

Course outcome:-

Master of Business Administration (MBA)

Program Outcomes:

1. Apply knowledge of management theories and practices to solve business problems
2. Foster Analytical and Critical thinking abilities for data-based decision making
3. Ability to develop Value Based Leadership ability
4. Ability to understand, analyze and communicate global, economic, legal, and ethical areas of business
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes:

- 1 The student will be able to apply the knowledge of management and theories and practices to solve the business problems.
- 2 The student will foster Analytical and critical thinking abilities for data- based decision making
- 3 The student will acquire the ability to develop the Value Based Leadership ability.
- 4 The student will develop the ability to understand, analyze and communicate global, economical, local and ethical areas of business
- 5 The students will acquire the ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

1. Managerial economics

1. Given the details regarding price and quantity, the future manager will be able to calculate and interpret price elasticity, income elasticity and cross-price elasticity of demand and will also be able to examine the uses and abuses of demand forecasting techniques
2. Given the information about scale of production, the future manager will be able to analyze various aspects of empirical production functions and also will be able to comprehend the difference sources of economies and diseconomies of scale.
3. Given the information pertaining to market structure, the future manager will be able to determine the optimal price and output for firms under different market structures.
4. Given the circular flow model of an economy, the future manager will be able to interpret the role and importance of each component with regard to factor market and product market and will also be able to comment on the implications and control of inflation.

5. Given the information regarding expenses and income in an economy, the future manager will be able to calculate and explicate the gross domestic product using expenditure and income approaches and given the details about a phase of the business cycle, the future manager will be able to depict the symptoms, causes and effects on economic activities of a nation.

2. Management Information System

1. The student will be able to describe different types of management information system from management activity point of view and will also be able to identify and work out KRAs, BOPs and BPPs for various organizations/systems.

2. The student will be able to identify the master data, draw report format and interface matrix while making a model of DSS.

3. The student will be able to suggest the conceptual model of PMS and will also be able to draw a system model of integrated system.

4. The student will be able to describe the key features of ERP, SCM and CRM and will also be able to draw functional flow and process flow diagrams for various transactions.

5. The student will be able to enumerate the factors affecting system performance and will also be able to comment on the operational feasibility of IT system under consideration.

3. Business Research

1. In context of research, the student will be able to define business research problems and will also be able to formulate an abbreviated version of research proposal.

2. The student will be able to describe and choose appropriate sampling design and will also be able to estimate appropriate sample size.

3. The student will be able to develop measurement tools and construct appropriate scales therein.

4. The student will be able to select suitable method of data collection and will be able to make questionnaire/e-questionnaire.

5. The student will be able to derive inferences by applying various techniques of interpretation and be and write various types of research reports.

4. Organizational Behavior

1. Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

2. Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.

3. The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership

theories & styles and contribute to the effective performance of a team as the team leader or a group member.

4. The future managers/ students will be able to analyse the behavior of individuals and groups in organisations in terms of the key factors that influence organizational behavior and demonstrate skills required for working in groups (team building).

5. The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

5 Financial Reporting, Statements and Analysis

1. Given an accounting situation Students will be able to evaluate selected accounting standards and perform their application in actual practice

2. Given the Trial Balance and accompanying financial adjustments the future manager shall be able to prepare the financial statements and calculate the profit or loss of a firm as at the end of the financial year

3. Given the financial statements a student will be able to Prepare Cash Flow statement to evaluate whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not.

4. Given the financial statements a student will be able to perform Ratio analysis and comment on the performance of the firm. Whether a firm is doing well or not.

5. Given the financial statements a student will be able to formulate common size statement, trend analysis as well as inter-firm and intra firm comparison (As compared to its peers or year on year basis.)

6 Business Statistics & Analytics for Decision Making

1. For a given dataset, the student should be able estimate the dispersion / variance & symmetry of the data using various measures and draw inferences to facilitate decision making.

