



**MASTER OF BUSINESS ADMINISTRATION  
(MG0141)  
M.B.A.**

**Program Outcomes  
Program Specific Outcomes  
Course Outcomes**

## M.B.A.

### PROGRAM OUTCOMES (POs)

- PO1: Team Management And Leadership Skills:** As Management education is getting revamped and restructured in terms of dynamic environment and critical inputs, the focus of programme is on building leadership traits among students.
- PO2: Ethics:** The students will be imbued with utmost professional ethics that are required for a practical and impartial behaviour of the M.B.A. graduates. Demonstrate behaviour in consonance with the values and ethics nurtured at the University, which are significant as the student will function in the management sector, and an ethical behaviour of the highest level is expected from them.
- PO3: Soft Skills, Personality Development and Communication:** As the M.B.A. graduate needs to have effective communication and interpersonal skills because they need to interact with various stakeholders so this programme focuses on this important aspect too.
- PO4: Entrepreneurial Thinking:** There is need to develop entrepreneurial mind set so that within the organization, managers can come out with new thoughts and initiatives. So this programme aims at developing various entrepreneurs.
- PO5: Project management and finance:** Demonstrate knowledge and understanding of the management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- PO6: Encourage "Out of Box thinking":** the business environment is very dynamic nowadays so this programme focuses on approach of "Out of Box Thinking" by adopting various new techniques in pedagogy and inculcating recent trends in curriculum.
- PO7: Critical Thinking Skills:** Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
- PO8: Current practices issue and challenges:** Study and assess the current issues and challenges.
- PO9: Decision Making skill:** select and apply appropriate tools for decision making required for solving complex managerial problems
- PO10: Reasoning Skills:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, cultural issues and the consequent responsibilities relevant management practices

### PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1. Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
- PSO2. Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
- PSO3. Graduates will have innovation skills and drive the businesses through multifaceted skills.
- PSO4. Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

## **COURSE OUTCOMES**

### **MBA 101: Computers Applications in Business**

1. Have a fundamental level of understanding relating Information Technology
2. Will have developed basic ICT skills as life skill
3. Develop an understanding of the role and importance of information system in modern society

### **MBA 102: Management Concepts & Applications**

1. Assume the roles and responsibilities associated with managerial functions.
2. Identify the key contributors and their contributions in the development of management thought.
3. Compare various approaches in management for problem solving.

### **MBA 103: Financial Reporting, Statements and Analysis**

1. Able to explain accounting statements and can analyze the financial statement with ratio and cash flow analysis.
2. Apply accounting rules in determining financial results and preparation of financial statement.
3. Able to explain changes in financial position of corporate entity and solve complex managerial problems.

### **MBA 104: Marketing Management**

1. Explain the core concepts of marketing and the goals of the Marketing function
2. Analyze the environment and recommend appropriate Segmentation, Targeting and Positioning Strategy for a product and analyze the buying behavior of a given target market segment
3. Recommend suitable product, pricing, distribution and Marketing Communication strategies for a brand to achieve the Marketing objective

### **MBA 105: Organizational Behavior**

1. Explain the principal concepts and theories of Organizational Behavior and recognize the individual and group behavior in the organization.
2. Assess the organization system, including structure, culture, human resources and change.
3. Relate to human behavior and organizational environment.

### **MBA 106: Business Statistics**

1. Appraise the need for data analysis and formulate the statistical problem and solve it.

2. Interpret the results of statistical analysis for improved managerial decision making.
3. Apply analytical skills in both private and public business organizations in the country.

### **MBA 107: Managerial Economics**

1. Analyse economic problems and can correlate scarcity with the requirements.
2. Evaluate demand and can analyse cost in order to optimise cost-production combination.
3. Recognise the existing market and can take appropriate decisions.

### **MBA 108: Legal and Business Environment**

1. Analyze the valid contract and develop the understanding of sales of goods act.
2. Understand the critical issues related to partnership business and able to identify the rights and duties.
3. Understand and analyze the different environment of business.

