



National Education Society (R.)
Jawaharlal Nehru New College of
Engineering, Shivamogga



*(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC –'B', UG
programs:CE,ME,EEE,ECE,CSE,ISE, ETE PG Programs: MBA, accredited by NBA:1.7.2022 to 30.6.2025,
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)*

INTERNAL QUALITY ASSURANCE CELL (IQAC)

Sl.No	Branch	Sem	Subject	COs
1	MBA	1st	18MBA11 Management & Organizational Behaviour	1) Gain practical experience in the field of Management and Organization Behaviour
				2) Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour
				3) Apply managerial and behaviour knowledge in real world situations
				4) Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behaviour, attitude, perception and personality.
	MBA	1st	18MBA12 Managerial Economics	1) Apply principles and techniques of managerial economics in decision-making
				2) Analyze the different market dynamics.
				3) Determine the level of operations using the relationship between production, cost and profit functions
				4) Adapt to changes by scanning dynamic business environment
	MBA	1st	18MBA13 Accounting For Managers	1) Demonstrate theoretical knowledge and its application in real time accounting.
				2) Capable of preparing financial statement of companies.
				3) Independently undertake financial statement analysis and take decisions.

				4) Comprehend emerging trends in accounting and computerization of Accounting systems.
	MBA	1st	18MBA15 Marketing Management	<p>1) Apply conceptual understanding of marketing for suitable decision-making</p> <p>2) Analyze market features and buyer behaviour for competitive advantage</p> <p>3) Evaluate the implications of business environment on marketing function.</p> <p>4) Develop viable marketing plan to operate in competitive business situations</p> <p>5) Develop appropriate strategies for effective marketing function.&nbsp;</p>
	MBA	1st	18MBA16 Managerial Communication	<p>1) The students will be aware of their communication skills and know their potential to become successful managers</p> <p>2) The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.</p> <p>3) Students will get exposure in drafting business proposals to meet the challenges of competitive environment.</p> <p>4) The students will be introduced to the managerial communication practices in business those are in vogue</p> <p>5) Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations.</p>
	MBA	2 nd	18MBA21 Human Resource Management	<p>1) Gain practical experience in the field of Human Resource Concepts, functions and theories</p> <p>2) Acquire the conceptual insight of Human Resource and various functions of HR</p> <p>3) Apply personnel, managerial and welfare aspects of HR.</p> <p>4) Develop a greater understanding about HR practices, analyse the trends in the field of HR.</p>
	MBA	2 nd	18MBA22 Financial Management	<p>1) Understand the basic financial concepts</p> <p>2) Apply time value of money</p> <p>3) Evaluate the investment decisions</p> <p>4) Estimate working capital requirements</p> <p>5) Analyze the capital structure and dividend decisions</p>

	MBA	2 nd	18MBA23 Research Methodology	<p>1) Understand various research approaches, techniques and strategies in the appropriate in business</p> <p>2) Apply a range of quantitative / qualitative research techniques to business and day to day management problems.</p> <p>3) Demonstrate knowledge and understanding of data analysis, interpretation and report writing.</p> <p>4) Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular</p>
	MBA	2 nd	18MBA24 Operations Research	<p>1) Use appropriate quantitative techniques to get feasible and optimal solutions</p> <p>2) Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems</p> <p>3) Understand and apply the network diagram for project completion</p> <p>4) Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases</p>
	MBA	2 nd	18MBA25 Strategic Management	<p>1) Determine effective decision-making through the process of strategic planning, formulation, implementation and control</p> <p>2) Develop appropriate strategies to gain competitive advantage in the market</p> <p>3) Analyze the competitive position by scanning the internal and external environment.</p> <p>4) Design an effective strategic intent for the organization to guide internal stake holders</p>
	MBA	2 nd	18MBA26 Entrepreneurship & Legal Aspects	<p>1) Demonstrate interest and orientation towards</p>

