



KUVEMPU UNIVERSITY

DEPARTMENT OF M B A

Sl. No	Semester	Subject	Outcomes
I Semester			
01	I Semester	Management Process And Practices	This subject is going to provide foundation for understanding basic management concepts and to familiarize with current management practice.
02	I Semester	Accounting For Managers	The outcome of this subject is to provide insights to the students about postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision making and control.
03	I Semester	Business Communication	The outcome of this subject is to familiarize the students with the nature and scope of business communication, the facets of modern day communication, tools and communication strategies used by the organization in routine and crisis management, orient the importance and role of technology in communication
04	I Semester	Quantitative Techniques	The outcome of this subject is to make the students familiar with some basic statistical techniques. The main focus however is in their applications in business

			decision making.
05	I Semester	Organizational Behavior	The outcomes of this subject are to familiarize the students with basic concept of behavioral processes in the organization and its effectiveness.
06	I Semester	Managerial Economics	The outcome of this subject will be, educating the students regarding micro economics, exposes the tools of economics and its managerial applications, concepts in resource allocation, pricing policies and practices in present scenario.
07	I Semester	Production And Operations Management	The outcomes of this subject will be acquainting the students with the basic of production and operations management.
II Semester MBA			
09		HUMAN RESOURCE MANAGEMENT	The objective of this course is to sensitize students to the various facets of Managing people and create an understanding of the various policies and Practices of Human Resources Management.
10		MARKETING MANAGEMENT	The purpose of this course is to develop an understanding of the underlying Concepts, strategies and issues involved in the Marketing of products and Services.
11		FINANCIAL MANAGEMENT	The Purpose of this course is to acquaint the students with the Broad framework of financial decision- making in a business Unit.
12		RESEARCH	this course at orienting the

		METHODOLOGY	students with the basic concepts of research, methodology adopted for pursuing effective research, nature and scope of contemporary research, quantitative tools used by the researcher in the process of analyzing the data, technology and its aid in the research process, and report writing techniques.
13		MANAGEMENT SCIENCE	The objective of this course is to develop an understanding of basic Management science techniques and their role in managerial decision making.
14		LEGAL ASPECTS OF BUSINESS	The Course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.
15		MANAGEMENT INFORMATION SYSTEM AND COMPUTER APPLICATIONS	To acquaint the students with the fundamentals of Management information system, Computers and 'C' Programming.
III Semester			
16		ENTREPRENEURIAL DEVELOPMENT AND MANAGEMENT OF MSMES	To expose the students to the various aspects of Entrepreneurship and to make students to understand the concept, process and development project management in MSMEs.
17		BUSINESS ETHICS AND CORPORATE GOVERNANCE	The purpose of this paper is to provide an insight on ethical concepts and Corporate Governance in Business.
18		CONSUMER	The basic objective of this

		BEHAVIOUR & CRM	course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.
19		INDIAN FINANCIAL SYSTEMS	The Course aims to provide an insight into the Financial Markets and Systems in India, the functions and activities of these institutions, Financial Markets and their infrastructure, Participants in Financial Markets and Systems, Regulatory framework governing the activities of the Financial Markets,
20		Training and Management Development	The purpose of this paper is to provide an in-depth understanding of the role of Training in HRD and to enable the course participation to manage the training systems and processes.
21		SALES, LOGISTICS MANAGEMENT AND RETAILING	To provide deep inputs into Sales Distribution and Retailing Management.
22		ADVANCED CORPORATE FINANCE	this course aims to provide knowledge on valuation of business enterprises, to make students understand the various models of value based management, and to give insight on various forms of corporate restructuring.

23		INDUSTRIAL RELATIONS AND LABOUR LEGISLATION	To foster in-depth knowledge and understanding the legal framework and policy framework governing Industrial relations and labor management.
24		ADVERTISING AND BRAND MANAGEMENT	The objective of this course is to acquaint the students with concepts, techniques and give experience in the application of concept for developing an effective Advertising program and in depth knowledge regarding the theory and practice of Brand Management.
25		SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	this course aims at orienting the students with various fundamentals of investment and investment management, skills involved in the process of profiling and selecting an appropriate investment mix,
26		PERFORMANCE MANAGEMENT	The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance management in their organizations.
27		MANAGEMENT SKILLS	To provide an overall view of management and its universal application with skills required.
IV Semester			
28		STRATEGIC MANAGEMENT AND BUSINESS POLICY	This course aims impart skills with the concepts and practical applications of Strategy formulation, implementation and control. To instill a comprehensive

			and step-wise understanding of the principles of strategy formulation and competitive analysis. Understand the factors that act as precedent for establish both domestic as well as strategies for success in global environment
29		INTERNATIONAL BUSINESS	Course aims at providing students an opportunity to have insight in to international business and environmental factors.
30		RURAL MARKETING MANAGEMENT	To lay an emphasis on the incorporation of Rural and facilitate the students to update their knowledge with regard to diversified range of issues and problems on marketing products and services in rural markets strategies to manage the real world situation and have insight into agricultural marketing
31		CORPORATE TAX PLANNING	Objectives of this course is to provide adequate knowledge of various concepts and their applications relating to direct tax laws with a view to integrating the relevance of their laws with financial planning and management decisions.
32		STRATEGIC HUMAN RESOURCE MANAGEMENT	This paper is designed to foster the strategic approach to HRM practices that would enable best possible probabilities of success in

