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2.6.1

PROGRAMME OUTCOME — MBA

The curriculum which provides educational experiences & practice setting to develop and demonstrate achievements of desired competencies. The University curricular aligns with its vision & mission and provides knowledge and skills required to practice the profession effectively. To have a rational and enhanced set of competencies in order to catalyze the reforms needed in the system. Curricular is mainly focused with employment, which makes to acquire more knowledge into corporate.

Understanding the expected competencies and helps to design and development of curriculum. The curriculum is also an important aspect of the realization of the competencies besides the teaching learning methodology should foster the development, stimulation of Critical thinking, Scientific Reasoning, Communication Skills to be apt managers for corporate with Problem-solving skills and focused with maintaining Team and working with a group focused for group dynamics.

The curricular teaching and learning methodologies ensure that the students develop the necessary knowledge, skills, attitude, and values to enter the practice and be self-directed learners. This has helped to evolve and redefine the concept of education in the University and is a pioneering initiative.

To describe key concepts, theories and techniques for analyzing different organizational situations. Identify and demonstrate the dynamic nature of the environment in which planning, organizing, controlling, staffing, decisions making skills are demonstrated and help the organization in implementation of its vision and mission, conceptual frameworks, theory and techniques to lead the organization in achieving its goals.

Demonstrate knowledge of each step in the financial management. To know the corporate dynamic growth conditions. Understanding roles of managers and administrators in firms, analyze the internal and external decisions to be made by managers and assess the position of an organization which helps in designing the competitive strategies. Analyze real-world business problems with a systematic theoretical framework and make optimal business decisions by integrating the concepts of economics & analytics that helps for business.

Courses are designed to develop the communication and vocabulary skills in the students. To identify the various leadership styles and the role of leaders in a decision making process. Enhance their oral and written communication skills

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& Understand the importance of listening and speaking. A skill based papers that introduced the students to the basics of computer operations. The student is imparted with knowledge on both hardware and software. The student has a better understanding on the various applications of computer.

Acquire knowledge about general aspects of business operations. Describe the role of accounting information system and its limitations. To analyze financial data from annual reports of corporation Communicate financial findings. To understand the environment and the internal factors that regulate the organization & fundamental comprehension of business opportunity evaluation. Identify the most recognized source of potential funding.

Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations. The dynamic nature of the environment in which marketing Decisions are taken and appreciate the implications for marketing strategy determination and implementation. Understand the role and functions of operations within the organization. Identify and demonstrate the dynamic nature of the environment in which the organization is functioning and the implications of it the competitive market.

To identify the impact of individual behavior on groups and on the organization as whole. To analyze and compare various theories of personality and learning theories. To identify the role and importance of communication and resolving conflicts. To understand the importance of human capital management. Use the different methods of recruitment in procuring human resource. Design relevant appraisal methods for employee compensation, rewards and benefits.

To have basic knowledge about labor laws and organizes training and development activities to enhance the knowledge, skill and abilities of their workforce. Apply modern techniques in human resource management. Able to use quality management methods analyzing and solving problems of organization. Choose a framework to evaluate the performance excellence of an organization, and determine the set of performance indicators that will align people with the objectives of the organization.

To know about information systems in business, basic knowledge & to Interpret information technology to solve business problems. Articulate the fundamental principles of information systems, analysis and functionality.


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COURSE OUTCOME

I SEMESTER

CPT-1.1 Management & Organizational Behaviour

After the completion of the course, students will demonstrate the ability to:

1. Identify the process of management and understand various risks involved in management
2. Analyse the requirements of process
3. To identify the impact of individual behaviour on groups and on the organization as whole, various theories of personality and learning theories
4. To identify the role and importance of communication and resolving conflicts, group dynamics and demonstrate skills.
5. To identify the various leadership styles and the role of leaders in a decision making process.
6. To analyse and compare different models used to explain individual behaviour related to motivation and rewards

CPT-1.2 Accounting for Business

At the end of the course the students should be able to:

