

Programme: MBA (Two year degree programme)

PROGRAMME OUTCOMES (POs)

PO1: Communicate effectively in a variety of formats.

PO2: Identify the key issues facing a business or business subdivision.

PO3: Utilize qualitative and quantitative methods to investigate and solve critical business problems.

PO4: Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to solve business problems.

PO5: Evaluate and integrate ethical, social and environmental responsibilities in business environment.

PO6: Incorporate diversity and multicultural perspectives when making business decision.

PROGRAMME SPECIFIC OUTCOMES (PSOs): MBA- Marketing

PSO1: Prepare students to meet the diverse set of marketing challenges present in today's competitive business environment from understanding the evolving needs of the consumer, to managing sales, to overseeing international marketing and distribution operations.

PSO2: Addressing the specific consumer decision process, internal and external influences on consumer behavior.

PSO3: Developing a brief knowledge about service marketing, its marketing mix and how peoples importance in service marketing.

PSO4: Understand the basic concepts in marketing, marketing environment and develop an understanding about communication, marketing Communication and its usage.

PSO5: Understand the various types of advertising, its applications and usage with effect to marketing scenario, role of advertising on the global marketing, usage of advertising campaign and estimation of advertising budget.

PROGRAMME SPECIFIC OUTCOMES (PSOs): MBA- Finance

PSO1: Enable the students to apply the knowledge of accounting standards, financial analytical tools, costing techniques etc.

PSO2: Analyzing the financial performance of an organization and applying various tools that aid in decision making.

PSO3: The students will be able to identify the relevance of Financing, Investing & Dividend decisions that impact the growth of the firm.

PSO4: The students will be enabled to enhance their knowledge on various financial markets and services provided by the different Financial Institutions.

PSO5: Analyze and understand the various avenues of investment in context of risk and return and to know the financial perspective of risk management at global level in a broader context.

PROGRAMME SPECIFIC OUTCOMES (PSOs): MBA- Human Resource Management

PSO1: Understand the basic concepts of human resources management and its applications in the individual, group as well as organizational levels.

PSO2: Theoretical knowledge in allied subjects such as organizational behavior, business ethics, communication, quantitative techniques in management, labor, and industrial laws, etc.

PSO3: Practical knowledge and hands-on training in various areas of HR such as recruitment and selection, performance appraisal, management of change, conflict, stress, counseling etc. **PSO4:** Practical exposure to the problems and opportunities of Human resources management through the two project studies one theoretical (Organizational study) and the other practical (Problem centered study).

Course	Course Outcomes (COs)
MBA 1st Sem.	
MBA-501 Management Principles & Organizational Behavior	CO1: Analyze effective application of management principles to diagnose and solve organizational problems and develop optimal managerial decisions. CO2: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. CO3: Understanding the concept of perception, factors influencing the perception and theories of motivation.
MBA-502 Accounting for Managers	CO1: Understand the basic concepts and principles of accounting in business transactions. CO2: Understand Double entry system and GAAP principles and record the business transactions in journal, ledger and trail balance. CO3: Familiarize with the preparation and analysis of financial statements. CO4: Gain insight into the budget and budgetary control measures.
MBA-503 Research Methodology in Business Management	CO1: Understanding the concept of research, research applications in functional areas of business and emerging trends in business research. CO2: Elaborate the scientific method of research, formulation of research projects, steps in research process and preparation of synopsis. CO3: Understanding the qualities of a good hypothesis and concept of hypothesis testing and test of significance. CO4: Understanding the data analysis, graphical representation of data and writing of manuscripts.
MBA-504 Business Environment	CO1: Understand the basic features of Indian economy and analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives. CO2: Understand the effects of government policy on the business and outline how an entity operates in a business environment. CO3: Analysis of current year annual budget and evaluation of various regulatory policies of government such as industrial policy, fiscal and monetary policy and salient features of FEMA. CO4: Conduct an in-depth analysis of a foreign trade, disinvestment and Export- Import policy.
CSE-551 Computer Applications	CO1: Learn basic principles of using windows operation system. CO2: Be able to find and evaluate information on the web (learn how to be critical and evaluate what is valid and reliable). CO3: Learn basic word processing skills with Microsoft Word, such as text input and formatting.
ENG-525 Managerial Communication Skills	CO1: Understand the principles of effective communication and barriers of communication.

