

MASTERS OF BUSINESS ADMINISTRATION (M.B.A)- 2 Years (2020-21)
COs POs and PSOs

After completing the program students will be able to

- **PO 1: understand** the implications of management concepts in a global, economic, environmental and societal context,
- **PO 2: develop** appropriate empirical models and business strategies for management decisions,
- **PO 3: understand** contemporary management issues and their implications in real life situations
- **PO 4: analyze** future problems and constraints, and devise feasible solutions,
- **PO 5: apply** the knowledge of statistics, accounting, finance, marketing and HR for devising effective business models,
- **PO 6: identify** research areas and can design and conduct surveys to analyze and interpret available data,
- **PO 7: communicate** clearly and effectively in the corporate and business world,
- **PO 8: apply** techniques, skills and latest management tools to meet the competition,
- **PO 9: apply** their competency in working with and managing multi-disciplinary teams,
- **PO 10: understand** their professional and ethical responsibilities,
- **PO 11: engage** in a lifelong learning process,
- **PO 12: develop** broad knowledge and create innovative strategies in their chosen specialization like Finance, HR, Operations and Marketing.

After completing the program students will be able to:

- **PSO 1: lead** the team and face the challenges of corporate world.
- **PSO 2: imbibe** the right social, ethical and legal knowledge and value systems to become responsible citizens of the country.
- **PSO 3: groom** themselves as successful entrepreneurs by perceiving knowledge, skills and attitude.

COURSE OUTCOME (CO):

S.No.	Course Code	Course Name	Course Outcome
Compulsory Subjects			

1.	11007900	Thinking and Communication Skills	<ol style="list-style-type: none">1. To develop the students' ability to think critically, reason through a problem.2. To develop a cogent argument or explanation for all types of daily communication.3. To understand the need of Effective communication requires clarity of thought, ability to listen intentionally and deliver messages in the most optimal way.4. To develop the communication skills by a variety of communication activities like discussion, presentation, task - based activities, such as group work, task work.
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2.	11008001	Accounting Decision Making	for 1. To understand the basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts and behavioral finance. 2. To apply the practical aspects of share market i.e. how to trade and how to be a good investor. 3. To familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making. 4. To apply & implement the accounting process- Recording-Classifying and Summarizing & understanding the use of accounting software.
3.	11000901	Principles Management	of 1. To develop the knowledge and capacities related to management concepts 2. To understand and analyse employees behaviour, from a corporate. dynamism. 3. To Understand Nature of Management and the Planning and Decision Making. 4. Understand Organizing & learn how to apply Directing, Leadership, Co-ordination and Controlling

4.	11008200	Economics Managers	for 1. To understand the application of modern economic concepts, tools and techniques in valuating business decisions taken by a firm. 2. To develop an understanding of a businessman need to locate various factors affecting demand of his product and plan marketing & business strategies accordingly. 3. To develop an understanding of the practical application of law of demand & develop an understanding of the various concepts and its applications 4. To evaluate the market supply related aspects and create the plan accordingly & to identify the different categories of market. 5. To identify & evaluate the causes of inflation and deflation and plan accordingly to overcome the challenges.
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5.	11008300	Managerial Statistics	<ol style="list-style-type: none"> 1. To describe data and make evidence-based decisions using inferential statistics that are based on well reasoned statistical arguments. 2. To describe data with descriptive statistics; 3. To apply statistical analyses; 4. To interpret the results of statistical analyses & Make inferences about the population from sample data & gain the knowledge about statistical tools and techniques to assist the participants in better decision making which emphasis on business applications.
6	11008401	Business Environment	<ol style="list-style-type: none"> 1. To acquaint with various laws, forces and regulatory measures governing business operations in India. 2. To identify the latest developments in business Environment. 3. To understand Political and Legal environment, Social and Cultural Environment, Technological environment and Competitive Environment 4. To understand International Environment evaluate the complexities of business environment and their impact on business. & to analyze the relationship between Government and business and understand the Political, Economic, legal and social policies of the country.

7.	11016600	Organizational Behavior	<ol style="list-style-type: none"> 1. To understand about various behavioural aspects when working in an organization at any level. 2. To understand the implications of individual and group behaviour in organizational Context. 3. To conceptualize the components of individual and group behaviour at various work, situations and apply behavioral techniques. 4. To understand & implement the importance of attitude, values, beliefs, assumptions and Motivation & to make aware about dynamic nature of groups in the organisation.
8	11016700	Information Technology for Managers	<ol style="list-style-type: none"> 1. To familiarize with basic concepts of information technology and their applications to business processes. 2. To understand Basic Framework of Information Technology & its Security. 3. To explain the Practical aspect of MS Excel usage. Using practical of MS Excel 4. To experience & use various Functions of information technology for reporting purpose.

