

## Academic Year 2019-2020

### Programme Outcomes (POs)

1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
5	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10	Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

<b>Programme Specific Outcomes (PSOs)</b>	
1	Business knowhow: MBA student will be competent to emerge as entrepreneur through industry exposure with business knowhow.
2	Situational Analysis: MBA Student will be seasoned intrapreneur to analyze and handle volatile situations.
3	Management Insights: MBA Student will be able to face real world challenges through managerial skills and analytical tools.

<b>University Recommended Course Outcomes (COs):</b> On successful completion of the course the learner will be able to			
Course No.	Course Code	Course	Course Outcomes
<b>Semester I</b>			
<b>101</b>	<b>GC – 01</b>	<b>Managerial Accounting</b>	Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
			Explain in detail, all the theoretical concepts taught through the syllabus.
			Perform all the necessary calculations through the relevant numerical problems.
			Analyze the situation and decide the key financial as well as non-financial elements involved in the situation.
			Evaluate the financial impact of the decision.
<b>102</b>	<b>GC – 02</b>	<b>Organizational Behaviour</b>	Describe the key concepts of organizational behavior.
			Understand theories about how managers should behave to motivate and control employees.
			Articulate aspects of organizational culture and interpret cultural diversity.
			Build people and leadership skills essential for managerial success.
			Analyze causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
			Explain group and teams dynamics leading to organizational effectiveness.

<b>103</b>	<b>GC – 03</b>	<b>Economic Analysis for Business Decisions</b>	Define the key terms in economics.
			Explain the reasons for existence of firms and their decision making goals.
			Make use of the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
			Analyze cost function and the difference between short-run and long-run cost function and establish the REATIONSHIP between production function and cost function.
			Examine the effect of non-price factors on products and services of monopolistic and oligopoly firms.
			Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.
<b>104</b>	<b>GC – 04</b>	<b>Business Research Methods</b>	Enumerate various concepts & terms associated with scientific business research.
			Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
			Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
			Analyze and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
			Construct different types of testable hypotheses and interpret the statistical test outcomes.
			Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.
<b>105</b>	<b>GC – 05</b>	<b>Basics of Marketing</b>	Understand various concepts, terms in marketing and the various company orientations towards the market place.
			Classify the various components of the marketing environment of a firm and explain the same in detail.
			Apply principles of segmentation, targeting and positioning to real world marketing

			<p>offering (commodities, goods, services, e-products/e-services.)</p> <p>Breakdown the consumer buying behavior and distinguish between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p> <p>Develop and explain the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)</p>
			<p>Elaborate on the various types of Product Life Cycles and relate them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.)</p>
<b>106</b>	<b>GC – 06</b>	<b>Digital Business</b>	<p>Study the conceptual framework of e commerce, mobile commerce and social commerce.</p> <p>Summarize the impact of information, mobile, social, digital, IOT and related technologies on society, markets &amp; commerce.</p> <p>Illustrate value creation &amp; competitive advantage in a digital Business environment.</p> <p>Examine the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.</p> <p>Classify the prevalent digital business models into various groups and outline their benefits and limitations.</p> <p>Explain the various applications of Digital Business in the present day world.</p>
<b>107</b>	<b>GE - UL - 01</b>	<b>Management Fundamentals</b>	<p>Enumerate various managerial competencies and approaches to management.</p> <p>Explain the role and need of Planning, Organizing, Decision Making and Controlling.</p> <p>Make Use of the principles of goal setting and planning for simple as well as complex tasks and small projects.</p> <p>Compare and Contrast various organizational structures of variety of business and not-for-profit entities in a real world context.</p> <p>Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine</p>

