

MASTER OF BUSINESS ADMINISTRATION (MBA)

PROGRAMME OUTCOMES (PO)

At the completion of the Post Graduate Programme, the student will be able to attain the following outcomes

PO No	Post Graduate Programme Outcomes
PO 1	Application oriented knowledge in Domain and Business Environment (AKDBE)
PO 2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)
PO 3	Social Responsiveness and Ethical Standards (SRES)
PO 4	Astute Leadership and Synergy (ALS)
PO 5	Effective Communication (EC)
PO 6	Global exposure and cross-cultural sensitivity (GECCS)

PROGRAMME SPECIFIC OUTCOMES (PSO)

Master of Business Administration Programme has been designed to prepare post graduates for attaining the following specific outcomes.

PSO No	Post Graduate Programme Specific Outcomes
PSO 1	Developing into professional managers who can contribute to the growth of business and industry in India and abroad
PSO.2	Developing astute leaders with a strong ethical background who can efficiently and effectively manage business amidst environmental turbulences
PSO.3	Nurture entrepreneurial skills among young generation and make them effective change agents
PSO.4	Contribute towards better management practices in the country by offering quality management education.
PSO.5	Facilitate the Institutions to contribute towards the management of non-corporate sectors and social enterprises with main focus on local and regional level.

Semester 1

Name of the Course	Course Outcome
<p align="center">PRINCIPLES & PRACTICES OF MANAGEMENT</p>	<p>CO1 To introduce profession of management and help the students gain understanding of the functions and responsibilities of the manager</p> <p>CO2 To provide participants tools and techniques to be used in the performance of the managerial job</p> <p>CO3 To enable the students to analyze and understand the environment of the organization.</p>
<p align="center">BUSINESS COMMUNICATION</p>	<p>CO1 To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program.</p> <p>CO2 To build an understanding of different organizational cultures, business practices, and social norms to communicate more effectively in domestic and cross-cultural business contexts.</p> <p>CO3 To develop an awareness of the importance of concise written expression to modern business communication and utilize electronic presentation software..</p>
<p align="center">MANAGERIAL ECONOMICS</p>	<p>CO1 To familiarize the participants concepts and techniques in Economics</p> <p>CO2 To make the participants appreciate the applications of core concepts in economics for managerial decision making</p> <p>CO3 To sensitize the participants how economic environment affects Organizations</p>
<p align="center">ACCOUNTING FOR MANAGERS</p>	<p>CO1 To familiarize the students with financial statements, principles of accounting and develop their skills in reading annual reports.</p> <p>CO2 To provide foundations for developing the skills in interpreting financial statements for managerial decisions.</p>

	<p>CO3 To acquaint the students with the intricacies of Financial Accounting and Management Accounting.</p>
<p>QUANTITATIVE TECHNIQUES FOR MANAGEMENT</p>	<p>CO1 The participants will be familiarized with Mathematical models and Statistical techniques applied in Management.</p> <p>CO2 The participants will be familiarized to solve statistical problems for summarizing, analysing, and interpreting data for decision making.</p> <p>CO3 The participants will be familiarized with fundamentals of Hypothesis Testing</p>
<p>BUSINESS LAW</p>	<p>CO1 To provide the participants basic framework of Laws applicable to Business</p> <p>CO2 To provide basic insights into provisions of business laws.</p> <p>CO3 To sensitize the participants legal framework required for starting a Business</p>
<p>ENVIRONMENT MANAGEMENT</p>	<p>CO1 To provide the participants basic understanding of Environment Management in the Context of Business Management</p> <p>CO2 To make them focus on sustainable development by taking care of the Environmental angle</p> <p>CO3 To make them socially responsible and to help them conserve natural resources for optimum usage</p> <p>CO4 To understand the functions of Govt in regulating Business</p> <p>CO5 To motivate the students to focus on a greener planet.</p>
<p>BUSINESS ETHICS & CORPORATE GOVERNANCE</p>	<p>CO1 To introduce Ethics as an important Component in Business Administration</p> <p>CO2 To provide the Participants the Relevance and Role of Indian Practices in Business</p> <p>CO3 To Discuss and Analyse relevant Case Studies related to Indian Ethos and Values from the Business World</p>

