

# **Institute of Management Studies (IMS), Noida**

## **MASTER OF INTERNATIONAL BUSINESS M.I.B**

**Program Outcomes**  
**Program Specific Outcomes**  
**Course Outcomes**



## **Master of International Business**

### **Program Outcomes (PO)**

The program outcomes of the MIB Program which is the most sought-after course are as under:

**PO1:** The students learn about major disciplines within the domain of International Business.

**PO2:** The concepts learnt can be used to demonstrate technical competence in domestic and global business.

**PO3:** The students learn about the professional ethics and corporate social responsibility of the business towards society.

**PO4:** The students develop the critical and analytical thinking skills through case studies, role plays and simulation-based games and activities.

**PO5:** The students learn about national and world economy and what are the drivers for robust economy.

**PO6:** Entrepreneurial spirit is imbibed amongst the students through subject and club activities.

**PO7:** The students learn the concepts of personality, leadership and motivation which helps in shaping their career.

**PO8:** Overall personality grooming is enhanced through communication skills, soft skills and personality development classes.

**PO9:** Students learn the concepts of planning and its implementation, team building, training & development.

**PO10:** The skills of students are upgraded through various skill enhancement workshop, trainings & programs.

**PO11:** The students demonstrate the importance and application of management principles & theories under given circumstances.



## **Course Outcome (CO)**

### **MIB Semester I**

#### **101: MANAGEMENT CONCEPTS AND ORGANISAIONAL PROCESSES**

**CO1:** The main objective is to make students understand with basic management concepts and organizational processes in an organization.

**CO2:** Grooming future managers by building skills of team work, decision making and creative thinking that would help them perform better in dynamic business environment.

**CO3:** Developing students with effective leadership, creativity, enthusiasm, values and power.

#### **102: FINANCIAL AND MANAGEMENT ACCOUNTING**

**CO1:** To develop an insight of postulates, principles and techniques of accounting.

**CO2:** After the completion of course, the students will be in a position to understand the utilization of financial and accounting information for planning, decision-making and control.

**CO3:** To explain the principles of accounting and bookkeeping.

#### **103: MANAGERIAL ECONOMICS**

**CO1:** After the completion of course, the students will be in a position to have a perspective for economic fundamentals like demand, supply, cost concepts, etc. and understand how the firms take appropriate business decisions based on these fundamentals.

**CO2:** After the completion of course, the students will develop the ability to apply economic concepts, tools and techniques in evaluating business decisions and understand their impact in terms of economic variables.



**CO3:** After the completion of course, the students will understand recent developments in business and their economic context.

**CO4:** After the completion of course, the students will have a general understanding of the macroeconomic concepts like inflation and national income and their impact on business decisions.

**CO5:** After the completion of course, the students will be able to understand the impact of economic policies on business.

### **104: INTERNATIONAL BUSINESS**

**CO1:** Understand the most widely used international business terms and concepts.

**CO2:** Identify the role and impact of political, economic, social and cultural variables in international business.

**CO3:** Analyze the principle of international business and strategies adopted by firms to expand globally

**CO4:** Integrate concept in international business concepts with functioning of global trade

### **105: MARKETING MANAGEMENT**

**CO1:** To identify the importance of Marketing in daily life.

**CO2:** To understand the Marketing concepts.

**CO3:** To identify the various aspects of Marketing strategies.

### **106: BUSINESS STATISTICS**

**CO1:** The objective of the subject is to familiarize the students with application of statistical tools.

**CO2:** To Understand the applications of various tools of statistics for managerial decision making.



## **MIB Semester II**

### **201: INTERNATIONAL MARKETING MANAGEMENT**

**CO1:** To understand the scope of International Marketing

**CO2:** To identify the various environmental factors associated with International Market.

**CO3:** To understand the STP of products in International Market.

### **202: FINANCIAL ANALYSIS AND DECISION-MAKING**

**CO1:** Develop business level strategies by defining the type of advantage sought, scope of operations and activities required to deliver the chosen strategy. Assess the likely sustainability of firm strategies related to arrangement and application of fund.

**CO2:** Identify the conventions and doctrines of various debt and equity instruments as well as various accepted principles which may be applied.

**CO3:** Identify major contemporary issues that have emerged in the area.

**CO4:** Discuss a number of issues relating to the design and implementation of various financing models in modern firms.