9	11018300	Social Interactions & LSWR Skills	<p>1.To develop the confidence & remove the hesitation in communication; Importance and role of communication in everyday life.</p> <p>2.To understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called “barriers”</p> <p>3.To understand different types of communication, impedance due to extraneous factors called “barriers”.</p> <p>4.To understand Important non-verbal parameters in communication. So to make presentation hesitation free & more interactive.</p>
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10.	99002800	Workshops and Seminars	<ol style="list-style-type: none"> 1. To understand that how to generate self- motivation, personal responsibility among students & make them able to judge when to speak and how much to say, speak clearly and audibly in a manner appropriate to the subject, 2. To identify & ask appropriate questions, use evidence to support claims, respond to a range of questions, take part in meaningful discussion to reach a shared understanding, speak with or without notes, show depth of understanding 3. To develop an Understanding of an environment that helps to build healthy professional relationships and support professional networks. 4. To identify about how to reach across diverse disciplines to apply theories, methods and knowledge & developing persuasive speech, present information in a compelling, well-structured, and logical manner.
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11.	99002700	Human Values & Social Service / NCC/NSS	<ol style="list-style-type: none"> 1. To understand of Human Nature & awareness to Group Behaviour at organizational level 2. To understand the organisational Change, creativity , development and work Stress & be able to assess their own human values and social context of problems. 3. To identify the multiple ethical human values interest at stake in a real world situation. 4. To apply the human values in non-classroom activities.
12	11003001	Financial Management	<ol style="list-style-type: none"> 1. To understand of concepts, vital tools and techniques applicable for financial decision making by a business firm. 2. To explain the function of Finance in organization and methods in managing funds for business 3. To acquaint with the various Concepts, techniques, and methods of planning, forecasting, raising, effective utilization appraisal. 4. To develop and increase the decision making ability in the area of finance & understand the factors influencing cost of capital and calculating cost, take decision on capital structure and evaluation of financial viability of investments.

13	11010701	Management Information System	<ol style="list-style-type: none"> 1. To explain the managerial issues relating to information systems and help them identify and evaluate various options in this regard. 2. To understand the basic concepts of Information Systems applicable to Management. 3. To design, development and security of Management Information Systems. 4. To understand the various modules in Enterprise Resource Planning System & practice data processing using MS-Excel and MS- Access.
14.	11001201	Marketing Management	<ol style="list-style-type: none"> 1. To understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm. 2. To explain & make familiar with The fundamental concepts and vocabulary or practices from business perspective in the Organization. 3. To understand of The Marketing environment to help students to compare various opportunities available in various sectors & recite with Various concepts related to market Research and its utility. 4. To apply the learned concepts related to success in consumer buying behavioral process vis a vis organizational buying behaviour process & understand mechanism of developing a new product, Market Segmentation etc.

15	11001301	Human Resource Management	<ol style="list-style-type: none">1. To understanding the concepts, methods and techniques and issues involved in managing human resource so as2. To identify the need of employing, maintaining and promoting a motivated force in an organization.3. To understand the concept of Managing Human Resources and work situations.4. To identify the effective Human Resources and working environment of the organizations & understand the importance of Management; understand the importance of Training, performance appraisal, and the importance of time management.
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16	11010800	Production Operations Management and	<ol style="list-style-type: none"> 1. To understand the strategic significance of Production & Operation management. 2. To acquaint them with application of discipline to deal with real life business problem. 3. To understand the principles, practices and areas of application in shop floor management & understand the basic management decisions with respect to production and quality management. 4. To understand the designing aspect of production system & acquaint with Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services.
17	11003100	Legal Aspects of Business	<ol style="list-style-type: none"> 1. To explain the rights and liabilities of a person based on the contract under Indian contract Act, Companies Act, 2013, 2. To identify the utility of negotiable instrument Act and Partnership Act with new concept of limited liability partnership. 3. To acquainting with case law studies related to Business Laws, labor laws. 4. To identify and define the concept of business law, its application and source. Rights of customers and seller under Sale of Goods Act, different provisions. Negotiable instruments Act and Partnership Act etc.

