

MASTER OF BUSINESS ADMINISTRATION (MBA)

Program Outcomes: Outcomes of MBA Program

At the end of the program student should be able to:

1. Analyze problems and come up with solutions to resolve them.
2. Learn new technologies with ease and be productive at all times.
3. Read, write and contribute to business literature
4. To develop team spirit
5. Be a good citizen in all respects.

Course Wise Outcomes: MBA Semester I

Course Code	Name of the course	Course Outcomes
101	Management Concepts and applications	<ul style="list-style-type: none"> • To impart the understanding of basic management concepts. • To familiarize the learner about application of Management concepts. • To expose learner with basic concepts of functional management.
102	Managerial Economics	<ul style="list-style-type: none"> • To impart knowledge about the theories of Economics required in Business scenarios • to train the students to apply this theoretical knowledge to practical business situations
103	Financial and Management Accounting	<ul style="list-style-type: none"> • To acquaint the students with the fundamentals of Financial Accounting. • To orient the students to the Accounting process involved in preparation of Books of Accounts and Financial Statements • To familiarize the students with the concepts of Cost and Management Accounting and applications of Management Accounting techniques
104	Organizational Behavior	<ul style="list-style-type: none"> • To introduce the role of individual, group and organizational processes on individual behaviour in a work setting • To give insights on how concepts of organizational behaviour are applied by management practitioners and organizations
105	Statistical techniques	<ul style="list-style-type: none"> • To familiarize the students with the basic statistical techniques and their applications in business decision-making • To develop the quantitative skills of the

		students so as to make them skilled at understanding data, comparing two or more data sets and predicting business data etc
106	Legal Aspects of Business	To provide students with in-depth understanding of business related laws
107	Business Communication	<ul style="list-style-type: none"> • To familiarize with the process of communication and the principles & techniques of business communication • To enable student to understand the different dimensions of business communication • To enlighten about the communications strategy for managers
108	Information Technology skills for Managers	<ul style="list-style-type: none"> • To understand the basics of computer hardware and software • To impart the IT skills and knowledge necessary for managers
114	Currents Affairs	To develop in the students the skill to read the latest news related to business and general
115	Data Analysis using Excel	<ul style="list-style-type: none"> • To train the student for using the spreadsheet package MS-Excel for business applications. • To impart skills of analyzing data and presenting it using MS-Excel.

Course Wise Outcomes: MBA Semester II

Course Code	Name of the course	Course Outcomes
201	Marketing Management	To enhance management students' knowledge as regards to basics of marketing and know the applications of marketing skills required
202	Financial Management	<ul style="list-style-type: none"> • To introduce the fundamentals of Financial Management • To orient on the financial decision making techniques and Financial Statement Analysis
203	Human Resource Management	<ul style="list-style-type: none"> • To explain the significance of HRM and changing role of HRM • To bring out the role of HR in organizations effectiveness and

		employee performance
204	International Business	<ul style="list-style-type: none"> • To give an overview of Global Business Environment. • To acquaint students with intricacies of Cross Border Trade Transactions
205	Production and operations Management	<ul style="list-style-type: none"> • To equip students with fundamentals of manufacturing business for related aspects. • To acquaint the students with concepts of all the functions under the manufacturing activities by introducing the Units Materials Management, SCM ,QA, EHS and Quality System Certification, JIT etc.
206	Research Methodology	<ul style="list-style-type: none"> • To equip the students with an understanding of the research process, tools and techniques. • To introduce the students to the scientific research process and its applications to business and management • To enable the students understand the know-how of conducting surveys and reporting the research.
207	Business Environment	<ul style="list-style-type: none"> • To enable the students to understand the overall business environment within which an organization has to function. • To enable students to understand its implication for decision making in business organizations.
208	Business Ethics and Corporate Governance	To enable the students understand the importance of Ethical values and corporate social responsibility in the contemporary business.
211	Open-1 Data Analysis using SPSS	<ul style="list-style-type: none"> • To familiarize the students with the use of SPSS package for analysis and interpretation of statistical data. • To use SPSS for effective decision reporting.
209	Open-2 Soft Skills	To develop overall personality of students through improved communication and public speaking skills

- **Name of the program:** Master of business administration (MBA)
- **Year:** 2018-2019
- **Semester:** III
- **Course wise outcomes:**

