

Department of Management

Master of Business Administration

Program Outcomes

POs:

[PO.1]. Domain Knowledge: To establish domain knowledge of the functional areas of Management in the global dynamic business environment.

[PO.2]. Critical Thinking and analysis: Develop competency in analytical and critical thinking in order to perform business data analysis and calibrations.

[PO.3]. Cross Cultural Understanding: Develop cross cultural awareness for creating global mental acumen.

[PO.4]. Social Responsiveness and ethics: Develop consciousness of business ethics, social responsiveness and responsible citizenship.

[PO.5]. Effective Communication: Demonstrate ability to create, articulate and communicate ideas and opinion at global platforms.

[PO.6]. Digital Skills: Develop digital dexterity and competencies for integration of different fields of knowledge for implementing complex business decisions.

[PO.7]. Entrepreneurial Skills: Develop innovative and entrepreneurial capabilities for independent business ventures.

[PO.8]. Leadership and Team Work: Instill a mental disposition for leadership and increase functional utility in team work.

[PO.9]. Practical Application: Ability to apply knowledge in practical problem solving in contemporary issues.

[PO.10]. Life Long Learning: To inculcate a zeal for life-long learning.

[PO.11]. Research related skills: Encourage a sense of curiosity and inquiry towards problems and developing solutions to resolve managerial issues.

[PO.12]. Professional Competency Capability: Ability to demonstrate professional capability for execution of multidisciplinary business projects.

[PO.13]. Creating Sustainable Solutions: Expertise in creating and maintaining sustainable business solutions for managerial, environmental and societal issues.

Department of Management

Program Specific Outcomes

PSOs:

[PSO.1]. Ability to synthesize the information from various areas like Marketing, Finance, Human resource management, etc and make sound business decisions accordingly.

[PSO. 2]. Demonstrate ability to quantify and analyze the business problems.

[PSO. 3]. Ability to work with people from diverse cultures and with different working styles.

[PSO. 4]. Ability to communicate effectively using verbal and non-verbal techniques.

[PSO. 5]. To gain the smartness and ability to identify the factors affecting international Business and also understanding the global digital connection.

[PSO. 6]. Ability to learn ethical guidelines and social responsibility from individual point of view and organizational point of view.



Department of Management

Semester I

Department of Management

Subject - Managerial skills for effectiveness

Code: MGT31123

4 Credits | Semester I

At the end of the course, students will be able to:

[CO1.] Understand the fundamental principles and functions of management.

[CO2.] Demonstrate understanding and competence with respect to fundamental managerial skills: Self-awareness, critical thinking, creative problem solving, supportive communication, negotiation, networking, building effective teams, etc.

[CO3.] Analyze, develop, practice, and demonstrate the ability to use these fundamental skills through self-assessments, textbook learning, cases, experiential exercises, written application exercises and a final paper.

[CO4.] To acquaint the student with basic concepts of management and its tools to utilize practically.

Subject-Financial Reporting-Statements and Analysis

Code: MGT31124

4 Credits | Semester I

At the end of the course, students will be able to:

[CO1.] Understand the fundamental of accounting.

[CO2.] Develop an understanding of accounting principles and their implications.

[CO3.] Learn the process of finalization of accounts.

[CO4.] Prepare and interpret the balance sheet of a company

[CO5.] Analyse the financial health of the companies.

[CO6.] Learn the steps of preparation of budgets for the organization.

Department of Management

Subject: Marketing Management

Code: MGT32080

4 Credits | Semester I

At the end of the course, students will be able to

[CO1.] Describe the marketing function and concept of marketing-mix

[CO2.] Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation

[CO3.] To have a clarity on the functions related to marketing

[CO4.] Analyze the relevance of marketing concepts and their application in practical life

Subject: Organizational Behavior

Code: MGT31079

4 Credits | Semester I

At the end of the course, students will be able to

[CO1] Understand, analyze and describe behavior in organization.

[CO2] Learn to improve, enhance or change work behavior so that organization can achieve their goals.

[CO3] Understand what makes people behave the way they do.

[CO4] Understand the basis of motivation & what they should do to motivate others.

Department of Management

Subject: Quantitative Techniques

Code: MGT31039

4 Credits | Semester I

At the end of the course, students will be able to

[CO1.] Present the data in a suitable statistical diagram.