1. Use debit and credit accounting to record and adjust basic business transactions.
2. Use basic financial statement and demonstrate knowledge of each step in the accounting cycle. To know and apply organizational internal control components.
3. Use Generally Accepted Accounting Principles (GAAP) to record common business transactions involving merchandise inventory, cash, and accounts receivable transactions.
4. Acquire knowledge about general aspects of business operations & describe the role of accounting information system and its limitations.
5. Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements


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CPT-1.3 Economics for Business Decisions

1. This course emphasis on fundamental concepts and methods of economic analysis for managers, real world decision making.
2. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit and market structure constitute the core material of the course.
3. They will be used to implement and make operational the core economic concepts. Apply economic analysis and linear programming to optimally allocate scarce resources to meet managerial objectives.
4. Estimate and analyse the market demand for a good or service
5. Estimate and analyse firm-level production and cost functions
6. Analyse the industry structure and firm-level conduct to develop profit maximizing pricing and production strategies

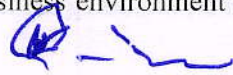
CPT-1.4 Analytics for Business

At the end of the course the students should be able to:

1. Explain the concepts and statistical techniques used to analyse business data.
2. Use the essential tools of applied statistics, including data analysis and apply statistical methodology properly.
3. Use statistical analysis as decision support in business.
4. Understand the complex, dynamic, and multidimensional issues and perspectives involved in statistical analyses of business situations.
5. Employ critical thinking and independent problem-solving skills to business problems
6. Communicate clearly the results of a statistical analysis.

CPT-1.5 Business Environment

1. Business environment consists of factors that are internal and external which poses threats to a firm or these provide opportunities for exploitation
2. This course systematically explores the external environment in which businesses operates legal, macroeconomic, cultural, political, technological and natural.
3. The course emphasis on the critical opportunities and threats that arise from an analysis of external business conditions.
4. Critically assess the business environment of an organization using selected strategic tools.
5. Conduct an analysis of a specific component of the business environment and relate it to organization.
6. Construct and present scenarios that synthesize business environment information.


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CPT-1.6 Corporate Skills and Leadership

The outcome of leadership is influence,

1. The ability to cause people to achieve a compelling vision. Achieving a compelling vision is the foundation of leadership.
2. It is accompanied with passion and action.
3. Leadership portrays to build excellent communication skills, empathy and emotional intelligence, team-building skills, an understanding of the competitive landscape, strategic thinking.
4. Able to make appropriate decisions with their managerial leadership skills in their work.
5. Corporate skills define the organizational behaviour with enhancement of skills.

CPT-1.7 Technology for Management

1. Describe the role of information technology in business.
2. Basic knowledge of concepts and terminology related to technology
3. Interpret how to use information technology to solve business problems.
4. Identify various applications of management Information System and their functionality.
5. Understand the nature and technological change in management.


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II SEMESTER

CPT-2.1 Research methodology

At the end of the course the students should be able to:

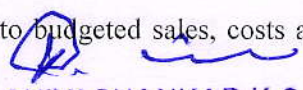
1. Students will have the skills to build their own formulations, to expand existing formulations.
2. Students will know why organizational research is undertaken, and the audiences that profit from research studies.
3. Students should be able to identify the overall process of designing a research study from its inception to its report.

CPT-2.2 Financial Management

1. Financial & Managerial Accounting Course knowledge of basic accounting practices.
2. Grasping of sophisticated financial and managerial accounting concepts.
3. To develop a clear understanding of these critical functions and issues.
4. Students will study the foundational aspects of financial accounting, including professional structure, the interrelationships of financial statements, and multiple forms of financial analysis.
5. The functional aspects of managerial accounting will be covered, including planning, decision-making and performance evaluation.

CPT-2.3 Marketing Management

1. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
2. Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives.
3. Determine strategies for developing new products and services that are consistent with evolving market needs.
4. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.


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5. Formulate overall marketing strategy within the context of the organization's business, mission, and goals.
6. Analyse marketing opportunities relative to competition and the environment using information gathering, measurement, and analysis.

