

KOSHYS INSTITUTE OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

Course outcome

EVEN SEMESTER

II SEMESTER:

<u>Sl. No</u>	<u>Course</u>	<u>Subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	English	A001	<u>56</u>	Prof.Vijayaraj
2	Organizational Behavior	B021	<u>56</u>	Prof.Suravi Das
3	Economics for Executives	B022	<u>56</u>	Prof.Naveenan
4	Mathematics for Management - II	B023	<u>56</u>	Prof.Deenu
5	Cost & Management Accounting	B024	<u>56</u>	Prof.Amala Sen

Course : English

At the end of the course student will be able to

1. It creates an awareness on English among the students as it is essential to the field of education.
2. It creates literary sensibility among the student.
3. It develops their intellectual and professional ability in terms of English.
4. It enhances the knowledge of the underlying rules of grammar.
5. It enables the students to assimilate the correct pattern of the language

Course : Organizational Behaviour

At the end of the course student will be able to understand

1. General history of management theory and practice and frame how organizational behaviour has developed from these into a discreet field.
2. Organizational behaviour and differentiate between the three levels of influence
3. Contemporary issues and topics in organizational behaviour.
4. The history of leadership as a topic inside organizational behavior
5. Various organizational structures and their history

Course : Economics for Executives

At the end of the course student will be able to understand

1. The function of market and prices as allocative mechanisms.
2. Apply the concept of equilibrium to both microeconomics and macroeconomics.
3. Identify key macroeconomic indicators and measures of economics change, growth, and development.
4. Identify and discuss the key concepts underlying comparative advantage.
5. Identify and explain major types of market failures.

Course : Mathematics for Management - II

At the end of the course student will be able to understand

1. Understand the foundations of mathematics.
2. Be able to perform basic computations in higher mathematics.
3. Be able to read and understand middle-level proofs.
4. Be able to write and understand basic proofs.
5. Develop and maintain problem-solving skills.

Course : Cost & Management Accounting

At the end of the course student will be able to understand

1. To use and interpret the results of costing techniques appropriate to different activities and decisions;
2. Formulate and use standards and budgets for planning and control purposes
3. Understand the role of responsibility accounting and performance
4. Analyses the relationship between the cost-volume and profit
5. Explains break-even sales price, break-even sales volume, the total contribution margin, the unit contribution margin, margin of safety, security ratio, profit margin concept

IV SEMESTER

<u>Sl. No</u>	<u>Course</u>	<u>Subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	Human Resource Management	D021	56	Prof.Suravi Das
2	Financial Management	D022	56	Prof.Suresh
3	Principles of Airlines and Airport Management	D023	56	Prof..Harishtha Dinesh
4	PC Software (MS Office) – Theory & Practical	D024	56	Prof.Syed Faisal
5	Logistic and Air cargo Management	D025	56	Prof. Harishtha Dinesh
6	Business Law	D026	56	Prof.Suresh
7	Consumer Behavior	D027	56	Prof.Hariprasad

Course : Human Resource Management

At the end of the course student will be able to

1. Concept of human resource management
2. The functions of human resource management
3. Foundations of human resource management
4. The strategic management processes
5. Human resource strategic planning

Course: Financial Management

At the end of the course student will be able to

1. Demonstrate an understanding of the overall role and importance of the finance function.
2. Demonstrate basic finance management knowledge.
3. Communicate effectively using standard business terminology.
4. Describe the general structure of various financial markets.
5. Integrate the legal and economic role of financial management with the values of a diverse, global, and ever-changing marketplace:

Course: Principles of airline and airport management

At the end of the course student will be able to

1. Understanding about the airline industry and its regulatory bodies
2. Understanding the characteristics of Airline Industry and its characteristic
3. Understanding the organizational structure of the airline industry
4. Understanding the security, navigation and traffic control
5. Understanding the importance of safety and security

