



MBA Department
Course Outcomes (COs)

MBA- 1st Semester		
After the completion of the course, students will be able to:		
Foundation of Management (MBA101-18): C101		
Course Code	Course Outcomes Students will be able to:	Bloom's Level
CO 1	explain the fundamental concepts and principles of management and the significance of the manager's role.	L2
CO 2	apply the evolution of management thought and contributions of various management thinkers to managerial situations.	L3
CO 3	analyze various tools used in planning and decision-making.	L 4
CO 4	differentiate types of organizational structures, departmentalization methods, and key authority relationships.	L 4
CO 5	evaluate staffing and coordination practices for effective teamwork.	L 5
CO 6	design control systems and management approaches suitable for contemporary business organizations.	L6
Managerial Economics (MBA 102-18): C102		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the nature, scope, and role of managerial economics for decision-making.	L2
CO 2	elaborate demand concepts, determinants, elasticity, estimation, and forecasting.	L6
CO 3	determine production functions, costs, revenues, and their relationships.	L5



CO 4	classify factor pricing and returns to factors of production.	L4
Quantitative Techniques (MBA 104-18): C103		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply measures of central tendency, dispersion, moments, skewness, and kurtosis in data analysis.	L3
CO 2	analyze correlation, regression, and probability models for statistical inference.	L4
CO 3	evaluate probability distributions and optimization models for managerial decision-making.	L5
CO 4	design optimal solutions using transportation, assignment, and project scheduling techniques.	L6

Accounting for Managers and Reporting (MBA 104-18): C104		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the core accounting concepts and interpret financial statements of public, banking, and insurance companies.	L2
CO 2	apply cost accounting techniques for managerial decision making.	L3
CO 3	examine costing and budgeting techniques for managerial decisions.	L4
CO 4	analyze financial statements to evaluate organizational performance and position.	L4
CO 5	evaluate contemporary accounting developments, regulations, and global harmonization practices	L5

Business Environment & Indian Economy (MBA 105-18): C105		Bloom's Level
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Course Code	Course Outcomes Students will be able to:	
CO 1	explain the impact of a dynamic business environment on business entities.	L2
CO 2	identify the components of the macro business environment.	L3
CO 3	analyze the influence of environmental dynamics on business enterprises.	L4
CO 4	evaluate the role of different economic systems in business success.	L5

Business Ethics & Corporate Social Responsibility (MBA 106-18): C106		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the key concepts, theories, and principles of Business Ethics in a global context	L2
CO2	analyze and resolve ethical dilemmas using ethical reasoning frameworks across business functions.	L4
CO3	evaluate corporate governance and social responsibility practices in business	L5
CO 4	examine corporate sustainability concepts and CSR models, including reporting frameworks.	L4
CO 5	critically evaluate ethical principles and CSR provisions under the Companies Act, 2013, to assess CSR practices in India.	L5

Business Communication for Managerial Effectiveness (MBA 107-18): C107		Bloom's Level
Course	Course Outcomes	



Code	Students will be able to:	
CO 1	demonstrate the basics of communication and Corporate Business Etiquette.	L2
CO 2	analyze the Three-Step Writing Process and Craft Effective Business Messages	L4
CO 3	develop the process and requisites of delivering Oral and Online Presentations	L6
CO 4	explain the Interviewing Skills, Resume Writing and Employment Messaging.	L5

Course Outcomes of MBA- 2 nd Semester		
After the completion of the course, students will be able to:		
Business Analytics for Decision making (MBA 201-18): C201		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply business decision-making under subjective conditions using quantitative concepts.	L3
CO 2	analyze appropriate analytical tools to measure and evaluate quantitative data.	L4
CO 3	evaluate regression and correlation models for research analysis.	L5
CO 4	design quantitative research frameworks including sampling, hypothesis formulation, data analysis, and time series forecasting	L6
Legal Environment for Business (MBA 202-18): C202		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	identify the Regulatory Framework of Business and Contractual Law.	L3
CO 2	interpret the Legal Provisions of the Sales of Goods Act and Transfer of Ownership.	L2
CO 3	explain the applications of Partnership Law and Negotiable Instruments Act.	L5