				<p>entrepreneurship, and entrepreneurial opportunities to set up a business</p> <p>2) Demonstrate creative thinking for innovative business ideas and opportunities.</p> <p>3) Analyze formal, institutional and informal support systems available for promotion of entrepreneurship;</p> <p>4) Develop a comprehensive business plan for successful setting up of an enterprise</p>
	MBA	3 rd	18MBAFM301 Banking and Financial Services	<p>The Student will be acquainted to various Banking and Non-Banking financial services in India.</p> <p>The Student will understand the activities of Merchant Banking and credit rating.</p> <p>The Student will be equipped to understand micro financing and other financial services in India.</p> <p>The Student will understand how to evaluate and compare leasing & hire purchase.</p>
	MBA	3 rd	18MBAFM302 Investment Management	<p>1) Understand the capital market and various Instruments for Investment.</p> <p>2) Assess the risk and return associated with investments and methods to value securities.</p> <p>3) Analyse the Economy, Industry and Company framework for Investment Management.</p> <p>4) Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.</p>
	MBA	3 rd	18MBAFM303 Direct Taxation	<p>1) To provide the students with a comprehensive understanding of basic concepts of Income.</p> <p>2) To understand the computation of taxable Income under different heads</p>

				<p>3) To know the deductions available while computing Income</p> <p>4) To understand corporate taxation system in India</p> <p>5) To estimate the Tax liability of individual and firm</p>
	MBA	3 rd	18MBAFM304 Advanced Financial Management	<p>1) To understand the concept capital structure and capital structure theories.</p> <p>2) To assess the dividend policy of the firm.</p> <p>3) To be aware of the management of working capital and it's financing.</p> <p>4) To understand the techniques of managing different components of working capital.</p> <p>4) To Evaluate the capital structure of different companies</p>
	MBA	3 rd	18MBAFM305 Cost Management	<p>1) To understand various concepts and terminologies used in cost management.</p> <p>2) To explain and critically evaluate various costing methods.</p> <p>3) To apply and analyse various costing methods.</p> <p>4) To evaluate the costing practices of company</p> <p>5) To create costing strategies for company</p>
	MBA	3 rd	18MBAFM306 Project Appraisal Planning &Control	<p>1) Students would learn capital budgeting and project financing.</p> <p>2) Students would be quipped to appraise a project.</p> <p>3) Students would learn to prepare a Business plan.</p> <p>4) Students would be equipped to understand various financial and technical aspects of project management.</p>
	MBA	3 rd	18MBAHR301 Recruitment &Selection	<p>1) Gain the insights of various principles and practices of recruitment and selection in an industry.</p>

				2) Equip students with various selection procedure practiced in industry
				3) Develop students with latest selection tools in the corporate sector.
				4) Develop students with various testing of job recruitment and selection
	MBA	3 rd	18MBAHR302 HR Analytics	1) To understand the basics of HR Analytics
				2) To analyse the HR Analytics applications
				3) To be aware of the challenges and role of analytics in HR Decision Making
				4) To apply the use of software in Data analytics and Data visualization processes
	MBA	3 rd	18MBAHR303 Compensation &Reward System	1) Apply conceptual aspects of Compensation and Benefits to achieve organizational goals
				2) Design compensation strategies based on internal and external structure
				3) Develop performance-based compensation system for business excellence
				4) Apply Legal & Administrative Issues in developing compensation systems for different environments.
	MBA	3 rd	18MBAHR304 Learning and Development	1) To enable students to be aware of the field of learning and development and its role in optimizing performance
				2) To make students understand the process of analyzing training needs and evaluating training programs
				3) To provide the students and overview of the various Training and Management Development Method
				4) To Develop an understanding of how Training and Development initiatives enable

				for the Career Development of the Employees.
	MBA	3 rd	18MBAHR305 Industrial Relations and Legislations	<p>1) To understand and appreciate the concepts of Industrial Relations.</p> <p>2) To analyse the industrial scenario pertaining to Industrial conflicts.</p> <p>3) To analyse the legislation pertaining to Industrial set up</p> <p>4) To analyse legislation pertaining to labour administration</p>
	MBA	3 rd	18MBAHR306 Conflict and Negotiation Management	<p>1) To understand the nature of various dimensions of conflict</p> <p>2) To learn various strategies and technique to manage conflicts</p> <p>3) To understand the importance and role of negotiation in conflict resolution</p> <p>4) To understand the importance of cross-cultural and gender dimensions of ;negotiation</p>
	MBA	4 th	18MBAFM401 Mergers, Acquisitions & Corporate Restructuring	<p>1) Understand Mamp with its different classification, strategies, theories, synergy etc</p> <p>2) Conduct financial evaluation of Mamp</p> <p>3) Analyse the result after evaluation</p> <p>4) Critically evaluate different types of Mamp;, takeover and antitakeover strategies</p>
	MBA	4 th	18MBAFM402 Risk Management and Insurance	<p>1) Understand various types of risks.</p> <p>2) Assess the process of identifying and measuring the risk.</p> <p>3) Acquaint with the functioning of life Insurance in risk management.</p> <p>4) Understand general insurance contract.</p>
	MBA	4 th	18MBAFM403 Indirect Taxation	<p>1) Have clarity about GST system in India</p> <p>2) Understanding of levy and collection of GST in India</p> <p>3) Have an overview of customs duty in India</p>