[CO2.] Understand measures of central tendency and measures of dispersion

[CO3.] Will be able to find out the relationship among the variables through correlation and regression techniques

[CO4.] Have in depth knowledge of tests of statistics and their significance

[CO5.] Understand the linear programming problem

Subject: Managerial Economics

Code: ECO31003

4 Credits | Semester I

At the end of the course, students will be able to

[CO1.] To understand the demand analysis and consumer equilibrium

[CO2.] They will get in-depth knowledge of producer equilibrium and the concept of cost and market imperfections.

[CO3.] They will become familiar with the pricing of factors of production

[CO4.] They will be able to understand different types of multipliers and also IS-LM analysis.

[CO5.] They will understand the concept of trade cycle and the various concepts used in open economy

Department of Management

Subject -Entrepreneurship Development

Code: MGT33047

4 Credits - | Semester I

At the end of the course, students will be able to

- [CO1.]. Understand the process of Entrepreneurship
- [CO2.]. Understand Planning, Execution Success and Failure of Business Plan
- [CO3.]. Understand “Entrepreneurship” as a Career Plan
- [CO4.]. To acquaint the student with basic concepts of economy and its tools to study.

Subject: Business Communication

Code: MGT31040

4 Credits |Semester II

At the end of the course, students will be able to

- [CO1.].** Understand the fundamental principles of effective communication skills and presentation skills.
- [CO2.].** Display enhanced competency in oral and written communication
- [CO3.].** Students will be capable to deliver an effective oral business presentation.
- [CO4.].** Recognize the importance of communication skills like listening, speaking, reading and writing with advancement of competitive world.
- [CO5.].** They will be able to work on their ability to write error free while improvising vocabulary & grammar.



Department of Management

Semester II

Department of Management

Subject- Human Resource Management

Code: MGT31044

4 Credits |Semester II

At the end of the course, students will be able to

[CO1.] Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.

[CO2.] Formulate human resources policies and practices that help promote the organization's strategic goals.

[CO3.] Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

[CO4.] Understand various employment acts that will be useful in maintaining workplace harmony.

Subject-Marketing Research

Code: MGT32128

4 Credits |Semester II

At the end of the course, students will be able to:

[CO1.] Know the research process and research methods

[CO2.] Design the research and select appropriate data collection method

[CO3.] Scaling and measurement techniques for developing the questionnaire

[CO4.] Apply the appropriate statistical tools to analyse and interpret the data

[CO5.] The process of writing a research report

Department of Management

Subject: Corporate Finance

Code: MGT32077

4 Credits | Semester II

At the end of the course, students will be able to understand

[CO1.] Conversant with the nuances of finance in the context of corporations and discussing the interrelationships between decisions concerning investment, financing and dividends

[CO2.] Evaluation of the financing requirements of an organization, measurement of cost of capital, choice of capital structure, EBIT Analysis, capital structure theories

[CO3.] Familiarize long term investment decisions, cash flow estimation, discounting, and investment appraisal methods

[CO4.] Understanding nuances of working capital management and studying dividend theory and practice

Subject: Computer Applications for Business

Code: CSC32196

4 Credits | Semester II

At the end of the course, students will be able to

[CO1.] Acquire hands-on skills in MS-Office tools including Excel

[CO2.] Identify business problems through practice exercises

[CO3.] Focus on the problem identification

[CO4.] Interpret the solution for a given problem situation

[CO5.] Use advanced Excel features & functions to solve business problems and find solutions.

Department of Management

Subject: Legal and Business environment

Code MGT32129

4 Credits |Semester II

At the end of the course, students will be able to

[CO1.]. To give students an idea of the working of law in the context of business settings.

[CO2.]. To make students aware of various laws that are related to business

[CO3.]. Analyze, develop, practice, and demonstrate the ability to use these fundamental skills through self-assessments, textbook learning, cases and experiential exercise.

[CO4.]. Students will learn about the reasons of disagreement between cash book and pass book balance and how it can be rectified with the help of a bank reconciliation statement. It will also help them to understand the impact of this disagreement on accounts

Subject-Corporate Strategy and Indian Ethics

Code: MGT32130

4 Credits |Semester II

At the end of the course, students will be able to

[CO1.]. Develop an understanding about strategic Management and its importance

[CO2.]. Should be able to analyze the external and internal environment and Identify the various strategic options

[CO3.]. Exploring the contemporary strategic practices.

