Greeks and various methods of volatility estimation. |
| | EF3.12 | Wealth Management | CO 1 | To understand the basic concepts and fundamentals used in wealth management |
| | | | CO 2 | Capability to design appropriate portfolio for the investors based on their risk appetite. |
| SEM III Marketing | M3.4 | Product & Brand Management | CO 1 | Understand the fundamentals of product and brand management and apply the different tools and strategies. |
| | | | CO 2 | Develop and evaluate new product ideas |
| | | | CO 3 | Know the product journey and life cycle strategies at various phases |

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| | | | CO 4 | Discuss insights of corporate thought process and application of brand extension strategies |
| | | | CO 5 | Understand various approaches and methods of brand equity measurement |
| | M3.5 | Sales Management | CO 1 | Describe concepts and importance of selling in management |
| | | | CO 2 | identify and explain the different models for effective selling |
| | | | CO 3 | Demonstrate the basic skills required for selling in a business Scenario |
| | M3.6 | Consumer Behaviour | CO 1 | Understand Concepts of consumer behaviour and acknowledge its importance in the context of marketing. |
| | | | CO 2 | Identify the factors that influence consumer behaviour. |
| | | | CO 3 | Examine the consumer decision-making process. |
| | | | CO 4 | Design the positioning and communication strategy according to target consumer characteristics and behaviour. |
| | M3.7 | Marketing Strategy | CO 1 | Analyze the information needs and marketing metrics. |
| | | | CO 2 | Evaluate the concept of Marketing Strategy |
| | | | CO 3 | Analyze the role of marketing as a fundamental organizational policy process |
| | | | CO 4 | Apply the knowledge, and tools necessary to understand in a growing international and global context |
| | M3.8 | Services Marketing | CO 1 | Explain the fundamentals of services. |
| | | | CO 2 | Analyze the consumer behaviour in services |
| | | | CO 3 | Explain how to forecast demand and planning delivery. |
| | EM3.14 | Digital Marketing | CO 1 | To explain the types of new media, their strengths, and the way the customer interacts with new/digital media. |
| | | | CO 2 | To develop digital marketing strategies and execute campaigns on new / digital media |

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| | | | CO 3 | To discuss the different metrics to measure and optimize a digital campaign |
| SEM III Human Resources | H3.4 | Training & Development | CO 1 | Understand the T&D system, steps, and process |
| | | | CO 2 | Identify the importance of Training Life cycle for successful learning experience |
| | | | CO 3 | Apply with up-to-date knowledge on the subject of training & and development |
| | H3.5 | Competency Based HRM & Performance Management | CO 1 | Comprehend the concepts of Competency Management |
| | | | CO 2 | Comprehend the concepts of Performance Management |
| | | | CO 3 | Understand and appreciate the application of competency and performance management concepts in the Industry |
| | | | CO 4 | Understand the connection between Competency and Performance Management |
| | | | CO 5 | Devise methods on how to motivate employees using a Competency model |
| | | | CO 6 | Understand the use of the competency model in the Assessment of employees |
| | H3.6 | Compensation and Benefits | CO 1 | Identify elements of compensation structure and reward strategies to help them to develop organizational compensation policy. |
| | | | CO 2 | Discuss each element of CTC to create an effective compensation and benefit for the employee. |
| | | | CO 3 | Construct Compensation packages keeping in mind the laws related to it for effective employee motivation. |
| | | | CO 4 | Understand the procedure of calculating remuneration for various jobs based on components of remuneration. |
| | | | CO 5 | Design hypothetical compensation & Benefits for employees in the organization. |
| | H3.7 | Labour laws and Implications on Industrial Relations | CO 1 | Understand the Labour Legislations |
| | | | CO 2 | Understand the terms and objectives of each of the laws governing the industries |
| | | | CO 3 | Understand the acts governing the industrial sector and its relevance to human resources |

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| | | | CO 4 | Comprehend the importance and relevance towards safeguarding the interest of its employees, ensuring their security and stability in the industry |
| | H3.8 | HR Planning and Application of Technology in HR | CO 1 | Understand the subject of HRP along with the steps and process |
| | | | CO 2 | Identify the importance of HRP in an organization |
| | | | CO 3 | Apply up-to-date knowledge on the application of technology in HR |
| | EH3.13 | Organizational Structures, Theories & Design | CO 1 | To understand the organizational design and different factors affecting organizational design |
| | | | CO 2 | To study the evolution of organizational theories |
| | | | CO 3 | To appreciate the organizational culture and its effect on organizational design |
| SEM IV | C4.1 | Project Management | CO 1 | Understand the basics of project management and project organization |
| | | | CO 2 | Demonstrate proficiency in conducting project planning, scheduling and risk management |
| | | | CO 3 | Analyze and evaluate the proposals and projects for decision-making. |
| | | | CO 4 | Demonstrate proficiency in analyzing the project performance and risk control |
| | EO4.5 | Operations Application and Cases | CO 1 | To enable a student to understand the complex processes and operations of the product & service industry |
| | | | CO 2 | To apply various techniques, tools and practices in different situations to design & execute system in the best manner |
| | | | CO 3 | To develop a model as an extension from academic to practical complex real life situation. |
| | EF4.6 | Business Analytics | CO 1 | To gain understanding of relevant statistical tools applicable for Business Analytics. |
| | | | CO 2 | To evaluate various models of Business Analytics. |
| | | | CO 3 | To learn data mining techniques using Excel and R. |
| | EM4.5 | Integrated Marketing Communication | CO 1 | Apply key elements of IMC i.e. Advertising, Public Relations, Sales Promotion, and direct marketing are integrated. |

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| | | | CO 2 | Understand the basics of IMC and the working of an Ad agency |
| | | | CO 3 | Analyse consumer perception for developing communication programs |
| | | | CO4 | Evaluate the dynamics of various promotional campaigns and develop IMC programs for organizations |
| | EH4.5 | OD and Change Management | CO 1 | Understand the basic concepts in the subject of OD and Change Management. |
| | | | CO 2 | Demonstrate knowledge of OD and Change Management and its practices to solve business problems |
| | | | CO 3 | Develop proficiency in the use of modern technology for business applications, research, and communication processes in the area of OD and Change management. |