

POs (Program Outcomes)

1.	A confident person who has a strong sense of right and wrong, is adaptable and resilient, knows himself, is discerning in judgment, thinks independently and critically, and communicates effectively!
2.	A self-directed learner who takes responsibility for his own learning, who questions, reflects and perseveres in the pursuit of learning
3.	An active contributor who is able to work effectively in teams, exercises initiative, takes calculated risks, is innovative and strives for excellence.
4.	A concerned citizen who is rooted to India, has a strong civic consciousness, is informed, and takes an active role in bettering the lives of others around him.
5.	Shall be able to follow and contribute to the developments in their own field, within realistic constraints such as economic, social, ethical, environmental and sustainability.



PSOs (Program Specific Outcomes)	
1.	The MBA programme prepares a student for a career in diverse sectors of the industry domestically and globally.
2.	The MBA programme facilitates learning in theory and practice of different functional areas of management and equips the students with an integrated approach to various functions of management. However, the demand for managerial skills is not limited to the industry.
3.	Students will be able to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
4.	Students will be able to demonstrate effective leadership and collaboration skills needed to make business critical decisions, accomplish functional, organizational and professional goals.
5.	Students will be able to demonstrate written and oral communication and information literacy competencies that support the effectiveness of strategic planning, marketing and operational activities.
6.	Students will develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative methods of reasoning and analysis.

PSOs of Marketing Management	
1	Manage people, processes and resources within a diverse organization.
2	Apply knowledge of leadership concepts in an integrated manner.
3	Analyze an organization's activities to develop/implement a marketing strategy.
4	Develop a professional sales solution for a product or service to a prospective business-buying customer using appropriate sales methodologies.
5	Work in a manner consistent with law and professional standards, and protocols as it relates to marketing, advertising, promotion and ethical considerations.
6	Create a business plan, including business feasibility assessment and financial analysis projections, for an innovative new business, product or service.
7	Analyze the strategic role of supply chain management in achieving a company's marketing, sales and operational objectives.
PSOs of Financial Management	
1	Evaluate the financial condition of the company and recommend the proper course of actions.
2	Evaluate the capital structure of the company and the impact of that on the raising capital.
3	Appraise securities portfolios and investment proposal and evaluate the



	relationship among the returns for foreign and domestic investment instruments.
4	Assess foreign exchange risk and evaluate the exchange rate systems used by the various governments and the governments' intervention in the foreign exchange markets.
5	Evaluate methods of payments for international trade and common trade financing methods.
PSOs of Human Resource Management	
1	Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
2	Administer and contribute to the design and evaluation of the performance management program.
3	Develop, implement, and evaluate employee orientation, training, and development programs.
4	Facilitate and support effective employee and labour relations in both non-union and union environments.
5	Research and support the development and communication of the organization's total compensation plan.
6	Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices.
7	Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
8	Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
9	Present and evaluate communication messages and processes related to the human resources function of the organization.
10	Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.
11	Facilitate and communicate the human resources component of the organization's business plan.
12	Conduct research, produce reports, and recommend changes in human resources practices.



University Recommended COs		
Course Code	Course Title	Course Objectives
101	Accounting For Business Decisions	To understand the basic concepts of financial accounting, cost accounting and management accounting.
		To know various tools from accounting and cost accounting this would facilitate the decision making.
		To develop analytical abilities to face the business situations.
102	Economic Analysis for Business Decisions	To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.
		To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.
		To develop economic way of thinking in dealing with practical business problems and challenges.
103	Legal Aspects of Business	To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.
		To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.
104	Business Research Methods	To understand the concept and process of business research in business environment.
		To know the use of tools and techniques for exploratory, conclusive and causal research.
		To understand the concept of measurement in empirical systems.
		To use statistical techniques for analysis of research data.



105	Organizational Behaviour	To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
		To obtain frameworks and tools to effectively analyze and approach various Organizational situations.
		To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.
106	Basics of Marketing	To introduce marketing as a business function and a philosophy
		To emphasize importance of understanding external environment in marketing decision making
		To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
107	Management Fundamentals (MF)	To explain the various concepts of management
		To make the students understand the contemporary management practices
		To highlight professional challenges that managers face in various organization
		To enable the students to appreciate the emerging ideas and practices in the field of management.
108	Business Communication Lab (BCL)	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
		To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one



		communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public.
		To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.
111	Business, Government & Society (BGS)	To provide insights to the students about the Business – Government relations
		To help students understand the Government's role in the regulatory domain.
		To assist students in appreciating the social aspects of business.
113	Personality Development Lab (PDL)	To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
		To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenarios.
		To minimize nervousness while in social situations.
191	Human Rights 1 (HR-1)	To Familiar with the Concepts of Human Rights
192	Cyber Security 1 (CS-I)	To Familiar with the Concepts of Cyber Security
201	Marketing Management (MM)	To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
		To emphasize the need, importance and process of Marketing Planning and Control.
		To sensitize the students to the dynamic nature of Marketing Function.
202	Financial Management (FM)	To understand various concepts related to financial management.
		To study in detail, various tools and techniques in the area of finance.