CPT-2.4 Human Capital Management

At the end of the course the students should be able to:

1. Understand the importance of human resource management
2. Use the different methods of recruitment in procuring human resource
3. Develop a plan for collaborating with Human Resources to maximize the human capital of an organization
4. Design relevant appraisal methods for employee compensation, rewards and benefits
5. Have basic knowledge about labour laws
6. Organize training and development activities to enhance the knowledge, skill and abilities of their workforce.

CPT-2.5 Operations and Quality Management

1. Understand the role and functions of operations within the organisation
2. Analysing the key concepts, theories and techniques for the adequate functioning of the management.
3. Identify and demonstrate the dynamic nature of the environment in which the organization is functioning and the implications of it the competitive market.
4. To apply the conceptual frameworks, theory and techniques to various inventory management aspects in the corporate
5. Evaluate the relevance of the equipment's and the inventories in the critical functioning of the management.
6. Production planning and control functions , Process & Layout and Services Design and Operations.
7. Identify operational and administrative processes
8. Recognise its interfaces with other functional areas within the organisation and with its external environment.



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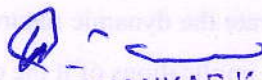
CPT-2.6 Sustainable Development and environment

1. Able to understand the concept of green Management
2. Evaluate an Internal and External developmental environment
3. Indicators of sustainability development & environment in an organization.
4. Able to understand Sustainability Climate change and entrepreneurship in an organization.

OEP -2.7 Soft Skills values and Ethics

At the end of the course the student is expected to:

1. To apply the knowledge of ethics in the functioning of the organization.
2. To be able to handle various issues related to management and also manage the team with the various issues that can arise from the legal perspective.
3. To recognize and train the workforce to meet the challenges of changing dynamics in scenario in terms of the regulations that govern the operational aspects of the organization.
4. To be able to demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in management scenario.
5. Ability to communicate the aspects very clearly to ignore the miscommunication.


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III SEMESTER

CPT-3.1 Strategic Management

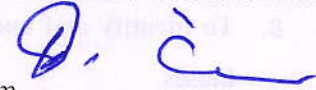
1. Formulating, deploying and assessing an organization's strategy for achieving competitive advantage in the marketplace.
2. Employ strategic concepts to analyse an industry.
3. Analyse the strategic effectiveness of an organization.
4. Evaluate the implications of strategic decisions made by one business discipline on others and on the business as a whole.
5. Strategic management helps to analyse the organization situation.
6. To analyse the organizational position by developing the new formulations , strategies towards a marketing.

CPT-3.2 Creativity and innovation Management

1. Developing a creative culture takes time and it begins with management, being more open-minded and less judgmental to the suggestions of their team.
2. To develop their creativity in the organization and to put their ideas together to find optimum solutions.
3. Ability to come up with innovative solutions to organizational problems.
4. By cultivating and utilizing the creative abilities.
5. It is likely to produce an even more prosperous selection of creative ideas and solutions to organizational problems.
6. This course helps in maintaining an Increased engagement, interaction, passion, motivation, problem solving, productivity, team bonding and collaboration.

SPT-4.4.1 Corporate Finance

1. Corporate Finance Course helps to understand the Financial decisions made at the higher levels of a business organization.
2. To apply the analytical techniques required for developing effective and workable financial solutions at the executive level.
3. Overall understanding of the workings of the financial system.



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4. The concepts of financial risk, return, and the valuation of bonds, common and preferred stock, cost of capital, capital budgeting, capital structure, and the evaluation of investment opportunities.
5. Apply time, value of money techniques to the valuation of bonds and common and preferred stock.
6. Estimate the relevant cash flows and the appropriate discount rates in making capital budgeting decisions.
7. Examine the factors that shows company's need for external financing and for determining the optimal mix of debt and equity financing.
8. Analyse the relationship between risk and return in the evaluation of investment opportunities.