2. For a given dataset, the student should be able assess the level of association between given variables in the data using various types of correlation analysis techniques. The students should also be able to predict the values of a variable using regression analysis techniques.

3. For given situations a student should be able determine the various probabilities arising out of the situation and make use of probability theory and appropriate probability distributions for the purpose of decision making.

4. For a given research problem, student should be able to construct appropriate hypotheses and draw conclusions by using a suitable hypothesis testing procedure so as to address the research problem in question.

5. The student will be able to differentiate between various forms of analytics and will also be able to choose suitable analytics for decision making.

7. Legal & Business Environment

1. Given the circumstances, the learner will be able to infer legal aspects of doing business & plan business activities. In a given situation, the learner will be able to make use of provisions of the Contract Act to evaluate a contract used in commercial practice.

2. In a given situation, learner will be able to distinguish between various types of Companies and explain their comparative advantages and disadvantages. The learner will be able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company

3. In context of Intellectual Property Rights (IPR) the learner will understand various components of IPR and differentiate between them. The learner can also identify the uses of IPR in business

4. Under the given scenario, the learner will be able to describe various provisions of IT Act and will be able to use various provisions of Consumer Protection Act.

5. A learner will be able to analyze the elements of Social, political, economic environment around a firm.

8. Managerial Skills for Effectiveness

1. The student will be able to make proper use of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication

2. The student will be able to write essays and CV using Word Processor

3. The student will be able to draft business letters for given situations using Word Processor

4. The student will be able to apply basic functions of PowerPoint and will also be able to create effective PowerPoint Presentations using templates

5. The student will be able to use various spreadsheet functions and will also be able to create useful spreadsheets.

MBA Semester II - Course Outcomes

2T2. Financial Management

1. Given financial cost parameters, the future manager will be able to calculate specific cost of capital.

(of debt, preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.

2. Given different financing options, the future manager will be able to analyze the effect of operating and financial leverage on EPS and recommend a suitable long term financing mix for an organization by applying EBIT-EPS analysis, Indifference Level of EBIT and Financial Break-even Analysis for given financing options.
3. Given the cash-flows pertaining to a project, the future manager will be able to estimate projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period, profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate of return approach)
4. Given the details pertaining to elements of working capital for a given level of activity, the future manager will be able to ascertain the components of current assets and current liabilities and determine the gross and net operating working capital requirement.
5. Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to compute the value of a share using various dividend discount models and illustrate whether dividend is relevant for firm valuation or not.

2. Marketing Management

1. For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix.
2. For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning
3. For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy.
4. For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.
5. For a given promotional objective of a company the student manager should be able to develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.

2T3. Human Resource Management

1. Students should be able to explain the importance of Human Resource Management for an organization and also distinguish between Personnel and HR Management.
2. For a given job profile, students should be able to develop a job analysis and produce a job description and job specification.
3. Students should be able to design a Human Resource Plan for an organization and construct its Selection Process.
4. Students should be able to justify the applicability of various techniques of Training.

5. Students should be able to outline the performance appraisal process and identify and explain the utility of various modern and traditional methods of Performance Appraisal.

2T4. Operations Management

1. Students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.

2. Student will be able to plan production schedules and plan resources (material and machine) required for production

3. Students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules

4. Students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions

5. Students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

2T5. International Business

1. Students should be able to understand various concepts and terminologies involved in International Business and importance of international trade

2. Students should be able to evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.

3. Students should be able to relate and discuss the presence of macro factors (PESTEL) on international business environment

4. Students should be able to examine and elaborate the role of various Government institutions in India which support International trade.

5. Students should be able to perceive the concepts in recent EXIM policy of India and relate it to the flow of FDI as well as direction of Indian foreign trade.

2T6. Corporate Social Responsibility and Sustainability

1. Given the concept of CSR, the future manager will be able to identify the various activities which can benefit the organization under the banner of CSR.

2. Given a chance, the future manager will be able to frame and recommend the CSR policy according to sustainable development.