			implementing HR strategies.
33		BUSINESS AND SERVICE MARKETING	The objective of this course is to lay foundation for an understanding of the complex dimensions of the industrial marketing and to develop insights into emerging trends in the service sector developing economy and tackle issues involved in the management of services on national basis
34		FINANCIAL DERIVATIVES	This course aims at orienting the students with financial engineering Indian and global markets towards creating effective risk management strategies, evolution of derivatives, concepts and application of derivatives, strategies for optimizing investment performance through derivatives, and valuation of contracts and application of derivatives in effective management of market performance
35		ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT	To introduce and to impart the requisite knowledge for handling organization development process and the major issues associated with it.

36		<p style="text-align: center;">INTERNATIONAL FINANCIAL MANAGEMENT</p>	<p>This course aims at orienting the students on global business environment and international markets, Financial Infrastructure in Global environment, Management of Global Financial Activities, Risk Management in Global financial environment, and to provide knowledge and skills for hedging foreign currency risks.</p>
37		<p style="text-align: center;">INTERNATIONAL HUMAN RESOURCE MANAGEMENT</p>	<p>The objective of the course is to understand the trends in International Human Resource Management and its implications to managing human resource in the globalized economy.</p>
38		<p style="text-align: center;">Elective-II Entrepreneurial Development and MSME</p>	<p>To expose the students to the various aspects of Entrepreneurship and to make students to understand the concept, process and development project management in MSMEs.</p>



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DEPARTMENT OF M B A

Course: MBA (HRM)

Sl. No	Semester	Subject	Outcomes
I Semester			
01	I Semester	Human Resource Management	Students will gain awareness of the many aspects of people management as well as a comprehension of the many HRM policies and practices.
02	I Semester	Principles and Practices of Management	The subject is enabling the students with base level of management to corporate level of administration with the theory and practices of the management principles.
03	I Semester	Organizational Behavior	The outcome of this subject is to make reflecting the behavioral aspects at individual level and at company level and also the students can equip with the behavioral process.
04	I Semester	Quantitative Techniques for HR	The students will familiarize with the mathematical tools and the statistical techniques and also the use of its applications in major business decision making.
05	I Semester	Personality Development and Communication Skills	The outcome of this subject is to make the students avail with the skills and knowledge required for their personality development.
II Semester			
06	I Semester	Business Ethics and Corporate Governance	The outcomes of this subject resulted in having the insights about the ethical and moral values among the students and also it realizes the students about their moral duties towards individuals, groups and corporates.
07	II Semester	Research Methodology	The outcome of this subject will be, students are aware about the applications of the statistical and analytical tools in the social science research and it provides the practical insights about the research and its methodology.
08	II Semester	Managerial Economics	The outcomes of this subject, the students will be acquainted with the

			micro level managerial perspectives to manage the demand, supply, market equilibrium, etc. factors and its influence on the Human Resource decisions.
09	II Semester	Strategic Human Resource Management	This subjected resulted to see the strategic approach to HRM practices that would enable best possible probabilities of success in implementing HR strategies among the students.
10	II Semester	Organizational Development	The students will be well equipped with the required knowledge and skills for handling the development process and major issues associated with the individual and organization.
III Semester			
11	III Semester	Compensation Management	This subject promotes the understanding among the students about the issues such as rewarding the human resources in the corporate sector, public sector and other organization and the students will be imparted with the skill sets about the designing, analyzing, and restructuring of the total reward system in organization based on the strategies, policies and employee contribution.
12	III Semester	Industrial relations and Labour Legislation	The outcome of the subject resulted with the deep knowledge among the students about the policy framework which governs the industrial relations and labour management, and also the legal aspects related to the labors.
13	III Semester	Interpersonal Processes and Counselling	Students will learn about a variety of methods to counselling and the interpersonal process. They will also be expected to use three therapeutic strategies in each approach, critique different approaches, and gain the ability to apply these ways on a range of populations.
14	III Semester	Computer Applications in HR	It makes students to expose with the information technology and applications of the computers in the field of management especially related to the Human Resources.
15	III Semester	Human Resource Accounting and Auditing	Students will learn about accounting principles and HR audits, which will equip them with skills necessary to

			maintain management control over HR as well as accountability and responsibility.
IV Semester			
16	IV Semester	Personnel Assessment, Taxation and Salary Computation	Students will have a thorough understanding of the theories, procedures, and computations pertaining to salary computation, taxation, and personal assessment.
17	IV Semester	HRM in Manufacturing and Services Industry	Students will learn about the manufacturing and services sectors, their significance, and many and distinctive HR management techniques used by these sectors.
18	IV Semester	Training and Management Development	By this subject student will thorough about the functions of training in HRD and they get the tools they need to manage the training procedures and systems.
19	IV Semester	International Human Resource management	Students will comprehend the current developments in international HRM and how they affect HRM practices in the increasingly interconnected global economy.



