MBA: PSO, PO, CO based on 2016 Pattern

The MBA programme prepares a student for a career in diverse sectors of the industry domestically and globally. The MBA programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry. Managerial talent is much sought by the Government Sector, NGOs, non-corporate sector as well. Students are also expected to become entrepreneurs. Their aspirations also require a broad based learning encompassing the end to end processes involved in developing entrepreneurial skills. Institute's, faculties and students need to move away from the excessive focus on industry and look at needs and demands of broader sections of the society also.

Programme Specific Objective (PSO)

1. To equip the students with requisite knowledge, skills &right attitude necessary to provide effective leadership in a global environment.

2. To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the country's Economy &Society, aligned with the national priorities.

3. To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.

4. To harness entrepreneurial approach and skill-sets.

Program Outcome (PO)

1. Apply knowledge of management theories and practices to solve business problems.

2. Foster Analytical and critical thinking abilities for data-based decision making.

3. Ability to develop Value based Leadership qualities.

4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a

team environment.

6. Entrepreneurship

7. Global employment

8. Professional ethics

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		Cousre Type	
	Subject Name		Course Outcome
Subject Code			
101	Accounting For Business Decisions	Generic Core	 Students understood the basic concepts of financial accounting, cost accounting and management accounting. Use the acquired knowldge of Accounts to facilitated them in decision making. Knowing various tools from accounting and cost accounting which would facilitate the decisions making & developing analytical abilities to face the business situations & helping the management by supplying accounting ratios, reports and relevant data using marginal costing.
102	Economic Analysis For Business Decisions	Generic Core	 Apply the techniques of economics in decision making. Explore the business cycle implications and determine the interaction of demand and supply in the marketplace Understand theories and principles in macroeconomics including national income accounting, models of output determination, models of aggregate demand and supply, the money market, fiscal policy and monetary policy. Apply the appropriate economic tools to conduct a meaningful analysis of the economy in a professional ethical context
103	Legal Aspects Of Business	Generic Core	 Demonstrate a sound understanding of the legal aspects of the law affecting businesses After completing this course the students would be Able to appreciate the importance of law and legal institutions in business. Acquire a sound understanding of the legal aspects of the law affecting businesses. Develop reasoning abilities by applying the principles of law in the business environment. Appraise the legal environment of the organization and develop suitable strategies.

MBA All Semester:CO, Pattern 2016

104	Business Research Methods	Generic Core	 Apply an advanced understanding of business research design options, methodologies and analysis methods. Complete, from the brief created, a research proposal for implementation. known about the problem to be addressed, the proposed research design, data collection, sampling, analysis methods to be employed along with an indicative time frame for each stage of the research proposed and budget. 4.
105	Organisational Behaviour	Generic Core	 List and define basic organizational behavior principles, and analyze how these influence behavior in the workplace. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. Understand your own management style as it relates to influencing and managing behavior in the organization systems.
106	Basics Of Marketing	Generic Core	 Identify core concepts of marketing and the role of marketing in business and society. Understand the importance and role of marketing in the external environment Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness. Formulate marketing strategies that incorporate psychological and sociological factors which influence consumers. Analyze marketing problems and provide solutions based on a critical examination of marketing information.

107	FUNDAMENTALS	Generic - Elective	 1.Basic knowledge of each of the functional areas of business – accounting, management, marketing, economics, and finance – by emphasizing their importance in an organization and describing their interrelationship in the organization's attempt to achieve its objectives. 2. The Students will be able to demonistrate basic understanding of management functions such as planning, organizing, leading and controlling; and how successful managers effectively and efficiently use these functions and their business resources to achieve organizational objectives. 3. Define planning, discuss its relationship with organizational performance, and describe its benefits. They will be able to define and discuss differences between strategic, tactical and operational plans 4. Recognize the importance of ethics and professional management practices.
108	Business Communication Lab	Generic - Elective	 Effective business writing and business communication. Effective interpersonal communications Developing and delivering effective presentations Develop word processing skills to format effective, attractive, 'reader-friendly' documents appropriate for business.
115	Enterprise Analysis-Desk Research	Generic - Elective	 Generate a business idea using various sources Engage in Market Research (design and analysis) and use ICT to analyse same Interpret and apply the components of a business strategy Create, maintain and understand a business architecture Craft business architecture to identify and scope business problems and business change needs
	SEM	Ш	

