

## **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 II</b>	
<b>Course Code &amp; Name</b>	<b>Course Outcomes (Capable to/of)</b>
201 Marketing Management	CO1 Outline the framework of marketing mix
	CO2 Study and understand the concept of product life cycle
	CO3 Learn to prepare need based marketing plan
202 Financial Management	CO1 Understand conceptual framework of finance.
	CO2 List and learn financial tools and techniques.
	CO3 Develop analytical skills for effective decision making
203 Human Resource Management	CO1 Define role and functions of HRM
	CO2 Apply the principles of people management
	CO3 Design and substantiate HRMS.
204 Decision Science	CO1 Learn quantitative techniques for effective decision making.
	CO2 Elucidate the process of problem formulation.
	CO3 Digest various quantitative techniques and it's applications.
205 Operations and Supply Chain Management	CO1 Clarify the conceptual framework of O&SCM.
	CO2 Analyze the applications of tools and techniques for O&SCM.
	CO3 Know and apply classification of inventory.
206 Management Information System	CO1 Understand need and conceptual framework of MIS.
	CO2 Elaborate usage of various modules of MIS.
	CO3 Apply knowledge gained into e-commerce and m-commerce.
<b>Semester IV</b>	
<b>Course Code &amp; Name</b>	<b>Course Outcomes (Capable to/of)</b>
401 Managing for Sustainability	CO1 Get acquainted with concept of sustainability
	CO2 Understand implications of CSR
	CO3 Elaborate and understand ethical values in business.
402 Dissertation	CO1 Acquire on the job knowledge and skills.
	CO2 Get actual supervised professional experiences.
	CO3 Gain deeper understanding of specific domain.
<b>MARKETING MANAGEMENT SPECILIZATION</b>	
403 MKT: Services Marketing	CO1 Define services marketing mix.
	CO2 Demonstrate the applications of services marketing in different sectors.
	CO3 Identify challenges and opportunities in services marketing.
404 MKT: Sales and Distribution Management	CO1 Understand conceptual framework of SDM.
	CO2 Illustrate and list various functions of sales manager.
	CO3 Learn and apply decision making aspects of SDM.
<b>FINANCIAL MANAGEMENT SPECILIZATION</b>	

403 FIN: Indirect Taxation	CO1 Learn fundamentals of Indirect taxes.
	CO2 Understand practical elements associated.
	CO3 Get acquainted with documentation and procedures related to compliance.
404 FIN: International Finance	CO1 Understand fundamentals of international business and finance.
	CO2 Learn problems and solutions to raising and utilizing international funds.
	CO3 Know regulatory framework of international finance.
HUMAN RESOURCE MANAGEMENT SPECILIZATION	
403 HR: Employment Relations	CO1 Explain need and objectives of employment relations.
	CO2 Digest complexities of employment relations and disputes.
	CO3 Understand roles of concerned stakeholders.
404 HR: Strategic Human Resource Management	CO1 Explain concepts of strategy and HRM.
	CO2 Correlate HR strategies with business strategy.
	CO3 Design strategies related to various areas of HR.