	<p>CO2: Understanding the process of interviews in - selection or placement interviews, discipline interviews, appraisal interviews and exit interviews.</p> <p>CO3: Give managerial speeches such as speech of introduction, speech of thanks, occasional speech, and theme speech and can give presentations and understand the concept of non-verbal communication.</p> <p>CO4: Write business letters, routine letters, sales letters and essential of oral presentation.</p>
MBA 2nd Sem.	
ECON-555 Managerial Economics	<p>CO1: Understanding the basic concepts of managerial economics.</p> <p>CO2: Basic concepts of demand, supply and equilibrium and their determinants and also analyzing the effect of these factors on market.</p> <p>CO3: Understanding the basic concept of measuring elasticity and apply the concepts of price, cross and income elasticity, main determinants of elasticity and analyze how elasticity affects revenue.</p> <p>CO4: Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.</p>
MBA-505 Business Legislations	<p>CO1: Understand the general legal boundaries that define the regulation of business.</p> <p>CO2: Recognize the most common forms of business associations, including partnerships, limited liability companies, and corporations.</p> <p>CO3: Understanding the benefits of Consumer Protection Act in resolution of consumer queries.</p> <p>CO4: Prepare different negotiable instruments like Bills of Exchange, Promissory Note and Cheque and analyze the conditions of dishonor of negotiable instruments and right of the party at loss.</p>
MBA-506 Production and Operations Management	<p>CO1: Understand the core features of the operations and production management function at the operational and strategic levels.</p> <p>CO2: Understand the process of new product development.</p> <p>CO3: Conduct Facility planning by making location and layout decisions.</p> <p>CO4: Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.</p>
MBA-507 Marketing Management	<p>CO1: Students will be able to understand the marketing concepts and its evolution.</p> <p>CO2: Analyze the market based on segmentation, targeting and positioning.</p> <p>CO3: Knowledge about the consumer behavior and their decision making process.</p> <p>CO4: Make decisions on product, price, promotion mix and distribution.</p> <p>CO5: Understanding of the rural markets and the contemporary issues in marketing.</p>

<p>MBA -508 Human Resource Management</p>	<p>CO1: Understanding of the basic concepts, functions and processes of human resource management and role played by HR Manager. CO2: To design and formulate various HRM processes such as recruitment, selection, training and also help to evaluate and design various organizational structures and understand how they are related to organizational success. CO3: Development, performance appraisals and reward Systems, compensation Plans and ethical behavior and to be able to form a policy for job analysis. CO4: Evaluate the developing role of human resources in the global arena.</p>
<p>MBA-509 Management Information System</p>	<p>CO1: Understand the leadership role of management information systems in achieving business competitive advantage through informed decision making. CO2: Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives. CO3: Identify managerial challenges and opportunities for organizational advancement that may be resolved by the application of current new technologies. CO4: Explain applications as groupware the Internet, executive information systems, telecommunications and other organizational support technologies and relate them to solving organization problems.</p>
<p>MBA 3rd Sem.</p>	
<p>MATH-540 Operation Research</p>	<p>CO1: Understand the basic concept of operation research and identify and develop operational research models from the verbal description of the real system. CO2: Develop linear programming (LP) models for shortest path, maximum flow, minimal spanning tree, critical path, minimum cost flow, and transshipment problems. CO3: Understand the mathematical tools that are needed to solve optimization problems. CO4: Use some solution methods for solving the linear optimization problems.</p>
<p>MBA -510 Project Management and Entrepreneurship Development</p>	<p>CO1: Understanding the scope, cost, timing, and quality of the project, at all times focused on project success. CO2: Align the project to the organization's strategic plans and business justification throughout its lifecycle. CO3: Analyzing the project appraisal techniques with respect to market & demand analysis, situation analysis, collection of information, demand forecasting and market planning.</p>

	<p>CO4: Understanding the role and responsibilities of the project manager, planning, organizing, controlling, project review and administrative aspect and skills of the project manager.</p>
<p>MBA -511 Strategic Management</p>	<p>CO1: Understanding the importance, scope and concept of strategy and strategic management process and differentiate between tactics, strategies and planning and importance of each component in strategic management.</p> <p>CO2: Prepare Vision, Mission statements and define goals, objectives for organization and prepare Value Chain Analysis and identify the areas of concern affecting customer satisfaction</p> <p>CO3: Demonstrate the importance of external environmental analysis as well prepare the SWOT Analysis model for decision making.</p> <p>CO4: Apply the concepts of BCG matrix and GE9 cell matrix for business portfolio analysis and demonstrate the Porter's 5 forces model for industry environmental analysis.</p>
<p>MBAM-512 Advertisement & Consumer Behavior</p>	<p>CO1: Understand different types of advertisement.</p> <p>CO2: Identify the key players in advertising industry.</p> <p>CO3: Helps to make decisions regarding the most feasible advertising appeal and media.</p> <p>CO4: Importance of understanding consumer behavior in marketing.</p>
<p>MBAM-513 Services Marketing</p>	<p>CO1: To understand the basic concept of service marketing and role played by marketing manager.</p> <p>CO2: Know in detail about the service sector and apply the 7 P's of service marketing.</p> <p>CO3: To emphasize the significance of services marketing in the global economy.</p> <p>CO4: To make the students understand the deeper aspects of successful services marketing.</p>
<p>MBAM-514 Retail Marketing</p>	<p>CO1: Understand the concepts of effective retailing.</p> <p>CO2: To provide insights into all functional areas of retailing and to give an account of essential principles of retailing.</p> <p>CO3: To give a perspective of the Indian retailing scenario.</p> <p>CO4: Know the recent trends in retailing in India.</p> <p>CO5: Possess the knowledge of various retail formats and will be understand the retail customer</p>
<p>MBAF-512 Financial Engineering</p>	<p>CO1: Understanding the scope and tools used in financial engineering and apply the knowledge of statistics, technology, legal, accounting and taxation in area of financial engineering.</p> <p>CO2: Develop an ability to function on inter-professional teams.</p> <p>CO3: Develop an ability to identify, formulate, and solve financial engineering problems.</p> <p>CO4: Understand the impact of financial engineering and risk management solutions in a global, economic, environmental, and societal context.</p>