			 Make students have an understanding of the concept of marketing and a marketing system Make students have clear understanding marketing mix and its function & Know how to control the marketing mix variables in order to achieve organisation goal. Evaluate and design sustainable strategies in such environments either in marketing, international business and/or technology
201	Marketing Management	Generic – Core	management fields and in their intersection
	Financial		 The students will understand the overall role and importance of the finance function. Will understand the goals of the financial manager. Will get knowledge about various tools and techniwues in the area of finance. with analytical skill will be able to make decision in varous business situtations.
202	Management	Generic – Core	
	Human Resource		 The students will understand the overall role and importance of the Human Resource Management. They will lean different techniquest that will help them to gain competitive advantage through people. learn different integrated system models of strategic human resource management and will be able to design their own HRM
203	Management	Generic – Core	System as per the required situations.1. Will Aquare knowledge of quantitativetechniques which will be very useful fordecision making.2. Understnd the process of decision problemformulation3. Ability to carry out and evaluate benefit/cost lifecyclebreakeven analysis of one or more economic
204	Decision Science	Generic – Core	alternatives.
	Operations &		 Understand the input- process - output framework, the extensions of it, and apply them to a wide rangbe of operatins Understand the content of an operations strategy and the decisions involved.
	Supply Chain		3. The roles and responsibilities of operations
205	Management	Generic – Core	managers and the challenges they face

	Managamant		 It develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business Illustrate how current technologies and decision- support tools can be utilized to the advantage of business operations. Explain the role and significance of effective MIS, and describe how they contribute to optimizing organizational performance. Apply Management Information Systems knowledge and skills learned to facilitate the
	Management Information		knowledge and skills learned to facilitate the
206		Generic – Core	acquisition, development, deployment, and
208	Systems Emotional Intelligence and Managerial Effectiveness Lab	Generic Elective	 management of information systems. 1. Analyse the concepts and perceptive of emotional intelligence 2. Demonstrates the application of emotional competencies in their personal and professional life 3. Able to Describes the role of emotional intelligence and its effectiveness in the workplace 4. Apply EI concepts to themselves and their workplaces 5. Knowlege of identifying strategies for enhancing their leadership and emotional intelligence 1. Use statistical models (single and
208	Statistical Software LAB	Generic Elective	 n. Use statistical indees (single and multivariable) and statistical inference (hypothesis testing and confidence intervals) in a range of contextual settings and draw appropriate conclusions. 2. Use statistical software to analyze data, carry out inference and make conclusions. 3. Be prepared to continue a course of study in a major field that requires the use and understanding of the concepts and logical implications of probability and statistics.

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financial reporting, in statement, statement balance sheet, and st 4. Identify the basic common in business to report the events i manner, including th accounting methods 5. Analyse the basic Generally Accepted (GAAP) in the Unite International Financi (IFRS).	of accounting and its limitations. ots and procedures of including income of retained earnings, tatement of cash flows. e economic events most operations and be able in a generally accepted he impacts of alternative on financial statements. differences between the Accounting Standards
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2. To acquaint studen particular to an indus 3. To provide a cross	nts with various issues
SEM III	

301	Strategic Management	Generic - Core	 Analyse an organisation's internal and external strategically relevant environments by applying appropriate theories, models and heuristics; Students will be able to demonstrate a critical understanding of strategic management theories and current empirical research associated with the topics covered in this course; Willbe able to utilise strategic management tools to conduct strategic analysis of organisations in a variety of industries and competitive situations and understand the challenges and opportunities of the global market environment.
302	Enterprise Performance Management	Generic - Core	 Get Aquented with basic business systems and their interrelation. Will be able to describe the current performance measurement trends in, and their suitability to, organisations; Will be able to explain the notion of 'responsibility accounting' Will be able to Ensure performance standard, formulate performance standards to be achieved by the team members in relation to the unit's goals, objectives and deliverables. To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing Ensure the performance monitoring system selected is in line with organisation's policies and procedures Communicate the system to team members Gather information required for the performance review Agree upon action plans to address performance gaps Follow counselling and coaching procedures to improve performance.

303	Startup & New Venture Management	Generic - Core	 Get Support, guidance and professional sparring in the development and growth of a new business start-up Students will be able to define, identify and/or apply the principles of entrepreneurial and family business; Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses; Students will be able to define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing; Students will be able to define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses;
304	Summer Internship Project	Generic –Core	 Understand the professional customs and practices. Identifying , understanding and working with professional standards. Experiences in the field and to expand that learning by the conclusion of my internship. Demonstrate the ability to perform certain job functions. Analyze quantitative data, statistical data
305 Marketing	Contemporary Marketing Research	Generic –Core	 or human social situations 1. Will be able to Identify marketing problem(s) to assist in decision making. 2. Establish the methodological quality, reliability and validity of the data collected demonstrating knowledge of correct research principles. 3. Interpret data analysis in the context of the identified business problem 4. Use contemporary statistical packages to calculate and report descriptive statistics from quantitative data