[CO4.]. Understand the value of Indian Ethos, Traditional business and understand Ethics in business



Department of Management

Semester III

Department of Management

Subject -Integrated Marketing Communication

Code: MGT33131

4 Credits | Semester III

At the end of the course, students will be able to

[CO1.]. Become aware of the concept of 'Promotion' as the 4th 'P' of Marketing-Mix

[CO2.]. Understand the various models of marketing communication

[CO3.]. Interpret and illustrate the tools of marketing promotion

[CO4.]. Recognize opportunities for promoting the product or service

Subject -Consumer Behavior

Code: MGT32042

4 Credits | Semester III

At the end of the course, students will be able to

[CO1.]. Develop student understanding of the role of psychology and the study of consumer behavior

[CO2.]. Understand the market segmentation, needs, motivation and measurement of motives.

[CO3.]. Consumer various aspects: The black box model, S-R relationship, R-R relationship, social influence theory, cognitive theory, gestalt theory etc.

[CO4.]. Models of consumer buying behavior such as comprehensive / multivariate explanation

[CO5.]. Consumer behavior decision process and factors affecting – External factors / Internal factors

Department of Management

Subject-Sales and Distribution Management

Code: MGT33049

4 Credits | Semester III

At the end of the course, students will be able to

[CO1.]. Become aware of the Sales management functions and understand the roles and responsibilities of the Sales Managers

[CO2.]. Manage and enhance the sales force productivity and performance

[CO3.]. Plan and implement an effective sales strategy for their organizations.

[CO4.]. Learn the ways of managing the place with other P's of marketing.

[CO5.]. Design and implement distribution channel strategy and learn the expertise in channel management

Subject - Investment Analysis and Portfolios Analysis

Code: MGT33050

Credits | Semester III

At the end of the course, students will be able to

[CO1.]. Understand fundamental concepts and principles of Capital Markets, including the basic roles, skills, and functions of Finance

[CO2.]. Be familiar with interactions between the EMH, technical analysis, , and concept of capital markets in order to achieve high performance.

[CO3.]. Understand realistic and practical applications between risk – return and investment concepts.

[CO4.]. Compare and contrast different types, roles and styles of Investors across organizations.

Department of Management

Subject- Managing Banks and Financial Institutions

Code: MGT33132

4 Credits | Semester III

At the end of the course, students will be able to

[CO1.]. Explain what financial alternatives are and explain why it is important and understand the concept of Banking Institutions and how it is related to concept of investment.

[CO2.]. Perform supply and demand analysis to analyze the impact of economic events on markets

[CO3.]. Understand the concept of central banking and bank regulation and the various theories of utility maximization.

[CO4.]. Analyze the relationship between risk and return used in investment and the resulting outputs and fluctuations of efficient market portfolio.

Subject - Taxation

Code: COM33042

4 Credits | Semester III

At the end of the course, students will be able to:

[CO1.]. Understand the basic terminologies of taxation.

[CO2.]. Develop an understanding in assessment of heads of income.

[CO3.]. Learn the specific deductions available from gross total income.

[CO4.]. Determine the taxable income of the Individuals.

[CO5.]. Know the concept of GST and its assessment procedure in the business.

Department of Management

Subject- Manpower Planning and Recruitment & Selection

Code:

4 Credits |Semester III

At the end of the course, students will be able to –

[CO1.] Acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions.

[CO2.] Utilize the application of human resource planning techniques.

[CO3.] Understand the process of identifying job performance dimensions that are the basis for knowledge, skills and abilities required to perform the job assigned.

[CO4.] Learn the process of developing some of the assessment devices those aim at assessing the knowledge, skills and abilities of the applicants in selection.

Subject-Strategic Human Resource Management

Code: MGT34060

4 Credits |Semester III

At the end of the course, students will be able to -

[CO1.] Analyze the strategic role of human resource management in a competitive environment.

[CO2.] Evaluate the relationship between human resource management and organizational performance.

[CO3.] Analyze and integrate the human resource management functions of job analysis, human resource planning, recruitment and selection, performance management, training and development, compensation and benefits, employee relations, maintenance and separation, and human resource information systems and assess their contribution to organizational effectiveness.

[CO4.] Synthesize and apply knowledge in human resource management to contemporary organizations.



Department of Management

Subject- Performance Management

Code: MGT33134

4 Credits | Semester III

At the end of the course, students will be able to -

[CO1.] Understand the concepts, principles and process of performance management.

[CO2.] Develop an understanding of how to assess the performance of employees.

[CO3.] Familiarize with the levels, tools and techniques involved.

[CO4.] Learn the practical measurement of employee performance.



Department of Management

Semester IV

Department of Management

Subject -Digital & Social Media Marketing

Code MGT34135

4 Credits | Semester IV

At the end of the course, students will be able to

[CO1.] Understand fundamental concepts and principles of Digital and Social Media Marketing using best practices.