SPT-4.4.2 Financial Institutions and Services

1. To explain the functions of financial system and components of financial system.
2. This subject emergence the commercial banks and other financial institutions dominated the field and they met the financial needs of the industry.
3. Financial service is an essential segment of financial system.
4. Financial services are the foundation of a modern economy.
5. How financial service sector is indispensable for the prosperity of a nation.

SPT-4.4.3 Equity markets and Behavioral Finance

After the completion of this course, will be able to understand the

1. Concept of Shares, share market working and its determinants with Pricing and timing of a new issue Underwriting.
2. Able to understand the rules and regulations of Securities and exchange board of India (SEBI) and Mutual funds , Trading accounts and procedures to trade online.
3. To know the share market working with Individual investors.
4. Behavioural finance, a decision-making, is a relatively new and evolving subject in the field of finance.
5. The behaviour of financial practitioners and subsequent effect on market.
6. It is a field of finance that proposes . Understanding how the mind can help or hinder investment success the information structure, and the characteristics of market participants.
7. Behavioral finance proposes theories to explain stock market anomalies, such as severe rises or falls in stock price.
8. To identify and understand why people make certain financial choices by studying their biases.


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SPT 3.4.1 Industrial Relations

By the end of the course, you should have an understanding of

1. The key participants in any industrial relations system – workers, employers, trade unions, employer organisations and the state –
2. Adopting a robust and critical approach, our discussions will always seek to assess how this wider context affects the perennial concerns of managers and employees in their day-to-day activities in the workplace.
3. Acquire a solid theoretical, practical and ethical perspective on industrial relations
4. To analyse theories, models, and paradigms in the field •
5. Understand the key participants, institutions, relationships and processes in employment relations, and to acquire an enhanced ability to influence industrial relations
6. Strengthen competencies in group participation, oral and written communication and persuasion, critical thinking, problem-solving, information processing and planning

SPT-3.4.2 Training and organization Development

1. To analyse the training benefits at a particular criteria and to understand a training need analysis for an organization.
2. Well defined learning objectives ensure that the desired training goals and to assess the program.
3. The likely or achieved short-term and medium-term effects of an intervention's outputs.
4. To assess an Organizational developmental factors , to assess the training needs which in turn shows the organizational growth.
5. To analyse the organizational growth and its able to master, but also where gaps in their own knowledge base may exist, so they can plan for future training.

SPT 3.4.3 Strategic HRM

1. Able to determine an Increased performance.
2. To make an effective human resource planning to maintain labour management relations at all the levels.
3. To analyse Customer and employee satisfaction in an organization.
4. By ensuring successful and fair recruitment, selection, training, career development
5. Enhance Shareholder value on the basis of increased performance and customer as well as employee satisfaction shareholder values are enhanced.
6. SHRM course Outcome brings an efficient management, cost effectiveness, integrated HR programs, facilitation of change.


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SPT3.5 Marketing Management

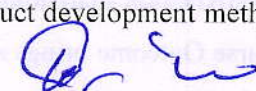
1. To analyse the effectiveness of a marketing campaign and formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
2. Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives and to develop strategies for the efficient distribution of products and services.
3. To apply the principles of business ethics and corporate social responsibility with an evolving market needs.
4. Evaluate the viability of marketing a product or service in an international market or markets.
5. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.
6. Able to develop comprehensive strategic and tactical plans for an organization.

SPT 3.5.1 Internet Marketing and E – Commerce

1. Able to understand the foundations and importance of E-commerce
2. To analyse branding and pricing strategies, using and determining the effectiveness of market research
3. To assess the effects of disintermediation.
4. Analyse the impact of E-commerce on business models and strategy
5. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
6. Describe the infrastructure for E-commerce, the key features of Internet, Intranets and Extranets and explain how they relate to each other.
7. Recognize and discuss global E-commerce issues
8. Use critical thinking, problem-solving, and decision-making skills in evaluating e-commerce technologies;

SPT-3.5.2 Product Development and Brand Management

1. Ability to analyse the current service and product development methodologies. To develop product sales and marketing guides
2. Product price and Product market facing collateral proposals
3. Finalise development of all business processes