306 Marketing	Consumer Behaviour	Generic –Core	 Be able to identify the dynamics of human behaviour and the basic factors that influence the consumers decision process Will be able to understand the environmental and individual influences on consumers Establish the relevance of consumer behaviour theories and concepts to marketing decisions Implement appropriate combinations of theories and concepts, Use most appropriate techniques to apply market solutions Get Aquented with social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets
308 Marketing	Product Management	Subject Electives	 It develop a mature and critical understanding of concepts, theories, and evidence for effective strategic management of new product and new service development from a marketing perspective Will understand how market analysis tools and selected marketing research tools can be applied to assess new product and new service development opportunities. will be able to analyse and present the market opportunity for a new product or new service in terms of the dynamics of entry timing and the likely trajectory for market development and potential for product-market disruption and/or entrepreneurial transformation.
310 Marketing	Personal Selling Lab	Subject Electives	 Students will be able to apply effective techniques in developing and qualifying sales leads. Will be able to demonstrate the ability to deal with objections to advance the sale, close the sale, develop a plan to follow -up and service the sale Able to explain the importance of ethical behaviour in business relationships

312Marketing	Customer Relationship Management	Subject Electives	 Students will understand the fundamentals of CRM, which include: customer behaviour, relationship marketing, customer satisfaction, loyaly customer defection. Will be able to know the way companies may use technology including Internet to support corporate CRM Strategy Understand the role of CRM in managing customers as critical assets Understand the impact of customer relationship management on the long-term growth of the organisation
316 Marketing	Tourism Marketing	Subject Electives	 Students will be familiarized with the basics of Tourism marketing. Will be able to understand about fourmulating marketing plans for tourism and other related hospitality organizations. Get Aquaint with different types and forms of Tourism. Understand the Analysis & Planning Marketing programs Understand the Tourism related Services - Challanges and strategies.
(FIN) 305	Direct Taxation	Generic –Core	 By the end of the course students will be able to describe the provisions in the tax. Students of the course will able to state the use of various deductions to reduce the taxable Income.
306	Financial Systems of India, Markets & Services	Generic-Core	 The student will understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services. able to know about the functioning and working of various financial institutions in India. Understand the role and function of the financial system in reference to the macro economy. Will be able to Evaluate and create strategies to promote financial products and services.

307	Strategic Cost Management	Generic- Elective	 Student will get acquaint with various techniques used for Strategic Cost Management. Will understand various techniques of Strategic Cost Management to be adopt for obtaining sustainable competitive advantage. Students will be able to anayze and evaluate cost management strategies.
309	Corporate Finance	Generic- Elective	 Students will get acquaint with advanced treatment of various concepts and tools and techniques used in Financial Management Understand the importance of various decision making areas of financial management Aquire knowledge to analyse the relationship between strategic decision making and corporate financing decisions.
313	Banking Operations-I	Generic- Elective	 Come to know about the Emergence of Banking in India , basics & Functions of Banking. Commonly used technologies in Banking. Get aquanted with types of bank Will be known about the Regulatory Bodies in India. Also get knowledge about the concepts in banking and Accounting of transactions.
316	Financial Instruments & Derivatives	Generic- Elective	 Students will get Aquanted with financial instruments capital and money market. Have a good understanding of derivaties securities. Be able to describe and explain the fundamental features of a range of key financial derivative instruments. Acquire knowledge of how forward contracts, futures contracts, swaps and options work, how they are used and how they are priced.
(HR)			

305	Labour & Social Security Laws	
		 1.Apply advanced and integrated understanding of the complex body of knowledge in the field of employment and labour relations law, including: a. Legal principles of Indian employment and labour relations law b. Emerging and contemporary issues in indian employment and labour relations law c. Technical aspects of indian employment and labour relations law using historical, theoretical and practical perspectives; d. The development of indian employment and labour relations law in an international (and comparative) context.
306	Human Resource Accounting & Compensation	1. Design an organization s performance management process that is compliant with law and supports organizational mission and
	Management	 strategy. 2. Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
		3. Employ job-related performance standards and performance indicators that reflect the employees range of responsibilities.
		4. Assess how increased employee involvement can contribute to effective performance and coach employees to identify career paths and resources available to support individual development.
		5. Identify and communicate appropriate actions with employees (e.g. training and development, wage increase, promotion, bonus etc.) based on their performance strengths and weaknesses.