3. Given the framework, the future manager will be able to plan the CSR activity according to the various laws and regulations.

4. Given the details pertaining to government and non government organizations, the future manager will be able to ascertain the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.

5. Given the task of CSR, the future manager will be able to plan and implement various activities to be taken under CSR activity and evaluate its effectiveness.

2T7. Cost Accounting

1. Given an information about basic conceptual framework of cost, the student will be able of identify/ classify different elements/ classification of cost and will be able to prepare cost sheet and prepare quotations for various business proposals

2. Given an information about cost, volume and profit for specific product for mention time period, a student will able to compute Break-even point, Margin of safety, Profit volume ratio, desired profit / desired sales as well as able to evaluate the decision making proposals (suitable Page 32 of 99 product mix / dropping a product line / fixation of selling price / make or buy decisions/Key Factor Analysis)

3. Given information about relevant expenses, a student will be able to classify the cost by nature and estimate cost of operating a service

4. Given an information about Expenses & Income / Receipt & Payment / Projected Sales, a student will be able to prepare relevant functional level budgets for an organization.

5. Given an information about standard and actual performance, the student will be able to determine Direct Material and Direct Labour Variances.

2T8. Management Case Analysis

1. Given a situation a student will be able to construct SWOT for a concerned organisation or situation as well as he/she will be able to identify key actors/stakeholders in the given situation

2. A student will be able to evaluate the dilemma (Problem/ Issues/ Concerns) in the case.

3. A student will be able to develop suitable alternatives for the dilemma identified

4. A student will be able to analyse and evaluate the alternatives using the theoretical framework.

5. A Student will be able to discuss suggest suitable roadmaps

MBA Semester III - Course Outcomes

3P1. -Summer Internship Project (Specialization Based)

1. Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.

2. For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.

3. Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.

4. Student is able to apply various soft skills such as time management, positive attitude and Communication skills during performance of the tasks assigned in internship organization.

5. Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes

8 .Strategic Management

1. The student will be able to evaluate alternative paradigms of strategy and their influence on strategic decision making.

2. The student will be able to analyse and develop the vision and mission statement for given organisations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis.

3. The student will be able to design and develop corporate level strategies for any organization.

4. The student will be able to design/develop business level strategies for any organization.

5. The student will be able to evaluate all levels strategies and will also be design/develop functional level strategies for any organization.

3T1-MM1: Sales and Distribution Management

1. Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company

2. Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive.

3. Given a situation of distribution channel of a company, student manager will be able to outline different levels of Marketing channel used by the company.

4. Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics.

5. Given a situation, student manager will be able to develop e-retailing strategy as a channel of distribution.

3T2-MM2: Digital and Social Media Marketing

1. On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.
2. On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behavior and imagine its utility in online/offline marketing strategies
3. Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.
4. On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.
5. On studying this module, the student will be able to create favorable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein

MM3-3T3: Integrated Marketing Communication and Brand Management

1. At the end of the course the student manager shall be able to Design the Integrated marketing communication Process for a company/product.
2. At the end of the course the student manager shall be able to develop a creative message strategy for a product and execute it.
3. At the end of the course the student manager shall be able to implement and evaluate a IMC campaign
4. At the end of the course the student manager shall be able to Identify Establish Brand Positioning for a given product
5. At the end of the course the student manager shall be able to design/develop branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.

3T1- FM1: Investment Analysis & Portfolio Management

1. The student will be able to apply concept of time value of money in computing the value of fixed Income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.
2. The student will be able to compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation
3. The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio

4. The student will be able to learn the theoretical concepts of underlying the portfolio creation
5. The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation.