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Expected Outcomes of First Semester MBA

The First semester curriculum activity is designed to create a sense of understanding about the basic management topics and to gain knowledge about the contemporary issue of management which is significant for a management student to excel in corporate sector. The First semester is an insight to the basic management stream which includes holistic learning from economics, quantitative techniques and accounting for managers. The semester is designed so as to inculcate the basic management traits among the students which can act as an effective platform to transform them as per the needs of the market. The first semester lays down the basic platform for the management students so as to acquire basic management skills which can develop the best attributes of management among the students.

Expected Outcomes of Second Semester MBA

This semester is structured to provide insights about various functional departments of the management. The students are stimulated to have practical insights about the organization operations in detailed way. The semester inculcates the various contemporary trends prevailing in the functional areas of management and makes the students realize the potential of this functional areas of management in value creation for stakeholders of the business. The course is designed in the holistic approach to address the issues like application of various models in business decision making and motivating the students to learn about business law and there applications in undertaking rational business decisions.

Expected Outcomes of Third Semester MBA

The second year of the programme is to motivate the students to have specialized competencies in various functional department of management. The course is designed by keeping the challenges faced in the various specialized field of management and there application in solving the complex business problems. The semester provides an practical insight about the opportunity and risk associated with entrepreneurship. The semester is structured some of the basic ethical issues which are the necessitate variables for achieve higher success in the organization.

Expected Outcomes of Fourth Semester MBA

This final semester is designed by keeping an insight about the global application of management principles and challenges faced by the functional managers. The semester creates a sense of interest and understanding among the management students to learn the diverse skill matrix in specialized areas of management which can cater the growing need of the corporates to maximize the stakeholders value. The semester helps in transforming the traits of students with an insight on the global management practices .This semester address the growing needs of the functional departments of the management and inculcates the best global management practices among the management students.

Expected Outcomes of First Semester MBA (HRM)

The First semester is designed to infuse the basic practices of human resource management. This includes the impact of Quantitative Techniques, application of managerial economics and understanding the human psychology through organizational behavior. The course further makes students understand the attributes of personality development and role of personality development in creating holistic growth of students. The students are provided with basic skills of people management with the objective of inculcating best practices among the students.

Expected Outcomes of Second Semester MBA (HRM)

This semester is structured to provide valuable insights for the development of students in the field of Human Resource Management. The students are motivated for practical learning through various case studies and role plays to proactively understand the application of class room learning into real market situations. The course is designed with the objective to make student more understandable about the contemporary issue of Human Resource Management.

Expected Outcomes of Third Semester MBA (HRM)

The market driven forces have created lot of challenges on the part of the young management aspirants to inculcate ethical norms in their behavior which is the objective behind framing the third semester academic curriculum. Students are made to understand the basic operations of technology with subjects like Computer applications. To cater the specific needs of the stream various papers like training and development, strategic Human Resource Management

are offered for this semester. The students are made to understand the impact of various variables responsible for employee retention through effective reward management policies.

Expected Outcomes of Fourth Semester MBA (HRM)

The final semester of the programme is designed to give insight to the student about various taxation regime which is necessity for the student of Human Resource Management. The students are given important insights about the various present-day issues in International Human Resource Management. The students are strived to inculcate the best human resource practices which not only create value for employees but are able to solve the emerging problems in the stream of Human Resource Management.

MBA Course Outcome

The Two Year programme of Master of Business Administration is designed to cater the needs of the market and provide valuable management practices and values to the young aspirants so as to cater the need of the organization and development the requisite traits for starting their own enterprises. The Department has always been striving to inculcate the best management practices among the young aspirants of management with the objective of creating value for the various organizational stakeholders. The Department has always have best corporate interface which makes the student to know, learn and develop various dynamic skills demanded in the real market. This programme is instrumental to bridges the gap between what the students have and where the students should go in the future. The Department frequently organizes seminar, management fest, workshop so as to develop the students from holistic point of view. These efforts of the department is fostering the student's growth and making them competitive to face the various challenges, and efforts of the department through by the MBA programme is reflecting on the students.

MBA (HRM) Outcome

This course is with objective of meeting the growing demands of the students in the field of Human Resource Management. The Department is always committed to identify the contemporary issues in the field of Human Resource Management with the objective of inculcating the best Human Resources traits among the individuals. Students are made to understand the dynamic need of the market, based on which the Institute designs various special lecturing and workshop to keep the balance between the demand of the market and the class room learning of the students. The course has been designed in such a way that

students are able to handle any of the problems or uncertainties which might exist in the real market. The students are made to learn, train and develop the best of management practices. The Institute is very concerned about developing value based education hence role of morality;character and Discipline are vibrant area of the Department. This Programmes enables the students to have all such qualities which are needed for the people management as well as self in the grounds of the corporate environment and as well as at their work place.