### **MBA109: Managerial Skills for Effectiveness - I**

1. Analyze the level of self awareness and make efforts to improve the same.
2. Understand the importance of good communication, creative thinking and time management in real life.
3. Develop good presentation skills.

### **MBA 201: Indian Economy and Policy**

1. Analyze Indian economic problems and can correlate development with the requirements.
2. Evaluate sectoral imbalances and can analyse the issues in financial & external sectors of economy.
3. Critically analyze the contemporary economic developments.

### **MBA 202: Corporate Finance**

1. Analyze and appraise the financial system and financial environment.
2. Apply the techniques of capital budgeting for selecting best investment opportunities.
3. Assess the capital structure of the organization and state the profitability condition and also implement the concept of working capital management in organization.

### **MBA 203: Quantitative Techniques**

1. Resolve the equations related to Linear programming.
2. Identify the specially structured programming of transportation and assignment.
3. Analyze the decision making problems under uncertainty and competitive situations.

### **MBA 204: Operations Management**

1. Apply operations management in manufacturing and service industry.
2. Exercise inventory control techniques in manufacturing industry.
3. Analyze skills in operations function to improve quality standards in value engineering and value analysis.

### **MBA 205: Marketing Research**

1. Describe the research process and list the characteristics of various types of research
2. Given a management problem determine the related Research Problem. Formulate Research Objectives and Hypothesis from a given research problem
3. Given the research budget select suitable Research Design for achieving the research objectives. Organize the data collection process, Analyse data and draw inferences and recommend solutions to the research problem.

### **MBA 206: Human Resource Management**

1. Demonstrate the understanding of theoretical concepts and develop an overview on various functions and processes of human resource management.
2. Identify the human resource needs of an organization and plan accordingly.
3. List various legislations pertaining to social security and safety measures to be adopted at work place

### **MBA 207: Entrepreneurship**

1. Examine the characteristics of an entrepreneur, intrapreneur as well their role in the economic development of the country.
2. Process & develop business plan , foreseeing the entry barriers to the industry
3. Identify stages of growth in entrepreneurial ventures along with changing face of family business in India in light of Make in India, Startup India and Standup India

### **MBA208: Indian Ethos and Business Ethics**

1. Understand ethical dimensions of managerial decision making.
2. Develop analytical skills using ethical frameworks.
3. Apply the knowledge of ethics in everyday life to make a balance between personal and professional.

### **MBA209: Managerial Skills for Effectiveness - II**

1. Understand the decision making process.
2. Assess the levels of conflicts and ways to resolve them.
3. Develop an understanding about the importance and ways of effective team management skills.

### **MBA 301: Strategic Management**

1. Understand the need and requirement of strategies in business plan.
2. Analyze and develop different strategies for business level planning.
3. Formulate business model for future course of action.

### **MBA 302: Project Management**

1. Define the goals and objective of a project and analyse a project from technical, market and financial perspective.
2. Appraise a project and decide whether to carry the project or not.
3. Schedule and execute a project

### **MBA HR 304: Training & Development**

1. Understand the importance of training in an organization.
2. Recognize the organizational training needs and suitably apply it.
3. Apply the training evaluation methods.

### **MBA HR 305: Performance Management**

1. Explain the key concept of performance management.
2. Define, explain and evaluate the performance appraisal tool for smooth functioning of the H.R. department.
3. Understand the importance of implementing and managing the performance management system in organization.

### **MBA HR 306: Organizational Change & Development**

1. Identify the key concept of change in overall management process.
2. Imbibe the concept for the effective change in the organization.
3. Illustrate the importance of organizational development and its interventions.

### **MBA HR 307: Manpower Planning & Control**

1. Use forecasting techniques in manpower planning.
2. Identify the human resource needs of an organization and plan accordingly.
3. Understand the use of succession planning and career planning in the organization.

