



SUDHARSAN ENGINEERING COLLEGE

(Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai & Accredited by NAAC)

Sathivamangalam, Kulathur (TK), Pudukkottai District – 622 501

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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER I

MB25C01-STATISTICS FOR MANAGEMENT

CO1	Demonstrate conceptual knowledge of probability, sampling and estimation, parametric and non-parametric hypothesis testing, correlation, regression, and their application in business analytics and software tools.
CO2	Interpret and relate probability distributions, sampling techniques, the outcomes of parametric and non-parametric hypothesis tests, correlation and regression analyses, and the output from statistical software to derive meaningful business insights.
CO3	Apply statistical concepts, including probability theory, sampling methods, various hypothesis tests, and correlation and regression models, to solve real-world business problems and make data-driven decisions
CO4	Analyze probability distributions, sampling data, the results of parametric and non-parametric tests, and regression models to evaluate business scenarios and assess the validity of statistical conclusions.
CO5	Evaluate the effectiveness of different statistical tools and techniques, such as various hypothesis tests and regression models, to select the most appropriate method for a given business problem and critically appraise statistical findings..
CO6	Develop data-driven solutions and strategic insights by integrating knowledge of probability, sampling, hypothesis testing, correlation, and regression, and effectively use statistical software for business analytics and data storytelling.

MB25C02 -MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR

CO1	Demonstrate conceptual knowledge of management theories, planning, organizing, organization design and control, organizational behaviour, groups and leadership, and contemporary practices in organization behaviour.
CO2	Interpret and relate to management theories, planning and organizing processes, perform organization design and execute control, organisational behavioural theories, groups, leadership, culture and contemporary practices in organization behaviour
CO3	Apply theories and concepts of management to planning, organising, execution, design, control and individual and group behavior in organizations.
CO4	Analyze management theories, planning, organizing, design, execution and control methodologies in organizational settings along with organizational behavioural practices.
CO5	Evaluate the theories related to management and organizational behaviour to build model related to planning, organising, designs, execution, control and to group dynamics, team structures, and leadership styles for enhancing organizational performance.
CO6	Develop contemporary practices, adapt and modify management theories, concept to all functions of management and to both individual and group behaviors to suit cross-cultural behaviour, diversity, and global workforce management.

MB25C03 - MANAGERIAL ECONOMICS

CO1	Demonstrate conceptual knowledge of managerial economics, fundamental concepts, demand and supply, production, costs, market structures, factor pricing, macroeconomic performance indicators, and monetary and fiscal policies.
CO2	Interpret and relate foundational concepts, consumer behavior, production and cost functions, different market structures, macroeconomic aggregates, and the role of monetary and fiscal policies in influencing the business environment.
CO3	Apply theories and concepts of management to planning, organising, execution, design, control and individual and group behavior in organizations.
CO4	Analyze fundamental economic problems, consumer behavior, market structures, firm-level costs and pricing, macroeconomic indicators, and the effects of monetary and fiscal policies on business cycles.
CO5	Evaluate the theories related to scarcity and efficiency, consumer demand, market structures, factor pricing, and macroeconomic policy frameworks to assess their impact on business performance in global and Indian contexts
CO6	Develop economic reasoning and apply contemporary practices to adapt managerial economic principles to address real-world business problems across various market structures, macroeconomic conditions, and policy landscapes.

MB25101 -ACCOUNTING FOR DECISION MAKING

CO1	Demonstrate conceptual knowledge of financial, cost, and management accounting principles, financial statement analysis, costing systems, marginal costing techniques, budgeting, performance management, and relevant accounting standards.
CO2	Interpret and relate accounting principles from financial and cost accounting, analyze financial statements using various techniques, understand marginal costing applications, and explain the significance of budgetary control and accounting standards in financial disclosures.
CO3	Apply the principles of financial accounting to prepare statements, utilize financial analysis tools and various costing systems for decision-making, and use budgeting and variance analysis for performance management in accordance with accounting standards
CO4	Analyze financial statements, cost accounting data, and marginal costing reports to evaluate business performance, assess strategic decisions, and interpret the implications of different accounting standards and ethical issues.
CO5	Evaluate the effectiveness of various financial analysis tools, costing methods, budgetary controls, and performance management techniques to support strategic decision making and identify ethical issues and financial statement fraud.
CO6	Develop contemporary accounting practices and models by integrating knowledge of financial reporting, cost management, marginal costing, budgeting, performance measurement, and accounting standards to make strategic business decisions and detect fraud.