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4. Learn about product lifecycle management and portfolio planning and Role of product management leadership and staff selection methodologies
5. Understand the product design phase includes learning to develop product description documents, marketing plan , to create product features matrix
6. To analyse structure competitive product service levels. The key components of a brand's identity and how these components work together in creating brand equity.
7. Apply various methodologies, processes and tools a marketing manager may use in order to critically evaluate.
8. Understand and anticipate factors that influence the success or failure of a proposed strategic direction. Analyse a range of emerging issues and challenges facing brand management and product development.


SPT 3.5.3 International Marketing

1. Evaluate the viability of marketing a product or service in an international market or markets.
2. Analyze the environmental variables that influence international marketing.
3. To describe the strategies and tactics that can lead to successful international marketing given those environmental constraints.
4. Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena;
5. Understand how managers perform the functional tasks that constitute international marketing
6. Analyze a real-world case study involving complicated international marketing issues.

OEP 3.6 Business Planning and Development

1. To enhance the knowledge and strategic skills and business concepts for launching your own start-up and networking with others with an entrepreneurial vision.
2. Entrepreneurs face the challenging task of building a business model with the available limited resources.
3. Able to handle different situations and take the right decisions.
4. Able to use your creativity and analytically assess the market scenario to create a business plan. You would be able to interact with successful entrepreneurs and learn from their successes and failures.
5. Write a business plan for an entrepreneurial start-up venture.


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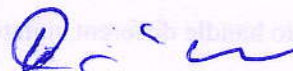
IV SEMESTER

CPT-4.1 Enterprise Management

1. Capable of performing managerial and specialist functions with businesses and consultancy
2. With the common basis of fundamental theories in management and economics, it emphasizes the competencies of applying cross-disciplinary knowledge to deal with real business problems and work with globalized enterprises.
3. This equips students with the business skills and knowledge required for management and leadership.
4. Develops a holistic perspective and critical understanding of strategic, environmental and societal aspects of businesses.

CPT-4.2 Legal Aspects for Business

1. Identify the legal documents necessary to form a sole proprietorship, partnership, limited partnership and a limited liability company.
2. Explain the legal significance of an industry.
3. Able to identify the information necessary to be obtained to draft documents necessary to start a business.
4. To know and assist in drafting documents necessary to form a business. Draft all documents necessary to establish a limited liability company.
5. To know the legal liability company from those that would have been prepared had prepared a partnership or limited partnership.
6. To Articulate a better choice of business organization than a partnership or limited partnership



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SPT4.4.1 Investment Analysis and Portfolio Management

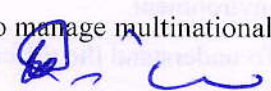
1. The professional investment management role within the broader financial services industry.
2. To know the services they require from investment management firms are isolated.
3. The process of investment management is studied using a case study before the course turns to the asset classes and instrument that are used to construct investment portfolios.
4. To understand the role of the investment management professional during a simulation, where they invest client money against a backdrop of a changing macroeconomic climate.
5. To identify investment management process.
6. To identify relevant asset for investment and by defining performance metrics of investment funds

SPT4.4.2 Infrastructure and Project Finance

1. To identify all stages of a Project Finance transaction, so that they can apply the techniques of Project Finance.
2. Apply a structured and systematic approach to financing projects using some of the techniques of Project Finance
3. Recognize the key characteristics of a robust project and identify the weakest links in the transaction
4. Use qualitative and quantitative tools and measures to distinguish the key risks
5. Interpret each of the risks to determine their severity and potential impact on the transaction structure
6. Appreciate how the mechanisms in the transaction documents operate to protect the creditors and evaluate the protection provided and to build a credit rationale in order to make and substantiate investment decisions

SPT4.4.3 International Financial Management

1. Able to discover the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.
2. Able to solve case studies and empirical evidence how to manage multinational companies' investment and financing activities.