				4) Understanding of valuation of customs duty
	MBA	4 th	18MBAFM404 International Financial Management	<p>1) The student will have an understanding of the International Financial Environment</p> <p>2) The student will learn about the foreign exchange market, participants and transactions.</p> <p>3) The student will be able to use derivatives in foreign exchange risk management.</p> <p>4) The student will be able to evaluate the Exposure to risk in International environment and various theories associated with it.</p>
	MBA	4 th	18MBAFM405 Financial Derivatives	<p>1) Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits</p> <p>2) Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems</p> <p>3) Application of financial derivatives in risk management.</p> <p>4) Critically evaluate various financial derivatives.</p>
	MBA	4 th	18MBAFM406 Corporate Valuation	<p>1) Understand corporate valuation and valuation process</p> <p>2) Familiarize himself with the standard techniques of corporate valuation</p>
	MBA	4 th	18MBAHR401 Public Relations	<p>1) Apply the understanding of the fundamentals tools of public relations in practices.</p> <p>2) Analyse the role of employee communication in employee relation</p> <p>3) Evaluate the effects of community relations on organisational goodwill.</p> <p>4) Determine the Crisis Management programme during crisis</p> <p>5) Develop appropriate media relations program for effective public relations</p>
	MBA	4 th	18MBAHR402 Organizational Leadership	<p>1) Comprehend correlate organizational leadership styles which are happening around</p>

				<p>with fundamental concepts of team leadership.</p> <p>2) Understand the overview of leadership behaviour and motivation in organization</p> <p>3) Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.</p> <p>4) Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation</p>
	MBA	4 th	18MBAHR403 International Human Resource Management	<p>1. Critically analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices in multinational organizations.</p> <p>2. Compare, contrast and explain a variety of strategic approaches to the; management of Human Resources in multinational organizations.</p> <p>3. Apply concepts and knowledge about the range of Human Resource & functions to the deployment of expatriate employees and expatriate; failures on international assignments.</p> <p>4. Critically evaluate the effects of different Human Resource and International Industrial Relations strategies adopted by multinational international organisations operating in various regions of the world.</p>
	MBA	4 th	18MBAHR404 Organization Change and Development	<p>1) Apply principles and models of Change management in an individual and organisational life</p> <p>2) Manage the Resistance to change using systematic approach.</p>

				<p>3) Evaluate & changes in Interventions techniques by scanning dynamic environment</p> <p>4) Develop appropriate OD Intervention strategies to gain Core competence in an organisation</p>
	MBA	4 th	18MBAHR405 Strategic Talent Management	<p>1) To make the students realize the challenges of acquisition and retention of talents for the competitive advantage of the organization.</p> <p>2) To develop a conceptual understanding of the management of talents in the competitive environment.</p> <p>3) To understand how important is to develop and retain the best talents in the industry.</p> <p>4) To understand the concepts of competency and its usage in evaluating personal work.</p>
	MBA	4 th	18MBAHR406 Personal Growth & Interpersonal Effectiveness	<p>1) Understand the components of personal growth for better self-actualization in profession as well as personal front</p> <p>2) Gain insights of human personality, attitudes, beliefs, values and their impact on individual behaviour and to achieve organizational goal</p> <p>3) Familiarize the concepts of basic functions of mind to be more creative & innovative.</p> <p>4) Gain insights in the aspects of interpersonal growth and handling conflicts, managing time, self-analysis and transactional analysis</p>