Semester II

Name of the Course	Course Outcome
<p style="text-align: center;">FINANCIAL MANAGEMENT</p>	<p>CO1 This Course aims to Introduce Objectives and Functions Financial Management, its importance, its applications in business</p> <p>CO2 This Course aims to understand the relationship of Financial Management with the business environment and the role of Financial Manager.</p> <p>CO3 The course aims to expose the student to the financial issues of determining the monetary resources needed by a business, the mix of these resources, the sources.</p>
<p style="text-align: center;">MARKETING MANAGEMENT</p>	<p>CO1 To introduce the core functional Area of Marketing to participants</p> <p>CO2 To provide the modern conceptual framework of Marketing</p> <p>CO3 To impart key insights into the practical aspects of Marketing to participants</p>
<p style="text-align: center;">HUMAN RESOURCE MANAGEMENT</p>	<p>CO1 To provide participants a synthesized framework of Human Resources theory & practice</p> <p>CO2 To impart fundamentals of HR Practices in Organizations</p> <p>CO3 Learn to align HR systems with the strategic business objectives of a firm.</p>
<p style="text-align: center;">OPERATIONS MANAGEMENT</p>	<p>CO1 To provide basic understanding of the Production / Operations Management function in organizations..</p> <p>CO2 To sensitize the participants about efficiency & effectiveness in operations function</p> <p>CO3 . To make students industry experts in operations by giving simulated exercises</p>
<p style="text-align: center;">OPERATIONS RESEARCH</p>	<p>CO1 At the end of this Course, the participants may get basic insights into Applications of</p>

	<p>CO2 Operations Research in Managerial Decision Making</p> <p>CO3 . The Participants will get familiar with Scientific Tools and Models in OR for</p>
<p>MIS & CYBER SECURITY</p>	<p>CO1 To understand the importance of Information System in business</p> <p>CO2 To make the participants familiarize with the technologies and methods used for effective decision making in an organization.</p> <p>CO3 o learn to use Information Technology to gain competitive advantage in business.</p>
<p>ORGANISATIONAL BEHAVIOUR</p>	<p>CO1 To impart basic knowledge into Organization Structure & Dynamics</p> <p>CO2 To provide insights into Individual & Group behavior and its implications in modern organization</p> <p>CO3 To provide basic knowledge of Organization Culture and its role in Management</p>
<p>ENTREPRENEURSHIP &PROJECT MANAGEMENT</p>	<p>CO1 To Provide the Participants basic understanding about the Role and Significance of Entrepreneurship in an economy</p> <p>CO2 To Instill a Spirit of Entrepreneurship among the Student Participants</p> <p>CO3 To make the Participants aware about the Management of Small and Medium Enterprises</p>

Semester III

Name of the Course	Course Outcome
<p>BUSINESS ANALYTICS</p>	<p>CO1 To introduce Analytics as a tool for Business Decision Making</p> <p>CO2 To provide basic insights into application of Analytics to Management Functional areas</p> <p>CO3 To Apply relevant Analytics tools and techniques to solve real world Business Problem</p>

<p align="center">RESEARCH METHODOLOGY</p>	<p>CO1 To prepare the students for projects through providing basic aspects of research methodology</p> <p>CO2 To make the participants familiar with different phases of research</p> <p>CO3 To equip the participants basic insights into Data Analysis and Report Writing</p>
<p align="center">TRAINING & DEVELOPMENT</p>	<p>CO1 To provide key insights into the HR function of Training and Development</p> <p>CO2 To impact conceptual base with respect to different types of Training and Development</p> <p>CO3 To discuss Training and Development practices in Industries.</p>
<p align="center">MANAGING ORGANISATIONAL CHANGE & DEVELOPMENT</p>	<p>CO1 To make students understand the meaning of Change and need for Organizational Change.</p> <p>CO2 To provide the participants intricacies of Change Management</p> <p>CO3 To understand Managerial Aspects of Organisational Change</p>
<p align="center">COMPENSATION MANAGEMENT</p>	<p>CO1 To provide insights into the key HR Function of Compensation in Organizations .</p> <p>CO2 To understand Wage structures, Legislations and trends in Compensation Management..</p> <p>CO3 To make them adhere to the existing legal frameworks in their organizations in terms of correct compensation management..</p>
<p align="center">COST & MANAGEMENT ACCOUNTING</p>	<p>CO1 To familiarize the students with cost records/ statements and principles underlying them to develop their skills in understanding and appreciating cost information</p> <p>CO2 To sensitize them in brief with Cost and Management Accounting Mechanism, process and systems but emphasis is laid on sound concepts and their managerial implications</p>