MB25C04 -LEGAL ASPECTS OF BUSINESS

CO1	Demonstrate conceptual knowledge of commercial laws, company law, industrial relations and labor legislation, corporate taxation (including GST), consumer protection, cyber laws, and intellectual property rights (IPR)..
CO2	Interpret and relate key legal principles from contract law, company regulations, industrial acts, taxation frameworks, consumer protection laws, and intellectual property statutes to understand the legal environment of business.
CO3	Apply legal principles and frameworks from commercial and company law, labor legislation, tax laws, and IPR to evaluate business contracts, corporate governance practices, compliance requirements, and the protection of business innovations.
CO4	Analyze legal and regulatory frameworks, including competition law, industrial relations acts, corporate tax and GST provisions, cyber laws, and IPR, to assess their impact on business operations, risk management, and strategic decision-making.
CO5	Evaluate the effectiveness of various legal provisions and frameworks, such as consumer protection and cyber laws, and IPR, to build compliance strategies, mitigate legal risks, and ensure ethical and sustainable business practices
CO6	Develop contemporary legal compliance and risk management strategies by integrating knowledge of commercial law, company law, industrial relations, taxation, and cyber and IPR laws to ensure effective and ethical business operations in a global context.

MB25102 - INFORMATION MANAGEMENT

CO1	Demonstrate conceptual knowledge of information systems fundamentals, system analysis and design techniques, database management systems, information security, emerging technologies, and their strategic applications in business.
CO2	Interpret and relate the evolution and types of information systems, system development methodologies, database concepts, the integration of integrated systems, the impact of emerging technologies, and the strategic role of IT governance to inform managerial decisions.
CO3	Apply system analysis and design techniques, database management principles, security practices, and emerging technologies to solve business problems and support strategic decision-making across enterprise and functional information systems.
CO4	Analyze the functional and hierarchical aspects of information systems, evaluate system design methodologies, examine the role of database management and data warehousing, and assess the strategic implications of integrated systems, emerging technologies, and IT governance for business.
CO5	Evaluate the effectiveness of different information systems, system design models, database management systems, security measures, and emerging technologies (like AI, IoT, block chain) to assess their impact on business transformation and ethical and legal compliance.
CO6	Develop strategic information management plans and business solutions by synthesizing knowledge of information systems fundamentals, system design, database management, security, and emerging technologies to achieve business objectives and enhance organizational performance

MB25103- INDIAN ETHOS AND BUSINESS ETHICS

CO1	Demonstrate conceptual knowledge of Indian ethos, ethical principles, business ethics, individual ethics, CSR, and challenges in cyber ethics and global business.
CO2	Interpret and relate Indian philosophy, learning systems, ethical codes of conduct, personal values, CSR principles, and cyber and IPR laws to build a comprehensive understanding of business ethics.
CO3	Apply Indian ethos and wisdom, ethical decision-making frameworks, personal values, and principles of CSR to address ethical issues and dilemmas in organizational, digital, and global contexts.
CO4	Analyze ethical issues, individual moral development, CSR and sustainability practices, and the ethical implications of technology and globalization to ensure socially conscious and responsible business operations.
CO5	Evaluate traditional Indian wisdom, ethical decision-making models, CSR strategies, and ethical challenges in the digital age to foster a responsible and culturally conscious leadership approach
CO6	Develop a framework for ethical and sustainable business practices by integrating Indian ethos, ethical principles, CSR, and a responsible approach to cyber ethics and global challenges to cultivate a values-based organizational culture.

MB25C05 -CONTEMPORARY BUSINESS COMMUNICATIONS

CO1	Demonstrate effective verbal and non-verbal communication skills, including public speaking, written correspondence, interviewing, professional networking, and report writing, in various business contexts.
CO2	Interpret and relate the principles of effective communication, business writing, presentation techniques, job preparedness, and professional networking to develop clear and persuasive communication strategies.
CO3	Apply communication fundamentals, business writing techniques, public speaking skills, interviewing strategies, networking etiquette, and report writing principles to solve real-world business communication challenges.
CO4	Analyze business communication scenarios, including managerial speeches, written correspondence, interviews, and networking interactions, to adapt communication styles for different audiences and purposes.
CO5	Evaluate the effectiveness of various communication methods, including presentations, professional correspondence, and reports, to build a personal brand, foster professional relationships, and enhance business communication.
CO6	Develop a comprehensive communication plan and strategy by integrating knowledge of communication fundamentals, written correspondence, public speaking, job preparedness, networking, and analytical reporting to effectively lead and manage in a modern business environment.