### **MBA FM 304: Investment Analysis and Portfolio Management**

1. Initiate investment decision after analysing influencing pillars for selection of different investment channels suitable for different class of investors
2. State the purpose of analysis of technical and fundamental factors of securities to initiate risk and return trade off exercise

3. Explain the concept of diversification strategy to construct investment portfolio with reference to different academic models of modern portfolio management

### **MBA FM 305: Income Tax: Theory & Practice**

1. Exhibit sophisticated knowledge related to tax accounting rules and regulations.
2. Identify, define, and resolve tax issues through their understanding, knowledge and application.
3. Explain different types of incomes and their taxability and expenses and their Deductibility

### **MBA FM 306: Management of Financial Services**

1. Explain and analyze the workings of Indian Financial system, Market and its assets
2. Explain the new and innovative financial services of India

### **MBA FM 307: Cost and Management Audit**

1. Describe the procedure involved in cost audit of inventories.
2. Understand the ethical values and code of conduct of cost auditor.
3. Identify and resolve the issues involves in management audit.

### **MBA MKT 304: Retail and Distribution Management**

1. Able to understand and explain the concepts, philosophies and environment of the retail industry in Indian and global context.
2. Able to understand different formats of retailing.
3. Able to identify the factors affecting store location and store layout and design store layout, Merchandising and staffing strategy to achieve Retail targets

### **MBA MKT 305: Marketing of Services**

1. Examine the nature of marketing of services and its characteristics with respect to consumer buying behavior
2. Develop process roadmap to managing 7 Ps of marketing
3. Identify factors influencing quality of services

### **MBA MKT 306: Consumer Behavior**

1. To explain the theoretical and practical implications of consumer behavior in modern society
2. To relate and analyze internal environmental influences on individual consumer decision making process
3. To synthesize the impact of external environmental factors on individual consumer decision making process
4. To relate and analyze the factors effecting organizational buying behavior

### **MBA MKT 307: Integrated Marketing Communication**

1. Apply the key definitions, and concepts used in integrated marketing communications.
2. Understand and analyze the marketing communications tools which fit into and works with consumer behavior with emphasis on the consumer decision making process.
3. Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audiences for the IMC campaign plan.

### **MBA IT 304: Data Mining For Business Decisions**

1. Understand the concept of origin of data mining, its process, classification and applications.
2. Identify appropriate data mining algorithms to solve real world problems
3. Compare and evaluate different data mining techniques like classification, prediction, clustering and association rule mining
4. Describe complex data types with respect to spatial and web mining.

### **MBAIT 305: Managing Software Projects**

1. Apply the knowledge of software project management-Project life cycle and IT development, extreme project management, etc.
2. Plan for software project that is, estimates size and effort, a schedule, resource allocation, configuration control, change management and project risk identification and management.
3. Identify related problems and formulate solutions of Software project management.

### **MBAIT 306: Managing Digital Innovation and Transformation**

1. Have fundamental level understanding of Digital Innovation, its role, types and process
2. Comprehend and relate to the social, ethical and legal issues relating to Digital transformation
3. Understand how cloud computing useful in collaboration of business and how it helps to cut costs

### **MBA-IT 307: E-Commerce and Digital Markets**

1. To develop an understanding about models of web based commercial activities
2. Apply theoretical concepts for setting up of E-Commerce website
3. Draw out the requirements for setting up of support systems of digital markets-marketing, payments, security, supply chain

### **MBA 401: Corporate Governance and Social Responsibility**

1. Debate on the role and importance of corporate governance
2. Examine the need for business ethics and role of business in the society
3. Identify the role and responsibilities of board members as well as the future of corporate



governance in India

### **MBA HR 403: International HRM**

1. Understand the variables that moderate differences between domestic and International HRM.
2. Understand issues, trends and practices in areas of international Procurement, Development and maintenance strategies.
3. To appreciate the role of workforce diversity in the international organizations.