		To develop the analytical skills this would facilitate the decision making in Business situations.
203	Human Resource Management (HRM)	To understand the role of HRM in an organization
		To learn to gain competitive advantage through people
		To learn to study and design HRM system
204	Decision Science (DS)	To understand role of quantitative techniques in managerial decision making.
		To understand process of decision problem formulation.
		To understand applications of various quantitative techniques in managerial settings.
205	Operations & SCM (OSCM)	To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
		To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.
		To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.
206	Management Information System (MIS)	To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business
		To learn to use Information Technology to gain competitive advantage in business
		To learn to use Information Technology to gain competitive advantage in business
		To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce
208	Statistical Software Lab (SSL)	To give an overview of the capabilities of popular statistical software packages.



		To train students in handling data files and carry out basics statistical analysis.
		To give hands on experience about basic hypothesis testing using t tests, Chi Square tests and ANOVA.
		To train students in using advanced tools such as regressions, MDS, Factor Analysis etc.
210	Life Skills Lab (LSL)	To encourage students to develop and use balanced self-determined Behavior.
		To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
		To develop new ability to practice new problem solving skills in group and use these skills in personal life.
211	Geo Politics & World Economic System(GPWES)	To expose students to the relationship between political power and geographic space amidst world economic system.
		To help students understand various facets of international political economy & national system political economy.
		To develop abilities to appreciate the interrelationship between the trading system, international financial system and the participants in the changed economic system
212	Business Systems & Procedures (BSP)	To understand Business as an integrated system
		To develop process thinking for developing procedures.
		To make students aware of various business functions & responsibilities.
291	Human Rights-II (HR-II)	To Familiar with the Concepts of Human Rights
292	Cyber Security-II (CS-II)	To Familiar with the Concepts of Cyber Security
301	Strategic Management-SM	To expose participants to various perspectives and concepts in the field of Strategic Management



		To help participants develop skills for applying these concepts to the solution of business problems
		To help students master the analytical tools of strategic management.
302	Enterprise Performance Management-EPM	To acquaint the students with a perspective of different facets of management of an enterprise
		To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
		To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
		To develop the knowledge of the concept of auditing and its applicability as performance management tool
303	Start Up & New Venture Management-SNVM	To instill a spirit of entrepreneurship among the student participants.
		To provide an overview of the competences needed to become an entrepreneur
		To give insights into the Management of Small Family Business
304	Summer Internship Project	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
		To provide means to immerse students in actual supervised professional experiences.
		To give an insight into the working of the real organizations.
		To gain deeper understanding in specific functional areas.
		To appreciate the linkages among different functions and departments.
		To develop perspective about business organizations in their totality.



		To help the students in exploring career opportunities in their areas of interest.
305	Direct Taxation-DT	To understand the basic concepts in Income Tax Act, 1961.
		To Calculate Gross Total Income and Tax Liability of an Individual.
		To acquaint with online filling of various forms and Returns.
306	Financial System of India , Markets and Services-FSIMS	To understand the basic concepts in Income Tax Act, 1961.
309	Corporate Finance-CF	To acquaint students with advanced treatment of various concepts and tools and techniques used in Financial Management
		To highlight the importance of various decision making areas of financial management
311	Equity Research, Credit Analysis & Appraisal-ERCAA	To understand the importance of equity research.
		To understand how excel can be leveraged for better analysis of a company.
		To give recommendation based on fundamental and technical analysis
312	Rural Financial Institutions-RFIF	To understand various avenues of finance available for the development of rural area.
		To understand the role of financial institutions in rural India
315	Futures and Options-FO	To develop an understanding of financial derivatives and the institutional structure of the markets on which they are traded.
		To have an understanding of the analytical tools necessary to price such instruments.
		To highlight the role of financial derivatives in the modern capital markets, in particular for risk management.
305	Labor& Social Security Laws-LSSL (HR)	To make the students understand rationale behind labour laws



		To equip students with important provisions of various labour laws
		To give students insight into the implementation of labour laws.
306	Human Resource Accounting & Compensation Management - HRACM (HR)	To orient the students with the concepts related to human resource accounting & compensation management.
		To facilitate learning related to human resource accounting & compensation management for employees.
310	Human Resource Information System- HRIS (HR)	To learn fundamental principles of HRIS
		Developing specific HRIS skills competencies needed by professionals
314	Lab in Recruitment & Selection-LRS (HR)	To give hands on experience to students on Recruitment advertisements, profiling techniques
		To acquaint students with different interviewing methods
315	Lab in Job Design & Analysis-LJDA(HR)	To give hands of experience to the students of designing jobs at various levels
316	Lab in Training-LT (HR)	To make students understand training need analysis
		To help students design Training Programmes
		To make students understand & design training methods
305	Contemporary Marketing Research- CMR (MKT)	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
		To design and produce, evaluate a research proposal & understand the quality of research studies.
		To learn the basic skills to conduct professional marketing research.