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DEPARTMENT OF MANAGEMENT STUDIES

SEMESTER II

MB25C07 - APPLIED OPERATIONS RESEARCH

CO1:	Demonstrate conceptual knowledge of quantitative decision models, linear programming, transportation and assignment problems, decision theory, game theory, inventory control, replacement models, queuing systems, simulation, and emerging trends and software tools.
CO2	. Interpret and relate the principles of linear programming, transportation and assignment models, decision theory, game theory, inventory and replacement models, queuing theory, and simulation to identify and frame business problems
CO3	Apply analytical and quantitative tools, including linear programming, transportation and assignment methods, decision trees, inventory models, and queuing theory, to solve complex business problems.
CO4	Analyze business problems across different domains, such as logistics, operations, and project management, using techniques like linear programming, game theory, inventory models, and simulation to assess alternative solutions and their impacts.
CO5	Evaluate the effectiveness of various operations research techniques, including transportation and assignment models, decision theory, and queuing models, to make informed and optimal decisions under real-world constraints and uncertainties.
CO6	Develop data-driven solutions and strategic recommendations by integrating knowledge of linear programming, inventory management, queuing theory, and simulation, and utilizing modern software tools to solve complex managerial decision problems.

MB25201- FINANCIAL MANAGEMENT

CO1:	Demonstrate conceptual knowledge of financial management, time value of money, capital budgeting, capital structure, dividend policies, working capital management, and long-term financing..
CO2	Interpret and relate the objectives of financial management, risk and return analysis, capital budgeting techniques, leverage and capital structure theories, dividend policies, and the role of capital markets in a company's financial decisions
CO3	Apply financial management principles, time value of money concepts, and capital budgeting techniques to make informed investment, financing, and working capital decisions.
CO4	Analyze financial data, including cash flows, leverage, and working capital components, to evaluate investment proposals, capital structure, and liquidity management strategies.
CO5	Evaluate capital structure and dividend policy theories, working capital financing options, and long-term financing instruments to formulate a

	comprehensive financial strategy for a firm.
CO6	Develop a financial management framework by integrating knowledge of investment, financing, and working capital decisions to create value, manage risk, and support the long term growth of a business

MB25C09- HUMAN RESOURCE MANAGEMENT

CO1	Demonstrate conceptual knowledge of strategic HRM, workforce planning, talent acquisition, training and development, compensation, performance management, employee relations, and emerging HR trends and governance
CO2	Interpret and relate the evolution of HRM, human resource planning, training and development programs, motivational theories, performance evaluation methods, and emerging HR trends to the overall organizational context
CO3	Apply HRM principles and practices, including workforce planning, recruitment, selection, training methods, compensation models, and grievance redressal, to solve real world organizational challenges
CO4	Analyze human resource strategies, talent acquisition processes, training and development needs, compensation plans, performance management systems, and emerging HR trends to align them with organizational goals.
CO5	Evaluate different HR practices, including training programs, motivational theories, performance management systems, and legal frameworks, to make informed decisions and build a robust HR governance model.
CO6	Develop contemporary HR policies and strategies by integrating knowledge of HR planning, talent management, performance evaluation, and emerging trends like HR analytics and AI to foster a diverse, engaged, and ethical workforce.

MB25C11- OPERATIONS MANAGEMENT

CO1	Demonstrate conceptual knowledge of operations management, operations strategy, capacity planning, supply chain decisions, product and process design, forecasting, quality management, lean thinking, and emerging trends like Industry 4.0 and sustainability..
CO2	Interpret and relate the principles of operations management, capacity planning, supply chain strategies, product and process design, forecasting techniques, TQM, lean manufacturing, and the impact of digital and sustainable practices on operational excellence
CO3	Apply operational management tools and techniques, including capacity and location models, product and process design methods, forecasting models, and quality management tools, to solve real-world business problems.
CO4	Analyze operations strategies, facility layouts, supply chain decisions, demand forecasts, and quality management systems to evaluate operational efficiency and identify areas for improvement.
CO5	Evaluate various operational strategies, including capacity planning and sourcing, process and product design, forecasting methods, and quality management philosophies, to make informed decisions for achieving competitive advantage
CO6	Develop contemporary operations strategies by integrating knowledge of operations

	management, supply chain, design, forecasting, quality, and emerging trends to foster sustainable and resilient operations in a global market
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MB25C08- BUSINESS RESEARCH METHODS

CO1	Demonstrate conceptual knowledge of the research process, various research designs, data collection methods, analytical techniques, report writing, and emerging trends and ethical considerations in business research.
CO2	Interpret and relate research questions and objectives to appropriate research designs, measurement scales, sampling techniques, and data analysis methods for conducting scientific inquiry.
CO3	Apply research design principles, instrument construction, data collection methods, and statistical software to collect, prepare, and analyze both qualitative and quantitative data
CO4	Analyze the validity and reliability of research instruments, the outcomes of bivariate and multivariate statistical analyses, and the ethical implications of a research project to derive meaningful insights and conclusions
CO5	Evaluate different research methodologies, data analysis techniques, and ethical dilemmas in business research to ensure the integrity, objectivity, and reliability of research findings
CO6	Develop a comprehensive, ethically sound business research report by integrating knowledge of research design, data collection, analytical methods, and emerging technologies to support data-driven managerial decision-making