MBAF-513 Security Analysis & Portfolio Management	<p>CO1: Recognize and apply appropriate theories, principles, and concepts relevant to securities analysis and portfolio management.</p> <p>CO2: Value the equities and bonds and understanding the risk and return relationship in terms of the Capital Asset Pricing Model (CAPM) and the Arbitrage Pricing Theory (APT).</p> <p>CO3: Understand basics in derivatives and develop an ability to manage the portfolio among the various financial alternative.</p>
MBAF-514 Financial Management	<p>CO1: Understanding the basic concept of financial management.</p> <p>CO2: Apply the tools from financial management that will facilitate for the decision making in context of capital budgeting, cost of capital and source of fund.</p> <p>CO3: Develop analytical skills that would facilitate the financial decision making in capital structure and dividend policy.</p> <p>CO4: Estimate working capital requirement of Business concern.</p>
MBAH-512 Organizational Change and Development	<p>CO1: Developing a basic understanding and appreciation for the issues and conditions creating the need for change in modern organizations.</p> <p>CO2: Developing an understanding of the strategic role of change in the organization and the impact of change on organizational performance.</p> <p>CO3: Developing a basic understanding of how organizations behave and react to change, why change efforts can fail, overcoming organizational resistance, and making change possible.</p> <p>CO4: Learning how to apply some of the key concepts and tools organizational development and change leadership and management.</p>
MBAH-513 Compensation Management	<p>CO1: Understand the basic concepts of compensation management and design compensation system in an organization.</p> <p>CO2: Relate compensation management to behavioral theories and concepts and within the wider context of human resources management.</p> <p>CO3: Administer the compensation package for special groups and describe the process and evaluate the implications of job evaluation.</p> <p>CO4: Identify the internal and external environmental factors that have an impact on the pay structure of an organization.</p>
MBAH-514 Human Resource Planning & Development	<p>CO1: Integrated perspective on role of HRM in modern business and ability to plan human resources and implement techniques of job design.</p> <p>CO2: Rational design of compensation and salary administration.</p> <p>CO3: Competency to recruit, train, and appraise the performance of employees.</p> <p>CO4: Ability to handle employee issues and evaluate the new trends in HRM.</p>
MBA 4th Sem.	
MBAM-515 International Marketing	<p>CO1: To help the students understand the peculiarities of international marketing and to develop the students' ability to devise marketing mix for international marketing.</p>

	<p>CO2: To make the students understand the concept and techniques of international marketing.</p> <p>CO3: Train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.</p> <p>CO4: Analyze about international marketing, its opportunities and promotional policies of the governments to augment trade.</p> <p>CO5: Gain in-depth knowledge on Export – procedure & documentation, product planning and policy, Pricing, Distribution, Promotion and Financing.</p>
<p>MBAM-516 Sales management</p>	<p>CO1: Helps to explain the basic principles of sales management.</p> <p>CO2: Helps to demonstrate an understanding of the role of the sales force as a part of the marketing mix.</p> <p>CO3: Helps to apply in a competent manner sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis, and evaluation of performance by means of a team project that creates a sales force plan.</p> <p>CO4: Understanding the role of the function of sales management in the corporate structure.</p>
<p>MBAF-515 International Finance</p>	<p>CO1. Understand foreign exchange markets, international financial markets and their functions and needs and describe the international financial environment in context of international fund flows and international financial agencies and how they affect the multinational corporations.</p> <p>2. Understand operations in foreign exchange market and demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.</p> <p>3. Understand the exchange rate movement, exchange rate equilibrium and factors affecting the foreign exchange rate.</p> <p>4. Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by multinational corporations.</p>
<p>MBAF-516 Management of Financial Services</p>	<p>CO1: Describe the various financial services, its nature and scope and demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO2: Understand the hire purchase, leasing system and describe the factoring, forfeiting and bill discounting and an analysis of depositories act.</p> <p>CO3: Understand the credit rating process and methodology adopted by various institutions</p> <p>CO4: Understand theoretical frame work and legal frame work in context of venture capital financing.</p>

<p>MBAH-515 Industrial Relations and Labour Legislations</p>	<p>CO1: Understanding of rationale behind labor laws. CO2: Equip students with important provisions of various labor laws. CO3: Insight into the implementation of labor laws. CO4: To be able to shape ethical behavior of employees through right policies.</p>
<p>MBAH-516 International HRM</p>	<p>CO1: Acquire exposure to the concepts, principles and the changes occurring in the field of HRM at the national and international level. CO2: Understand international staffing, performance appraisal and management development. CO3: Understand the HR challenges of international business. CO4: Importance of cultural sensitivity in an international assignment. CO5: Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs.</p>