314	Lab in Recruitment and Selection		 The give Experience to students on Recruitment advertisements, profiling techniques. The acquaint students with different interviewing methods as well as knowledge
315	Lab in Job Design & Analysis	Subject- Elective	2Analyse how Human capital helps to achieve organizational objectives 3. Analyse how Organizational issues be audited 4. Application of HR audit tools
317	Lab in Labor Laws - I	Subject- Elective	 Apply the models of corporate public relations Craft the role of the public relations professional in the corporate environment Evaluate the strategies, tactics, and techniques of public relations programs
318	Lab in Personnel Administration & Appln Procedures		 The students give insight into the implementation of Personnel Administration Procedures. The acquaint students with calculation of due/ compensations/ contributions etc.
	SEM IV		
401	Managing for Sustainability	Subject Core	
402	Desertation		
(MKT) 403	Services Marketing	Subject-Core	 Understand and able to explain nature and scope of services marketing and present about this in a professional manner. Use critical analysis to perceive short coming with references to ingredients to create service excellence. Provide a theoretical and practical basis for assessing service performance. Understand the key linkage between marketing and other business functions in the context of designing and operating an effective service system. Work effectively and efficiently in a team addressing services marketing topics

404	Sales & Distribution Management	Subject-Core	 Recognise and demonstrate the significant responsibilities of sales person as a KEY individual. Able to know organizing the sales force, sales planning & Control, audit. The various special techniques in selling. Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team. Get Acquaint with various Marketing Channels.
405	Retail Marketing	Subject- Elective	 Demonstrate an understanding of how retailers develops a retail mix to build a sustainable competitive advantage Understand how retailer use marketing communication to build a brand image and customer loyalty. Understand the financial implication of strategic retail decision. Understand the integration of merchandise management and supply chain strategies leading to excellent customer services. Will able to Analyse & design and implement distribution channel strategy.
406	Rural Marketing	Subject- Elective	 Apply & gain insight into the socio- economic structure of rural India Assess the prospects and problems of rural development in India Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies. Describe acquaint the students with the appropriate concepts and techniques in the area of rural marketing. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.

413MKT	E-Marketing and analytics		 Get with E- Marketing concept, its scope. Understand the influence of analytics on marketing, the basics of Web Anlytics. Understand how e-marketing tools helps to build the powerful customers relationship.
414MKT	Marketing to Emerging Markets & Bottom of the Pyramid		 Demonstrate an understanding of the international environment in relation to marketing activities Students understands the opportunities and threats arising from actions of business entities in diversified global environment. Able to develop a opinion about ethics and sustainability in relation to do business in emerging markets. Understand the importance of framework for marketing to BOP markets.
(FIN)			
403	Indirect Taxation	Subject-Core	 Get Acquaint with various Indirect Taxes& its procedural part. Will acquaint with online filling of various forms and Returns.
404	International Finance	Subject-Core	 Will be able to demonstrate the understanding of international financial theory and applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment. Understand to handle the complexities of managing finance of multinational firm. Get knowledge of the regulatory framework within which international financial transaction can take place, with special reference to India. Will able to explain the organization and institutional details of foreign exchange and international money markets. Will able to help in making financial decision regarding an issue in capital raising and international valuation.

409	Banking Operations-II	Subject- Elective	 Get Acquainted with the changed role of banking post 1991 Reform. Know about the lending and borrowing rates along with the various mandatory reserves. Student will understand the functioning of the banking system, banking operations and system of payments. Will understand the basic methods of bank system that can be applied in practice and in theory.
410	Wealth and Portfolio Management	Subject- Elective	 Students will understand the concept of Wealth management the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets. Can able to demonstrate a working understanding of the practical significance of market efficiency within the context of portfolio design and management. Will get acqainted with various tools and methods of evaluating the portfolio. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio. Students will explain how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.
413	Financing Rural Development	Subject- Elective	 Will understand the importance of financing rural development. Get acquainted with Govt. policy regarding Rural Industrialization and Employment generation schemes and programmes implemented in different states. Will be able to demonstrate the needs of rural businesses and its viability. Will know about the Govt. initiatives in bank credits : Poverty alleviation. Could be able to list the domestic institutional sources of financing rural development projects and critically examine their role.

(HR)			
403	Employment Relations	Subject-Core	 Will get acquainted descriptive knowledge of the field of industrial relations. Understand the Industrial Relations Law. Understand the role of Govt., Society and Trade Union in IR
404	Strategic Human Resource Management	Subject-Core	 Understand and discuss concepts relevant to SHRM. Know which SHRM techniques are appropriate in which situations. Will be able to contribute to the development, implementation, and evaluate organizational development strategies aimed at promoting organizational effectiveness. Understand Hr Strategies in Indian & Global prespective.
407	Employee Reward Management	Subject- Elective	 Acquainted the importance & Practices of reward management system in organizations. Students will understand to develop appropriate reward. Students will get exposure to the reward management practices followed various organization
408	Change Managemenet	Subject- Elective	 Understand the meaning of change and need for organisational Change. Appraise Students with the change management Process.
410	Lab in CSR	Subject- Elective	 The students understand & design CSR initiatives. The Students will get introduced to actual Practices of CRS Activities of industries.
414	Emerging Trends in HR	Subject- Elective	1. The Students will understand about the exist recent policies, practices as well as the emerging trends in HR.