		To understand the applications of business research tools in Marketing decision making.
306	Consumer Behaviour-CB (MKT)	To highlight the importance of understanding consumer behavior in Marketing.
		To study the environmental and individual influences on consumers
		To understand consumer behavior in Indian context.
312	Customer Relationship Management-CRM (MKT)	To introduce the core concepts of CRM paradigm
		To emphasize CRM as a business strategy
		To highlight the role of appropriate business process and technology management capabilities in managing customer relationships.
		To help the students understand the organizational context of CRM.
315	Marketing of Financial Services 1- MFS (MKT)	Familiarizing the students with the various financial services and products in the liberalized Indian economy.
		To provide an in-depth perspective of the equity and bond markets.
		Equipping the students with the practices and processes in the Mutual Fund and Insurance Industry.
316	Tourism Marketing-TM (MKT)	To familiarize the students with the basics of tourism marketing.
		To teach the students about formulating marketing plans for tourism and other related hospitality organizations.
		To acquaint the students with alternative promotional approaches to tourism marketing.
317	Agricultural Marketing-AM (MKT)	The Agricultural sector, offers immense opportunities for the employment. This sector requires managerial talent for both



		input and produce side. The course will prepare the students to be employable in agricultural marketing
		Understand the functions performed by agricultural marketing system
		Develop strategies to manage the marketing of agriculture organizations.
392	Cyber Security-III	To Familiar with the Concepts of Human Rights
394	Skill Development-I	To Familiar with the Concepts of Skill Development
401	Managing for Sustainability-MS	Apply general ethical principles to particular cases or practices in business.
		Think independently and rationally about contemporary moral problems.
		Recognize the complexity of problems in practical ethics.
		Demonstrate how general concepts of governance apply in a given situation or given circumstances.
402	Dissertation	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
		To provide means to immerse students in actual supervised professional experiences
		To gain deeper understanding in specific areas.
403	Indirect Taxation-IT	To understand the basic concepts related to GST
		To acquaint with the latest amendments made in connection with indirect taxation
		To update the procedural part of GST
404	International Finance-IF	To make students familiar with the operations in foreign exchange markets.
		To sensitize students with complexities of managing finance of multinational firm.



		To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.
405	Behavioral Finance-BF	To provide an alternative framework for understanding financial market behavior.
		To demonstrate how cognitive biases and heuristics influence investment behavior and determine asset prices.
		To highlight the basic theories and strategies that makes us aware of behavioral finance and investing.
410	Wealth & Portfolio Management-WPM	To understand the concept of Wealth Management.
		To understand the concept of Portfolio Management.
		To understand various tools and methods of evaluating the portfolio.
413	Financing Rural Development-FRD	To understand the need and importance of financing rural development.
		To know the schemes floated by the Government of India and its scope.
		To analyze the needs of rural businesses and its viability.
414	Principles of Insurance-PI	To understand the various operations involved in managing insurance
		To understand the pricing, financing and risk diversification strategies of insurance companies
403	Employment Relations-ER	Give students insight into the IR scenario in India
		Make students understand important laws governing IR
		Create understanding about role of Govt., society and trade union in IR
404	Strategic Human Resource Management-SHRM	To make students understand HR implications of organizational strategies
		Understand the various terms used to define



		strategy & its process
		Understand HR strategies in Indian & global perspective
405	Organizational Design and Development-ODD	To develop an understanding of the nature, functioning and design of organization
		Be able to understand the theory and practice relating to the processes of organization development and change
		Develop insight and competence in diagnostic and intervention processes and skills for initiating and facilitating organizational processes and change in organizations
410	Lab in CSR-LCSR	To help students understand & design CSR initiatives
414	Emerging Trends in HR-ETHR	To expose students to organizations to know emerging trends in HR.
416	Competency Mapping-CM	Make the students understand concept and importance of competency mapping
		Give insight into the process and models of competency mapping
403	Services Marketing-SM	To emphasize the significance of services marketing in the global economy.
		To make the students understand the deeper aspects of successful services marketing.
		To provide insights to the challenges and opportunities in services marketing.
404	Sales and Distribution Management-SDM	To provide foundations in components of sales and distribution management..
		To introduce various facets of the job of a sales manager.
		To focus on decision making aspects and implementation of decisions in sales and distribution management.
405	Retail Marketing-RM	To provide insights into all functional areas of retailing.
		To give an account of essential principles of



		retailing.
		To give a perspective of the Indian retailing scenario.
406	Rural Marketing-RMK	To understand rural aspects of marketing
		To learn nuances of rural markets to design effective strategies
		To enhance deeper understanding of rural consumer behavior
413	E-Marketing and Analytics-EMA	To contextualize marketing concepts in electronic marketing and marketing analytics context.
		To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value.
415	Marketing of Financial Services – II-MFS	To equip young managers with the knowledge of retail banking, corporate banking and investment banking practices in India.
		To familiarize the students to the requisite regulatory compliances in Wealth Management industry.
		To make the student understand the Risk-Return principle and its practical use in marketing of financial services.
492	Cyber Security-CS-IV	To Familiar with the Concepts of Cyber Security
494	Skill Development-SD-II	To Familiar with the Concepts of Skill Development