Course Code	Name of the course	Course outcomes
301	Strategic Management	<ul style="list-style-type: none"> • To provide a framework of strategic management • To sensitize students about internal and external environments and enable them to integrate and practice strategic management skills
302	Operations Research	<p>To familiarize the students with the quantitative techniques for data analysis</p> <ul style="list-style-type: none"> • To acquaint the students with the application of quantitative techniques in business and decision-making
303	Entrepreneurship Development	<ul style="list-style-type: none"> • The objective of this course is to develop and strengthen entrepreneurial quality and motivation amongst the students. • To motivate the entrepreneurial instinct and to develop necessary knowledge and skills among the students.
304	Summer Internship	<ul style="list-style-type: none"> • To provide insights into the functioning of various departments in the organization who are working hand in hand in the pursuit of set goals and objectives
305	Innovation, Technology and Change Management	<ul style="list-style-type: none"> • To enable students to manage new technologies and emerging business opportunities by creative thinking.
Mk01	Consumer Behaviour	<ul style="list-style-type: none"> • To highlight the importance of understanding consumer behavior in Marketing. • To study the environmental and individual influences on consumers • Understand the importance of consumer behaviour in designing marketing strategies. • To understand consumer behavior in Indian context.
MK02	Services Marketing	<ul style="list-style-type: none"> • To create awareness among learner about concepts in service marketing. • To impart knowledge about practical application of concept in service Industry.
FN01	Investment Analysis and Portfolio Management	<ul style="list-style-type: none"> • To acquaint the students with basic concepts, avenues and underlying techniques and to develop a broad understanding of the portfolio Management and accepted practices. • To introduce practical aspects of Investment and portfolio Management as an important decision-making process in Investment

		<ul style="list-style-type: none"> To expose and update the participants to real life situations and current Units/debatable issues involving Investment decisions and to equip them with techniques for taking decisions.
FN02	Management of Financial Services	<ul style="list-style-type: none"> To give the students an insight into the principles, practices of the prominent Financial services and their functioning in the changing economic scenario. To make critical appraisal of the working of the specific financial Services in India. To brief the students about developments in financial services. To provide a judicious mixture of theory and business practices of the contemporary Indian financial services
HR01	Training and development	<ul style="list-style-type: none"> To understand the significance of Training and Development and its role To understand the various methods and applications of Training and Development
HR02	Labour laws	<ul style="list-style-type: none"> To understand the laws and rules pertaining to labour To understand significance of industrial relations
IB01	Regulatory aspects of international business	<ul style="list-style-type: none"> Understanding about the regulatory environment business
IB02	Export Import Policies, Procedures and Documentation	<ul style="list-style-type: none"> To make students aware about the Logistics cross border trade procedures and practices in International
PO01	Quality Management	<ul style="list-style-type: none"> To understand the Quality Management concept and principles and the various tools available to achieve Quality Management. Provide a basic understanding of "widely-used" quality analysis tools and techniques. Create an awareness of the quality management problem-solving techniques currently in use. Stressing upon the importance of the quality principles on the business performance.
PO02	Production planning and control	<ul style="list-style-type: none"> To make conceptual clarity of the students. To make use of these concepts in industries for effective production planning and control Integrate the all management functions and study the contribution of production function with respect to other functions.
IT01	System Analysis And Design	<ul style="list-style-type: none"> Analyse the system designs
IT02	Information system security and audit	<ul style="list-style-type: none"> Describe the general framework for IT risks and control. Identify the unique elements of computer

		<p>environment and discuss how they affect the audit process.</p> <ul style="list-style-type: none"> • Describe the security aspect and audit issues related to computer security. • To enable the students to grasp knowledge of Auditing along with exposure to modern business information systems. • Understand the audit objectives and procedures used to test data management controls. Discuss the stages in the SDLC
AB01	Rural Marketing	<ul style="list-style-type: none"> • To sensitize the students towards the Agriculture and Rural Marketing environment so as to help them in understanding the emerging challenges in the Global Economic Environment
AB02	Supply chain management in agribusiness	<ul style="list-style-type: none"> • Understand the supply chain mgt in agribusiness mgt
R01	Introduction to retailing	<ul style="list-style-type: none"> • To familiarize the students with evolution and growth of Retailing, expectations of customers and • To study the importance of retailing in the current business scenario
R02	Retail management and Franchising	<ul style="list-style-type: none"> • To familiarize the students with evolution and growth of Retailing, expectations of customers and to study the importance of retailing in present business scenario.
	Open Courses	
306	Digital Marketing	<ul style="list-style-type: none"> • Develop an understanding of the basic concepts and issues in digital marketing
307	Customer Relationship Management	<ul style="list-style-type: none"> • Course endeavors to highlight needs and relevance of managing customer relationships. • Course equips students by covering various tools and techniques for building profitable customer relationships • Largely the course is aimed at offering a broad framework customer relationship management
308	Marketing Research	<ul style="list-style-type: none"> • To create awareness of Research Methodology basic concepts • To create familiarity among learners about statistical tools application in Marketing research.
309	Product & Brand Management	<ul style="list-style-type: none"> • To understand Product Management • How to develop a product strategy • How to develop new products successfully using the New Product Development Process • The Product Life Cycle and its significance • How to develop International Product Strategy?
310	Corporate Taxation	<ul style="list-style-type: none"> • To introduce and orient the students with the definition and underlying provisions of Direct tax law and to develop broad understanding of the tax laws and accepted