CO 4	elaborate the role and governance of directors along with incorporation of companies.	L6
Marketing Management (MBA 203-21): C203		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	identify the marketing environment, competition, strategic planning, and MIS for marketing strategy.	L3
CO 2	explain pricing decisions, strategies, and price changes across market situations.	L5
CO 3	categorize promotion mix elements including selling, advertising, promotion, and PR.	L4
CO 4	discuss supply chain and channel decisions and explain emerging marketing trends.	L6
Human Resource Management (MBA 204-18): C204		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	analyze the fundamentals. strategic role of HRM, human resource planning, and job analysis in achieving organizational objectives.	L4
CO 2	apply recruitment, selection, training, and career development processes in organizational settings.	L3
CO 3	evaluate performance appraisal, compensation management, and quality of work life practices for improving employee effectiveness.	L5
CO 4	analyze industrial relations systems, collective bargaining processes, and ethical issues in HRM in the Indian context.	L4
Productions and Operations Management (MBA 205-18): C205		Bloom's Level
Course Code	Course Outcomes Students will be able to:	



CO 1	explain the fundamental concepts of operations and production management.	L2
CO 2	analyze facility layout designs, production planning and control (PPC), work study techniques, and capacity planning decisions.	L4
CO 3	analyze quality management principles and tools in manufacturing and service operations.	L4
CO 4	evaluate inventory management for effective cost control and operational excellence.	L5
Corporate Finance and Policy (MBA 206): C206		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the corporate finance concepts and financial management functions.	L2
CO 2	apply the time value of money in financial decision-making	L3
CO 3	analyze capital structure and cost of capital.	L4
CO 4	evaluate investment decisions using capital budgeting techniques.	L5
CO 5	interpret dividend and working capital management strategies.	L5
Entrepreneurship and Project Management (MBA 207-18): C207		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply entrepreneurial concepts, traits, and support systems in diverse entrepreneurial contexts.	L3
CO 2	analyze entrepreneurial motivation, opportunity recognition, innovation, and entry strategies.	L4
CO 3	evaluate legal frameworks, business planning, and exit strategies for venture sustainability.	L5



CO 4	design project appraisal, financing, and implementation plans for entrepreneurial ventures.	L6
Computer Applications for Business (MBAGE-18): C208		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain computer fundamentals, functions, and classifications.	L2
CO 2	apply computer technology with decision-making and problem-solving processes..	L3
CO 3	analyze MS Word and Excel, including formatting and editing of worksheets.	L4
CO 4	construct and manage databases, reports, labels, and multiple tables for effective data management.	L6

Course Outcomes of MBA- 3rdSemester		
After the completion of the course, students will be able to:		
Organizational Behavior & Design (MBA 301-18): C301		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply concepts of individual behaviour, learning, and emotional intelligence to improve workplace effectiveness.	L3
CO 2	analyze the impact of personality, perception, motivation, and leadership styles on organizational behaviour.	L4
CO 3	evaluate group dynamics, organizational culture, and stress management practices for enhancing team performance.	L5
CO 4	design appropriate organizational structures and conflict management strategies considering environmental and political factors.	L6
Marketing Research (MBA 302-18): C302		Bloom's



		Level
Course Code	Course Outcomes Students will be able to:	
CO 1	interpret marketing research process, research types, and data sources.	L2
CO 2	identify the procedures of causal and observational research designs and proposal development.	L3
CO 3	analyze the concepts of questionnaire design, measurement scales, reliability, and validity.	L4
CO 4	elaborate the techniques of data preparation and statistical analysis using IBM SPSS and advanced data techniques.	L6
Human values, de addiction & traffic rules (HVPE101-18): C303		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply the principles of value education and self-exploration to understand human aspirations.	L3
CO 2	analyze the harmony between Self and Body for ensuring personal well-being.	L4
CO 3	evaluate human relationships and societal harmony based on trust, respect, and justice.	L5
CO 4	interpret harmony, co-existence, and interconnectedness in nature and existence.	L5
CO 5	design ethical and sustainable professional practices aligned with universal human values.	L6
Seminar on summer training (MBA303-18): C304*		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	summarize the company's working environment and its operations	L2