[CO2.] Be familiar with tools and techniques for creation and development of Brands using Digital and Social Media as a platform.

[CO3.] Be able to tackle the complicated new media landscape and find the right strategies to reach large audience

[CO4.] Builds foundations of marketing analytics and focuses on practical application by the use of data in marketing and helping you to realize the power of visualizing data with artful use of numbers found in the digital space

Subject -International Marketing

Code: MGT34056

4 Credits | Semester IV

At the end of the course, students will be able to

[CO1.] Understand fundamental concept of International Marketing and the difference in the marketing strategies- Domestic & International

[CO2.] Recognize various ways of entering into the international business

[CO3.] Understand the perspective of Standardization vs Adaptation, vis-à-vis all P's of Marketing i.e. Product, Price, Place and Promotion, for the International marketer

[CO4.] To gain skills to analyze marketing functions, market information and intelligence.

[CO5.] To develop skills in researching and analyzing trends in global markets and in modern marketing practice.

Department of Management

Subject-Services Marketing

Code: MGT34136

4 Credits| Semester IV

At the end of the course, students will be able to

[CO1.]. Understand fundamental concepts and principles of Service Marketing including the basic roles, skills, and functions of Service Marketing.

[CO2.]. Be familiar with interactions between the various factors of Marketing Mix for any organization making use of Service Marketing in order to achieve high performance.

[CO3.]. Understand Demand and supply of Services by organizations.

Making Decisions regarding Quality and Prices of Service

[CO4.]. Develop generic and transferable skills-especially in diagnosing service marketing issues critically and analytically and discussing specific cases relating to it.

Subject -Financial Markets and Services

Code: COM34043

4 Credits |Semester IV

At the end of the course, students will be able to

[CO1.]. Explain what financial markets are and explain why it is important and understand the concept of financial Institutions and how it is related to concept of investment in the capital markets.

[CO2.]. Perform supply and demand analysis correlated to financial markets to analyze the impact of economic events on capital markets

[CO3.]. Understand the concept of SEBI and Stock markets regulation and the various theories of utility maximization in term of investment and return.

[CO4.]. Analyze the relationship between risk and return used in investment and the resulting outputs and fluctuations of efficient market portfolio.

Department of Management

Subject -Behavioral Finance

Code: MGT34141

4 Credits |Semester IV

At the end of the course, students will be able to:

[CO1.]. Know bounded rationality concept

[CO2.]. Understand main assumptions and ideas of prospect theory

[CO3.]. Understand the theoretical and empirical foundations and challenges to the efficient market hypothesis

[CO4.]. Learn the key behavioral biases of individual and professional investors

[CO5.]. Understand the key behavioral biases of top managers

Subject-International Finance

Code: MGT34137

4 Credits |Semester IV

At the end of the course, students will be able to

[CO1.]. Learn the basic concepts of International Finance

[CO2.]. Understand the transactions & risks involved in Foreign Exchange Market

[CO3.]. Know of financial aspects in managing the international projects and its evaluation

[CO4.]. Evaluate the working capital position of MNCs.

Department of Management

Subject: Team Dynamics at Work

Code: MGT34138

4 Credits | Semester IV

At the end of the course, students will be able to -

[CO1.] Explain composition, formation, and development of teams.

[CO2.] Illustrate the dynamics of team Performance and motivation and the role of leadership in dynamics of team management and decision making.

[CO3.] Individual behavior in groups, dynamics of groups and team building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves.

[CO4.] The basic concepts and theories underlying individual behavior besides developing better insights into one's own self.

Subject- Employee Relations

Code: MGT34139

4 Credits | Semester IV

At the end of the course, students will be able to -

[CO1.] Concept clarification about the basics of Employee Relations.

[CO2.] Learning about various provisions and implications of Labor Laws.

[CO3.] Understand and Develop Skills as a Negotiator by developing better understanding of Industrial disputes and their settlement by making use of various techniques.

[CO4.] Better understanding of Trade Unions and their contribution in Industrial Relation



Department of MBA

International Human Resource Management

Code: MGT34140

4 Credits | Semester IV

At the end of the course, students will be able to -

[CO1.]. Understand issues, opportunities and challenges pertaining to international HRM.

[CO2.]. Develop competency in dealing with cross cultural situations.

[CO3.]. Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation.

[CO4.]. Identify the role of cross cultural leadership in managing multicultural teams.

[CO5.]. Understand external forces (e.g. globalization, sociocultural changes, political and economic changes) that have the potential to shape international HRM