COURSE: PC Software (MS Office) – Theory & Practical

At the end of the course student will be able to

Demonstrate the importance of Computer software and hardware

2. Demonstrate the ability to Creating documents in Microsoft Word, typing text, numbers and dates into a document, Easy formatting, Checking the spelling in your document, Making and saving changes to your document.
3. Demonstrate the ability to Managing Windows Explorer, Creating, moving, renaming and deleting folders and files, understanding file extensions, Viewing storage devices and network connections, Managing USB flash drives
4. Understanding spreadsheet functionality, creating spreadsheets in Microsoft Excel, Typing text numbers and dates into a worksheet, Easy formulas, Easy formatting, Charting the data, Making and saving changes to the workbook
5. Ability to visit a specific website and bookmarking, Understanding how to search/Google effectively, Copy and paste Internet content into documents and emails, Stopping and refreshing pages, Demystifying the Cloud, Computer security

COURSE: Logistic and Air cargo Management

At the end of the course student will be able to

1. Understanding the various agencies and freight forwarders
2. Understanding the principles of accepting air cargo and rating
3. Understanding the concept of billing
4. Understanding the various terminology used in airline industry
5. Understanding the various manuals used

COURSE: Business Law

At the end of the course student will be able to

1. To understand the basic concepts and laws of business.
2. The intellectual property rights and consumer protection laws.
3. To understand knowledge, basic and broad knowledge in business laws in management.
Ability to apply concepts, principles and theories
4. To understand simple business laws.
5. Awareness of the global business laws and its impacts on businesses.

COURSE: Consumer Behavior

At the end of the course student will be able to

1. Demonstrate how knowledge of consumer behavior can be applied to marketing.
2. Identify and explain factors which influence consumer behavior.
3. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
4. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.
5. In a team, work effectively to prepare a research report on consumer behavior issues

VI SEMESTER

<u>Sl. No</u>	<u>Course</u>	<u>Subject code</u>	<u>No of hours</u>	<u>Faculty Name</u>
1	Airport Strategic Planning	F021	56	Prof.
2	Airline & Airport Marketing Management	F022	56	Prof.
3	Services Marketing	F023	56	Prof.
4	Aircraft Maintenance Management	F024	56	Prof.
5	Customer Relationship Management	F025	56	Prof.

COURSE: Airport Strategic Planning

At the end of the course student will be able to

1. Describe the relationship between airport strategic planning and optimal capacity management.
2. Apply best practice traffic forecasting practices, including scenario analysis.
3. Implement demand/capacity gap assessments for airline, passenger, and cargo traffic patterns.
4. Formulate airport performance objectives and plan the activities used to achieve ...
5. Provides delegates with the relevant knowledge and sets of skills in order to solve airport strategic planning problems as practitioner

COURSE: Airline& airport marketing management

At the end of the course student will be able to

1. The evolution of technology and its impact in customer engagement and marketing methodologies
2. Developing marketing processes & strategies in alignment with organizational objectives
3. The current airline business environment and its impact on airline marketing

4. Impact of technology on distribution and communication channels: best practices including social media
5. Market environment scanning & market research methodologies

COURSE: Services Marketing

At the end of the course student will be able to

1. Demonstrate and explain how the characteristics of service products differ from tangible goods, and how this impact on design and execution of marketing strategies for services. –
2. Explain the overlap of marketing with operations management and human resource systems in the successful design and management of service organizations.
3. Distinguish different service types and draw implications for marketing strategy development.
4. Describe the problems faced by services marketing professionals as well as tools and models managers might employ to increase customers' perceptions of satisfaction, service quality and value.
5. Apply the 7 Ps of the services marketing mix to develop a positioning strategy for any service organization.

Course: Aircraft Maintenance Management

At the end of the course student will be able to

1. They will build an electrical kit.
2. To select and use proper size wire
3. To perform calculations utilizing Ohm's law.
4. To demonstrate how to properly measure volts, amps and resistance using a DMM.
5. To demonstrate the proper use of electrical system test equipment

Course : customer relationship management

At the end of the course student will be able to

1. The ideas behind customer equity and its components – brand equity, value equity and relationship equity
2. Economics of CRM: Customer Life Time Value, Customer Life Cycle Analysis
3. The costs of customers and costs of serving customers in the different channels
4. Dealing with unprofitable customers and recovering from crises.
5. Identification and Selection of customers (for both consumer and business markets).