<p>SECURITY ANALYSIS & PORTFOLIO MANAGEMENT</p>	<p>CO1 To have an in depth knowledge of the theory as well as practice of investment decision making.</p> <p>CO2 To Know the theory and practice of portfolio management</p> <p>CO3 To develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.</p>
<p>BANK MANAGEMENT</p>	<p>CO1 To acquaint the students with concepts of Banks and Financial Institutions..</p> <p>CO2 To familiarize various Techniques of Managing Banks and Financial Institutions.</p> <p>CO3 To understand the various techniques for assessing the performance of banks</p> <p>CO4 To familiarize the recent developments in the banking sector</p>
<p>AGRI BUSINESS & RURAL MARKETING</p>	<p>CO1 . To make the Participants understand Agriculture and Rural Marketing System.</p> <p>CO2 . To discuss Agricultural and Rural Marketing Strategies</p> <p>CO3 To sensitize the Participants about emerging Rural Markets with Agricultural Marketing Potential</p>
<p>INTEGRATED MARKETING COMMUNICATION</p>	<p>CO1 To provide key insights and working knowledge to participants on Marketing Communications .</p> <p>CO2 To provide the conceptual frame of Marketing Communication Elements .</p> <p>CO3 To discuss modern practices on promotion with respect to digital and online platforms</p>
<p>PRODUCT & BRAND MANAGEMENT</p>	<p>CO1 .. To familiarize the participants with the concepts and strategies involved in Product Management and Branding for effective Brand Building.</p>

	<p>CO2 To provide a framework within which participants will be able to identify and understand the variables that drives the success of Brands.</p> <p>CO3 To provide a practical tools for the participants to develop and implement winning Product and Brand Strategies in an array of competitive contexts.</p>
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Semester IV

Name of the Course	Course Outcome
STRATEGIC MANAGEMENT	<p>CO1 To expose students to various perspectives and concepts in the field of Strategic Management..</p> <p>CO2 To help participants develop skills for applying Strategic Management concepts to the solution of business problems.</p> <p>CO3 To enable to students to use traditional and contemporary analytical tools of Strategic Management</p>
MANAGEMENT OF FINANCIAL SERVICES	<p>CO1 .. To give an appreciation and understanding of the fundamentals of financial services industry in India</p> <p>CO2 To give an insight into the impact of financial services industry in the overall financial system..</p> <p>CO3 The course aims to familiarize the students with the nature and scope of various types of financial services and to understand the regulatory environment in which they are undertaken</p>
RISK MANAGEMENT & INSURANCE SERVICES	<p>CO1 To introduce the concept of risk management. .</p> <p>CO2 To understand the conceptual framework of risk management .</p> <p>CO3 To understand the application of risk management in insurance</p>

<p>COUNSELING SKILLS FOR MANAGERS</p>	<p>CO1 .. To Provide a clear understanding about the Concepts, Methods, Techniques and Issues involved in Counseling as a HR Function</p> <p>CO2 To Impart basic skills in Counseling to the Participants.</p> <p>CO3 To know the counselling skills required for HR managers</p>
<p>MANAGING INTERPERSONAL & GROUP PROCESS</p>	<p>CO1 To provide understanding regarding interpersonal and group processes in Organizations .</p> <p>CO2 To help participants acquire skills related to team & people management .</p> <p>CO3 To understand human behaviour in groups and teams .</p>
<p>CONSUMER BEHAVIOUR</p>	<p>CO1 To impart expert level of knowledge about modern Consumer Behaviour .</p> <p>CO2 To provide the conceptual frame of Consumer Behaviour .</p> <p>CO3 To discuss the impact of changing behavioural patterns on Marketing activities</p>
<p>CUSTOMER RELATIONSHIP MANAGEMENT</p>	<p>CO1 To familiarize the participants concepts and techniques in Customer Relationship Management.</p> <p>CO2 To make the participants appreciate the applications of core concepts in CRM for managerial decision making.</p> <p>CO3 To sensitize the participants how CRM augments the Business</p>