		practices. <ul style="list-style-type: none"> To make them understood regarding practical aspects of tax planning as an important managerial decision making process.
311	Capital Market Operations	<ul style="list-style-type: none"> To help the students in understanding the capital and derivative market trading, clearing, settlement and risk management processes of NSE. To learn the eligibility criteria for membership of NSE, important regulatory, valuation, accounting and taxation concepts
312	Financial Risk Management	<ul style="list-style-type: none"> To know the techniques of Financial Risk management
313	Financial Statement Analysis	The outcome of the course is to provide students with hands-on experience in financial statement analysis. Students will be exposed to general tools of financial analysis and theoretical concepts. By the end of the course, students will be comfortable with using firms' financial statements to develop an understanding of their performance and to establish a basis for making reasonable valuation estimates.
314	Industrial Relations	<ul style="list-style-type: none"> This course is structured to give an insight to the students in the areas of maintaining employee relations and the welfare provisions to be made available to them.
315	QMS & Innovation Management	<ul style="list-style-type: none"> To enable students to manage new technologies and emerging business opportunities by creative thinking.
316	e-HRM	<ul style="list-style-type: none"> To understand the planning , implementation and application of information technology for HR activities of an organization.
317	Public Relations & Corporate Communication	<ul style="list-style-type: none"> To deal with theory and practice of Public Relations and Corporate Communication that is imperative & crucial for building up of an image of any corporate entity
318	Global Logistics & Supply Chain Management	<ul style="list-style-type: none"> To enable students to learn distribution management of goods from Seller/ Exporter to Buyer/ Importer as last great frontier for cost reduction
319	International Economics	<ul style="list-style-type: none"> To understand changing nature of the world that impinge upon the subject matter of chosen discipline
320	Currency, Derivatives & Risk Management	<ul style="list-style-type: none"> To study the concept and application of risk management Techniques with the help of derivative instruments
321	Global Strategic Management	<ul style="list-style-type: none"> To outline and acquaint with main determinants of International Strategic Planning
322	IT in BFSI Domain	<ul style="list-style-type: none"> To make the students conversant with Information Technology in terms of Banking and Financial Services
323	Legal Aspects of IT & IT Strategies	<ul style="list-style-type: none"> To understand the various aspects to law wrt it Systems
324	Software Quality Standards &	<ul style="list-style-type: none"> To understand the software quality standards

	Process Documentation	
325	Cloud Computing for Managers	<ul style="list-style-type: none"> To enable students to get familiar with cloud computing fundamentals, architecture, services and its implementation.
326	Materials Management	<ul style="list-style-type: none"> To make conceptual clarity of the students. To make use of these concepts in Production and Operations Dept. for managing various types of materials, production planning and control. Integrate the all management functions and study the contribution of production function with respect to other functions.
327	Maintenance Management	<ul style="list-style-type: none"> To Know the importance and role of Maintenance Management To acquaint with various alternatives of Maintenance Management To understand use of decision tools for Maintenance Management
328	World Class Manufacturing	<ul style="list-style-type: none"> To gain in depth knowledge of World Class Manufacturing(WCM) systems in globally Leading Manufacturers. To gain concept of Strategic Decisions for business, JIT, Total Employee involvement. To get acquainted with the use of IT, ERP and MRP systems
329	Business Process Re-engineering	<ul style="list-style-type: none"> To explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR. To introduce BPR as a change management tool. To explore and master the fundamental principles of BPR.
330	Rural Banking	<ul style="list-style-type: none"> To familiarize with various concepts of rural banking
331	Agriculture Marketing & Price Analysis	<ul style="list-style-type: none"> To familiarize students with price and market analysis. To enable students for empirically analyzing prices, supply and demand conditions in various markets
332	Commodity Market	<ul style="list-style-type: none"> To equip young managers with the knowledge of emerging commodities derivatives trading practices in India.
333	Indian Agriculture & World Trade Organisation	<ul style="list-style-type: none"> To make a comparative analysis of the role played by WTO in overall economic development. To assess the tariff and non-tariff barriers in developed nations, which is main concern for the developing nations, especially India.

