



## Program Outcomes- MBA

- PO1. Apply knowledge of management theories and practices to solve business problems.
- PO2. Foster Analytical and critical thinking abilities for data based decision making.
- PO3. Ability to develop Value based Leadership ability.
- PO4. Ability to understand, analyze, communicate global, economic, legal, and ethical aspects of business.
- PO5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment.
- PO6. Ability to develop entrepreneurial thinking and business acumen.
- PO7. Ability to foster research skills and their applications in the respective domain.

## Program Structure

MBA program consists of 4 semesters. First and second semesters will have only core courses and one seminar each. The core courses are designed to address the basic concepts in the functional and cross functional areas of management. Seminar topics are identified in such way that they will make the students learn and understand the contemporary issues in the field of management as well as socially relevant issues. Third and fourth semesters along with the core courses will introduce the students to their choice of specialization. Students can choose either a functional discipline or a combination of functional and cross functional disciplines as their specialization. The courses will be offered in 4 areas of specialization viz., Financial Management, Marketing Management, Human Resources Management and General Management. In each specialization there are 6 courses offered as functional and 2 courses offered as cross functional disciplines. The cross functional discipline will help students to learn and acquire inter disciplinary knowledge. Apart from this, the student will have an opportunity to do an internship for 4 weeks between second and third semester in an organization which gives them corporate exposure and a learning experience. During the fourth semester, the student will take up a final project for 6 weeks in their area of specialization. Here the student can affiliate with an organization or do an independent research in any area of interest and submit a report.

**Specializations offered: Finance, HR, Marketing and General Management.**





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## COURSE OUTCOME-MBA

### I SEMESTER- COURSE MATRIX

PAPER	SUBJECT
1.1	Economics for Managers
1.2	Organizational Behavior
1.3	Accounting for Managers
1.4	Statistics for Management
1.5	Marketing Management
1.6	Perspectives of Business and Industry
1.7	Communication Skills

**Course outcomes: Upon completion of the course, student will have the ability to:**

CO1	Identify management theories and apply the same in contemporary issues
CO2	Demonstrate critical thinking for decision making
CO3	Discuss contemporary issues related to value based Leadership
CO4	Critique global and ethical aspects of business
CO5	Utilize research skills in contemporary issues

### COURSE MATRIX -SECOND SEMESTER

PAPER	SUBJECT
2.1	Information Technology for Management
2.2	Business Analytics and Research Methods
2.3	Entrepreneurship and Ethics
2.4	Human Capital Management



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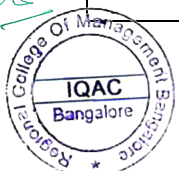
2.5	Financial Management
2.6	Quantitative Techniques and Operations Research
2.7	Innovation Management

**Course Outcomes: Upon completion of the course, student will have the ability to;**

CO1	Understand the real situation related to social issues
CO2	Illustrate various issues related social issues
CO3	Analyse the changing scenario of socially relevant topics which make a real difference in people's life
CO4	Demonstrate knowledge sharing by using IT tools
CO5	Engage students to deliver seminar topics by analysing real case studies in the area of socially relevant project

## COURSE MATRIX- THIRD SEMESTER

PAPER	SUBJECTS
<b>CORE SUBJECTS</b>	
3.1	STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE
3.2	PROJECTS AND OPERATIONS MANAGEMENT
<b>FINANCE</b>	
F1	INDIAN FINANCIAL SYSTEM
F2	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT



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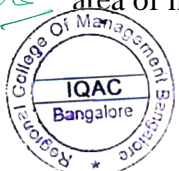
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<b>F3</b>	<b>CORPORATE TAX PLANNING AND MANAGEMENT</b>
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<b>MARKETING</b>	
<b>M1</b>	RETAILING MANAGEMENT AND SERVICES
<b>M2</b>	CONSUMER BEHAVIOR
<b>M3</b>	RURAL AND AGRICULTURAL MARKETING
<b>HUMAN RESOURCES</b>	
<b>H1</b>	LEARNING AND DEVELOPMENT
<b>H2</b>	INDUSTRIAL AND EMPLOYEE RELATIONS
<b>H3</b>	PERFORMANCE MANAGEMENT SYSTEM
<b>HEALTH CARE MANAGEMENT</b>	
<b>HCM1</b>	PERSPECTIVES ON HEALTH CARE SECTOR
<b>HCM2</b>	MANAGEMENT OF PUBLIC HEALTH SYSTEMS
<b>HCM3</b>	HEALTH ECONOMICS
<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	
<b>LSCM1</b>	BASICS OF SUPPLY CHAIN MANAGEMENT
<b>LSCM2</b>	PRINCIPLES OF LOGISTICS MANAGEMENT
<b>LSCM3</b>	SALES AND DISTRIBUTION MANAGEMENT
<b>BANKING FINANCE AND INSURANCE (BFIS)</b>	
<b>BFIS1</b>	STRATEGIC CREDIT MANAGEMENT IN BANKS
<b>BFIS2</b>	INSURANCE PLANNING & MANAGEMENT
<b>BFIS 3</b>	INDIAN FINANCIAL SYSTEM
<b>STARTUPS AND SMEs MANAGEMENT</b>	
<b>SSM1</b>	PERSPECTIVES ON STARTUPS AND SMEs
<b>SSM2</b>	BASIC MANAGEMENT ASPECTS OF SMALL BUSINESS
<b>SSM3</b>	ESTABLISHMENT OF SMEs

Final Project: The student will undergo a final project for 6 weeks after completing the course requirements of the fourth semester in their area of specialization. Student is free to affiliate with an organization, do a research and submit a report or do a research independently in the area of interest and submit a report. The project will be done under the supervision of an





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internal guide and an external guide. The student will be able to apply the knowledge gained from the specialization courses to the problem area given by the organization or problem identified independently. This will enhance their functional knowledge and develop their problem solving skills to become industry ready. This will also act as a platform for the students for career opportunities. The evaluation of the report will be done by both internal guide and external examiner. Also a vivavoce examination will be conducted by a panel of internal and external examiners with equal weightage of marks

CO1	Ability to engage in Literature review to identify the problem/ identified problem
CO2	Ability to identify the management theories and practices to solve the identified problem
CO3	Ability to identify the research methodology and hypothesis for data based decision making
CO4	Ability to plan the research using the Gantt chart
CO5	Ability to prepare the suggestions and recommendations which incorporates professional values and makes business sense
CO6	Ability to submit a written report, poster and video presentation
CO7	Ability to explain the work through an oral presentation that includes economical , legal, and ethical aspects of business

