

# **M.B.A. w.e.f. AY 2024-25**

## **SEM-I**

### **Program Outcome**

1. To establish a strong foundational understanding across all key areas of management, including Marketing, Finance, Human Resource Management, Production and Operations Management, Information Technology and Systems Management, Healthcare Management, and Business Analytics.
2. To equip students with the necessary knowledge, skills, and mindset to lead effectively in a global business environment.
3. To foster an entrepreneurial mindset and the skills needed for innovation and business creation.
4. To enhance students' ability to appreciate the organizational perspective and interconnectedness of different functional areas.
5. To enable students to focus and specialize in their chosen area of interest through a wide range of elective courses.

### **Course Outcomes:**

#### **501: Management Science**

At the end of the Course, the Student will be able to:

1. Define conceptual framework & trace the evolution of management sciences.
2. Explain the managerial functions of planning, organizing and directing.
3. Discuss coordination, decision-making and controlling within management.
4. Apply Indian management practices to real-world scenarios.
5. Relate and compare global management practices.
6. Solve case studies in management to enhance decision-making skills.

#### **502 Organisation Behaviour**

At the end of the Course, the Student will be able to:

1. CO1. Define various concepts in Organisation Behavior
2. CO2. Focus on improvement of the individual attributes and articulate the process of group
3. Development.



4. CO3. Practice cordial Interpersonal Relationship and Apply appropriate techniques of motivation.
5. CO4. Administer power tactics to deal with organizational politics and Assess work stress.

### **MBA 503 Managerial Economics**

After Completion of this course, Students will be able to

- 1) Describe the Key concepts in Managerial Economics
- 2) Explain the various economic laws, concepts related to managerial economics
- 3) Identify the different market structure and decide appropriate pricing strategies
- 4) Frame policy for production to minimize the cost and maximize the profit.

### **504 : Business Accounting and Costing**

On successful completion of the course, the students will be able to:

1. Describe the basic concepts related to Accounting, Financial Statements and Cost Accounting. (Remember)
2. Explain in detail, all the theoretical concepts taught through the syllabus. (Understand)
3. Perform all the necessary calculations through the relevant numerical problems. (Apply)
4. Analyse the situation and decide the key financial as well as non-financial elements involved in the situation. (Analyse)
5. Evaluate the financial impact of the decision on the business. (Evaluate).

### **MBA 505: Operation Management**

On successful completion of the course, the students will be able to:

1. Define operations management, describe concepts, product design, major processes (Understand)
2. Explain capacity planning, production planning and control (Understand)
3. Justify factors affecting location selection and articulate facility layout (Evaluate)
4. Explain materials and inventory management (Analyze)
5. Write about Supply chain management and Quality management (Apply)
6. Develop Concept related to Principles of Work study and work measurement (Develop)

### **MBA 506A: Starup Ecosystem**

- 1) Identify key concepts of startups and historical perspectives of startups (Remember)
- 2) Explain the factors responsible for the growth of startups in India (Understand)
- 3) Apply knowledge and skill to create opportunities in establishing startups. (Apply)
- 4) Analyze the challenges faced by startups (Analyze)
- 5) Evaluate the startup policy of Government and its implications (Evaluate)



6) Design a business plan for setting up startup. (Create)

### **506B Computer Applications in Business**

- 1) To troubleshoot standalone desktop or desktop connected to a network.
- 2) To recognize when additional information is needed to solve problems.
- 3) To Understand the Types of risk and types of controls available to counter them.
- 4) To summarize the impact of information and Digital Business on society.
- 5) To compile professional documents using the word, excel, PowerPoint.

### **507: Research Methodology**

<b>CLO No</b>	<b>CLO</b>	<b>Cognitive level</b>
<b>1</b>	Understand the fundamental concepts of research	<b>2</b>
<b>2</b>	Apply appropriate research designs and sampling methods	<b>3</b>
<b>3</b>	Analyze and interpret research data using statistical tools	<b>4</b>
<b>4</b>	Evaluate different measurement and scaling techniques	<b>5</b>
<b>5</b>	Create well-structured research reports and proposals	<b>6</b>
<b>6</b>	Synthesize research approaches with technological tools	<b>6</b>



## SEM-II

### MBA 511: Business Analytics

1. Describe application of statistics in Business
2. Apply statistics on business problems
3. Interpret the Linear programming problem and Transportation models' solutions and infer solutions to the real-world problems.
4. Understand basics of Business Analytics
5. Show functional application of analytics
6. Utilize appropriate Business Analytics Software

### MBA 512: Business Communication

- CO1 Develop a deep understanding of the principles and practices of effective business communication.
- CO2 Enhance proficiency in written communication including reports, letters, and emails.
- CO3 Build strong oral communication and presentation skills necessary for a corporate environment.
- CO4 Equip students with the skills to manage communication in diverse and digital contexts.

### 513 Human Resource Management

- CO1. Describe HRM, its functions and practices
- CO2. Explain Human Resource Procurement process.
- CO3. Prepare for Career Development and Succession Planning.
- CO4. Administer performance Appraisal system and interpret employee training, and executive development programs.