334	HRM in Retail	<ul style="list-style-type: none"> To familiarize the students with importance of HRM in Retail Business and acquaint them with the methods of developing required skills and commitment among employees for better performance.
335	Retail Stores and Operations	<ul style="list-style-type: none"> Familiarizing students with the retail store operations
336	International Retailing	<ul style="list-style-type: none"> Equipping students with the international retailing scenario
337	Information Technology in Retailing	<ul style="list-style-type: none"> Making students equipped with the information technology usage in retailing

- Semester:

IV

- Course wise outcomes:

Course Code	Name of the course	Course outcomes
401	Project Management	Sensitizing students with the concepts and practices
402	Env. And Disaster Mgt	<ul style="list-style-type: none"> • To sensitize students about the Environment , its protection in the current scenario • The objective of the course is to familiarize the students with basics of disaster management to deal with real life situation of similar nature.
MK03	Sales and distribution mgt	<ul style="list-style-type: none"> • Objective The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy. • Apart from this understanding of organizing and managing sales force and marketing channels. • Course also offers insights about Current trends in Sales and distribution management.
MK04	Integrated Marketing Communication	<ul style="list-style-type: none"> • To have a working knowledge of the tactical and strategic aspects of IMC • Be able to apply specific tools and approaches to common marketing communications challenges • Be able to assess the progress of IMC efforts over time • To have an opportunity to analyze IMC programs and build innovative programs
FN03	Corporate Finance	<ul style="list-style-type: none"> • To orient the students regarding application of Corporate Finance • To orient understand basic concepts of Financial Planning and Liquidity Management • To Orient the students to the students to understand the concept of business combinations and Accounting for Mergers and Acquisitions
FN04	International Financial Mgt	The objective of this course is to acquaint students with various sources of availing finance in cross border dealings
HR03	Personnel Cost and Compensation Mgt	<ul style="list-style-type: none"> • To increase student knowledge and comprehension about the compensation function. Student will be able to analyze, integrate, and apply the

		<p>knowledge to solve compensation related problems in organizations.</p> <ul style="list-style-type: none"> To familiarize the students with the basic concepts, techniques, and tools of job evaluation, To impart skills in formulating a compensation policy and planning a suitable package on principles of equity and efficiency. To comprehend and analyze the components of executive compensation and to focus on designing a package that pleases all the stakeholders of the organization.
HR04	Performance Mgt System	<ul style="list-style-type: none"> To introduce the concept of performance management and its importance in organizations To enable students, knowledge of managing performances for greater success To provide information about the latest development and trends in the practices of performance management
IB03	International Marketing	<ul style="list-style-type: none"> To acquaint students with fundamental concepts and techniques of International Marketing To train and to develop students regarding how to implement plans and marketing strategies for entering in to international trade and manage overseas operations
IB04	Global Business strategies	<ul style="list-style-type: none"> To discuss Corporate Strategies for sequencing the penetration of countries
PO03	Logistics and supply chain mgt	<ul style="list-style-type: none"> To gain the in depth knowledge, and importance of the subject of Supply Chain Management (SCM) To acquire the working knowledge. To understand the JIT and SCM concepts and applicability to industrial examples
PO04	Industrial Mgt	<ul style="list-style-type: none"> To acquire the working knowledge of the subject in relation to Production process and managing the business for various Industrial Engineering/ Management Activities. To acquire various techniques for increasing the productivity , efficiency and reduce the manufacturing cost.
IT03	RDBMS with Oracle	<ul style="list-style-type: none"> The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end Tool using ORACLE To study use of RDBMS in organization and processing complex business information.
IT04	Enterprise Business application	To enable students in learning the Enterprise Business Applications, its system, structure, modules, benefits
AB03	Use of Information Technology in	<ul style="list-style-type: none"> To provide a foundation for understanding