### **MBA HR 404: Strategic Human Resource Management**

1. Understand the need and requirement of strategies in business plan.
2. Analyze and develop different strategies for business level planning.
3. Formulate business model for future course of action.

### **MBA HR 405: Employee Relationship Management**

1. Analyse and anticipate areas of labour-management problems, realise the need for cooperative attitude at the place of work.
2. Recognise legal and illegal actions and can take appropriate measures.
3. Understand various laws that protect worker's rights, improve worker safety, prevent child labor and increase workers' bargaining power relative to their employers.

### **MBA HR 406: Compensation Management**

1. Analyze the basics concept and nature of wage and salary administration.
2. Understand the importance of legal framework in overall compensation system of the organization.
3. Evaluate the foundation of compensation strategies and concepts of wage in organization.

### **MBA FM 403: International Financial Management**

1. Analyze and apply the concepts of foreign exchange market.
2. Describe the structure and relationship between the economy and balance of payment.
3. Understand the working of international monetary fund, World Bank and Asian development bank.

### **MBA FM 404: Merger, Acquisition & Corporate Restructuring**

1. Explain and analyze the reasons for merger, acquisition and corporate restructuring.
2. Explain and analyze the problems and challenges in restructuring.
3. Explain and analyze the complex accounting, tax, legal, regulatory issues in mergers and acquisitions

### **MBA FM 405: Financial Derivatives Management**

1. Describe derivatives and their characteristics of derivatives markets.
2. Apply contextual knowledge of forward contracts, futures contracts and Options.
3. Analyse regulatory framework, Guideline and Identify business opportunities of derivative trading.

### **MBA FM406: Financial Strategic Decision**

1. Explain corporate terms and concepts related to financial strategic decision.
2. Analyze the financial system of India.
3. Analyze and evaluate the corporate valuations.

### **MBA MKT 402: Product and Brand Management**

1. Understand competition at product level as well as brand level
2. Process & develop brand`s success roadmap
3. Identify and create brand`s positioning and repositioning in the market.

### **MBA MKT 404: Digital and Social Media Marketing**

1. Examine the ethical and legal issues in digital marketing and digital marketing research
2. Process and develop digital marketing strategies by interpreting the results of SEO
3. Identify the elements of social media marketing and social media analytics

### **MBA MKT 405: Customer Relationship Management**

1. Understand the concept and importance of customer relation management for increasing the profitability of CRM for modern business ventures
2. Understand the importance and strategic application of tools of CRM
3. Understand and relate to CRM as a problem solving technique for IT enabled and web based marketing

### **MBA MKT 404 : International Marketing Management**

1. Able to understand and describe the concepts and processes of international marketing.
2. Having the abilities to analyze the international marketing environment and choose the suitable international markets for their organization.
3. Able to differentiate the direct and indirect exporting and other forms of international marketing.

### **MBA IT 403: IT Consulting**

1. To scope, propose and contract consultancy assignments in information technology

2. To structure, plan and control consultancy assignments
3. To apply quality control and measurement within IT consultancy assignments

#### **MBA IT 404: Managing Digital Platforms**

1. Determine IT and Information System's Resource Needs in managing web-based Business
2. Analyze the requirements of setting up web based platform for innovations
3. Comprehend and work on the factors involving innovation management on web-based platform

#### **MBA IT 405: Strategic Management of IT**

1. Develop a fundamental understanding of the role IT plays in business processes.
2. understand the strategic use of Information Technology for Competitive Advantage
3. Use information technology as real life problem solving tool in organization /business

#### **MBA IT 406: System Analysis and Design**

1. understand the in details software development process with issues /challenges in analysis, design, implementation, maintenance etc
2. develop the ability to analyze, design and verify, validate, implement, apply and maintain software systems
3. develop skills that will enable to construct high quality software and reliability