CO 2	design real-time problem-solving techniques to address challenges in the industry.	L6
CO 3	identify theoretical knowledge of research methodologies .	L3
CO 4	analyze industry experiences effectively and demonstrate key learnings.	L4
CO 5	explain professional skills by synthesizing practical experiences.	L5
Comprehensive viva-voce (MBA304-18): C305**		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	summarize the broad understanding of the program domain.	L2
CO 2	develop the ability to confidently present and express views.	L3
CO 3	examine critical analytical skills to effectively respond to situations.	L4
CO 4	determine strong presentation and communication skills.	L5
CO 5	elaborate professional etiquettes for career advancement and development.	L6
Consumer Behaviour (MBA921-18): C306		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the basic concepts, research methods, segmentation, and emerging trends in consumer behaviour..	L2
CO 2	identify the individual and psychological factors influencing consumer behaviour.	L3
CO 3	determine the social and cultural influences on consumer behaviour.	L5
CO 4	elaborate the consumer decision-making models and innovation adoption behaviour.	L6
Services Marketing (MBA922-18): C307		Bloom's Level
Course	Course Outcomes	



Code	Students will be able to:	
CO 1	explain service features, types, and quality impact on consumers.	L2
CO 2	apply service design and recovery strategies to improve customer loyalty and experience.	L3
CO 3	analyze service delivery and roles to optimize quality and capacity management.	L4
CO 4	evaluate service pricing and marketing strategies in financial, healthcare, and hospitality sectors.	L5
Investment Analysis and Portfolio Management (MBA911-18): C308		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply risk–return concepts and analyze the functioning of primary and secondary financial markets for investment decisions.	L3
CO 2	analyze securities using fundamental analysis techniques including EIC/CIE approaches and intrinsic value estimation.	L4
CO 3	evaluate portfolio performance using technical analysis tools and portfolio management techniques.	L5
CO 4	construct optimal investment portfolios using modern portfolio theories and derivative instruments.	L6
Management of Financial Services (MBA 912-18): C309		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply financial services, reforms, depository, and regulatory frameworks in India.	L3



CO 2	analyze credit rating, leasing, merchant banking, and venture capital practices.	L4
CO 3	evaluate securitization, factoring, and plastic money for financial decisions.	L5
CO 4	design asset–liability and risk management strategies under Basel norms.	L6
Organizational Change and Development (MBA931-18): C310		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply organizational development models to manage change.	L3
CO 2	analyze OD interventions and organizational dynamics.	L4
CO 3	evaluate OD programs and consultant–client relationships.	L5
CO4	Design comprehensive OD strategies for organizations.	L6
Employee Relations (MBA932-18): C311		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply industrial relations concepts and labour laws in organizational contexts.	L3
CO 2	analyze causes of industrial disputes and dispute resolution mechanisms.	L4
CO 3	evaluate social security, labour welfare, and compliance with labour legislation.	L5
CO 4	design effective labour management strategies ensuring IR harmony and legal compliance.	L6
Marketing Analytics (MBA961-18): C312		Bloom's



		Level
Course Code	Course Outcomes Students will be able to:	
CO 1	demonstrate marketing analytics concepts and analyze market, customer and product performance using basic statistical tools and MS Excel.	L2
CO 2	analyze pricing, sales force, and distribution decisions using analytical techniques.	L4
CO 3	discuss promotion and social media performance and types of marketing analytics.	L6
CO 4	evaluate digital marketing concepts and prepare e-marketing plans.	L5
Data sciences using R (MBA962-18): C313		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	outline big data using advanced analytics and machine learning techniques.	L2
CO 2	evaluate key concepts of big data, data mining, data analytics, and machine learning.	L5
CO 3	analyze essential data science skill sets required for professional practice.	L4
CO 4	elaborate classification and clustering algorithms using appropriate evaluation and validation methods..	L5
Human values, de-addiction and traffic rules (lab/ seminar) (HVPE102-18): C314*		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain human values and ethical behavior in personal and social life.	L2
CO 2	analyze causes and impacts of drug addiction and de-addiction measures.	L4
CO 3	apply traffic rules and road safety principles responsibly.	L3
CO 4	evaluate personal and social responsibility in de-addiction and traffic	L5



	discipline.	
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Course Outcomes of MBA- 4thSemester		
After the completion of the course, students will be able to:		
Corporate Strategy (MBA401-18): C401		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	interpret the strategic management process, strategic intent and environmental analysis tools.	L2
CO 2	identify the industry, internal and business environment using competitive strategy frameworks.	L3
CO 3	analyze the corporate and portfolio strategies using strategic models.	L4
CO 4	elaborate the strategy implementation, evaluation, and control for effective organizational performance.	L6
Project / dissertation (MBA402-18): C402**		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain relevant issues and areas of appropriate research methods.	L2
CO 2	identify research findings and assess their relevance to the research topic.	L3
CO 3	examine research outcomes to address identified problems or opportunities.	L4
CO 4	elaborate a range of statistical techniques essential for decision-making.	L6
Workshop of Indian Ethos (MBA403-18): C403		Bloom's



		Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the principles of Indian ethos and their application in managerial practices and business ethics	L2
CO 2	apply value-based management principles to analyze and improve work culture and stakeholder relationships in an organizational context.	L3
CO 3	analyze workplace stress and assess techniques like meditation and yoga for managerial effectiveness.	L4
CO 4	evaluate how the principles of Karma and corporate karma can guide ethical decision-making and managerial practices.	L5
Integrated Marketing Communications and sales Management (MBA923-18): C404		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply key concepts and definitions in Integrated Marketing Communications (IMC)	L3
CO 2	identify marketing research techniques to develop an effective IMC program.	L3
CO 3	examine promotional strategies and their role in effective marketing communication	L4
CO 4	analyze the principles of sales management and organizational concepts in business operations.	L4
CO 5	evaluate the effectiveness of sales operations in achieving organizational sales objectives	L5
International and Social Media Marketing (MBA925-18): C405		Bloom's Level
CO 1	explain international marketing concepts and market entry strategies.	L2
CO 2	evaluate the global marketing environment and trade policies.	L5



CO 3	develop marketing mix strategies for international markets.	L6
CO 4	analyze social media marketing concepts and applications for digital marketing.	L4
Mergers, Acquisition and Corporate Restructuring (MBA914-18): C406		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply M&A and restructuring strategies for value creation.	L3
CO 2	analyze restructuring forms, alliances, LBOs, and valuation in corporate deals.	L4
CO3	evaluate financing, accounting, and shareholder wealth effects of M&A.	L5
CO 4	design integration and regulatory strategies for domestic and international M&A.	L6
International Finance and Financial Derivatives (MBA 915-18): C407		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the fundamentals, scope, and challenges of international financial management and global fund flows.	L2
CO 2	identify the international monetary system and the structure and functioning of foreign exchange markets.	L3
CO 3	analyze parity theories and international financing techniques.	L4
CO 4	evaluate derivatives and foreign exchange risk management strategies.	L5
International Human Resource Management (MBA933-18): C408		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	explain the concepts, differences, and functions of International Human Resource Management in global business operations.	L2



CO 2	apply international staffing, training, and repatriation practices in managing global workforce challenges.	L3
CO 3	inspect performance management and international compensation systems in multinational corporations.	L4
CO 4	evaluate global HR strategies and cross-cultural leadership practices across different national contexts.	L5
CO 5	elaborate knowledge transfer, international industrial relations, and the impact of national and regional contexts on HRM practices.	L6
Strategic Human Resource Management (MBA934-18): C409		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	apply strategic HR concepts to align HR with business strategy.	L3
CO 2	analyze strategic HR systems and environmental influences.	L4
CO 3	evaluate human and behavioral factors in strategy implementation.	L5
CO 4	develop global HR strategies for diverse workforce management.	L6
Data Visualization for Managers (MBA963-18): C410		Bloom's Level
Course Code	Course Outcomes Students will be able to:	
CO 1	identify and explore data using appropriate visualization techniques for analysis and reporting.	L3
CO 2	formulate tableau features to create interactive sheets, dashboards and visual analytics solutions.	L6
CO 3	evaluate design principles, best practices and KPI-based data selection for effective visualization.	L5
CO 4	analyze scientific design choices in data visualization for supporting managerial decisions.	L4
Business Forecasting (MBA964-18): C411		Bloom's



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		Level
Course Code	Course Outcomes Students will be able to:	
CO 1	classify the role of forecasting and demand analysis in economic and business decision-making.	L2
CO 2	apply market research, regression, and time series techniques in forecasting.	L 3
CO 3	analyze trend, seasonal, and cyclical components in forecasting models.	L 4
CO 4	construct forecasting reports using linear time series models and relevant software tools.	L 6



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