### 514: Marketing Management

The successful completion of this course enables the students

CLO No.	CLO	Cognitive level
1	To understand the basic concept of marketing.	2
2	Apply key marketing theories, frameworks and tools to solve Marketing problems.	3
3	Evaluate marketing problems and solving those problems for marketing effectiveness.	5



## **515 Financial Management**

On successful completion of the course, the students will be able to:

1. Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, and Budgetary Controls. (Remember)
2. Explain in detail all theoretical concepts throughout the syllabus. (Understand)
3. Perform all the required calculations through relevant numerical problems. (Apply)
4. Explain the situation and find the solution. (Analyse)
5. Justify the impact of business decisions on Financial Position of the firm. (Evaluate)

## **516 A: Industry 4.0**

1. Identify and explain the key technologies and drivers of Industry 4.0.
2. Assess shifts in business models due to digital transformation
3. Utilize data analytics techniques to support decision-making processes in Industry 4.0.
4. Evaluate cyber security measures and ethical considerations in Industry 4.0 implementations.
5. Develop strategies to leverage emerging technologies for competitive advantage.
6. Design and Implement strategic plans for Industry 4.0 adoption

## **516B: Business Ethics and Corporate Governance**

On successful completion of the course, the students will be able to

1. Acquire conceptual understanding of Business Ethics
2. Understand ethical issues in functional areas of management
3. Analyze and apply CSR Principles & Strategies
4. Plan and execute CSR activities in organization
5. Understand professional ethics for business
6. Acquire conceptual understanding of Corporate Governance



# **MBA Master of Business Administration**

**New Syllabus June 2021**

## **MBA Program Outcomes**

- P01. 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 and 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 a team environment.

### **MBA Program Specific Outcomes A - Financial Management**

- PS01 Understand the Fundamentals of Banking & Investment Management and to apply the theories of investment Management in practical situations
- PSO2 Apply the provisions of Direct tax law in practice and fundamental understanding of provisions of GST
- PSO3 Enable students to understand importance of strategies such as Merger, takeover, Joint Venture etc. that enhance the firms competitive strengths.
- PSO4 Develop the skills of Tally & Advanced Excel in order to perform complex business calculations and preparation of Financial Reports
- PSO5 Understand the various derivative instruments and the strategies of trading in derivatives market
- PSO6 Develop the understanding of international environment in which the business operates and enables to understand the alternatives of the Exchange rate risk management
- PSO7 Demonstrate thorough knowledge of the subject and develop financial decision making abilities in order to maximize the value of the firm.

### **MBA Program Specific Outcomes B - Marketing Management**

- PS01. Apply knowledge of Marketing management theories and practices to solve marketing related problems.
- PSO2. Foster Analytical and critical thinking abilities to enhance decision making in marketing.



- PSO3. Possess the knowledge Marketing Research.
- PSO4. Understand consumer behaviour.
- PSO5. Formulate various marketing and sales policies and apply them.
- PSO6 Possess the skills required to become good marketing personnel.

### **MBA Program Specific Outcomes C - Human Resource Management**

- PSO1. Apply knowledge of Human resource management theories and practices to Solve business related problems.
- PSO2. Foster Analytical and critical thinking abilities to enhance decision making.
- PSO3. Possess the knowledge of various labour laws applicable to Industry.
- PSO4. Ability to foster teamwork and leadership in organisations to accomplish organizational goals and objectives
- PSO5. Formulate various HR policies and apply them.
- PSO6 Possess the skills required to integrate Human resources in the organisations

### **MBA Program Specific Outcomes D - Production and Operations Management**

- PSO1. Apply knowledge of Production and Operations management theories and practices to Solve production related problems.
- PSO2. Foster Analytical and critical thinking abilities to enhance decision making in Production and Operations.
- PSO3. Ability to Enhance Quality of production to accomplish organizational goals and objectives
- PSO4. Understand and apply Operations Research.
- PSO5 Possess the skills required to improve Productivity in the organisations
- PSO6 Study and identify Logistic & Supply Chain Management requirements.
- PSO7 Able to Manage rapidly changing Technology.

### **MBA Program Specific Outcomes E - Information Technology and Systems Management**

- PSO1 Apply knowledge of Information Technology and Systems Management practices to enhance decision making and business related problems
- PSO2 Develop project management skills with a strong emphasis on issues and problems associated with delivering successful IT projects.
- PSO3 Gain web programming skills
- PSO4 Adopt the knowledge of emerging trends in Information technology.
- PSO5 Understand the flow of data & how data is organized & manipulated.
- PSO6 Plan, organize and implement an information systems development project.

### **MBA Program Specific Outcomes F - Agro Business Management**



- PS01. Understand the Fundamentals of Agro business and allied agriculture science.
- PSO2. Apply the theories of Management to the agro business in practical situations.
- PSO3. Apply knowledge of management theories and practices to Solve agro business related problems.
- PSO4. Develop entrepreneur skills in the field of agro business through theories and practices of agro business project management.
- PSO5. Understand, analyze and use of various government promotion policies related to agriculture business.
- PSO6 Possess the skills required to integrate various management functions in the agro business organizations.

### **MBA Program Specific Outcomes G BUSINESS ANALYTICS PSO 1:**

- Apply knowledge of management techniques in business environment.
- PSO 2: Design alternatives to solve business problems utilizing quantitative analysis, critical thinking and sound ethical decision making.
- PSO 3: Organize and critically apply the concepts and methods of business analytics.
- PSO 4: Interpret data using latest data analytics tools to address organizational problem.
- PSO 5: Summaries process and transform data for obtaining meaningful conclusions.

### **MBA Program Specific Outcomes H - International Business Management**

- PS01 Apply knowledge of International Business management theories and practices to Solve business related problems.
- PSO2 Enable students to understand importance of strategies such as Merger, takeover, Joint Venture etc. that enhance the firm's competitive strengths.
- PSO3 Develop the understanding of international environment in which the businesses operate and enable to understand the forex management
- PSO4 Study and identify Logistic & Supply Chain Management requirements.
- PSO5 Possess the skills required to integrate Human resources at international level in the organisations.