	Agribusiness Management	information technology in modern context as well as to provide the skills necessary for solving a range of information based problems in competitive business environment
AB04	Cooperatives Management	<ul style="list-style-type: none"> To make the students understand the principles and practice of cooperation as they are applicable to the Agricultural Sector of India.
R03	Merchandising display and advertising	<ul style="list-style-type: none"> To familiarize the students with evolution and growth of Retailing, expectations of customers and to study the importance of retailing in present business scenario.
R04	Supply chain mgt in retailing	<ul style="list-style-type: none"> To promote an understanding of the integrated supply chain to the achievement of organizational effectiveness.
403	Strategic Marketing	<ul style="list-style-type: none"> To Create awareness about strategic Marketing concepts among learners. To Make the Learners understand the application of Strategic marketing concepts in real time
404	Retail Marketing	<ul style="list-style-type: none"> The course is designed to develop understanding of Indian and global retail industry in the emerging market scenario. Course is further aimed to unfurl the practices of retailing and equip students with various tools & techniques. <p>Broadly, course offers a framework for elements of retail marketing mix</p>
405	Marketing of Financial Services	<p>To acquaint students about the financial markets and the role of the same in financial system</p> <p>To explain students to various concepts pertaining to investment management and analysis.</p> <p>To provide necessary knowledge about various financial services</p> <p>To prepare students in terms distribution & selling aspects of financial services industry</p>
406	Social Media Marketing	<p>To familiarize students with concepts and practice of social media marketing</p> <p>To appreciate the importance of Social Marketing in today's marketing environment and business climate</p> <p>To understand Message Development for Social Media Marketing</p>
407	Management Control System	<p>To introduce the fundamentals of Management Control System and orient the students difference between Effectiveness and Efficiency</p> <p>To orient the students to the application of Management Control Systems.</p> <p>To give a broad overview of methods of management</p>

		control and its incorporation into control system
408	Indirect Taxes	To introduce and orient the students with the definition and underlying provisions of Indirect tax laws and to develop broad understanding of the tax laws and accepted practices. To make them understood regarding practical aspects of taxability and their impact on important managerial decision making process. To expose and update the students to actual situation and current topics / debatable issues involving indirect taxes.
409	Banking Operations	To study 'Operations of Banking' and role of IT in Banking Sector
410	Financial Modelling Using MS Excel	To help the students to learn about the various option strategies, risks and payoff associated with different strategies.
411	Labour Welfare	To understand the significance of Labour Welfare. To understand various Concepts and Laws in Labor Welfare.
412	Managerial Competencies & Career Development	To understand managerial competencies in changing business environment and the resultant challenges To establish links between managerial competencies for effective career development
413	HR Lab	
414	HR Analytics	To apply statistical analysis to HR questions and problems so as to help and improve decision making process. Critically thinking about data for HR solving and taking decisions. Use of statistical software to manipulate and organize data.
415	Global Business Environment	
416	Foreign Exchange Management	To study the Comparative Environmental Framework and Trends in new millennium
417	International Marketing Research	To acquaint students with fundamental concepts and techniques of International Marketing Research To inculcate the analytical abilities and research skills among the students
418	International Financial Management	The objective of this course is to acquaint students with various sources of availing finance in cross border dealings
419	Big Data Analysis	To introduce learner with Big Data Concept, decision making by doing analysis on the data and managing the data using Big Data Tools like Apache Hadoop, Pig and Hive.
420	IT Infrastructure Management	

421	Technology Management & IT Services	To provide a broad perspective on the key issues involved in the effective management of technology and innovations.
422	Lab on Oracle & Open Source Software	To enable students in improving their skills and knowledge on Oracle and one Open Source Software through lab sessions
423	Negotiation Management	To learn the fundamentals of negotiation and conflict management To explore legal and behavioral aspects of negotiation To explore ethical standards and criteria of negotiation and conflict resolution To explore the social contexts of negotiation To learn best practices in negotiation and conflict management
424	Service Operations Management	To acquaint the students with the service operations strategy aspects To provide students with the concepts and tools necessary for effectively managing field service operations. To familiarize the students with the concepts of CRM and role of IT in managing service operations
425	Environment , Health & Safety	To learn the basic concepts of safety management. To study the various provisions of health and safety. To know Environmental Pollution and Protection Acts.
426	Quality Management Standards	To introduce various management system standards To help the students understand the implementation of IMS through cases in services and manufacturing Sector
427	Microfinance	To familiarize students with the Agricultural Financial System, Microfinance System and tools and techniques used for better management decisions
428	Rural Entrepreneurship	Understanding the concepts of rural entrepreneurship
429	Agriculture & Indian Economy	Analysis of Indian economic conditions
430	Marketing of Agro Products	Understanding about the agro product marketing
431	Contemporary Retail Management	To understand the concepts of effective retailing in the current scenario
432	Retail Planning	Understanding the concept and practices of retails planning
433	Retail & Distribution Management	Understanding the retail and distribution mgt systems
434	Rural Retailing	Elaborate and understand the rural retailing in India