### **203: BUSINESS ENVIRONMENT**

**CO1:** Explain the concept of the various constituents of environment and their impact on businesses.

**CO2:** Apply the trade theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare.

**CO3:** Analyse the principle and the different exchange rate regimes' impact on businesses.

**CO4:** Integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).



### **204: BUSINESS LAWS & TAXATION**

**CO1:** The subject is aimed at acquainting the students with the basic knowledge of business laws.

**CO2:** To appraise the students on the leading practical application-oriented case studies- analysing case laws in deriving conclusion.

**CO3:** To create awareness of major legislations that have impact on business.

### **205: INTERNATIONAL MARKETING RESEARCH**

**CO1:** To understand the concept of Research.

**CO2:** To understand the application of Research in International Marketing.

**CO3:** To understand the implication of Research in International Marketing.

### **206: COMPUTER APPLICATION**

**CO1:** Describe the usage of computers and why computers are essential components in business and society.

**CO2:** Utilize the Internet Web resources and evaluate on-line e-business system.

**CO3:** Understanding the concept of input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.

### **MIB Semester III**

#### **301: INTERNATIONAL FINANCIAL MANAGEMENT**

**CO1:** To give an overview about international financial system.

**CO2:** Apply the concept of time value of money for any investment decision.

**CO3:** Assess the capital structure of a firm and state its impact on firm's profitability.



### **302: ORGANIZATION BEHAVIOUR AND DEVELOPMENT**

**CO1:** The objective is to provide conceptual knowledge and basic skills useful for understanding, predicting and dealing with human behavior in organizations.

**CO2:** To understand the causes of human behavior and use this knowledge to create competitive edge in business.

**CO3:** To enable students learn to manage employees in workplace effectively within complex environment.

### **303: INTERNATIONAL TRADE PROCEDURES, DOCUMENTATION & LOGISTICS:**

**CO1:** To understand the process of documentation in International Marketing.

**CO2:** To understand the process of Trade queries in International Business.

**CO3:** To understand the role of C & F agents in International Business.

### **304: INTERNATIONAL BUSINESS MANAGEMENT**

**CO1:** Students will possess knowledge of current theory and techniques of the major business discipline.

**CO2:** Students will demonstrate critical thinking skills in developing Liberalization and globalization of world market strategies

**CO3:** Students will understand global perspectives of the business

### **305: E-COMMERCE**

**CO1:** Possess higher level knowledge and understanding of contemporary trends in e-commerce and business finance.

**CO2:** To provide adequate knowledge and understanding about E-Commerce practices to the students.



**CO3:** Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.

**CO4:** Gain wide-ranging knowledge about aspects of conducting business on the Internet by using on line commercial web-based transactions.

**CO5:** Understand the E-Commerce and E- business infrastructure and trends.

**CO6:** Gain knowledge about the various elements of Electronic Data Interchange and its applications.

### **306(B): FRENCH – BASIC**

**CO1:** Develop listening skills.

**CO2:** To understand the actual meaning of words and conversation.

**CO3:** Try to speak with some confidence.

### **MIB Semester IV**

#### **401: PROJECT MANAGEMENT**

**CO1:** To give an overview about international financial system

**CO2:** To acquaint the students broadly with services needed in project financing counselling, planning, appraisal, control and the related mechanisms.

**CO3:** To know how to frame the strategies for new projects.

#### **402: STRATEGIC MANAGEMENT**

**CO1:** To understand the importance of Strategic Management in business context.

**CO2:** To understand the competitiveness in Global Economy.

**CO3:** To know how to frame the International strategies in International Market.



### **403: CONSUMER BEHAVIOUR**

**CO1:** To understand the buying motives of consumers.

**CO2:** To understand the need to study consumer behaviour in International Marketing.

**CO3:** To identify the application of Consumer behaviour.

### **404: SERVICES MARKETING**

**CO1:** Examine the nature of services, and distinguish between products and services

**CO2:** Identify the major elements needed to improve the marketing of services

**CO3:** Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service

**CO4:** Appraise the nature and development of a services marketing strategy

**CO5:** Recognize how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems

### **405(A): FOREIGN LANGUAGE**

**CO1:** To read and write short, simple texts.

**CO2:** To understand a dialogue between two native speakers and take part in short, simple conversations using the skills acquired.

**CO3:** Express basic feelings in French for example, offering help, agreeing and disagreeing with what people say etc