			<p>decision making situations and Evaluate and Explain the same.</p> <p>Formulate and Discuss a basic controlling model in a real life business, start-up and not-for-profit organizational context.</p>
<b>108</b>	<b>GE - UL - 02</b>	<b>Indian Economy</b>	<p>Describe the present state of Indian Economy and List major economic policy issues in the current context.</p> <p>Summarize the sectoral composition of the Indian Economy and Discuss the trends therein.</p> <p>Predict consequences of Growth of Monopolies, Concentration of Economic Power and Inequality in the Indian Economy.</p> <p>Examine the changing profile of human capital, employment, productivity and Illustrate the linkages with GDP composition of India.</p> <p>Evaluate the role of Foreign Trade in the Indian Economy.</p> <p>Build a case for co-existence of LPG model along with the role of the state in the Indian Economy.</p>
<b>111</b>	<b>GE - UL - 05</b>	<b>Legal Aspects of Business</b>	<p>Describe the key terms involved in each Act.</p> <p>Summarize the key legal provisions of each Act.</p> <p>Illustrate the use of the Acts in common business situations.</p> <p>Outline the various facets of basic case laws of each Act from a legal and managerial perspective.</p>
<b>Semester II</b>			
<b>201</b>	<b>GC – 07</b>	<b>Marketing Management</b>	<p>Describe the key terms associated with the 4 Ps of marketing.</p> <p>Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p> <p>Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p> <p>Examine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p> <p>Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p> <p>Design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)</p>

202	GC – 08	<b>Financial Management</b>	Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
			Explain in detail all theoretical concepts throughout the syllabus
			Perform all the required calculations through relevant numerical problems.
			Analyze the situation and <ul style="list-style-type: none"> <li>• comment on financial position of the firm</li> <li>• estimate working capital required</li> <li>• decide ideal capital structure</li> </ul> evaluate various project proposals
			Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
203	GC – 09	<b>Human Resource Management</b>	Describe the role of Human Resource Function in an Organization.
			Enumerate the emerging trends and practices in HRM.
			Illustrate the different methods of HR Acquisition and retention.
			Demonstrate the use of different appraisal and training methods in an Organization.
			Outline the compensation strategies of an organization
			Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	GC – 10	<b>Operations &amp; Supply Chain Management</b>	Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
			Explain the process characteristics and their linkages with process-product matrix in a real world context.
			Describe the various dimensions of production planning and control and their inter-linkages with forecasting.
			Calculate inventory levels and order quantities and Make Use of various inventory classification methods.
			Outline a typical Supply Chain Model for a product / service and Illustrate the linkages with Customer Issues, Logistic and Business Issues in a real world context.
208	GE - UL - 08	<b>Geopolitics &amp;</b>	Enumerate the various elements of global economic system.

		<b>World Economic Systems</b>	<p>Explain the role of key trade organizations in the global economic system.</p> <p>Identify the crucial elements of international trade laws.</p> <p>Analyse the forces that work for and against globalization.</p> <p>Assess the impact of the elements of the Global Economic System on the India Economy.</p>
<b>209</b>	<b>GE - UL - 09</b>	<b>Start Up and New Venture Management</b>	<p>Describe the strategic decisions involved in establishing a startup.</p> <p>Explain the decision making matrix of entrepreneur in establishing a startup.</p> <p>Identify the issues in developing a team to establish and grow a startup</p> <p>Formulate a go to market strategy for a startup.</p> <p>Design a workable funding model for a proposed startup.</p> <p>Develop a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.</p>
<b>210</b>	<b>GE - UL - 10</b>	<b>Qualitative Research Methods</b>	<p>Enumerate the key terms associated with Qualitative research approach.</p> <p>Compare and Contrast Qualitative research approach with the Quantitative approach.</p> <p>Construct appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts</p> <p>Illustrate the use of appropriate qualitative research methods in real world business and non-business contexts.</p> <p>Evaluate the quality of Qualitative Research work</p> <p>Combine Qualitative and Quantitative research approaches in a real world research project.</p>
<b>205 MKT</b>	<b>SC – MKT-01</b>	<b>Marketing Research</b>	<p>Identify and Describe the key steps involved in the marketing research process.</p> <p>Compare and Contrast various research designs, data sources, data collection instruments, sampling methods and analytical tools and Summarize their strengths &amp; weaknesses.</p> <p>Demonstrate an understanding of the ethical framework that market research needs to operate within.</p> <p>Analyze quantitative data and draw</p>