MB25202- BUSINESS ANALYTICS

CO1	Demonstrate conceptual knowledge of Business Analytics fundamentals, data and resource management, descriptive analytics, predictive modeling, prescriptive techniques, and their application in various industries with an ethical perspective.
CO2	Interpret and relate the strategic role of Business Analytics, data governance, and technology infrastructure to descriptive statistics, predictive models, prescriptive methods, and emerging trends to inform managerial decisions.
CO3	Apply descriptive, predictive, and prescriptive analytics techniques, including data visualization, statistical analysis, data mining, and optimization, to explore, forecast, and solve business problems using appropriate software and tools.
CO4	Analyze complex business problems by integrating knowledge of data requirements, analytical methods (descriptive, predictive, and prescriptive), and model validation to derive meaningful insights for competitive advantage.
CO5	Evaluate the effectiveness of different analytical models and techniques, including descriptive statistics, predictive algorithms, and prescriptive optimization methods, to recommend optimal business solutions and demonstrate performance improvements.
CO6	Develop a data-driven business analytics strategy by synthesizing knowledge of foundational concepts, data management, analytical techniques, and emerging trends (AI/ML) to solve industry-specific problems and adhere to ethical standards.

MB25C10 - MARKETING MANAGEMENT

CO1	Demonstrate conceptual knowledge of marketing fundamentals, strategic marketing, product and pricing decisions, consumer behavior, marketing research, and contemporary trends like digital and ethical marketing
CO2	Interpret and relate marketing concepts, environmental analysis, strategic marketing mix components, consumer behavior models, and marketing research processes to understand the dynamics of a market
CO3	Apply marketing principles to develop market segmentation, targeting, and positioning strategies; design product, pricing, and channel decisions; and create customer relationship management programs
CO4	Analyze the marketing environment, strategic marketing mix components, consumer and industrial buyer behavior, and marketing information systems to make data-driven decisions and develop effective marketing strategies.
CO5	Evaluate the effectiveness of different marketing strategies, including product and pricing decisions, advertising campaigns, and digital marketing trends, to build a competitive and sustainable brand
CO6	Develop a comprehensive marketing strategy by integrating knowledge of marketing fundamentals, consumer behavior, market research, and emerging digital and ethical practices to achieve organizational goals

MB25203- CREATIVITY AND INNOVATION LABORATORY

CO1	Demonstrate conceptual knowledge of creativity and innovation, heuristic models and visualization techniques, the components of creativity, design and problem-solving, innovation methodologies, and the practical application of design thinking in a lab setting.
CO2	Interpret and relate the principles of creative thinking, directed creativity theories, cognitive mechanisms, the ICEDIP model, and innovation tools to understand the process of generating and developing new ideas and solutions.
CO3	Apply heuristic models, visualization techniques, directed creative stimulation tools, and design thinking approaches to generate, develop, and prototype innovative products or services in a collaborative environment.
CO4	Analyze the nature of creativity, cognitive mechanisms, the six thinking hats framework, and innovation methodologies like TRIZ and disruptive innovation to solve business problems and assess the potential of new ideas
CO5	Evaluate different creative and innovation models, design thinking approaches, and strategic innovation frameworks to assess their effectiveness in fostering innovation and addressing complex business challenges
CO6	Develop a comprehensive innovation project by integrating knowledge of creativity fundamentals, design thinking, innovation tools, and collaborative lab activities to create and present a viable and innovative product or service

MB25204- DATA ANALYSIS AND BUSINESS MODELLING (LABORATORY)

CO1	Demonstrate conceptual knowledge of descriptive statistics, hypothesis testing, regression analysis, financial modelling, optimization techniques, and integrated dashboard creation for data-driven business decisions
CO2	Interpret and relate descriptive statistics, regression models, time series data, financial modelling concepts, operational research models, and advanced Excel tools to understand business problems and analytical solutions
CO3	Apply statistical techniques, regression analysis, time series models, financial modelling concepts, and optimization methods to analyze data, perform forecasting, and solve business problems.
CO4	Analyze business data using statistical tests, correlation and regression analysis, and operational research models to interpret relationships, forecast outcomes, and evaluate potential solutions
CO5	Evaluate various analytical models and techniques, including financial, revenue management, and operations research models, to make informed decisions and optimize business performance
CO6	Develop integrated analytical solutions, including dashboards and reports, by applying statistical methods, forecasting models, and optimization techniques to support data-driven decision-making in a comprehensive business context.