18	11010900	Research Methodology	<ol style="list-style-type: none"> 1. To understanding of the research process, tools and techniques in order to facilitate managerial decision-making. 2. To understand the basic concepts of research methods and its usefulness in business situations. 3. To adapt the analytical abilities and research skills among the students. & give hands on experience and learning in Business Research. 4. To apply research design, sample design and sampling methods & apply appropriate methods for data collection for research work by implementation of statistical tools for data analysis and interpretation for business decision making.
19	11011000	Career Advancement Course Module	<ol style="list-style-type: none"> 1. To explain the need of etiquette to be followed in the professional world. 2. To understand etiquette requirements for office, telephone, and Internet business interaction scenarios. 3. To prepare students for future careers. 4. To develop confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

20	11018500	Skill Enhancement & Digital Footprints	<ol style="list-style-type: none"> 1. To develop the reading & writing skills. 2. To understand the importance of digital media & footprints, blog writing etc. 3. To develop the skills of conducting the workshop which can enhance their managerial skills. 4. To apply the learned skills in making a documentary on the assigned title.
21	11005400	Summer Internship and Report	<ol style="list-style-type: none"> 1. To develop on the job skills, knowledge attitude and perceptions along with the experience needed to constitute a professional identity. 2. To understand the specific functional areas. & prospective areas to grow & implementation of the conceptual knowledge into the actual professional system. 3. Understand perspective about business organisation in totality. 4. To discover career opportunities to students in exploring in their areas of interest.

22	11005601	Strategic Management	<ol style="list-style-type: none"> 1. To develop an understanding of the Strategic Management process in a dynamic and Competitive global environment. 2. To understand the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment. 3. To understand the applicability of various Strategies in varied situations & also in general and competitive business environments. 4. To understand how to resolve cases through strategic decision making, & the use strategic management concepts and techniques.
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23	11005501	Entrepreneurship	<ol style="list-style-type: none"> 1. To develop Entrepreneurship Skills by explaining different stories of some leading entrepreneurs are and 2. To develop competences are needed to become an Entrepreneur. 3. To explain about Management of Small Family Business, based on 3S Model: Stimulate Sustain and Support so that a spirit of Entrepreneurship. 4. To develop Entrepreneurs with to take the responsibility of full line of management function of a company with special reference to SME sector, start-ups and Entrepreneurship along with government subsidies available to them & also understand the role of entrepreneurship in the economic development.
24	99002900	Center for Leadership Development –I	<ol style="list-style-type: none"> 1. To adapt the etiquette requirements for office, telephone, and Internet business interaction scenarios. 2. To enhance competitiveness by preparing them for internships. 3. To develop the skills which help to face the interview. 4. To prepare students for placements.

25	11018100	Managerial & Interviewing Skills	<ol style="list-style-type: none"> 1. To enhance the managerial skills by involving in different events as an organizer & coordinator. 2. To understand about leadership & learn the required traits to be an effective leader. 3. To explain the entrepreneurial skills. 4. To assess & adapt the entrepreneurial & leadership skills by interviewing entrepreneurs or leaders with their experience.
26	11009800	International Business	<ol style="list-style-type: none"> 1. To explain the concepts of international business management. 2. To Understand the scope of international business creating awareness about International finance decisions and impact on operations. 3. To understand basics of WTO, SRC & different investment theories from the perspective of a business manager. 4. To analyze & inform the Modes of Entry in international market, Marketing mix, Factors affecting Decisions for International Business & define the Finance aspects of International Business, Capital Movement, Risk in international operations, International investment, Financing for foreign trade.

27	11010600	Final Project & dissertation	<ol style="list-style-type: none"> 1. Able to find out the relevancy of the learned concepts into some firm based on some management related issue. 2. Learn about Writing the dissertation report on the problem undertaken for study. 3. To analyze & prepare tabulation for the data collected. 4. To understand the analysis and interpretation of data & also know about its correct presentation to use in professional manner.
28	11018600	Critical Thinking and Research Analysis	<ol style="list-style-type: none"> 1. To develop critical thinking aptitude in students. 2. To explain the importance of data analysis, research & research article. 3. To apply the learned interpersonal skills by the interaction at different levels of audience, managers & peers. 4. To design & prepare a report in a well manner
29	99002600	Centre for Leadership Development - II	<ol style="list-style-type: none"> 1. To adapt the etiquette requirements for office, telephone, and Internet business interaction scenarios. 2. To enhance competitiveness by preparing them for internships. 3. To adapt the team building skills, goal setting strategy, time management & conflict management. 4. To prepare students for placements.
Open Electives			

30	11005700	Business Analytics	<ol style="list-style-type: none"> 1. To understand basic Concepts of Business Analytics. 2. To develop the technical skills like MS Excel as a TOOL for Business Analytics. 3. To apply & interpret the results by using different Software tool. 4. To understand & implement the relevant technical skills & software concepts involved and be able to use appropriate techniques in using them for decision making.
31	11009900	Business Ethics & Corporate Governance	<ol style="list-style-type: none"> 1. To explain about business ethics, emerging trends in good governance practices and corporate social responsibility in the global and Indian context. 2. To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country & recite the applicability of ethics in functional areas of management. 3. To understand the emerging need and growing importance of effective governance by the management of organizations. 4. To understand about ethical issues related to business and suitable corporate governance necessary for long term survival of business by applying integrates contemporary Ethics in business.

