

## **Master of Business Administration (MBA) 2018-19**

### **A. Program Outcomes (POs)**

- Conceptual clarity about modern business management concepts to be able to work as a professional in a competitive business environment.
- Apply knowledge of management theories and practices to solve business problems.
- Foster Analytical and critical thinking abilities for data-based decision making.
- Ability to develop Value based Leadership ability.
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

### **B. Program Educational Objectives (PEOs)**

- To equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global competitive environment.
- To develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.
- To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
- To harness entrepreneurial approach and skill sets.

### C. Course Outcomes (COs)

<b>Semester I</b>	
<b>Course Code &amp; Name</b>	<b>Course Outcomes (Capable to/of)</b>
101 Accounting for Business Decisions	CO1 Define various accounting terminologies.
	CO2 Familiarize with various accounting tools
	CO3 Demonstrate abilities of the functionalities of accounting.
102 Economic Analysis for Business Decisions	CO1 Conceptual clarity of economics concepts.
	CO2 Understanding of applicability to economic activities and its effects.
	CO3 Familiarize with economic problems and solutions.
103 Legal Aspects of Business	CO1 Acquaintance with legal environment.
	CO2 Outline the legal issues and its effect on business environment.
	CO3 Familiarize with the legal framework for compliances.
104 Business Research Methods	CO1 Outline the need and purpose of business research.
	CO2 Understand and justify various research methods and tools.
	CO3 Develop ability to draw research design and conduct simple research projects.
105 Organizational Behaviour	CO1 Epitomize need and purpose of study of behaviour at workplace.
	CO2 Elucidate the theoretical framework of human behaviour.
	CO3 Observe and comply with workplace related rationalization of human behaviour.
106 Basics of Marketing	CO1 Understanding of functions and philosophy of marketing
	CO2 Develop required skills for market related decision making.
	CO3 Observe and prepare basic marketing business plan.
<b>Semester III</b>	
<b>Course Code &amp; Name</b>	<b>Course Outcomes (Capable to/of)</b>
301 Strategic Management	CO1 Define and illustrate various business strategies.
	CO2 Justify and clarify various techniques to formulate and implement strategies.
	CO3 Figure out need for shuffling and rationalizing the plans and policies to achieve desired results.
302 Enterprise Performance Management	CO1 Outline various facets of business enterprise.
	CO2 Know tool and techniques of Performance measurement.
	CO3 Evaluate performance parameters for various types of business organizations.
303 Startup and New Venture Management	CO1 Epitomize the entrepreneurial ingredients of ideal business personalities.
	CO2 Develop and demonstrate ability of preparing business plans and documenting projects for approval.

	CO3 Know various successful family business models and acquire necessary skillsets.
304 Summer Internship Project	CO1 Acquire on the job skills, knowledge, attitudes, and perceptions.
	CO2 Observe and digest various business processes within an organization and it's connect with functions under observations.
	CO3 Learn to adapt and hone the skills required to successfully work within an organization.
<b>MARKETING MANAGEMENT SPECILIZATION</b>	
305 MKT: Contemporary Marketing Research	CO1: Develop basic understandings from Users as well as Researchers point of view.
	CO2: Evaluate and Analyse research proposals.
	CO3: Observe various applications of business research tools.
306 MKT: Consumer Behaviour	CO1: Understand basic concepts in consumer behaviour.
	CO2: Study the environmental and individual influences on consumers
	CO3: Understand consumer behavior in Indian context
<b>FINANCIAL MANAGEMENT SPECILIZATION</b>	
305 FIN: Direct Taxation	CO1: Understand the basic concepts in Income Tax Act, 1961.
	CO2: Calculate Taxable income and Tax Liability of an individual.
	CO3: Access online portal of Income Tax to file Tax Returns.
306 FIN: Financial System of India , Markets and Services	CO1: Understand the overall Financial system of India.
	CO2: Observe the functions of different financial intermediaries.
	CO3: Describe the concepts & practical dynamics of the Financial Markets, Institution and Services.
<b>HUMAN RESOURCE MANAGEMENT SPECILIZATION</b>	
305 HR: Labor & Social Security Laws	CO1: Describe the provisions enacted in various Labour Laws.
	CO2: Explain Labour and Social Security Laws.
	CO3: Observe critical factors related to employees required for legal compliance.
306 HR: Human Resource Accounting & Compensation Management	CO1: Define the basic concepts HRA and CM.
	CO2: Explain various methods of identifying cost and value of Human Resources.
	CO3: Demonstrate the elements of compensation management of business organization .