			<p>appropriate Inferences to address a real life marketing issue.</p> <p>Design a market research proposal for a real life marketing research problem and Evaluate a market research proposal.</p> <p>Plan and Undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve a real life marketing issue.</p>
<b>206 MKT</b>	<b>SC – MKT-02</b>	<b>Consumer Behaviour</b>	<p>Enumerate social and psychological factors and their influence his/her behavior as a consumer.</p> <p>Explain Fundamental Concepts Associated With Consumer And Organizational Buying Behavior.</p> <p>Apply consumer behavior concepts to real world strategic marketing management decision making.</p> <p>Analyze the dynamics of human behavior and the basic factors that influence the consumer’s decision process.</p> <p>Explain the consumer and organizational buying behavior process for a variety of products (goods/services).</p> <p>Discuss the use of the Internet, e-commerce &amp; information technology with respect to the changing consumer marketplace and Elaborate on the various aspects of the changing Indian Consumer.</p>
<b>205 FIN</b>	<b>SC – FIN - 01</b>	<b>Financial Markets and Banking Operations</b>	<p>Recall the structure and components of Indian financial system through banking operations &amp; Financial Markets.</p> <p>Understand the concepts of financial markets, their working and importance.</p> <p>Illustrate the working and contribution of Banks and NBFCs to the Indian Economy.</p> <p>Analyze the linkages in the Financial Markets.</p> <p>Explain the Various Banking And Accounting Transactions.</p> <p>Develop necessary competencies expected of a finance professional.</p>
<b>206 FIN</b>	<b>SC – FIN - 02</b>	<b>Personal Financial Planning</b>	<p>Understand the need and aspects of personal financial planning</p> <p>Describe the investment options available to an individual</p> <p>Identify types of risk and means of managing</p>

			it
			Determine the ways of personal tax planning
			Explain retirement and estate planning for an individual and design a financial plan.
			Create a financial plan for a variety of individuals.
<b>205 HR</b>	<b>SC – HRM – 01</b>	<b>Competency Based Human Resource Management</b>	Define the key terms related to performance management and competency development.
			Explain various models of competency development.
			Practice competency mapping.
			Analyze competencies required for present and potential future job roles at various levels and across variety of organizations.
			Design and Map their own competency and plan better and appropriate career for themselves.
			Develop a customized competency model in accordance with the corporate requirements
<b>206 HR</b>	<b>SC – HRM – 02</b>	<b>Employee Relations &amp; Labour Legislation</b>	Show awareness of important and critical issues in Employee Relations
			Interpret and relate legislations governing employee relations.
			Demonstrate an understanding of legislations relating to working environment.
			Outline the role of government, society and trade union in ER.
			Explain aspects of collective bargaining and grievance handling.
			Discuss the relevant provisions of various Labour Legislations.
<b>205 OSCM</b>	<b>SC – OSCM - 01</b>	<b>Services Operations Management - I</b>	Describe the nature and Characteristics of services and the services economy.
			Describe the service design elements of variety of services.
			Use service blueprinting for mapping variety of real life service processes.
			Analyze alternative locations and sites for variety of service facilities.
			Judge and Explain the service orientation at variety of service facilities/organizations.
			Create flow process layouts for variety of services.
<b>206 OSCM</b>	<b>SC – OSCM - 02</b>	<b>Supply Chain Management</b>	Describe the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
			Explain the structure of modern day supply chains.
			Identify the various flows in real world

			supply chains.
			Compare and Contrast push and pull strategies in Supply Chain Management.
			Explain the key Operational Aspects in Supply Chain Management.
			Discuss the relationship between Customer Value and Supply Chain Management.