Specializations

32.	11007001	Consumer Behaviour (Group I)	<ol style="list-style-type: none">1. To understand and analyze consumer behavior, from a corporate and consumer perspective.2. To understand the process of consumer behavior, the various external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.3. Understand about the consumer decision making process and its applications in marketing function of firms & to examine influence of social class, group dynamics on consumer behavior.4. To develop the skill of analyzing consumer information and using it to create consumer-oriented marketing strategies & correlate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
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33.	11016400	Sales and Distribution Management (Group I)	<ol style="list-style-type: none"> 1. To develop the skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage. As a successful marketer, 2. To identify the essentials function of the sales and distribution to be managed. 3. To understand sales forecasting methods sales budgeting which will help to manage the selling expenses. 4. To identify size of sales force & Design Personal selling strategies & design sales meeting agenda and sales contests.
34.	11006401	Security Analysis and Portfolio Management (Group II)	<ol style="list-style-type: none"> 1. To explain basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts and behavioral finance. 2. To identify and analyze the various investment & revenues & to understand the functions and importance of Indian security market. 3. To understand TVM (Time Value of Money) concepts and calculations; including future value of a present sum, present value, and present and future values of annuities. 4. To Analyze and predict the trend of stock price movement & design portfolio of investment to reduce risk and earn profit & interpret the evidence relating to market efficiency.

35.	11006300	Insurance and Management (Group II) Risk	<ol style="list-style-type: none"> 1. To explain about the basics of Insurance with the basic focus on risk management techniques. 2. To explain about the practical applicability of about the various terminologies and concepts of the Risk Management. 3. To identifying analyzing and managing various types of risk. 4. To understand about insurance operation, including functions of insurance, insurance markets, insurance regulations & Understand the pricing, financing and risk diversification strategies of insurance
36.	11017800	Talent Acquisition, Training and Development (Group II)	<ol style="list-style-type: none"> 1. To understand the various talents acquisition organization models; analyze strategic talent priorities under the broad themes of market maturity, 2. To understand organization readiness, and organization aspiration; & learn more about different aspects of talent acquisition organization modes: team structure, process and governance. 3. Define talent acquisition and differentiate between recruiting and selection processes. 4. To identify the importance of training and issue of human resource development in organization then design training module as per the requirement.

37	11006000	Strategic Human Resource Management (Group II)	<ol style="list-style-type: none"> 1. To develop an understanding of connectivity between a specific strategy implementation with human resource strategy development at the same time; for specific projects or business units. 2. To analyse & identify how human resource is emerging as a key resource for competitive advantage and understanding the role of HRM in organizational performance. 3. To design recruitment policy and procedure & understand about types of interviews, do's and don'ts and able to conduct interview. 4. To identify the need of training & create training culture and climate & evaluate the effectiveness of training &
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38	11010200	Digital Marketing (Group I)	<ol style="list-style-type: none">1. To explain the importance of the digital marketing for marketing success,2. To manage customer relationships across all digital channels and build better customer relationships,3. To create a digital marketing plan, starting from the SWOT analysis and defining a target group,4. To identify digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.
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39	1017000	Corporate Taxation (Group II)	<ol style="list-style-type: none"> 1. To explain an in-depth insight into the concept of corporate tax planning and to equip with a reasonable knowledge of tax planning devices. The focus is exclusively on income tax. 2. To Acquainted with filling of various forms and returns & To understand the relevance of GST in present Indian Tax Scenario. 3. To construct the knowledge and understanding of the provisions of the direct tax. 4. To developing the skill of independent thinking and creativity in the field of direct tax law & evaluate the impact of laws on companies and on individuals. & also to make capable to understand amendments made from time to time in Acts related to the Tax.
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40	11016900	Performance appraisal (Group II)	<ol style="list-style-type: none"> 1. To apprise the importance of performance appraisal and informed them of how organizations manage performance. 2. To develop the skills for handling the issues relating to not only appraising staff but also managing their performance. 3. To understand the of issues related to the compensation or rewarding Human Resources in the Corporate Sector, public services and other forms of organizations. 4. To impart skills in designing, analyzing and restructuring compensation packages related systems, policies and strategies.
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