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3. The general emphasis is on the identification and management of opportunities and risk relating to international investments, exchange rate fluctuations, international financial markets and government policy changes.
4. Understand international capital and foreign exchange market and Identify and appraise investment opportunities in the international environment
5. Identify risk relating to exchange rate fluctuations and develop strategies to deal.
6. Identify and evaluate foreign direct investment and international acquisition opportunities.

SPT 4.4.1 Performance Management and Competency Mapping

1. Able to assess and determines one's strengths as an individual worker.
2. Develop strategies to manage poor performance. To build rapport to generate trust and manage resistance.
3. To set appropriate behavioral targets as well as other more quantifiable targets.
4. Able to create a culture that fosters high performance and high expectations.
5. Design an organization performance management process that is compliant with law and supports organizational mission and strategy.
6. Compare and contrast various organizational performance management
7. To define management attributes., Knowledge, skills, and attitudes/values (KSAs)
8. Important to map the skills & knowledge required to job & organizational strategy.

SPT4.4.2 Talent and Knowledge Management

1. Identify talent strategy, create a talent plan, and operationalize that plan within organization.
2. To identify and articulate talent strategy, and determine how to operationalize that strategy within organization.
3. To inculcate the knowledge management.
4. Ability to make a talent strategies to keep them in a stream.

SPT 4.4.3 Cross Cultural Management

1. To understand cross cultural management
2. Ability to recognize cross cultured management by its contents and forms.
3. To know the organizational strategies, goals , effective planning, organizing, directing, coordinating, and controlling of the organizational owned resources in a cross-cultural environment.
4. To understand the differences and similarities of own culture and the destination culture so that can overcome the conflicts generated from culture differences.

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SPT 4.4.1 Social Marketing

1. Social marketing helps to choices regarding diet, lifestyle and health related issues.
2. The effective application of social marketing principles can be understand by this course.
3. To develop social marketing programmes.
4. To understand the key concepts of social marketing
5. Understand strategies and develop them, testing and implementation of social marketing interventions.

SPT4.4.2 Green Marketing and CRM

1. To understand profit-driven business environment.
2. To organize data on which to base your campaigns.
3. Able to learn use of the data collected directly from consumers and from the market
4. To develop predictive models in order to select the best campaign strategies.
5. Marketing program will also emphasize and develop communication skills.
6. To know the Customer insights, Sales and revenue , Target marketing, Customer experience, Efficiency Collaboration.

SPT 4.4.3 Digital and Social Media Marketing

1. social media platforms exhibit an important role in consumer decision. To know social networks when making purchase decisions.
2. To understand objectives and strategies are for social media marketing
3. The ability to understand indicators (KPI's) can be used to determine the ROI of social media marketing objectives.
4. To establish a professional presence online incorporating the key disciplines of social media, search engine optimization, analytics, online navigation.
5. To analyse the effectiveness of a marketing campaign.


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SP1 4.1 Social Marketing

1. Social marketing helps to address pressing social, lifestyle and health related issues.
2. The effective application of social marketing principles can be understood by the concept.
3. To develop social marketing programmes.
4. To understand the key concepts of social marketing.
5. Understand strategies and develop their timing and implementation of social marketing interventions.

SP14.2 Green Marketing and CRM

1. To understand green-driven business environment.
2. To explain the concept of green marketing.
3. Able to learn use of the data collected directly from consumers and from the market.
4. To develop predictive models in order to select the best marketing strategies.
5. Marketing programs will also emphasize and develop communication skills.
6. To know the Consumer insights, sales and revenue, target marketing, Customer experience, efficiency, collaboration.

SP1 4.4 Digital and Social Media Marketing

1. Social media platforms exhibit an important role in consumer decision. To know social networks when making purchase decisions.
2. To understand objectives and strategies for social media marketing.
3. The ability to understand indicators (KPIs) can be used to determine the ROI of social media marketing objectives.
4. To establish a successful presence online incorporating the key elements of social media search engine optimization, analytics, online navigation.
5. To analyse the effectiveness of a marketing campaign.

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