3T2 FM2: Project Appraisal and Finance

1. The student will be able to assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making
2. The student will be able to choose between acquisitions of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital
3. The student will be able to compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm
4. The student will be able to evaluate and compare the pre and post-merger financial position of the firms.
5. The student will be able to determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability

3T3 FM3: Financial Derivatives

1. The student will be able to describe the concepts of derivatives and its trading and settlement procedures.
2. The student will be able to calculate the value of Futures and apply it for risk managed trading strategies.
3. The student will be able to compute the value of Options and plan various option strategies.
4. The student will be able to analyses and use the concept of Swaps and will also be able to make Swaps related decisions.
5. The student will be able to relate concept of foreign exchange in currency conversion and apply currency forward rate agreements for hedging.

3T1 HRM1: Manpower Planning, Recruitment and Selection

1. Students should be able to explain the factors affecting HRP and HRP process of an organization.
2. Students should be able to determine the process of demand and supply forecasting while doing human resource planning.
3. Students should be able to devise the manpower plan for an organization.
4. Students should be able to devise the manpower plan for an organization.
5. Students should be able to outline the Recent Trends in Manpower Development and Planning.

3T2 HRM2: Performance Measurement System

1. Students should be able to distinguish the concept of Performance appraisal & Performance Management and also should be able to establish relationship of performance management with Strategic Planning.
2. Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution.
3. Students should be able to justify the use of various modern and traditional methods of Performance Appraisal under given situation.
4. Students should be able to justify the use of various Performance Assessment Models under given situations; also the student should be able to determine the steps of giving a constructive feedback
5. Students should be able to discuss the importance and Principles of ethics in performance management.

T3 HRM3: Compensation and Benefits Management

1. Students should be able to compare the applicability of various Job Evaluation methods under given situations.
2. Students should be able to determine the importance of Wage Differentials and Differentiate between different types of wages.
3. Students should be able to align the compensation strategy with business strategy.
4. Students should be able to design and develop the incentive and benefits plans.
5. Students should be able to outline the various Statutory Provisions related to Compensation.

MBA Semester IV - Course Outcomes

4T1 MM4: Retail Sales Management and Services Marketing

1. The students will be able to utilize the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to plan their retail business as future manager by applying retail segmentation.
2. The students will be able to take part in the decisions involved in running a retail firm. They will also be able to form their own opinion on various retail formats and recommend strategies for retail planning.
3. The students will be able to draw relationship between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to predict impact of changing trends in Indian market scenario on retail business.
4. The students will be able to analyse concepts, functions, and techniques of the craft of service marketing services and will also be able to identify critical issues in service design & delivery. As

future managers they will also be able to adapt a particular model of service marketing to a firm they work with business and develop an effective service marketing system for retail business. Students will also be in a position to recommend ethical rules for conduct of retail business in India.

4T1 FM4: Managing Banks and Financial Institutions

1. The student will be able to identify role of banking in economic development of country.
2. The student will be able to assess the impact of monetary policy and its instruments on banking sector
3. The student will be able to analyse the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank
4. The student will be able to identify the NPAs and will also be able to appraise the process of securitization.
5. The student will be able to distinguish the utility of various non banking institutions like insurance, housing finance and credit rating.

4T1 HRM4: Team Dynamics

1. Students should be able to justify the applicability of various theories of Motivation in given situation and appraise the role of motivation in Team Behavior
2. Students should be able to determine the importance of Interpersonal Communication and application of FIRO-B and Johari Window.
3. Student should be able to explain the various steps of Group Formation and types of team
4. In a given situation, Students should be able to justify the Conflict resolution strategy.
5. Students should be able to apply various OD Intervention tools under given situation.

4P5 Project Work and Viva Voce

1. In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate & state a research problem.
2. For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable.
3. For a selected research topic, student manager will be able to plan a research design including the sampling, observational, statistical and operational designs if any.
4. For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable.
5. Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners.

4S6 Exit Seminar and Open Defence

1. The student will be able to apply knowledge of management theories and practices to solve business problems.
2. The student will Foster Analytical and Critical thinking abilities for data-based decision making
3. The student will acquire Ability to develop Value Based Leadership ability.
4. The student will develop the Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business.
5. The student will acquire the Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.